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MARKET ACCESS AND CONSTRAINTS IN MARKETING OF GOATS AND THEIR PRODUCTS IN WEST BENGAL

Executive Summary

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Introduction:

Goat is reared almost in all corners of the world. Human being domesticated goat for its milk, meat and skin. When goats are reared for commercial and extension purposes, large number of goats is kept within a single flock. Adoption of goat rearing enterprise and its management depends upon the social acceptability and rearing environment. Thus, the system of goat management is mostly a function of social acceptance of community to goat, availability of land, pasture, human resource, capital and economic dependence on livestock in general and goats in particular, etc. Management of goat includes grazing, feeding, reproduction, health care, etc. The systems of goat management are of different types; village system, extensive system, semi-extensive system, intensive system and very intensive system.

The marketing of goats is mostly a neglected sector. The potentiality of goat in Indian economy is obviously important. Large sections of rural people are engaged in the rearing of goats. By nature, goat can easily survive on available grass, shrubs and trees. Goat population in India is about 124 million (2002), which accounts for 16.5% of world population of goat. By the given number of goats, production of goat meat stands at the level of 0.47 million tones. Goats are distributed across all agro-climatic regions of the country.

Rapid urbanization combined with continued economic growth has been continuously pushing up the market demand for livestock products – mainly meat. Thus, growth in the demand of meat could provide great opportunity to the goat rearers to reap higher income from goat keeping. But goat market in most parts of India is unorganized - operating under the clutches of a nexus of small traders, market agents, middleman and ‘aratdars’ etc. So, the most of goat rearers find it difficult to penetrate these markets because of these nexus. Due to absence of strong networks of market access and information, an inefficient market is being operative so far the transaction of goat is concerned.

Thus, in the present study, an attempt has been made to find out the access and constraints to the marketing of live goats and goat meat in West Bengal with the following objectives:

Objectives:

- To study the goat marketing system and marketing access to goat farmers.
- To ascertain the constraints in marketing of farmers goat.
- To identify leverage points for developing a system ensuring fair marketing access and prices of goats.
- To study the marketing system of goat products.
- To suggest suitable development strategies for efficient marketing of goats and their products.

Methodology and Data:

Keeping in view the objectives of the study, a multistage sampling technique has been adopted for the selection of the regions, districts, markets, villages, goat keepers, etc.

First of all, two regions namely 'Rarh' and 'Gangatic Plain' respectively have been selected and two districts from each region, namely - Burdwan and Murshidabad, have been selected on the basis of highest concentration of goats' population. From each selected district, two important markets namely Natunhat and Gueskora for Burdwan district and Dakbangla and Baldanga for Murshidabad district have been selected purposively. Two villages, one in the vicinity of the market and the other far-off the market are selected on the basis of availability of sufficient number of goat keepers in the villages. A list of goat keepers is prepared and classify the owners of goats on the basis of herd size of goats in to 4 groups viz. 1-5, 6-15, 16-30 and >30 goats. Fifty goat keepers have been selected from 4 villages of 2 markets of each sample district on the basis of probability to proportion of their number in the respective group. Thus, a total of 100 goat keepers from two districts is the ultimate sample.

In order to known the system of goat marketing, 5 sellers and 5 buyers of goats are selected from each selected market. Thus, in all 20 sellers and 20 buyers of goats will be selected purposively from 4 markets of two districts.

Apart from these, the information of goat products (milk, meat, skin) is also be required for this study. Hence, 5 butcher, 5 petty skin merchants, merchants are also selected purposively from each selected market. Thus, 20 butchers, 20 petty skin traders are the respondents from 4 markets of two selected districts. Since, the presence of wholesale skin traders is found only one market of the sample districts, the acquired numbers (8) of skin traders have been selected from sample markets for in depth survey. Reference year of primary data is from July 2007 to June 2008. The reference year of primary data is July –

2007 to June – 2008. A part from that available secondary data of goats and their product has been collected from the Animal Resource Development Department, Government of West Bengal.

