



E-ISSN: 2320-7078

P-ISSN: 2349-6800

JEZS 2020; 8(1): 1116-1119

© 2020 JEZS

Received: 07-11-2019

Accepted: 09-12-2019

Harpreet SinghVeterinary Surgeon, Government
of Haryana, India**Devendra Singh**Teaching Associate, Department
of Veterinary Pharmacology and
Toxicology, College of Veterinary
and Animal Science, Navania,
Vallabh Nagar, Rajasthan, India**Shantanu Kumar Kuldeep**Teaching Associate, Department
of Veterinary Surgery and
Radiology, College of Veterinary
and Animal Science, Navania,
Vallabh Nagar, Rajasthan, India**Mohd Ali**PhD Scholar, Wildlife Institute
of India, Dehradun,
Uttarakhand, India

Marketing behaviour of camel livestock owners during pushkar livestock fair in Rajasthan

Harpreet Singh, Devendra Singh, Shantanu Kumar Kuldeep and Mohd Ali

Abstract

Present investigation highlighted the marketing pattern of camel owners during animal fair at Pushkar. Data were collected through structured interview schedule, observation and discussion with 90 randomly selected camel owners. The interview schedule for camel keepers included items pertaining to selling and purchase of camels, disease pattern, place of marketing and price, and constraints perceived by them during marketing. Majority of respondents (73.33%) belonged to middle age group (31-60 yrs), distance covered by the camel owners were varied from less than 10 KM to more than 500 KM with an average of 144.35 Km, 44.44% of the respondents have attended the fair for both selling and purchasing of the camels, major health problem in camels reported by camel owners were of weakness (30.43%) and skin diseases (25.60%), reducing the demand of camel was found as serious constraints as perceived by camel owners.

Keywords: Camel marketing, pushkar fair, constraints, Rajasthan

Introduction

The single humped or Dromedary camel (*Camelus dromedarius*) is a vital livestock species uniquely adapted to hot and arid environments [13]. Camels take part in significant socio-economic responsibility within the pastoral and agricultural system in dry and semi dry zones of Asia and Africa [4]. Recent study on camel milk by the Medical College in Bikaner and the National Research Centre on Camel suggests it is valuable for the cure of Type I diabetes [1]. There has been about a 5% dwindling in the permanent pastures and other grazing land existing in the last decade in Rajasthan [14].

Pushkar is a well-known Hindu religious place as situated only Brahma's Temple of world. Pushkar fair is celebrated in Rajasthan during the month of October–November every year. During fair there is a gathering of thousands of Indians and foreign visitors or devotees during fair. On this occasion there is conduction of animal fair too in which Camels, Horses, Bullocks participate in a large number. Thousands of camels different breeds participated in fair from the every slice of state, whereas the nation has four chief breeds of camel; Bikaneri, Jaisalmeri, Kachchi and Mewari [6, 10, 11]. Camel in India is principally reared for carting/draft, agricultural process, haulage in addition to the secondary utility of milk and hair production [12].

Rajasthan's royal tradition cannot be fulfilled without involvement of camel. Rajasthan state is distinguished for camel riding and race potential [8, 10]. Pushkar camel fair is one of the largest camel fair in the world so it is important to make a study on the marketing constraints perceived by camel owners in the fair. We make a study on the marketing constraints perceived by camel livestock owners during Pushkar fair. The present study was conducted in the Pushkar Fair 2015 (18th to 21st of November) and depends upon the responses of total 90 respondents.

Material and Methods

Present investigation highlighted the marketing pattern of camel owners during animal fair at Pushkar. Data was collected through structured interview schedule, observation and discussion with 90 randomly selected camel owners. The interview schedule for camel keepers included items pertaining to selling and purchase of camels, disease pattern, place of marketing and price, level of satisfaction and constraints perceived by them during marketing. Collected data were tabulated and analysed descriptively with frequency and mean.

Corresponding Author:**Harpreet Singh**Veterinary Surgeon, Government
of Haryana, India

Results and Discussion

Age: The age wise distribution of the respondents is presented in Table 1. It directs that majority of respondents (73.33%) belonged to middle age group (31-60 yrs), 18.88 per cent to young and the rest belonged to old age categories.

