



E-ISSN: 2320-7078
P-ISSN: 2349-6800
JEZS 2017; 5(4): 1304-1307
© 2017 JEZS
Received: 18-05-2017
Accepted: 20-06-2017

Rupam Bhattacharjya
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Jitendra Saharia
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Ranajit Roychoudhury
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Adib Haque
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Mukul Chandra Borah
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Manindra Nath Ray
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Minesswar Hazarika
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Correspondence

Rupam Bhattacharjya
Department of Livestock
Production & Management,
College of Veterinary Science,
Khanapara, Assam Agricultural
University, Jorhat, Assam, India

Livestock marketing in Assam - purpose and effect of seasonal variation

Rupam Bhattacharjya, Jitendra Saharia, Ranajit Roychoudhury, Adib Haque, Mukul Chandra Borah, Manindra Nath Ray and Minesswar Hazarika

Abstract

An investigation was undertaken to ascertain livestock marketing in Assam- purpose and effect of seasonal variation. For systematically conducting the research work a preliminary survey was undertaken by the researcher throughout the entire state in order to have an idea about livestock marketing. Besides this secondary data were also collected from different sources and a comprehensive list of livestock markets in Assam was prepared, which included a total of twenty six livestock markets. From these twenty six markets, thirteen markets were randomly selected for the present study. From each market a total of 40 respondents were selected to make the sample size 520.

The purpose of livestock marketing in Assam is exclusively socio-economic. 58.07 per cent of farmers used to sell their animals at times when there is urgent need of money. Further need of money during festivals, fear about sickness and natural calamities like flood and draught etc were also the factors for sale of animals. A major portion of animals purchased by buyers (40.00 %) were solely meant for meat purpose and a small portion for agricultural, selling to other customer or for sacrificing purpose.

In Assam, majority of the animals were marketed during winter season followed by autumn and spring seasons. The summer season happened to be the lowest marketing season.

Keywords: Livestock Marketing, purpose of livestock marketing, seasonal variations

Introduction

Assam is the gate away of the north- eastern region of the country and it has sharing its borders to some of the neighboring countries like Bangladesh and Bhutan. Different group of livestock from various part of India may be exported to the neighboring countries or at least to the adjacent states, without much official records.

Agriculture is the major source of livelihood for a majority of rural population in Assam. Agriculture in the region is characterized by subsistence; mixed farming system which is dominated by smallholders. Although cereals dominate the cropping pattern in the state, livestock is an important component of mixed farming system and dependence on livestock as an alternative source of income is significant. Further because of social and religious acceptance, the meat consumption is relatively higher in Assam, and demand of livestock commodities has been expanding. The expanding demand for livestock offers greater opportunities for the growth of rearing small ruminants, pigs, goat and poultry apart from dairy development.

Materials and methods

For systematically conducting the research work a preliminary survey was undertake by the researcher throughout the entire state in order to have an idea about the pattern of livestock marketing, location of different markets, species of livestock generally marketed, involvement of traders, middle-man and broker, frequency of market day in a week etc. Besides this, secondary data were also collected from different sources and a comprehensive list of livestock markets in Assam was prepared, which included a total of twenty six livestock markets. From these twenty six markets, thirteen markets were randomly selected for the present study. From each market a total of 40 respondents were selected to make the sample size 520. They were in the lower Brahmaputra Valley Zone - Nine mile cattle market, Bhutnath goat market, Sonapur livestock market of Kamrup district, Dhamdhama livestock market of Nalbari district and Gauripur livestock market of Dhubri district, the North Bank

Plain Zone - Banglaghar livestock market of Darrang district and Dhalpur market of Lakhimpur district, the Central Brahmaputra Valley Zone - Jaluguti livestock market and Bhuragaon livestock market of Morigaon district), the Upper Brahmaputra Valley Zone - Rajmai livestock market of Sivasagar district and Behora livestock market of Golaghat district, the Barak Valley zone - Nitainagar livestock market of Hailakandi district and the Hills Zone Parokhowa livestock market of Karbi Anglong district were selected. The survey work was undertaken for a period of one year i.e. from September 2014 to August 2015. All the obtained data were tabulated and put to standard statistical test to make possible proper interpretation and to disembark at some conclusions as per the pre-formulated objectives of the study.

Results and discussion

Purpose of livestock marketing

The purpose of livestock marketing in Assam is exclusively socio-economic. After harvesting season, the farmers/producers are ready for marketing of livestock and they want to sell their animals because of fear of loss as the movement of animals are widening up after harvesting. Moreover, they also want to get rid of aged, unhealthy and unproductive and uneconomic animals in order to acquire good productive and draft animals for the agricultural purposes as well as to minimize the rearing cost after harvesting season. Again, due to unsound socio-economic

status of the farmers/ producers they used to sale their animals as an easy source of income in order to coup up with day to day expenditure, e.g. treatment, marriages, repaying of loans for agriculture, education and especially during festival etc. Further, poor health, disease conditions and old ages of the animals, and also natural hazards like flood and draught were also the factors for sale of animals.

