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Constraints faced by farmers in marketing of deoni cattle in Latur district

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Abstract

The Deoni cattle market is a well-known traditional livestock market, particularly prominent in its native region. The Latur district serves as a key hub for the trade of Deoni cattle. There are too many problems arrived during Deoni cattle marketing which are faced by farmers and hence the present investigation was planned. For the study of cattle market, ten cattle markets i.e. Ahmadpur, Jalkot, Udgir, Deoni, Murud, Ausa, Latur, Renapur, Hali – Handarguli and Nalegaon from Latur district were selected. The study identified several key issues, including the lack of adequate cattle sheds, insufficient provision of drinking water for the animals, and the involvement of middlemen in transactions, which led to inflated cattle prices. The lack of APMC regulation over brokers and their fees led to sellers having to bear additional broker charges during transactions, resulting in inadequate profit margins for Deoni cattle were major problems.

Keywords: Constraints, Deoni cattle, Seller, Purchaser, Broker, Marketing

Introduction

The Deoni cattle market is a well-known traditional livestock market, particularly prominent in its native region i.e. Latur district and the adjoining area of Parbhani, Nanded and Osmanabad districts of the Marathwada region of Maharashtra. (Singh *et al.,* 2002) [2]. Cattle owners and buyers face several challenges in the current market system. One of the major issues is demand of excessive commissions create a large gap between producer and consumer prices, while farmers also lack proper market information. (Sathisha and Rajajabasingh 2021) [3].

This study aims to collect useful information to help improve the marketing of Deoni cattle in the Latur district.

Material and Methods

To achieve this objective, data was collected from Deoni cattle sellers and buyers across various markets in the Latur district of Maharashtra. The selected markets included Ahmadpur, Jalkot, Udgir, Deoni, Murud, Ausa, Latur, Renapur, Hali-Handarguli, and Nalegaon Bazar. From each market, five sellers, along with an equal number of buyers and brokers, were randomly chosen and interviewed. Separate interview schedules and questionnaires were specifically prepared for each market. The Deoni cattle markets start from October–November 2024 to May–June 2025 in all the selected locations. The data further tabulated and statistically analyzed by the simple tabulation technique.

Results and Discussion

The results obtained are presented in Tables 1 and 2.
From table 1. It was observed that majority of sellers faced issues like lack of proper cattle sheds and drinking water. Fodder was often sold at high prices by unauthorized sellers. Middlemen, both legal and illegal, interfered in sales, and APMCs had no control over their charges, which varied across markets and deals in Latur district. Similar observations are recorded by Manjare (2009) [1].

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Table 1: Constraints faced by sellers in cattle markets

Sr. No.	Markets	Constraints				
		Cattle shed	Water	Fodder	Middle man	Not proper cost gain
1	Ahmadpur	04 (80.00)	03 (60.00)	04 (80.00)	02 (40.00)	02 (40.00)
2	Jalkot	05 (100)	05 (100.00)	03 (60.00)	04 (80.00)	03 (60.00)
3	Udgir	05 (100)	03 (60.00)	04 (80.00)	03 (60.00)	02 (40.00)
4	Deoni	04 (80.00)	04(80.00)	04 (80.00)	03 (60.00)	02 (40.00)
5	Murud	04 (80.00)	03 (60.00)	04 (80.00)	01 (20.00)	01 (20.00)
6	Ausa	03 (60.00)	04 (80.00)	04 (80.00)	02 (40.00)	02 (40.00)
7	Latur	03 (60.00)	03 (60.00)	03 (60.00)	02 (40.00)	03 (60.00)
8	Renapur	05 (100)	04 (80.00)	03 (60.00)	02 (40.00)	01 (20.00)
9	Hali -Handarguli	05 (100)	04 (80.00)	03 (60.00)	02 (40.00)	02 (40.00)
10	Nalegaon	05 (100)	04 (80.00)	03 (60.00)	03 (60.00)	02 (40.00)
11	Total	43 (86.00)	37 (74.00)	35 (70.00)	24 (48.00)	20 (40.00)

Figures in parenthesis indicates percentage

From table 2. A majority of purchasers (56.00 Per cent)) indicated that the involvement of brokers in transactions led to increased cattle prices. Furthermore, (42.00 Per cent) purchasers emphasized the necessity of a regulated market system. They suggested that cattle transactions should be conducted legally, there should be control on prices of Deoni cattle and broker commission. Given these concerns, it is recommended that market operations be governed by a formal market authority responsible for regulating prices, commissions, and market charges. This would help ensure fairness for both Deoni cattle sellers and purchasers, while minimizing malpractices and reducing broker interference.

Table 2: Constraints faced by purchasers in selected cattle market

Sr. No.	Markets	Constraints			
		Middle man	Malpractices by sellers	Lack of loan facilities	Regulated market
1	Ahmadpur	04 (80.00)	02 (40.00)	01 (20.00)	03 (60.00)
2	Jalkot	03 (60.00)	03 (60.00)	02 (40.00)	02 (40.00)
3	Udgir	03 (60.00)	02 (40.00)	02 (40.00)	03 (60.00)
4	Deoni	02 (40.00)	01 (20.00)	02 (40.00)	02 (40.00)
5	Murud	02 (40.00)	02 (40.00)	01 (20.00)	02 (40.00)
6	Ausa	02 (40.00)	02 (40.00)	01 (20.00)	02 (40.00)
7	Latur	03 (60.00)	02 (40.00)	03 (60.00)	02 (40.03)
8	Renapur	03 (60.00)	02 (40.00)	03 (60.00)	01 (20.00)
9	Hali -Handarguli	03 (60.00)	02 (40.00)	03 (60.00)	02 (40.00)
10	Nalegaon	03 (60.00)	01 (20.00)	01 (20.00)	02 (40.00)
11	Total	28 (56.00)	19 (38.00)	19 (38.00)	21 (42.00)

Figures in parenthesis indicates percentag

Conflict of Interest: Not available

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