Table 1: A data on age of the respondents (N=90)

Age in Yrs.	No. of Persons	%
Up to 30	17	18.88
31-60	66	73.33
Above 60	7	7.77

Family members involved: The handling of whole camel herd is impossible by only single person, so the respondents attended the fair with other family members, neighbours and mediators. The utmost of the respondents 42.22% attended fair with their son and the full information is presented in Table 2.

Table 2: Family members have participated in camel fair (N=90)

Member	No.	%
Wife	18	20.00
Son/Daughter	38	42.22
Neighbour	29	32.22
Mediator	5	5.55

Purpose of camel farming: According to the responses of the respondents the purpose of rearing the camels was maximum for agriculture with transportation and the least reared the camels for their products. The purpose of farming includes, agriculture 13.33%, transportation 23.33%, agriculture with transportation 38.88%, tourism 10%, wool and milk 2.22%, transportation and tourism 4.44%, other 5.55%, wool, milk and other 2.22%, presented in Table 3.

Table 3: Purpose of camel farming, including the percentage of purpose (N=90)

Purpose	No.	%
Agriculture	12	13.33
Transportation	21	23.33
Agriculture + Transportation	35	38.88
Tourism	9	10
Wool/Milk	2	2.22
Other	5	5.55
Transportation + Tourism	4	4.44
Wool/milk + Other	2	2.22

As India is still a developing country so animals are used for a numeral purposes rather than their products only. The annual hair production of adult Jaisalmeri camels has been recorded as 0.733 ± 0.016 kg [3]. Mewar area prefer Mewari females as they are good producers of milk and are well adapted to the hilly tracts [10] whereas the Mev (Muslim) camel users prefer Bikaneri camels because they are engaged in the transportation of goods and the Bikaneri camel has good draught potential [8].

Camels are however, kept for various purposes in the arid areas, deserts and mountainous regions of the country [2]. Camels in most of the drastic geographical regions act as a multi-purpose animal where males were used for draught and transport, females for milk [15, 16].

Number of camels: The study found that the marketing of male camels is much higher than the females and calves. Our

90 respondent were participated in fair with total number of 223 camels including 131 males, 36 females and 56 calves. Whereas a total of 108 camels were remained at home that includes 48 males, 39 females and 21 calves.

Camel is the part of Rajasthani traditions as the community prohibit the sale of female camels. Female camels were part of the dowry and for the marriage ritual the bridegroom had to be seated on a camel [7].

Distance covered: The distance covered by the camel owners were wide-ranging from less than 10 Km to more than 500 Km with an average of 144.35 Km (Kilometre) presented in Table 4. The most of the respondents were from districts; Ajmer, Tonk, Nagaur, Sikar, Jaipur, Dausa, Bikaner and Jaisalmer. The most of respondents who attended fair were 27.77% covered distance less than 50 Km and the least were 4.44% covered 250-300 Km distance.

Camels are known to survive in most drastic geographic conditions, also covers long distance without any hesitation. Furthermore their huge plain pad like feet are gentle on the soil surface for running smoothly, apart from the sharp cloven hooves of ruminants [4].

Table 4: A data on the total distance covered by camels and their owners (N=90)

Distance Covered	No. of Farmers	%
0-50 Km	25	27.77
50-100Km	7	7.77
100-150 Km	23	25.55
150-200 Km	17	18.88
200-250 Km	8	8.88
250-300 Km	4	4.44
More than 300 Km	6	6.66

Avg- 144.35 Km

Experience of Pushkar camel fair: Pushkar fair is a historical fair, so we found variety of respondents who were 1st time comer to fair whereas some had experience of more than 20 years too. Table 5 indicates that majority of the respondents 37.77% had a good experience (6-10 years) of attending camel fairs.

Table 5: Representing the experience of camel marketing by owners (N=90)

Experience	No.	%
1 st & 5 th Time comers	24	26.66
6 th -10 th Time comers	34	37.77
11 th - 15 th Time Comers	13	14.44
More than 15	19	21.11

Purpose of attending fair: The animal fairs are mostly for the marketing of the animals. In our study we found that 44.44% of the respondents have attended the fair for both sailing and purchasing of the camels, 28.88% attended only for sailing of animals, 20% attended only for purchase of camels and the least 6.66% attended fair with other purpose rather than sailing and purchasing, as represented in Table 6.