Results:

Scenario of Study Area:

West Bengal is a state in eastern part of India. The state contributes 7.8% of India's population and has a population density of 904 inhabitants per square kilometer; making it the most density-populated state in India. Agriculture is the leading occupation in West Bengal. Rice is the state's principal food crop. State industries are localized in the Kolkata region and the mineral-rich western highlands. Total livestock population of West Bengal in the year 2003 was 34.543 million, in which goat population was 11.76 million of goats i.e about 34% of India's goat population.

Goat are the main contributor of meat production of the state. It is evident from the fact that in 2006 the share of goat meat in total meat production of the state is highest (45.28%) followed by cattle and buffaloes (40.31%), pigs/ pork (9.46%) and sheep – 4.93 per cent. The extension and veterinary service for livestock in general and goats in particular of the state are extremely inadequate. West Bengal Govt. has 91 state Animal Health Centre, 19 District Veterinary Hospitals, 341 Block Animal Health Centre and 271 Addl. Block Health centers.

With specific reference to goat, there is extreme paucity of marketing infrastructure and market information of goat in West Bengal. So, the goat rearers of the state are unable to translate their production into profitable opportunities.

In the districts of West Bengal, Maximum goat population is concentrated in Murshidabad and Burdwan districts. These two districts were occupied about 12.00 and 10.88 per cent respectively of goats' population of the state in 2003. So far as the marketing facilities of live goats and other goat products are concerned, these are sufficiently inadequate and ill managed as reported by the sampled goat rearers. Due to non-availability of data for goat products the same cannot be placed for discussion. The extension and veterinary services of these two district, alike the state, are separately inadequate.

Socio-economic Status Including Ownership of Livestock of the Sample Households:

In both the sample districts, the majority (64 percent) of households have flock size of goats numbering 1 to 5, 33 per cent households have flock size consisting of 6 to 15 and remaining 3 per cent households have the flock size of goats numbering – 16 to 30.

Among the sample households, 84.00 per cent households belong to the other caste and remaining 16.00 per cent household hails from scheduled caste. The education status of the sample households shows that more than 74.00 per cent of the sample goat rearing households are either illiterate or some how could have been able to write his/her name.

Since goat rearing is mainly enterprised by the people of low income groups, the main occupation of 50.00 per cent goat rearing household are agricultural labour and percentage figures of main occupation of remaining households are as follows: agriculture – 27.00 per cent, goat rearing 4.00 per cent, service – 1.00 per cent, other labour 5.00 per cent, business - 6.00 per cent and others - 7.00 per cent.

Pursuing secondary occupation, 76.00 per cent of the sample households opted goat rearing as secondary occupation.

Looking into the land account of the sample households, it is found that majority (60.00 per cent) of goat rearing households are land less, 33.00 per cent are marginal farmers having land up to 1.00 hectare and 7.00 per cent of the sample households are small farmers. Access to grazing land of the sample households is almost negligible.

In Burdwan district main source of income of in sample land less households is agriculture and other labour, while the main source income of marginal and small farmers is agriculture followed by trade and service. Similarly, in Murshidabad district main source of annual income of land less households is agriculture (share cropping) followed by trade/business, labour and goat rearing, while main income source of marginal farmers is agriculture followed by trade/business, goat rearing and labour. Agriculture is being the main income source of small farmers.

The main sector of employment of the sample households in either selected district is agriculture, which generates 67.77 percent of total income in Burdawan and 56.91 percent in Murshidabad district.

Livestock Account of Sample Households:

Concentration of animal resource is highest among the landless households in Burdwan district, whereas concentration of the same is highest among the marginal farmers in Murshidabad district. However, out of total of live stock of the sample households for both the districts, the land less households are possessing 53.45 of goats, 58.33 per cent of sheep, 62.50 percent of cows and 61.67 percent of other animals like bullocks etc., the marginal farmers of are found to be owing 41.82 per cent of goats, 22.22 per cent of sheep, 31.25 percent of cows, 66.67 per cent of buffaloes and 25.00 percent of other animal, and the

remaining 4.73 per cent of goats, 19.45 per cent of sheep, 6.25 per cent of cows, 33.33 percent of buffaloes and 13.33 percent of other animals are found to have owned by the small farmers (Table – 1).

