



## Knowledge Level of Goat Farmers of Mayurbhanj District of Odisha on Marketing

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### ABSTRACT

The present investigation was carried out in six blocks of Mayurbhanj districts of Odisha state to assess the knowledge level of goat farmers on marketing. Data on knowledge of farmers on marketing were collected through personal interview with the help of pre-tested structured interview schedule. This study revealed that most of the goat farmers (57%) of Public Sector Banks (PSB) had medium level of knowledge on marketing, whereas only 28.33 % of borrowers of Micro Finance Institutions (MFI) had medium level of knowledge on various aspects of marketing. The socioeconomic variables of the respondents of PSB like age, education, land holding, occupation, livestock possession, family size, occupation, and income are positively correlated with knowledge level on marketing of farmers. Education variable was found significantly associated with knowledge on marketing of PSB borrowers. In case of the respondents of the MFI, age, livestock possession, education, family size, and land holding are found positively correlated with knowledge level on marketing.

### KEYWORD

Public Sector Bank, Micro Finance Institutions, Marketing

### INTRODUCTION

Odisha is dominated by the small land holders and the landless farmers. Productivity levels are very low but livestock wealth of Odisha is good in numbers across all species, constituting a natural resource base with large livelihood implications. As per the 2012 livestock census, Odisha has a cattle population of 116.21 lakh, buffalo 7.26 lakh, Goat 65.13 lakh, sheep 15.81, pig 2.8 lakh and poultry 198.9 lakh. Odisha contributed about 4.81 percent of goat population in the country being 11<sup>th</sup> in India. India contributes 14.6 percent of total world goat population. Percentage of goat population in neighboring states are much higher than Odisha, despite of having the most appropriate climate and vegetation along with growing demand of goat meat in state. It has been observed that small ruminates especially goat rearing provide much needed livelihood support to the landless and weaker sections of the society. It has been observed that the goat farmers are unable to derive desired profit from the goat rearing due to their lack of knowledge on marketing of goats. The present investigation was undertaken to assess the knowledge level of goat farmers related to various aspects of marketing so that necessary recommendations could be made to improve their skill and ability for better marketing of goats.

### MATERIALS AND METHODS

The Mayurbhanj district is selected purposively as it possesses large number of goats in comparison to the other districts of the Odisha state. However, the blocks and respondents were selected randomly to give an unbiased picture of the study and to access the actual problem and to find out a proper solution. Out of 31 blocks of the district, six blocks were selected randomly and from each block, two categories of the respondents were selected for the study. One was the goat farmers who had taken loan from the Public sector bank (PSB) and second one was goat farmers who had taken loan from micro financing institution (MFI). From each block, 20 goat farmers taken loan from the public sector bank and 20 goat farmers taken loan from the private sector bank prior to the 2011 were selected randomly from the existing list of data available at lead bank office in district head quarter. Thus, in total 240 respondents (120 PSB and 120 MFI) constituted the sample size of the study. To study the knowledge level of the respondents, 10 questions related to various aspects of livestock Marketing knowledge of goat farmers were developed and were validated by experienced experts of the different Departments of Veterinary College and Animal Husbandry Department of Government of Odisha. Each question was having multiple choices for the respondent to answer. On the basis of the response, the respondents were awarded a score to each question. For 10 questions, the scores of the respondent were totaled and that was considered as total score of the respondent on livestock Marketing. The information collected with the help of the interview schedule from the respondents were then classified, tabulated and analyzed with the help of statistical methods to draw meaningful conclusions from the study.

### RESULTS AND DISCUSSION

The information related to various aspects of marketing was collected from the respondents, and the results are presented in the Table 1. 43.34 per cent of goat farmers of PSB reported that they market their goats at the age of 12-14 months

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whereas only 13.34 per cent of goat farmers of MFI reported such age of marketing. The marketable age of goat more than 16 months are reported by 20.83 % and 52.5% of respondents of PSB and MFI respectively. Most of the farmers of PSB (55%) said that they sold their goat at body weight of 12-14 kg whereas most of the borrowers of MFI (36.67%) reported that they sell their goat at body weight of 8-10 kg.45 per cent and

19.17 per cent of goat farmers of PSB and MFI respectively can able to tell the two market places but 14.17 per cent and 16.17 per cent of goat farmers of PSB and MFI respectively cannot able name any of the market places where they sell their goats. The similar types of findings have been reported by various authors like [M. Manzi, et al. 2013](#); [C.O. Ahuyaa, A.M. Okeyo et al.2012](#), in their studies.

