P-ISSN: 2618-0723
E-ISSN: 2618-0731

NAAS Rating: 5.04
www.extensionjournal.com

International Journal of Agriculture Extension and Social Development

Volume 8; SP-Issue 6; June 2025; Page No. 01-04

Received: 03-03-2025
Accepted: 05-04-2025

Indexed Journal
Peer Reviewed Journal

Study on marketing of black Bengal goat in Howrah district of west Bengal

[1]Sayak Das and [2]Dr. Ameesh John Stephen

[1]Research Scholar (P.G), Department of Agricultural Economics, SHUATS, Naini, Prayagraj, Uttar Pradesh, India

[2]Associate Professor, Department of Agricultural Economics, SHUATS, Naini, Prayagraj, Uttar Pradesh, India

DOI: https://doi.org/10.33545/26180723.2025.v8.i6Sa.2003

Corresponding Author: Sayak Das

Abstract

The current study "Study on marketing of black Bengal goat in Howrah district of West Bengal" explores the marketing practices and economic significance of Black Bengal goat farming in the Howrah district of West Bengal. The research involved collecting data from 100 respondents across 14 blocks within the district to gain insights into the traditional art, style, and methods of goat farming, as well as the marketing strategies employed by local farmers.

The Black Bengal goat is renowned for its high-quality meat, skin, and adaptability to diverse climatic conditions, making it a valuable resource for small-scale farmers in the region. The study highlights the socio-economic benefits of goat farming, including its role in providing livelihood opportunities, enhancing rural incomes, and supporting sustainable agricultural practices.

The data gathered shed light on the challenges faced by farmers, such as limited access to modern marketing facilities, inadequate knowledge of advanced rearing techniques, and the lack of organized markets. Despite these obstacles, the study reveals that goat farming remains a profitable and viable occupation for many households in the district.

Findings from this research emphasize the need for interventions such as improved market linkages, farmer training programs, and government support to optimize the potential of Black Bengal goat farming. Such measures can enhance productivity, ensure fair pricing, and contribute to the overall development of the rural economy in Howrah.

This thesis provides valuable insights into the dynamics of goat farming and marketing in the region and suggests actionable recommendations for policymakers, stakeholders, and practitioners in the field of agricultural economics.

Keywords: Black bengal goat, goat farming, rural economy, marketing strategies, livelihood, sustainable agriculture, Howrah district

1. Introduction

Livestock farming forms an integral part of the rural economy in India, contributing significantly to employment, income generation, and food security. Among the various livestock species, goat farming has gained prominence due to its low investment requirements, quick returns, and adaptability to varied agro-climatic conditions. In particular, the Black Bengal goat, native to Eastern India and especially prevalent in West Bengal, stands out for its superior meat quality, fine skin, prolificacy, and disease resistance. These traits have made it a preferred breed among small and marginal farmers, landless laborers, and rural women in the region.

The Howrah district of West Bengal, though known for its urban-industrial landscape, also has a strong presence of rural farming communities that rely on livestock as a supplementary source of income. Goat farming, and specifically rearing of the Black Bengal breed, has long been practiced here using traditional methods passed down through generations. Despite its potential to uplift rural livelihoods, the sector faces multiple challenges, including limited access to organized markets, lack of scientific knowledge on breeding and rearing, inadequate veterinary support, and poor infrastructure for marketing and transportation.

This study titled "Study on Marketing of Black Bengal Goat in Howrah District of West Bengal" seeks to explore the intricate relationship between goat farming and rural economic development. By surveying 100 respondents across 14 blocks of the district, the research delves into the existing farming practices, marketing methods, and the economic significance of Black Bengal goat rearing. It also identifies the key constraints faced by farmers, such as fluctuating market prices, lack of market awareness, and absence of cooperative mechanisms.

Given the growing demand for quality goat meat and the increasing interest in livestock-based livelihoods, it is imperative to examine how better marketing strategies, government interventions, and farmer training programs can enhance the profitability and sustainability of goat farming. The findings of this study aim to provide practical recommendations that can help bridge the gap between potential and performance in the sector.

Ultimately, this research contributes to a deeper understanding of the agro-economic dynamics in Howrah and highlights the untapped potential of the Black Bengal goat as a tool for rural development, poverty alleviation, and sustainable agriculture.