Table – 1: Live-stock Position by the Size of Farms on the Sample Farms on July, 2007

Categories of Farms (ha)	District – I (Burdwan)					
	Goat (No)	Sheep (No)	Cows (No)	Buffaloes (No)	Others (No)	Total (No)
Land less	148 (57.81)	16 (84.21)	24 (75.00)	-	32 (65.31)	220 (61.80)
Marginal (below 1 ha)	94 (36.72)	3 (15.79)	7 (21.87)	-	11 (22.45)	115 (32.30)
Small (1 – 2 ha)	14 (5.47)	-	1 (3.13)	-	6 (12.24)	21 (5.90)
All	256 (100.00)	19 (100.00)	32 (100.00)	-	49 (100.00)	356 (100.00)
District – 2 (Murshidabad)						
Land less	146 (49.66)	5 (29.41)	6 (37.50)	-	5 (45.46)	162 (47.090)
Marginal (below 1 ha)	136 (46.26)	5 (29.41)	8 (50.00)	4 (66.67)	4 (36.36)	157 (45.64)
Small (1 – 2 ha)	12 (4.08)	7 (41.18)	2 (12.50)	2 (33.33)	2 (18.18)	25 (7.27)
All	294 (100.00)	17 (100.00)	16 (100.00)	6 (100.00)	11 (100.00)	344 (100.00)
Both Districts						
Land less	294 (53.45)	21 (58.33)	30 (62.50)	-	37 (61.67)	382 (54.57)
Marginal (below 1 ha)	230 (41.82)	8 (22.22)	15 (31.25)	4 (66.67)	15 (25.00)	272 (38.86)
Small (1 – 2 ha)	26 (4.73)	7 (19.45)	3 (6.25)	2 (33.33)	8 (13.33)	46 (6.57)
All	550 (100.00)	36 (100.00)	48 (100.00)	6 (100.00)	60 (100.00)	700 (100.00)

Note: Figures in Parenthesis are Percentage to the total

Distribution of Goat for Sample Households:

Numbers goats owned by the sample households during study period July – 07 to Dec.- 07 and Jan. – 08 to June – 08, are 550 and 533 respectively. Most of these rearing goats (86.00 to 89.00 per cent) are home product, and remaining 11.00 to 13.00 per cent are procured through purchase. Goatherd of the sample households during July 07 to December 07 consists of 21.27 per cent male-goats, 44.00 per cent female-goats and 34.73 per cent kids. Similarly, distribution of male, female kids in the goat herd of the sample households during January 08 to June 08, is 20.26 per cent, 40.71 per cent and 39.03 per cent respectively. The annual maintenance cost of goats by sex are as follows: male goats - Rs.36.97, female goats - Rs. 22.83 and kids – Rs.23.48, and per head maintenance cost of goats as a whole is Rs.25.91.

In Burdwan district, distribution of goat by their sex in different flock size is as follows: goats under the flock size of 1 – 5, has consisted of 40.43 per cent of male goats, 49.16 per cent female goats and 41.24 per cent kids, but in the flock size of 6 – 15 goats, the percentage figures of male, female and kid goats are 59.57 per cent, 50.84 percent and 58.76 per cent respectively. Similarly, in Murshidabad district, the flock size of 1 – 5 goats is occupied by 45.83 per cent of male, 46.85 per cent of female and 45.96 percent of kids, in the flock size of 6 – 15 goats, the share of male, female and kid are 33.33 percent, 33.37 per cent and 36.48 percent respectively. In the flock size of 16-30, the highest share goes to male 20.85 percent followed by kids - 19.78 per cent and female - 17.56 percent

Addition and depletion in livestock population from July 07 - Dec. 07 to Jan 08 – June 08 for both the district reveals that goat population has decreased by 3.09 per cent but cow population decreased by 8.70 per cent. Sheep and other live stock have increased by 8.33 per cent and 33.33 per cent respectively. As regards to goat population, the hopeful situation is that the kids' population has increased by 4.19 per cent.

Total number of goats as reported sample households was 571 in which total number of goats survived during the reporting period (July 07 to December 07) was 550 – the rate of survival was 96.32 per cent. The numbers of male goats, female goats and kids survived was 117 (96.69%), 242 (97.19%) and 191 (95.03%) respectively, while during the reporting period of January 08 to June 08 number of goats survived is 533 in which number of male goats, female goats and kids are 108 (96.43%), 217 (96.02%) and 208 (96.29%) respectively.