Table 6: Purpose of attending fair according to different respondents (N=90)

Purpose	No.	%
Sale of Animals	26	28.88
Purchase of Animals	18	20
Both	40	44.44
Other	6	6.66

Sale-Purchase of Camels: In our study we found that, the total number of sold animals were 73, who were sold with a mean price of 23,780 with a total sold amount of 1,736,000. The total number of purchased animals were 49 with a mean price of 24,918 with a total purchase amount of 1,221,000. It indicates that the mean value of purchased camels were slightly higher than sailed camels.

Health issues: As camels have to travel a short as well as long distance to reach the location of the fair, in study we found the minimum distance covered by respondents were from 2 KM to 520 KM. During the travelling because of rough pathways, different feeding stuff and various weather conditions the camels have to face various health issues. The total number of camels showing health problems were 158, the majority of cases were 30.37% of weakness, 26.58% of injuries or nose peg wound, 21.51% of Skin diseases, 9.49%

of digestive problems, 5.69% of fever by various regions, 3.79% of lameness and the least 2.53% of dehydration have been reported during the fair represented in Table 7.

Table 7: Health Issues observed during the fair days (N=158)

Condition	Weakness	Dehydration	Fever	Digestive	Skin	Injury/NPWL	Lameness
No.	48	4	9	15	34	42	6
%	30.37	2.53	5.69	9.49	21.51	26.58	3.79

Constraints perceived: The respondents were asked to indicate constraint facing by them during the Pushkar fair. A list of constraint was prepared and respondents were asked to assign rank to each of listed constraint according to perceived intensity. The constraint intensity level was divided into three subdivisions including not serious, serious and very serious as presented in Table 8.

Table 8: Personal Intensity of Constraints to respondent (N=90)

S. No.	Constraints	Very Serious	Serious	Not Serious
1.	Distance of Fair Location	17(18.88)	44(48.88)	29(32.22)
2	Reduction Demand of Camels	30(33.33)	53(58.88)	7(7.77)
3	Accommodation Difficulties in Fair	4(4.44)	36(40)	50(55.55)
4	Less Interest of Society	34(37.77)	49(54.44)	7(7.77)
5	Govt. Interventions	2(2.22)	30(33.33)	58(64.44)
6	Less Interest of Youngsters	73(81.11)	16(17.77)	1(1.11)
7	Modernization Interventions	27(30)	55(61.11)	8(8.8)
8	Less Pasture Grazing Land	6(6.66)	58(64.44)	26(28.88)
9	Cost On treatment	11(12.22)	69(76.66)	10(11.11)
10	Middle Man	8(8.88)	6(6.66)	76(84.44)
11	Climate	2(2.22)	2(2.22)	86(95.55)

According to respondents the constraint of distance of fair location was not serious to 32.22%, serious to 48.88% and very serious to 18.88%, of the respondents. The constraint of reduces demand of camels was not serious to 7.77%, serious to 58.88% and very serious to 33.33% of the respondents. The constraint of accommodation difficulties in fair was not serious to 55.55%, serious to 40% and Very serious to 4.44% respondents. The constraint of less interest of society was not serious to 7.77%, serious to 54.44% and very serious to 37.77% of the respondents. Government intervention was not serious to 64.44%, serious to 33.33% and very serious to 2.22% of the respondents. The constraint of less interest of youngsters was not serious 1.11%, serious to 17.77% and very serious to 81.11% of the respondent. Modernization intervention was not serious to 8.8%, serious to 61.11% and very serious to 30% of the respondents. The constraint of less pasture grazing land was not serious to 28.88%, serious to 64.44% and very serious to 6.66% of the respondents. The constraint of cost on treatment was not serious to 11.11%, serious to 2.22% and very serious to 2.22% of the respondent. Middle man was not serious to 84.44%, serious to 6.66% and

very serious to 8.88% of the respondents. The constraint of climate was not serious to 95.55%, serious to 2.22% and very serious to 2.22% respondents.

Level of satisfaction: The level of satisfaction was according to the level of need satisfied. In our study we made different points to be satisfied with three levels of highly satisfy, satisfy and not satisfy as presented in Table 9. According to the responses of the respondents the points which were highly satisfied maximum includes timing of fair (60%), conduction of fair (73.33) and Involvementof NGO's (67.77%). The points which were satisfied maximum were arrangements for animals (51.11%), feed & water availability (54.44%), facility provided by government (71.11%), veterinary treatment facilities (65.55%), prior information of fair schedule (64.44%) and transportation services (88.88%). The points which are not satisfied maximum were problems during sailing & purchasing (81.11%). The present study shows that the majority of respondents were satisfied with the arrangements and facilities provided to them and to their camels at the fair location.