Research methodology

The present study on the marketing of Black Bengal goats in the Howrah district of West Bengal was conducted using a multistage stratified random sampling technique, combining both quantitative and qualitative research methods to ensure a comprehensive analysis. The Howrah district was purposively selected due to its significant role in livestock farming and its proximity to urban centers like Kolkata, which offers promising market opportunities. Within the district, Domjur block was chosen purposively as the primary study area due to its high concentration of Black Bengal goat farmers. From this block, 10 villages were randomly selected, and a total of 100 goat farmers were surveyed using structured questionnaires. Respondents were further categorized into small, medium, and large farmers based on their flock size. Additionally, 15 retailers and market functionaries across Domjur and neighboring blocks were selected using purposive sampling to assess the role of intermediaries and the structure of goat marketing channels. Primary data was collected through structured interviews, focus group discussions, and field observations, covering aspects such as production practices, pricing, market access, and challenges in marketing. Key informant interviews with traders, veterinary officers, and other stakeholders provided deeper insights into market inefficiencies and supply chain dynamics. Complementary secondary data was gathered from the District Agriculture Office, Block Development Office, and relevant government reports and research publications. Both primary and secondary data were analyzed using appropriate statistical tools to identify trends, marketing costs, and overall system efficiency. This mixed-method approach enabled a holistic understanding of the marketing practices and challenges associated with Black Bengal goat farming in the study area and offers valuable implications for policy and practice in similar rural contexts.

Analytical tools

1. Acharya's marketing efficiency formula- MME = FP/MC + MM
2. Garrett ranking - Per cent position = 100 (Rij-0.5) /Nj
3. Marketing Cost = Cf+ Cm1+ Cm2+ Cm3+……. + Cmn.
4. Marketing margin = Selling price – Purchase price
5. Marketing Efficiency: [RP ÷ (MC + MM)]
6. Mean formula, M = $Sum\ of\ the\ terms$ / $Number\ of\ the\ terms$
7. Likert Scale = Σ (fx)/(Total no.of.respondents)

Results and Discussion

The demographic analysis of the respondents reveals that a majority (41%) of the Black Bengal goat farmers are above 50 years of age, followed by 32% in the 30–50 age group and 27% below 30 years. This age distribution suggests that a significant proportion of the farmers are older, which may influence their openness to adopting modern goat-rearing techniques. In terms of educational background, 24% of the respondents had attended middle school, while 20% completed high school, and only 5% had attained postgraduate education. This reflects a moderate level of educational attainment among the farmers, with a considerable segment having limited literacy, which may impact their ability to access and apply advanced knowledge in farming. Income distribution among respondents indicates that 26% of farmers earn between ₹100,001 and ₹150,000 annually, followed by 22% earning between ₹50,001 and ₹100,000. Only 14% earn above ₹200,000, suggesting that most goat farmers fall within a middle-income bracket. Occupational data shows that agriculture is the primary livelihood for 37% of the respondents, with horticulture accounting for 21%, while only 10% are salaried employees or engaged in business or professional activities. This indicates a strong dependence on farming-related occupations. Furthermore, goat ownership patterns reveal that 50% of the farmers rear a small herd of 1–5 goats, and only 5% qualify as large-scale rearers owning more than 30 goats. This underscores the predominance of small-scale goat farming in the region, which can influence productivity, income levels, and access to market resources.

Existing Marketing Channels for Small Ruminant (Black Bengal Goat)

Channel No.	Marketing Channel Description	% of Respondents Using
I	Producer → Local Trader → Consumer	32%
II	Producer → Village Agent → Wholesaler → Retailer → Consumer	25%
III	Producer → Live Animal Market → Butcher/Trader → Consumer	20%
IV	Producer → Wholesaler → Consumer	15%
V	Producer → Consumer (Direct Sale)	8%
	Total	100%

This table represents the distribution of marketing channels used by farmers for selling Black Bengal Goats in the study area. The most commonly used channel is Channel I (Producer → Local Trader → Consumer), used by 32% of respondents, indicating a reliance on local intermediaries. Channel II, involving multiple intermediaries, is used by 25%, while Channel III (via live animal markets) accounts for 20%. Channel IV and Channel V, where goats are sold directly to wholesalers or consumers, are less preferred, representing 15% and 8% respectively. This indicates that most farmers depend on traditional, intermediary-based marketing systems for goat sales.

Marketing Margin, Share, and Efficiency – Channel I (Producer → Local Trader → Consumer):

S. No.	Particulars	Amount (Rs/Animal)
1	**Producer**	
	Gross price received	7000
	Marketing costs	500
	Net price received	6500
2	**Local Trader**	
	Purchase price	7000
	Marketing costs	300
	Margin	1500
	Selling price	8800
3	Consumer purchase price	8800
4	Total marketing cost	800
5	Producer share in consumer price (%)	73.86%
6	Marketing efficiency	8.13

This table illustrates the marketing cost, margin, and efficiency in Marketing Channel I (Producer → Local Trader → Consumer) for Black Bengal Goats. The producer receives a gross price of Rs. 7000 per animal, incurs Rs. 500 in marketing costs, and retains a net income of Rs. 6500. The local trader purchases the goat at Rs. 7000, spends Rs. 300 in marketing, and gains a margin of Rs. 1500, selling to the consumer at Rs. 8800. The total marketing cost sums to Rs. 800. The producer's share in the final consumer price is 73.86%, reflecting a marketing efficiency of 8.13, indicating a fairly efficient marketing route with moderate intermediary involvement.