There are several marketing channel and several marketing intermediaries like goat keepers, traders, butchers etc. are involved in the transaction of goats. Hence, the producers are generally deprived of due share in the buyer's / consumer's prices. On the whole the owners of lower numbers of flock size of goat are selling higher numbers in the market and smaller numbers at door where as the owner big flock size are selling higher number of goats at door and lower number at market.

Selling of Goats at Door:

Though, households of either caste are selling more or less same percentage of goats in the market, i.e. general caste – 13.68 per cent and scheduled caste – 13.82 percent, households of general castes are selling more goats at door as compared to the household of scheduled castes.

Goat rearing households under landless group are selling 7.04 percent of goats at door and 14.66 per cent at market, rearers of marginal farm group are found to have sold 6.18 per

cent their goats at door and 12.94 per cent in the market and household of small farm group are found to have sold 6.56 per cent at the door and 8.20 per cent at the market.

The sample households from the villages of near-market are selling – 4.76 percent of their total male goats, 4.52 percent of their total female goats and 3.10 percent of their kids goats at door and value per goats are as follows: male – Rs.902.23, female – Rs.493.07 and kid – Rs. 364.84. Similarly, households of off-market village are found to have sold 2.60 percent of their male goats, 2.58 percent of female goats, and 2.84 percent of kids at door. Prices per goat they receive, are Rs.852.65 for male goat, Rs. 474.56 for female goats and Rs. 424.20 for kid. The prices of goats sold at door are relatively higher during Jan. 08 - June 08 as compared to July 07 - Dec. 07.

In district – I, marketing of goats at door by sex and type of buyer indicates that 66.67 per cent of male goats are sold to traders and 33.33 per cent to the butchers. The selling prices of per male goat sold to the trader and butchers goat are Rs.907.31 and Rs.861.88 respectively. As regards to female goats, 70.00 per cent are sold to the traders and 30.00 per cent to the goat keepers, and selling prices (Rs./goat) for the same are Rs.600.56 and 588.89 respectively. In the marketing of kids, the traders are found to have purchased 81.82 percent of marketed kids at a price Rs. 361.04 per kid, whereas the goat keepers have purchased 18.81 percent at the rate of Rs.430.37.

In the district – II, out of marketed goats at door, professional traders are found to have purchase 66.67 per cent of male goats, 57.89 per cent of female goats and 55.56 per cent of kids and the purchase price (Rs./goat) for these goats are Rs.911.31, Rs.592.57 and Rs.356.24 respectively. The local butchers have purchased 25.00 percent of male goat at a price of Rs. 890.88 per goat, 15.79 per cent of female goats for Rs. 578.43 per goat and 11.11 per cent of kids for Rs.395.32 per kid.

Marketing pattern of goats by their breed (desi breed) at the door indicates that total number of sold at door is 73, in which the share of male, female and kids is 19.17 per cent, 30.15 per cent and 50.68 per cent respectively.

Goats marketed at door by different weight group ($\leq 5\text{kg}$, 5 to 10kg, >10 to 15kg and $>15\text{kg}$ and 16 – 30) indicated that the traders' share in the purchase of goats are highest i.e. 57.14 per cent of male goats, 50.00 per cent female and 63.16 per cent kids. However, the butchers were found to have purchased 28.57 male goats, 16.67 per cent female goats and 15.79 per cent kids. Next, the share of consumers in purchase of male, female and kids are

14.29 per cent, 8.33 per cent and 15.79 per cent respectively and the goat keepers are found to have purchased only female goats and kids by 25.00 and 5.26 per cent respectively.

Selling of Goats in the Market:

The selling pattern of goats in the market by their breed (Deshi) indicates that out the 149-marketed goats, the share of male, female and kids are 17.75 per cent, 42.95 per cent and 39.60 per cent respectively. The marketing costs of these goats are Rs. 43.35, Rs.32.43 and Rs. 33.36 respectively. Net returns per goat are Rs. 900.13, Rs. 579.16 and Rs. 405.36 respectively.