Table 9: Perception of Level of Satisfaction with the number of responses and their percentage (N=90)

S. No.	Points To Be Satisfy	Highly Satisfy	Satisfy	Not Satisfy
1	The arrangements for animals	39(43.33)	46(51.11)	5(5.55)
2	Feed/Water availability	38(42.22)	49(54.44)	3(3.33)
3	Facility provided by Govt.	14(15.55)	64(71.11)	12(13.33)
4	Facing problem during sailing/purchasing	7(7.77)	10(11.11)	73(81.11)
5	Vet. treatment facility	29(32.22)	59(65.55)	2(2.22)
6	Timing of conduction of fair	54(60)	36(40)	-
7	Conduction of fair	66(73.33)	24(26.66)	-
8	Transportation services	1(1.11)	80(88.88)	9(10)
9	Prior information of fair schedule	25(27.77)	58(64.44)	7(7.77)
10	Involvement of NGO's	61(67.77)	29(32.22)	-

Conclusion: Present study revealed the various marketing behaviour of camel livestock owners during pushkar livestock fair in Rajasthan. This study shows that demand of camel is reduced day by day. However camel is major source of income for livestock owners but younger generation have less interest in camel farming just because of less land availability for rearing and feeding of more camel and income from camel is seasonal.

References

1. Agrawal RP, Swami SC, Beniwal R, Kochar OK, Sahani, MS, Tuteja FC *et al.* Effect of camel milk on glycemic control, risk factors and diabetes quality of life in type-I diabetes: A randomised prospective controlled study. *Journal of Camel Practice and Research.* 2003; 10:45-50.
2. Ahmad S, Yaqoob M, Hashmi N, Ahmad S, Zaman MA, Tariq M. Economic importance of camel. *Pak. Vet. J.* 2010; 30(4):191-197.
3. Bhakat C, Mehta SC, Sahani MS. Annual hair yield attribute in indigenous camel breeds. *The Indian Journal of Animal Sciences.* 2003; 73:1189-91.
4. Gauthier-Pilters, Dagg. *The Camel: Its Evolution, Ecology, Behavior. and Relationship to Man.* University of Chicago Press, 1981.
5. Gwida M, El-Gohary A, Melzer F, Khan I, Rösler U *et al.* Brucellosis in camels. *Res Vet Sci.* 2011; 92(3):351-355.
6. Kaura RL. *Indian Breeds of Livestock (Including Pakistan Breeds).* Prem Publishers Lucknow, India, 1961, 95-97.
7. Kohler-Rollefson I. The camels of India in social and historical perspective. *Animal Genetic Resource Information.* 1992b; 10:53-64.
8. Rai AK, Roy AK, Khanna ND. Speed and strides of different breeds of camel. *Indian Journal of Animal Sciences.* 1992; 62:91-92.
9. Rajput DS, Tripathi H. Camel husbandry practices followed by Raika pastoralists under semi-intensive system in Bikaner district of Rajasthan. *Indian Journal of Animal Sciences.* 2005; 75:1307-1313.
10. Rathore GS. *Camels and their management.* Indian Council of Agricultural Research publication, New Delhi. 1986, 10-18.
11. Report of the Camel Development Committee. Ministry of Agriculture, Government of India, New Delhi, 1988, 11-15.
12. Saini N, Ram Kumar BD, Kiradoo N, Singh A, Bhardwaj, Sahani MS. Camel rearing practices-A survey study in arid western agro-ecosystem of Rajasthan. *Journal of Camel Practice and Research.* 2006; 13:179-184.
13. Schwartz HJ. Productive performance and productivity of dromedaries (*Camelus dromedarius*). *Anim. Res. Dev.* 1992; 35:86-98.
14. Statistical Abstract, Rajasthan. Directorate of Economics and Statistics, Government of Rajasthan, Jaipur, India, 2002.
15. Wilson RT. *The camel.* Longman Publication, London, 1984, 16-30.
16. Wilson RT. Types and breeds of the one-humped camel. *Journal of Camel Practice and Research.* 1997; 4:111-117.