Marketing Margin, Share, and Efficiency – Channel II (Producer → Village Agent → Wholesaler → Retailer → Consumer)

S. No.	Particulars	Amount (Rs/Animal)
1	**Producer**	
	Gross price received	6900
	Marketing costs	600
	Net price received	6300
2	**Village Agent**	
	Purchase price	6900
	Margin	200
3	**Wholesaler**	
	Purchase price	7100
	Marketing costs	350
	Margin	800
4	**Retailer**	
	Purchase price	8250
	Marketing costs	400
	Margin	1150
5	Consumer purchase price	9800
6	Total marketing cost	1350
7	Total margin	2150
8	Producer share in consumer price (%)	64.29%
9	Marketing efficiency	4.67

This table represents the marketing cost, margins, and efficiency in Marketing Channel II (Producer → Village Agent → Wholesaler → Retailer → Consumer) for Black Bengal Goat marketing. The producer receives Rs. 6900 per animal, incurs Rs. 600 in marketing costs, and nets Rs. 6300. The village agent gains a margin of Rs. 200, selling to the wholesaler at Rs. 7100, who incurs Rs. 350 in costs and earns Rs. 800 margins. The retailer purchases at Rs. 8250, incurs Rs. 400 cost, and earns a Rs. 1150 margin, selling to the consumer at Rs. 9800. The producer's share in the consumer price is 64.29%, with a marketing efficiency of 4.67, indicating higher intermediary involvement and lower efficiency compared to Channel I.

Constraints Faced By Farmers In Marketing Of Black Bengal Goats (Garrett Ranking Method)

S. No.	Constraints	Frequency	Percentage	Garrett Rank
1	Lack of organized markets	77	77%	I
2	High transportation cost	72	72%	II
3	Exploitation by middlemen	70	70%	III
4	Price fluctuation in market	68	68%	IV
5	Lack of proper market information	64	64%	V
6	Lack of grading and standard pricing	58	58%	VI
7	No cooperative societies for goat marketing	55	55%	VII

This table highlights the key constraints faced by farmers in marketing of small ruminant (Black Bengal Goats, based on Garrett ranking. The most severe constraint identified is the lack of organized markets (77%), followed by high transportation cost (72%) and exploitation by middlemen (70%). Price fluctuation (68%) and lack of proper market information (64%) also emerged as significant issues. Lesser but still notable constraints include lack of grading and standard pricing (58%) and absence of cooperative societies (55%) for goat marketing. The rankings emphasize the need for structural improvements in the goat marketing system to reduce inefficiencies and enhance farmer profitability.

Constraints Involved in Marketing of Black Bengal Goats (Mean Score Ranking):

Table 1: Constraints Involved in Marketing of Black Bengal Goats (Mean Score Ranking)

S. No.	Constraints	Mean Score	Rank
1	Lack of market infrastructure	63.7	I
2	Transportation unavailability	60.8	II
3	Delayed payments from traders	59.4	III
4	No price regulation	57.9	IV
5	Lack of packaging and handling support	55.6	V
6	Low bargaining power of farmers	53.2	VI
7	Poor veterinary support at markets	50.7	VII

This table presents the constraints involved in the marketing of small ruminants Black Bengal Goats based on mean score ranking. The most critical issue is the lack of market infrastructure (63.7), which significantly hampers smooth marketing operations. Transportation unavailability (60.8) and delayed payments from traders (59.4) rank second and third, indicating logistical and financial challenges. Other

notable problems include no price regulation (57.9) and lack of packaging and handling support (55.6). Additionally, low bargaining power of farmers (53.2) and poor veterinary support at markets (50.7) further constrain efficient marketing. These findings call for targeted policy interventions to strengthen rural market ecosystems.

Conclusion

The study concludes that while Black Bengal goat farming in Domjur block of Howrah district provides an important livelihood for small-scale farmers, its marketing system faces multiple challenges. Most farmers rely on traditional, intermediary-based channels, which reduce their income due to higher marketing costs and lower efficiency. Channel I emerged as the most efficient and beneficial for producers. Key constraints such as lack of organized markets, poor infrastructure, transportation issues, and exploitation by middlemen significantly hinder marketing performance. Addressing these challenges through improved infrastructure, direct marketing models, cooperative societies, and better market information systems is crucial for enhancing farmer profitability and sustainability in goat marketing.

