

Awareness Level Among Goat Farmers about Various Market-led Institutions in Tamil Nadu

R.Ravikumar¹ and P.Kumaravel²

1. Post-Graduate student, Department of Veterinary and Animal Husbandry Extension Education, Madras Veterinary College, Vepery, Chennai – 600 007

2. Professor and Head, Department of Veterinary and Animal Husbandry Extension Education, Madras Veterinary College, Vepery, Chennai – 600 007

Corresponding author email: kumaravelpap@gmail.com

ABSTRACT

The present study was conducted to assess the level of awareness among the goat farmers about various market-led institutions in Tiruchirappalli and Salem districts of Tamil Nadu. A sample size of 120 goat farmers (60 goat farmers from each district) who were actively involved in goat rearing were randomly selected for the study. A well structured, pre-tested interview schedule was employed for the data collection for the study. The awareness about each market-led institution by the respondents was measured by 'Yes' or 'No' questions and a score of 'one' and 'zero' was assigned respectively. The analyzed data revealed that 61.67 per cent of respondents were aware of commodity/farmer interest groups (CIG's/FIG's) and only 1.67 per cent of respondents were aware of Farmer Producer Organisations (FPO's). All the selected respondents were aware of UzhavarSandhai (Farmers shandy) and almost all of the respondents (98.33 per cent) were aware of unorganised goat markets. The limited awareness with respect to FPO's in the study area was that the farmers were not apprised of the significance of FPO's by rural banks and other Government agencies.

Key words: Market-led institutions. Awareness, Goat farmers

INTRODUCTION

Goat farming is one of the fastest growing businesses in India as the demand for goat meat is increasing. Most of the people are showing interest to raise the goats or start commercial goat farming. The advantage of goats is that they can be raised along with other livestock. The initial investment needed for goat farming is low. Goat is a multi functional animal and plays a significant role in the economy and nutrition of landless, small and marginal farmers in the country. Goat rearing is an enterprise which has been practiced by a large section of population in rural areas. In pastoral and agricultural subsistence societies in India, goats are kept as a source of additional income and as an insurance against disasters. Because of these characteristics, goat farming is carried out as a traditional business by majority of small and marginal farmers in India. Goat farming is very profitable in India if done in a planned way. Farmers face various hurdles in rearing goats which varies from production to marketing constraints. Among these constraints, marketing of goats becomes the major hurdle for the farmers as they don't fetch

proper price and profit from selling their goats. There is no proper price fixing agency similar to poultry and the marketing of goats is mostly unorganised. Efforts are being taken by Government institutions and NGO's but the pace with which it's done is not appreciable. This study was carried out to delineate the number of market-led institutions that exist currently and the awareness of goat farmers about these market-led institutions was found through this study.

METHODOLOGY

Tiruchirappalli and Salem districts of Tamil Nadu state were purposively selected for this study (based on 19th Livestock census of Tamil Nadu) owing to the presence of high goat population in Tamil Nadu. Thuraiyur and Thalaivasal blocks were selected purposively from Tiruchirappalli and Salem districts respectively as it contains the highest number of goat population. The blocks were selected based on the blockwise goat population data of the district available at the office of the Joint Director of Animal Husbandry of these two districts. Keerambur and Naduvalur village panchayats

located in Thuraiyur block of Tiruchirappalli district and Navakkurichi and Kattukottai village panchayats located in Thalaivasal block of Salem district were selected for the study. The village panchayats were selected randomly after consulting the local Veterinary Assistant Surgeons about the presence of large number of goat population and the involvement of middlemen in marketing of goats in these selected villages. Thirty goat farmers were drawn from each of the selected villages by random sampling technique, thus making the sample size of 120 from the study area. The data were collected by using a pre-tested interview schedule.

There were five existing market-led institutions in goat farming. The awareness about each market-led institution by the respondents was measured by 'Yes' or 'No' questions and a score of 'one' and 'zero' was assigned respectively. Awareness about various market-led institutions by the respondents was expressed in frequency and percentage. Further, the overall awareness about all the market-led institutions was measured by

totalling the scores obtained by the respondents in each market-led institution and the respondents were divided into low, medium and high awareness categories by obtaining the mean and standard deviation.

RESULTS AND DISCUSSION

Awareness is the most important stage wherein the farmer gets to know about various market-led institutions and initiatives. This evokes interest among the farmers to know more about these institutions and initiatives so that the farmer decides whether to join these institutions later. The overall awareness and awareness about each and every market-led institution among the goat farmers are discussed as follows

Overall awareness level of goat farmers about various market-led institutions

The overall awareness level of goat farmers about various market-led institutions is presented in Table 1.

Table 1
Overall awareness level of goat farmers about market-led institutions n=120

Awareness level	Number of Respondents	Percentage
Low	26	21.67
Medium	93	77.50
High	1	0.83

It could be observed from the table that majority of the respondents had medium level (77.50%) of awareness about various market-led institutions followed by 21.67 per cent of respondents with low level of awareness and a meagre 0.83 per cent of respondents with high level of awareness.

Awareness about Individual Market-led institutions in goat marketing

The awareness of goat farmers about individual market-led institutions are presented in Table 2.

Table 2
Distribution of respondents according to their awareness about individual market-led institutions n=120

S.No	Market-led institutions	Awareness			
		Aware		Not aware	
		No. of farmers	%	No. of farmers	%
1	Commodity/Farmer interest groups (CIG's/FIG's)	74	61.67	46	38.33
2	Farmer Producer organisation(FPO)	2	1.67	118	98.33
3	UzhavarSandhai (Farmers shandy)	120	100	0	0
4	Weekly bazaar for goats (Goat shandy)	120	100	0	0
5	Unorganised goat market	118	98.33	2	1.67

It could be seen from the Table 2, that 61.67 per cent of respondents were aware of Commodity/Farmer interest groups (CIG's/FIG's). Only 1.67 per cent of respondents were aware of Farmer Producer Organisations (FPO's). All the selected respondents were aware of UzhavarSandhai (Farmers shandy) initiated by the Government for marketing agricultural and allied produce and products and Weekly Bazaar for goats as they were available in their districts. Weekly

bazaars (Goat shandy) were located at Veeraganur (15kms from the study area) in Salem district and Samayapuram (41 kms from the study area) in Tiruchirappalli district. Almost all of the respondents (98.33%) were aware of unorganised goat market. The limited awareness with respect to FPO's in the study area is that the farmers were not apprised of the significance of FPO's by rural banks and other Government agencies.

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