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## A Study On Preference And Expectations Of Livestock Traders: A Case Study Of Agriculture Produce Market Committee, Lonand

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### **Abstract:**

APMCs established with the objective of facilitating fair trade practices and protecting farmers' interests, play a crucial role in regulating agricultural markets in India. However, debates surround their effectiveness in achieving these goals. Using a case study approach, this paper examines the functioning of Lonand APMC in respect of the welfare of livestock traders participating in livestock market. This research paper investigates the preferences and fulfillment of expectations of traders at Agricultural Produce Market Committee (APMC) Lonand. Data collected through a questionnaire and secondary sources are analyzed using quantitative and qualitative methods to assess the fulfillment of expectations of traders. The findings contribute to understanding the strengths and weaknesses of APMCs in promoting agricultural market development and suggest policy recommendations for enhancing their effectiveness in supporting traders and fostering livestock market efficiency.

**Keywords:** APMC, Livestock etc.

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### **Introduction:**

Lonand Agricultural Produce Market Committee was established in the year 1969. The jurisdiction of this market committee is the entire Khandalataluka. It has been done by the State Government with the aim of getting the right rate and weight to the agricultural income of the farmers. Election of Board of Directors of Market Committee is held every 5 years. Chairman and Deputy Chairman are elected from among the elected directors.

The market committee has provided about 6 acres of land for goat-sheep market. The market place is cordoned off from all sides. A goat-sheep market is held at Lonand every Thursday. Lonand is a well-known market where large goats and sheep are traded. Lonand Bazar Samiti's gate pass rate for goats and sheep is Rs.2/- each. The said gate pass is also collected from the vendor at the gate at the time of entry. Also a one-trip gatepass fee of Rs.10/- per vehicle is charged from each

vehicle holder. The rate of market fee for goats and sheep purchased is 0.50 paise per hundred. About 3000 to 10000 animals are received in this market every week. Similarly, the annual revenue is around 1.50 lakh to 2 lakh units, while the annual sales are 1.25 lakh to 1.50 lakh units. Also, the annual turnover is around Rs.40 crore to Rs.50 crore. In this market, during the local market travel period, the arrivals and sales and prices are booming during Ashad month, Bakriid, December 31st, Dussehra, Diwali, Posh month and all winter months. Also, during Shravan month, Margsheesh month, inflow and sales and prices are in recession. Clean and cold drinking water is available for farmers, traders and other people who sell goats and sheep in the market premises. There is also plenty of drinking water. The light Roads are well equipped. There are 4 units of separate toilets for men and women. There is separate parking for vehicles. There are two spacious sheds of size 100\*50 feet for traders and farmers and 2 separate rooms for storing their goods. There is a separate drinking water system for the animals. Also, on Thursday market day, local veterinary officers, police personnel and employees of the market committee go around the market and solve the problems of the farmers.

#### **Objectives of the study:**

1. To study the livestock selling preference of livestock buyers and sellers of APMC, Lonand
2. To study the expectations of livestock buyers and sellers about the facilities provided by the APMC, Lonand

3. To suggest the measures to fulfill the expectations of buyers and sellers on more effective manner at APMC, Lonand.

#### **Significance of the study:**

Understanding traders' expectations provides insights into market dynamics, such as price trends, supply and demand patterns, and trading behavior. This knowledge aids in assessing the efficiency of market committees in facilitating fair and transparent transactions. By studying their expectations, researchers can evaluate the effectiveness of price discovery processes in reflecting true market values and ensuring equitable outcomes for both buyers and sellers. Traders' expectations affect their participation and decision-making in market transactions. Analyzing these expectations helps in identifying barriers or challenges faced by traders, such as information asymmetry, regulatory constraints, or infrastructure deficiencies, which may hinder market efficiency and overall performance. Insights into traders' expectations inform policy formulation aimed at improving market governance, infrastructure development, and regulatory frameworks. Addressing traders' concerns and aligning policies with their expectations can enhance market transparency, competitiveness, and sustainability. Livestock trading often constitutes a significant source of income for traders, particularly in rural areas. Understanding their expectations allows policymakers to design interventions that safeguard traders' livelihoods, promote market access, and mitigate risks

associated with market volatility or disruptions.