The selling pattern of goat in the market by their weight indicates that 65.38 per cent of male goats sold in the market are from the weight group > 5 to 10 kg., 23.08 per cent is from the weight group of > 10 to 15 kg. and remaining 11.54 per cent of male goat is from the weight group of > 15kg. As regards to the female goats, 70.31 per cent is from the weight group of > 5 to 10 kg., 23.44 per cent from the weight group of > 10 – 15 kg. and 6.25 per cent is from the weight group of > 15 kg. However, all the kids are marketed from the age group of < 5 kg. The gross return per goat sold in the market are as follows: male - Rs.943.47, female - Rs.611.58 and kid - Rs.432.13. Marketing costs per male goats is Rs.43.35, per female goat - Rs. 32.43 and per kid Rs.33.36. Hence, the net returns per goats are as follows: male - Rs. 900.13, female - Rs.579.16 and kid - Rs.398.76. The market prices of male, female and kids of different weight groups i.e. < = 5kg, 5 to 10kg, >10 to 15kg. and 16 – 30 are higher by Rs. 32.55, Rs.22.67 and Rs. 35.77 respectively as compared to prices for the same at door.

The sample household is occupying the goatherd in different size classes. The overall picture reveals that the households these who have higher size of goats herd usually selling more goat at door and less in the market as compared to the households having lowed sizes of goat herd. The prices of goats (Rs./goat) received by the sample households in the market are slightly higher as compared to the prices of goats sold at door. The market price (Rs./goat) of male, female and kids for the owner of the flock size 1 – 5 goats is higher by Rs. 44.22, Rs. 26.61 and Rs. 44.70 respectively as compared to the price of the same sold at door. Owners goats (male, female and kids) of the flock size of 6 – 15 goats, get a higher selling price per goat by Rs. 54.18, 19.50 and 41.15 for male, female and kids respectively at market as compared to the selling price at door. The prices for goats sold in the market by the owner of the herd size- 16 – 30 is higher by Rs.16.00 for male, Rs. 2.27 for female and 48.65 for kids than that of the prices of the same at door.

Selling pattern of goats from the villages of near and off the markets indicates that in the total marketed goats, the share of male, female and kids from the villages of near to the market are 58.54 per cent, 55.91 per cent and 56.82 per cent respectively, while from the villages of distant market, are 41.46 per cent, 44.09 per cent and 43.18 per cent respectively. The prices (Rs./goat) of male goat of the near market and off the market are Rs. 899.42 and Rs. 895.93 respectively; prices of female goats are Rs. 599.42 and Rs. 592.29 respectively and prices of kids are Rs. 406.44 and Rs.396.59 respectively.

Marketing Cost and Net Gain:

Total number of goats sold both at door and in the market by the sample households are 222. Marketing cost (Rs/goat) i.e. transport cost, loading-unloading cost, market fee, feeding charge and miscellaneous costs etc. are Rs. 4.20, Rs.1.97, Rs.3.60, Rs.2.87 and Rs.6.37 respectively. Gross return per goat is Rs.592.57 and net return is Rs.573.55.

Total income from goats for entire period July-07 to June-08 is Rs. 128298.64 in which the shares of different types of goats are as follows: male- 29.02 per cent, female- 40.67 per cent and kids-30.30 percent (Table – 2).

Table – 2: Income from Goat and their Product of the Sample Goat Rearers

Period of production	Items of Product											
	Milk		Value of dung manure (Rs.)	Value of goats sold (Rs.)								Total income
	Qty.	Value		Male		Female		Kids		Total		
				No	Value	No	Value	No	Value	No	Value	
July 07 to Dec. 07	nil	nil	nil	21	19107.06 (909.86)	48	28238.76 (588.31)	53	20193.17 (381.00)	122	67538.99 (553.60)	67538.99
%	-	-	-	17.21	28.29	39.34	41.81	43.44	29.90	100.00	100.00	
Jan. 08 to June 08	nil	nil	nil	19	18131.46 (954.29)	38	23946.64 (630.17)	43	18681.55 (434.45)	100	60759.65 (607.60)	60759.65
%	-	-	-	19.00	29.84	38.00	39.41	43.00	30.75	100.00	100.00	
Total	nil	nil	nil	40	37238.52 (930.96)	86	52185.40 (606.81)	96	38874.72 (404.95)	222	128298.64 (577.92)	128298.64
%	-	-	-	18.02	29.02	38.74	40.67	43.24	30.30	100.00	100.00	

Note: Percentage share of total value, Figure in parentheses are value per goat.