References

1. Banerjee S, Das P, Roy T. Sustainability in livestock marketing: Ethical concerns and consumer preferences. Indian J Anim Sci. 2020;90(5):312-20.
2. Bhattacharya A, Sinha P. Market structure and pricing mechanisms in local goat markets of Howrah. J Rural Econ. 2017;45(3):185-99.
3. Bose B, Das R. Enhancing livestock marketing skills among rural farmers: A study on Black Bengal goat farmers in Howrah. J Agric Dev. 2021;50(2):101-17.
4. Bose R, Mukherjee K. Value addition in Black Bengal goat farming: Opportunities and challenges. Int J Livest Stud. 2021;12(4):234-49.
5. Chakrabarti S, Roy N. The impact of climate change on Black Bengal goat farming in West Bengal. J Clim Agric Stud. 2021;28(1):59-74.
6. Chatterjee A. Supply chain inefficiencies in the marketing of Black Bengal goats: A case study of Howrah. Livest Res J. 2018;37(2):145-61.
7. Das B, Chattopadhyay R. Consumer preferences in the meat industry: Implications for Black Bengal goat marketing. Indian Meat Sci J. 2018;19(4):98-113.
8. Das R, Roy S. Gender roles in goat farming and marketing: A case study of Howrah district. Women Agric J. 2019;14(3):72-89.
9. Dasgupta K, Nandy P. Seasonal fluctuations in demand for Black Bengal goats: A market analysis. J Rural Market Trends. 2018;29(1):50-66.
10. Dey S. Role of middlemen in goat marketing: Issues and solutions. Livest Market Rev. 2017;22(3):178-94.
11. Ghosh P, Bhattacharya S. Religious and cultural influences on goat meat consumption in West Bengal. Cult Stud Livest J. 2020;32(2):189-204.
12. Gupta R, Sinha U. Infrastructure gaps in livestock markets: A study on Howrah district. Indian J Agric Infra. 2017;24(1):93-108.
13. Kumar P. Challenges in rural livestock marketing: The case of Black Bengal goats. J Agric Econ Rural Dev. 2019;36(2):112-29.
14. Mukherjee P, Saha R. Enhancing rural livelihoods through improved livestock marketing: A study on Black Bengal goats. Rural Dev Rev. 2020;41(3):221-37.
15. Mukhopadhyay B, Ray S. Understanding the cyclical nature of goat farming for better marketing planning. J Agric Cycles. 2021;27(2):76-92.
16. Pal T, Biswas K. Regional variations in goat marketing practices in Howrah district. Indian J Rural Econ. 2018;31(1):45-62.
17. Patel R, Ghosh T. Consumer awareness and branding strategies for Black Bengal goat products. J Mark Agric. 2020;15(4):180-98.
18. Ranjan V, Sahu P. The importance of formalized livestock marketing systems in rural economies. Indian J Agric Mark. 2020;44(2):145-62.
19. Rathi M, Joshi D. Regulations governing livestock marketing in Howrah: Challenges and opportunities. Indian Policy Rev Agric. 2021;20(3):211-27.
20. Reddy A, Chandra S. Integrating Black Bengal goat marketing into modern retail chains. J Agric Retail Trends. 2020;34(1):99-116.
21. Roy T, Das P, Chattopadhyay R. Strengthening rural-urban market linkages for Black Bengal goat farmers. J Livest Mark. 2020;25(2):150-68.
22. Sarma D, Ghosh B. Expanding the global market for Black Bengal goat products: Opportunities and challenges. Int J Livest Trade. 2022;18(4):267-84.
23. Sen R, Kaur J. Price volatility in livestock markets: Causes and mitigation strategies. J Agric Market Dyn. 2019;21(3):131-49.
24. Sengupta P, Sanyal S. Health management and quality control in Black Bengal goat farming. Vet Sci J India. 2021;26(2):88-105.
25. Sharma V, Mishra D, Raghav S. Government policies and schemes for livestock marketing: An assessment. J Public Policy Agric. 2021;33(1):78-96.
26. Singh R, Pandey A. The potential of organic Black Bengal goat farming in niche markets. Org Agric Sustain Livest J. 2020;17(2):55-72.
27. Singh S, Kumar N, Patel J. Economic importance of Black Bengal goats in rural India. J Livest Econ. 2016;28(3):201-18.
28. Verma K, Joshi H, Ramesh T. The role of community-based organizations in improving goat marketing. J Agric Coop. 2019;22(4):165-81.