In summary, studying the expectations of livestock traders trading at market committees is essential for assessing market efficiency, enhancing price discovery mechanisms, and understanding market functioning, informing policy formulation, ensuring livelihood security, and fostering stakeholder engagement in agricultural markets.

### Research methodology-

#### Instrument:

The structured questionnaire will be prepared for studying the expectations of traders from Agriculture Produce Market Committee, Lonand.

The questionnaire will be issued to:

1. Buyers
2. Sellers

#### Data sources:

##### Primary data:

Primary data is collected from 113 livestock traders to trade their livestock on weekly market (Thursday) at Lonand market committee through a structured questionnaire.

##### Secondary data:

Secondary data is collected in the form of annual reports from the office of market committee, also the sources like internet, books etc. used to collect the data.

#### Data analysis and Interpretation:

##### Livestock selling preferences:

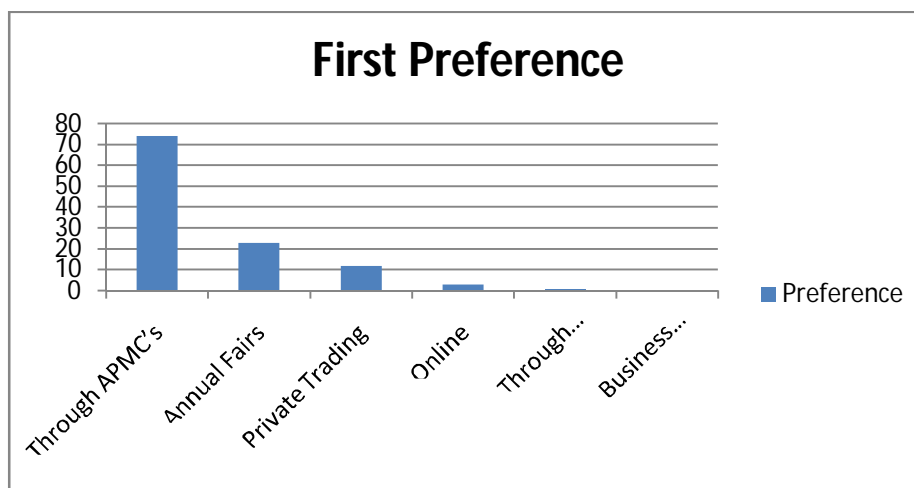
Assessing livestock selling preferences is crucial for researchers as it informs market dynamics, consumer behavior, and economic trends in the livestock industry. Understanding preferences helps optimize marketing strategies, improve supply chain management, and enhance profitability for producers. Additionally, it aids in identifying shifts in demand, enabling stakeholders to adapt their practices accordingly to remain competitive and sustainable in the market.

**Table no. 5.1 Livestock selling preferences**

Sr. No	Method	1	2	3	4	5	6	Total
1.	Through APMC's	74	2	29	6	2	0	113
		65.49	1.77	25.66	5.31	1.77	0	100
2.	Private Trading	23	7	49	25	9	0	113
		20.35	6.19	43.36	22.12	7.96	0	100
3.	Annual Fairs	12	32	32	28	9	0	113
		10.62	28.32	28.32	24.78	7.96	0	100
4.	Business Organizations	3	58	3	34	15	0	113
		2.65	51.33	2.65	30.09	13.27	0	100
5.	Through middleman	1	14	0	20	78	0	113
		0.88	12.39	0	17.70	69.03	0	100
6.	Online	0	0	0	0	0		113
		0	0	0	0	0	113	100

(Source: Compiled by researcher)

Chart No. 5.1 Livestock selling preferences



(Source: Compiled by researcher)

The above table describes the Livestock selling preferences of livestock traders at APMC, Lonand. It can be seen that 65.49 livestock traders gave first preference to the market committees to trade their livestock. 20.35% traders gave first preference to the private trading while 10.62% livestock traders gave first to trade at annual fairs which are organized at different villages. It is also seen that all respondents gave last preference to online trading. It means no one desires to sale or buy their livestock through online modes like websites. It is interpreted that Lonand market committee is the first preference of traders of Khandala tehsil to trade their animals. It is one of the largest market in western Maharashtra for sheep and goat.