Animals marketed by socio- economically sound farmers were mostly found to be comprised of uneconomic, unproductive, old and diseased animals as well as surplus animals. Surplus animals were found to be marketed mostly after harvesting season to minimize rearing cost in Assam.

Reasons of selling livestock

Table 1 shows that majority of the sellers in all the markets cited urgent need of money as the most important reason for selling their livestock. They usually sell livestock to meet some urgent demands of the family like illness of the family members, schooling of the children and loan repayment and even to meet their day to day requirements. However in rare cases they sell their livestock during festival, fodder scarcity, fear about sickness and natural calamities.

The results are in agreement with Senthilkumar *et al.* (2012)^[9] who reported reasons for selling goats as urgent need for money, fodder scarcity, fear of sickness and natural calamities. Similar reasons were also reported by Ramesh *et al.* (2012)^[8] and Ekka (2016)^[3].

Table 1: Percentage of sellers citing reasons of selling livestock

MARKET	Urgent need of money	Fodder Scarcity	Fear about sickness	Need of money due to festival season	Natural calamities: Flood/ Drought/ Any other
Ninemile	50.00	5.00	0.00	40.00	5.00
Banglagarh	60.00	20.00	15.00	5.00	0.00
Bhutnath	60.00	10.00	5.00	25.00	0.00
Bhuragaon	60.00	15.00	0.00	25.00	0.00
Dhamdhama	70.00	15.00	0.00	15.00	0.00
Dholpur	70.00	15.00	5.00	10.00	0.00
Gauripur	55.00	10.00	10.00	20.00	5.00
Jaluguti	60.00	15.00	0.00	25.00	0.00
Nitainagar	65.00	15.00	10.00	10.00	0.00
Parokhowa	55.00	0.00	25.00	20.00	0.00
Rajmai	55.00	10.00	10.00	25.00	0.00
Sonapur	35.00	10.00	15.00	30.00	10.00
Behora	60.00	25.00	5.00	10.00	0.00
Total	58.07	12.69	7.69	20.00	1.50

Reasons of buying livestock

From table 2 it is found that majority of the buyers in all the markets cited meat purpose as the most important reason for buying livestock followed by agricultural purpose, selling to other customers and for sacrifice. It is due to the fact that in the North Eastern region including Assam, the principal objective of livestock rearing is the production of meat since milk has little significance due to many socio cultural reasons and its low availability. The fact that more than 90 percent of the people in the NE region including Assam are non vegetarian has enhanced the demand for meat than milk, also Assam being the state, which shares its border with the other six states, facilitates the movement of livestock particularly beef cattle and pigs across border. This in part, fulfills the gap

between the demand and supply of meat in the states like Meghalaya, Nagaland and Manipur. Also, these are the major markets of the respected areas so most of the buyers purchased the animals from these markets and again sell it to other customers like butchers and small farmers in nearby villages. It also shows the involvement of middleman in the livestock markets of Assam.

These findings are well in agreement with the findings of Ekka (2016)^[3] who reported highest marketing of goat in and around Kamrup district for meat purpose and Johari (2013)^[7] who reported in her study on system of rearing and marketing of pig in Dima Hasao district of Assam. Her findings indicated that pork was available for consumption in their society on everyday basis.

Table 2: Percentage of buyers citing reasons of buying livestock

Market	Agricultural purpose	Meat purpose	Sacrifice	Selling to other customers	Others
Ninemile	25.00	50.00	0.00	25.00	0.00
Banglagarh	30.00	35.00	5.00	30.00	0.00
Bhutnath	10.00	25.00	15.00	40.00	10.00
Bhuragaon	35.00	20.00	5.00	40.00	0.00
Dhamdhama	20.00	55.00	0.00	25.00	0.00
Dholpur	20.00	55.00	0.00	25.00	0.00
Gauripur	20.00	55.00	10.00	15.00	0.00
Jaluguti	35.00	20.00	5.00	40.00	0.00
Nitainagar	30.00	50.00	0.00	20.00	0.00
Parokhowa	40.00	45.00	0.00	15.00	0.00
Rajmai	20.00	55.00	0.00	25.00	0.00
Sonapur	55.56	16.67	5.56	22.22	0.00
Behora	40.00	40.00	5.00	15.00	0.00
Total	28.85	40.00	3.85	25.77	0.77

Seasonal variation on livestock marketing

Table 3. represents the season wise average numbers of livestock marketed in a market day. It was found that majority of the animals were marketed during winter season followed by autumn and spring seasons. The summer season happened to be the lowest marketing season.