Data for other products of goats were not available from the goat keepers during in depth survey. So, details of the product of goat cannot be incorporated in the study.

There is no separate market of goat in the study area. Goats are sold and purchased in the livestock/general markets along with others animals.

In the selected market the seller of goats are goat keepers, professional traders and others. The average selling prices (Rs./goats) of goats are worked out to Rs. 754.24, which vary between Rs. 668.20 to Rs. 775.39 among these sellers. The average selling price of male, female and kids goats are Rs. 967.91, Rs. 660.55 and Rs. 448.43 respectively.

In the said market the buyers of goats are butcher, traders, commission agent, goat keeper, whole-seller and consumer. Their share (%) in buying goats are as follows: butchers – 40.38%, trader – 44.60%, Commission agent – 5.50%, goat keepers – 0.58%, whole seller – 8.50% and consumer – 0.45%.

These buyers are found to have purchased goats at different prices. The butchers purchase @ of Rs. 750.85 per goat while the traders and commission agents purchase the same @ of Rs. 710.65 and Rs. 809.42 respectively. However, the purchasing prices of goats for goat keepers whole sellers and consumers is Rs. 638.69, Rs. 689.20 and Rs. 714.68 respectively – table – 3. This indicates that inefficient market of goats leads to such large variation price of goat.

Table – 3: Goat Purchased by the Sample Buyers by the Breed of Goat July - 07 to June – 08
Breed -Deshi

Type of buyers	Number of goat purchased during July 07to June 08	Price paid	Average price per goat
Butcher	632	475800.4	750.85
%	40.38	41.18	
Trader	698	496034.6	710.65
%	44.60	42.94	
Commission agent	86	69609.93	809.42
%	5.50	6.03	
Goat keeper	9	5748.22	638.69
%	0.58	9.84	
Whole seller	133	91663.61377	689.20
%	8.50	7.93	
Consumer	7	5002.73	714.68
%	0.45	0.43	
All	1565	1155303.67	734.21
%	100	100	

Note: Breed wise value of goat

For marketing of meat, costs incurred to the sample butchers are as follows: average cost per goat Rs. 850.59, other recurring cost per goat – Rs. 4.73. The average prices of meat Rs. 191.92 and average price per skin is Rs. 50.71. Hence, the average gross return per goat purchased by the butchers for selling meat is Rs. 1241.73. Deducting the cost, the net return released by the butchers per goat is Rs. 386.4. The major portion of meat is sold to the consumers (86.54 per cent) and the remaining 13.64 per cent to local hotels and others.

Small skin traders generally collected goatskin from the butchers. Average price of a skin purchased by the skin traders is Rs. 49.64 and cost etc. incurred to the same to resell the skin to the wholesale skin traders are Rs. 1.42. The average selling price of skin from the small trader to whole-sellers is Rs. 59.81. Hence, the net return of the small traders is Rs. 10.18 per skin. The average purchasing price per skin to wholesale skin trader is Rs. 59.81 and cost incurred per skin up to marketing is Rs. 16.66. The average selling price per skin to

the processor is Rs. 81.52. Hence, the net return to the wholesale skin traders is Rs. 5.05 per skin.

Constraints of Goat Rearing:

As regards to availability of feeds, 86.00 per cent sample households of the sample district – I and 82.00 per cent households of the sample district – II opine that feeding of goats is rather a problem of goat rearing.

“Black Bengal/ Bengal Breed” could survive smoothly than that of the any other breed of goat. Accordingly, majority of the sample households opine that the availability proper breed of goat for rearing purpose is not a problem.

The main problem of goat rearing in the study area is non-availability of veterinary facilities and lack of proper treatment for goat. The sample households have no access to grazing land. They have also had poor access to make separate arrangement for keeping goats. Most of them keep goats in their dwelling premises.