### Expectations of traders of APMC

#### Lonand:

Understanding traders' expectations helps predict market trends, design effective policies, and mitigate risks for stakeholders. Additionally, it aids in developing strategies to enhance market efficiency and resilience, ultimately benefiting both traders and the livestock industry as a whole. The data is collected by five point likert scale to measure the expectation of traders. The scales such as much better than expected, better than expected, as expected, less than expected, much less than expected.

Table No. 5.2 Expectations of traders of APMC Lonand

Sr. No.	Statement	Mean	S.D.
1	The price of livestock	4.42	1.00
2	Behavior of market committee employees	4.56	0.89
3	Security of transactions	4.57	0.94
4	Communication with officials	2.96	1.64
5	Personalization of services	2.40	1.41

6	Innovation in services	2.42	1.51
7	Confidentiality of transactions / personal information	4.38	1.13
8	Basic Infrastructure	4.02	1.46
9	The technology used by the market committee	1.66	1.18
10	Police Personnel Supervision / Assistance	3.93	1.51
11	Timely grievance redressal / help	3.97	1.52
12	Accurate information about the price of animals	1.69	1.08
13	Transactions through brokers	1.57	0.92
14	Commissions charged by brokers	1.69	1.13
15	Charges levied by the Market Committee	3.27	1.72
16	Licensing Procedures for Transactions	4.70	0.69

(Source: Compiled by researcher)

The above table describes the response about fulfillment of livestock trader's expectations at Lonand market committee. The mean response of livestock price sellers get in the Lonand market committee is 4.42 which suggest that traders get good price while trading at this market committee. The highest positive response (4.57) received from the respondents to the variable security of transactions; it means respondents feel highly secured while trading at Lonand market committee. Other variables such as Behavior of market committee employees, Confidentiality of transactions / personal information, Basic Infrastructure, Licensing Procedures for Transactions have the mean response above 4 shows respondent's expectations have been fulfilled.

The variable 'Transactions through brokers' received lowest positive response

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from traders which is 1.57 which shows that transactions through brokers failed to attract the traders. The other variables such as the technology used by the market committee, accurate information about the price of animals, Commissions charged by brokers etc. have the mean response below 2 which shows dissatisfaction about these services.

#### **Findings:**

1. Lonand market committee is the first preference of the traders of Khandala tehsil as 65.49 livestock traders gave first preference to the market committees to trade their livestock.
2. All respondents gave last preference to online trading. It means no one desires to sale or buy their livestock through online modes like websites.

3. The highest positive response (4.57) received from the respondents to the variable Security of transactions; it means respondents feel highly secured while trading at Lonand market committee.
4. The transactions through brokers and commission charged by them falls below the expectations of buyers and sellers as mean response is below two.
5. The facilities such as personalized services, technology, communication of officers etc. have the moderate response from the traders. It shows at par performance of market committee as mean of response from traders lies between 2 to 3.

**Suggestions:**

1. There should be proper moderation on the brokers at the time of trading as traders showed dissatisfaction. The measures such as proper licensing procedure to permit brokers to trade in market committee premises, appointment of inspector etc. are important to improve the situation.
2. There should be proper communication between traders and officers of market committee to understand and solve the problem as mean response from traders is 2.96 which is at par.
3. Market committee should use modern technology to ease the

market transactions. Technologies such as sensors at gate entry, computerized transaction recording, online payment system etc. should be introduced in the market committee.

4. Lonand market committees should display the price board for the reference of traders as mean response regarding this parameter is 1.69.

**Conclusion:**

In this market, traders from all the districts of Western Maharashtra, Marathwada and Konkan as well as Goa, Karnataka, Andhra Pradesh come to buy goats and sheep. The major challenge behind the management of Lonand market committee is to improve the specific areas such as transactions through brokers, technology, personalized services etc. to fulfill the expectations of participants. In conclusion, the findings underscore the importance of understanding and addressing the needs and concerns of livestock traders to enhance the efficiency and effectiveness of market committees. Additionally, this study highlights the significance of ongoing dialogue and collaboration between traders, market authorities, and policymakers to foster sustainable development and inclusive growth within the livestock trading sector. Moving forward, further research addresses the development of an environment that promotes transparency, fairness, and prosperity for all participants in livestock markets.

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