Trading of livestock during winter season which comprised mostly of Id-Uz-Zuha, Christmas, New Year and Bihu in particular provided an indication that most of the animals traded were for meat purpose. In fact during winter time the marketing of livestock reached its pick was linked to the probable cause like people in general in this part of the country were festival loving and also to keep themselves warm in order to fight against cold in the hilly states (to where the traded animals were transported) the consumption of meat during winter got escalated. It also attributed to the fact that the farmers/ producers after a hectic agricultural season during autumn and becoming free for marketing of animals. They want to get rid of their old, unhealthy and uneconomic animals in order to acquire good productive and draft animal for coming up agricultural operation. In addition to surplus animals, the producers also want to sale their animals to minimize labour and rearing cost due to scarcity of

green fodder and pasture resulting low production in animals. Also they want to sell their animals because of fear of loss as the movement of animals are widening up after harvesting. On certain occasions, to combat the unsound socio-economic status, framers used to sale their animals as an easy income source for day to day expenditure e.g. marriage, treatments etc.

This kind of reports was also obtain from the studies of Gryseels (1998)^[6] and Andargachew and Brokken (1993)^[1]. The summer season happened to be the lowest marketing season. This may be attributed to the fact that during summer season, i.e. June to August, there is usually heavy rainfall in Assam resulting astonishing flood making transportation network inaccessible for transporting the livestock. Though the farmers/producers find it difficult on their part to manage the animals due to heavy rainfall and water all around, yet they are relieved to a great extent in maintaining their animals due to availability of green fodder during this critical period. This finding was in accordance with the findings of Gogoi (1997)^[5], Ehui *et al.* (2000)^[2] and Ekka (2016)^[3]. However, the findings of Ensminger (1995)^[4] on highest marketing of animals during October- November and lowest from February to May are not at all supported by the present findings.

Table 3: Seasonwise average number of livestock marketed

	Winter (DEC - FEB)	Spring (Mar - May)	Summer (June - Aug)	Autumn (Sep - Nov)
Cattle	899.38±62.23 ^a	485.25±53.79 ^b	262.25±27.51 ^c	563.86±56.77 ^d
Buffalo	128.21±13.65 ^a	36.54±3.45 ^b	18.68±1.71 ^c	58.18±8.86 ^d
Goat	451.72±70.86 ^a	204.22±39.73 ^b	116.25±23.50 ^c	263.44±58.47 ^d
Sheep	185.00±26.75 ^a	82.5±12.44 ^b	50.00±10.50 ^c	100.83±16.06 ^d
Pig	426.00±44.87 ^a	274.25±37.06 ^b	153.75±21.61 ^c	309.00±41.74 ^d

(Mean ±SE)

Figures with similar superscripts in a row does not differ significantly

Conclusions

Based on the overall results obtained, following conclusions could be drawn upon:

The purpose of livestock marketing in Assam is exclusively socio-economic. Farmers used to sale their animals at times when there is urgent need of money. Further need of money during festivals, fear about sickness and natural calamities like flood and draught etc were also the factors for sale of animals. A major portion of animals purchased by buyers were solely meant for meat purpose and a small portion for agricultural, selling to other customer or for sacrificing purpose.

In Assam, majority of the animals were marketed during winter season followed by autumn and spring seasons. The

summer season happened to be the lowest marketing season.

Reference

1. Andargachew k, Broken RF. Inter annual sheep price patterns and factors underlining price variations in central highlands of Ethiopia. *Agric. Econ.*, 1993; 8:125-138.
2. Ehui SK, Benin S, Nega Gebreselassie. Factors affecting urban demand for live sheep: the case of Addis Ababa, Ethiopia. *Socio- economic and Policy Research Working Paper 31*, ILRI (International Livestock Research Institute), Nairobi, Kenya, 2000, 32.
3. Ekka S. Marketing Practices Of Goat And Chevon In Kamrup (Metro) District Of Assam. M.V.Sc. Thesis submitted to Assam Agricultural University, Khanapara,

- Guwahati, India, 2016.
4. Ensminger ME. Marketing and slaughtering Cattle, Beef Cattle Husbandry, Second Edn., The Interstate, Danville, Illinois, 1995, 506.
 5. Gogoi AK. Livestock marketing: a study in certain districts of Assam. Ph.D. Thesis, Assam Agril. Univ., Khanapara, Guwahati, 1997.
 6. Gryseels G. The role of livestock in the generation of smallholder farm income in two Vertisol areas of the central Ethiopia Highlands. In: Jutzi S.C.; Haque, I; Mcintire, J. and Stares, J.E.S. (eds), management of Vertisol in sub-Saharan Africa. Proceedings of a conference held at the International Livestock centre for Africa (ILCA), Addis Ababa, Ethiopia, 31 August-4 September 1987, ILCA, Addis Ababa, Ethiopia, 1988, 345-358.
 7. Johari M. System of rearing and marketing of pig in Dima Hasao district of Assam. An M.V.Sc. Thesis submitted to the Assam Agricultural University, Khanapara, Guwahati-22, Assam, India, 2013.
 8. Ramesh D, Meena HR, Meena KL. Analysis of small ruminant market system in different agro-climatic zones of Southern India. *Vet World*. 2012; 5(5):288-293.
 9. Senthilkumar S, Ramprabhu R, Pandian A, Serma Saravana. Small ruminant marketing practices in southern Tamil Nadu: A case study. *Indian Journal of Small Ruminants*. 2012; 18(1):129-131.