**Table1.** Knowledge level of the Goat farmers related to marketing

Sl. No.	Statements	Score	PSB		MFI	
			No. of respondents'	%	No. of respondents'	%
1.	What is the marketable age of the goat?					
	a) 12-14 months of age	2	52	43.34	16	13.34
	b) 14-16 month of age	1	44	36.67	41	34.17
	c) 16 month or above	0	25	20.83	63	52.5
2.	What is the marketable weight of the goat?					
	a) 10-12 kg	2	66	55	44	36.67
	b) 8-10 kg	1	39	32.5	55	45.84
	c) 6-8 kg	0	17	14.17	20	16.67
3.	Name the few markets where you can sell your goats when required?					
	a) Successfully named 2 market place	2	54	45	23	19.17
	b) Successfully named 1 market place	1	49	40.83	53	44.17
	c) Cannot able name any market place	0	17	14.17	20	16.17
4.	How you sell your goat in the market?					
	a) Sell directly to the customers	2	53	44.17	23	19.17
	b) Sell through the cooperative, NGO's/ Government agencies	1	4	3.34	44	35.83
	c) Sell through middle man	0	63	52.5	53	44.17
5.	What are the various products of goat can be sold ?					
	a) Goat meat , goat milk and hoof and skin ,	2	44	36.67	26	21.67
	b) Goat meat and hoof and skin	1	58	48.34	56	46.67
	c) Only goat meat	0	19	15.84	38	31.66

Most of the goat farmers of PSB (52.5 %) and MFI (53 %) reported that they sell their goat through middle man. In case of goat farmers of PSB, 36.67 per cent had knowledge of various product that can be sold in the market but in case of MFI, only 21.67 per cent of goat farmers had that knowledge.

#### Distribution of the respondents on the basis of their knowledge related to marketing

The distribution of the respondents according to their knowledge level on marketing is presented in Table 2. The table revealed that the majority of the respondents in PSB (57.50%) were having medium level of knowledge on marketing, whereas 17.5 % of the respondents were found having low level of marketing and 25 % of the respondents were found in the category of high level. In case of MFI majority of the respondents (56.67%) were having low level of

knowledge on marketing, whereas 28.33 % of the respondents were found having medium level of knowledge on marketing and 15 % of the respondents were found in the category of high level.

#### Relational analysis of selected traits of the respondents with their knowledge on marketing

The data of selected socio-economic variables were subjected to zero order correlation with knowledge on marketing. The result presented in the Table 3 revealed that variables in case of the respondents of the PSB like age, education, land holding, occupation, livestock possession, family size, occupation, and income are positively correlated with knowledge on marketing. No variable is negatively correlated with knowledge on marketing. Education variable was found significantly associated with knowledge on marketing. In

**Table 2.** Distribution of the Respondents on the basis of their Knowledge related to marketing

Sl. No.	Category	PSB		MFI		TOTAL		Remarks
		Freq.	(%)	Freq.	(%)	Freq.	(%)	
1	Low Level Knowledge <( Mean- S.D) PSB=( <5.65) MFI=( <4.02)	21	17.5	68	56.67	89	37.91	PSB Maximum Score = 10 Mean=7.10 S.D = 1.45  MFI Maximum Score = 10 Mean=5.35 S.D =2.32
2	Medium Level Knowledge ( Mean- S.D) to ( Mean + S.D) PSB=(5.65 to 8.55) MFI=(4.02 to 7.62)	69	57.50	34	28.33	103	42.19	
3	High Level Knowledge >( Mean+ S.D) PSB=>8.55) MFI=>7.625)	30	25	18	15	48	20	
Total		120	100	120	100	120	100	

case of the respondents of the MFI like age, livestock possession education, family size, family size and land

**Table 3.** Relational analysis of selected traits of the respondents with their knowledge related to marketing

Sl. No.	Variable	Correlation Coefficient (r)	
		PSB	MFI
1	Age	0.2467	0.2451
2	Education	0.4215*	0.2667
3	Family size	0.0264	0.0127
4	Livestock possession	0.0169	0.0142
5	Land holding	0.1825	0.1447
6	Occupation	0.2125	0.3251
7	Income	0.2552	0.1847

\* Significant at the 5% level

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holding are positively correlated with knowledge on marketing. No variable was found negatively and significantly associated with knowledge on marketing. (B. Rai and Singh *et al.* 2013, K. Sathyanarayan, V. Jagadeeswary *et al.* 2010, G.P. Sabapara 2016).

#### CONCLUSION

The present study revealed that the goat farmers financed by Public Sector Bank possess higher market related knowledge than the goat farmers financed by Microfinance Institution. Market related knowledge is essential for the goat farmers to get maximum benefit from the business. The State Animal Husbandry Departments may emphasize on goat marketing, training and awareness programme while promoting goat farming in the state.

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