Goats are sold mainly through mutual compromise between goat keepers and middlemen /professional traders. Most of the sample households reported for inadequate infrastructure facilities of goat markets. Large variation on of prices of goat in the market confirms that the existing marketing structure of goats is inefficient.

As regards to the transport facilities for marketing of goats 60.00 per cent of the sample households of market – I (district – I) and 44.00 per cent of market – II (district – I) have reported that they have smooth transport facilities. However, in district – II altogether 52.00 per cent of the sample households opine that they have good transport facilities.

For development of goat rearing system, requirement of some capital is essential. Since, majority of goats rearers in the rural areas are poor or people of lower income groups, they required some credit for the same. But most of them have poor access to availability of credit.

Apart from that government assistance, aid and advices towards development of goats rearing is not up to the mark. All sample households opine that there should be separate arrangements from the Government department for development of goat rearing enterprise.

Conclusion and Policy Implication:

At village level, goats are being raised as sideline activity, so the management of the same still remains at subsistence level. The activity does not give support in terms of regular income flow of the readers, but only provide some ad-hoc cash money, which the goat keepers use during urgent need for family expenditure. Thus, goat keeping is economically

effective to the people of lower income groups in the rural area. With the growing demand for livestock products, goat husbandry is becoming an attractive activity. Goat meat is quite popular, both in domestic and international markets. Goat husbandry is mainly enterprised by the people of lower income groups in the rural areas. Goat enterprising units per households are comprised of 5.5 goats, which consists of 1.19 male goat, 2.43 female and 1.88 kids. Average annual income (Rs./Goat) from goat is Rs. 577.52. However, income from male, female and kids are Rs. 930.96, Rs. 606.81 and Rs. 404.95 respectively. The main products of goats are meat and skin. The butchers are involved in the production of the same. Prices of meat (2008) varies from Rs.160.00 to Rs. 190.00 and each raw skin fetches Rs. 50.00 to Rs. 70.00.

In order to intensify goat rearing at village level, the following measures may be suggested:

1. Economic support, however, can play an important role to intensify goat keeping. As the rearers are mainly poorer people, financial crisis is the part and parcel of their livelihood. Under the circumstances, they cannot afford to maintain bigger flock and better management of goats. If they would be made easy access to land and financial and managerial assistance, they could obviously intensify their goat keeping activities by increasing the herd size of goats and providing better management for the same.
2. At village level, there is acute crisis of pastures and grazing lands, etc. for goat vis-à-vis other livestock. Since the small ruminants, like goats and sheep feed on the twigs, browse, small plants, bush etc., the rearing conditions of goats could be improved through converting the fallow, barren, uncultivable and other marginal lands to pasture and grazing lands.
3. Most of the goat rearers, at village level do not know the scientific system of goat management, nor they are willing to undertake the same. So, in order to intensify the goat keeping in a real perspectives, it is essential to motivate the goat keepers towards some region specific and breed specific goat development programmes, like substitution of indigenous breed to improve breed, making awareness for maintaining nutrition requirement of goats, improvements in the reproduction system, health care, veterinary aid and advice etc. Hence, the extension programmers covering the stated aspect are essential for development goat rearing enterprise.
4. Goat keepers sell their goats to local traders, butchers, whole sellers and consumers in their village and local market, whenever they are in need of cash. In the absence of

weighing practice and awareness about the price for goats, the traders and others are heavily exploiting the goat keepers. So, in order to protect the goat keepers' interest in particular and intensifying goat keeping in general, regulated markets and co-operative marketing societies, which could regulate the marketing system of goat, should be established.

5. Skin of small ruminants skin is one of the important export earners in India. These have also considerable economic value, but their collection processing and marketing are underestimated. Transaction of goatskin also takes place through several middlemen at different prices. So, there is need to develop systematic collection and scientific processing and efficient marketing of goatskins.
6. There are no major investments by the Government to either promote goat husbandry or to conserve the breeds. Indiscriminate breeding, lack of feeding and health care facilities and poor marketing facilities, goat keepers has been struggling hard to maintain their occupation without any success. Hence, sufficient investment for creation of physical and marketing infrastructure for goats and their product (skin) is quite essential. The developed infrastructure would obviously promote linkage among producers (goat rearers), traders, processors and consumers. Such linkages would fetch higher income to the goat rearers.