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Evaluation and Function of Cattle Market Places

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CHAPTER - III

Evaluation and Function of Cattle Market Places

3.1 Introduction

In the previous chapter, we have discussed about physical and non-physical profile of the study region such as location and boundaries. Administrative Evaluation, Physiography, Geology, Drainage pattern, Climate, Soils, Natural Vegetation, Irrigation, Population, livestock and Transportation. In this chapter, we are studying evolution and function of cattle market places, cattle market places, cattle traders, evolution of cattle market, origin of cattle markets, special interaction of farmers, sellers, buyers and dealers, cattle drovers and cattle market efficiency.

3.2 Origin of Cattle markets

Due to the archaeological, anthropological and historical evidence, we come to origin of cattle reconstructed with the help of fossils. It is likely that the center of origin of Bovidae, which is the most dominant family of loosed mammals was the old tropical and subtropical region of the world. The fossils’ evidence showed that Bovinae might have been derived from a species such as pachyportax nagri (Pilgrim 1939). But there are many differences between these species and the earliest known type of wild cattle species which are caued Bos-acutifrous. Its fossil remains have been found in India.

The fossils’ evidence remains of the urus have been found in Pleistocene alluvial deposits in various Indian rivers. It possessed different types of horns from the auroch and was possibly the ancestral stock from which the shorthorn type cattle and zebu i.e. Bos-indicus were derived. The almost universal distribution of wild species of cattle in the
temperate, tropical, sub tropical climatic zones of the old world makes it difficult to discover the original centers of domestication. Mr. Kelly (1959) suggested that this widespread distribution of the wild species might have been assisted by man who probably pursued them from one region to another region during the hunting trip. One theory is that domestication took place where man and wild cattle lived in the close proximity as they much have done on the flood plains. In the semi and areas certainly some of the earliest records of the existence of domestic cattle have been found in the valleys of the Nile, Tigris and Euphrates. As an existing practice in Assam state of India might also provide some evidence as to how domestication could have occurred at some centers. The Naga owners of Gayal a type of cattle provide salt licks in the forest. They attract wild gaur and then female domesticated gayal are driven into the forest to breed with the wild bulls. This practice may have been used in the past to create other types of cattle. From this, it is clear that the origin and the domestication of cattle was a very primitive affair.

The centers of domestication of cattle were the western Asia, the North East India and the other areas of the World. But the most important center, probably was the western Asia which includes Iraq, Iran, Turkasthan and Baluchisthan. This was a region in which cattle were domesticated during the historical period. There was a constant flux of people whose lives were dependent on the cattle raising and cattle wealth. The first archaeological evidence of the presence of zebu, the small type of cattle, came from Arpachiyan near mosul in Iraq during 4500 BC. Evidence of the presence of domestic cattle of the short horn type i.e. Bos-taurus has been found at shah type in the North Iran. The bones of cattle have also been found at Rana in North Baluchisthan dated approximately during 4000 BC. From the centre of western Asia, the cattle were migrated or invading people to other parts of the world. The
vedic Aryan invaders reached India from North Western part and they
brought with them short horn type of cattle which spread from North
Western India to the central Western Eastern and Southern regions of
India in due course of time.

It is commonly known that Dravidian speaking people were pushed
to the South by the vedic Aryan invaders of India whom it is thought that
they may have introduced zebu, a very much small type of cattle. But
before zebu the migration of short horn cattle might have been made in
India.

The Ahemadnagar district of Maharashtra also obtained domestic
cattle from the centre of origin of cattle in western Asia by migratory
routes. There is also a cattle breed found today in Bhutan, Nepal, North
India known as the siri that appears to be of mixed short horn type with
zebu ancestry.

Broadly speaking there are two theories of the origin of cattle
markets or periodic markets and fairs. The first theory is known as
orthodox theory or endogenous theory. It starts with an agrarian society
in which surpluses develop promoting a basic form of division of labour
to emerge from the propensity of individuals to barter the surpluses and
leads to the establishment of a specialist group of artificers such as
smiths, carpenters, wheel rights etc. located in a village central to the
farmers they served and with whom, they exchange the village becomes
the most convenient site for trade among the cultivators too and assumes
the status of a periodic market. In the opinion of Hodder, the barter exists
among the most isolated and inaccessible societies and the wordless
exchange of goods made without witness in the furthermost recesses of
the jungle in Asia, America is an evidence of an economic need.

As confidence grouts between the individuals exchanging their
respective goods local markets spring up and in the most advanced
culture wide use may be made of money in the more important markets or regional fairs.

The second theory of the origin of cattle markets or periodic markets and fair is called exogenous theory or alternative theory. According to this theory, trade with its associated market place phenomenon can never arise with in a community. Trade is an external affair involving different communities. This is taken from the work of Polanyi and Pirenec (1936) stating that trade and markets can never arise with in communities for trade is external, involving different communities. Markets do not develop out of the demands of purely local or individual commerce, but are primarily induced by external exchanges of complementary products with in an alien population and are thus the result rather than the starting point of long distance trading.

The sequence is seen as one of trade routes fairs established on these routhes and local or periodic markets developing around the original parent market as a network of tracks or roads spreads.

It is the fact that without two additional conditions opportunity presented by long distance external trading contract can never be grasped and channelled through market institution the first is a sufficiently high level of population density, at least above 145 persons per square kms. density is required. Secondly highly organised political unit must be existed. The communities can get profit from trading possibilities. Without strong political organization, security of markets cannot be ensured.

Gra’s thesis involved a more global view of five stages of economic evolution. They are collectional economy, cultural nomadic economy, settled village economy, town economy and metropolitan economy. Market centers developed in the settled village stage and subsequent stage added to the complexity of the urban hierarchy in the
final stage, the metropolis organize the market, lead the process of industrial development and transportation and mould the pattern of financial organization.

3.3 Evolution of Cattle Markets

Evolution of cattle markets and the cattle marketing system is closely associated with the progress of civilization in India. The geographical, socio-economic, historical and cultural factors play major role in the evolution of market places. Evolution of cattle market in India, Maharashtra and especially in Ahamednagar district of Northern Maharashtra can be studied on the basis of historical periods to understand the present nature of cattle markets and their system.

Markets in Ancient Period

The market place exchange system in Maharashtra and in the study area of Ahamadnagar district is as old as its civilization. But there is not any systematic account available.

In India, the ancient Indus civilization was well developed in the Indus vally. It has been proved from the excavation that there were Mohenjo-daro and Harappa urban cities. There were the marketing centers. Agriculture animal rearing and trade internal as well as external were the main economic activities of the people in the Indus valley. Animals like cow, bullocks, buffaloes, elephants were tamed-Bullocks were used for agriculture and for transportation. From animals milk, flesh, leather, manures, wool etc was obtained in Indus civilization. Internal and external trade was carried by land and sea with Kashmir, Kathiawad, Rajputana, South India and Afghanistan, Egypt sumeric, Mesopotevnia respectively. It is proved that both the external and internal trade was mainly practiced on the exchange system.
In the vedic hymns also, there are references of trading in distant lands for profit. Apart from foreign trade, there was quite an extensive inland trade. While describing the history and culture of the vedic age, Mr. Majumadar (1957) has pointed out that the exchange of commodities on the principle of barter seems to have been in vogue; though the cow had already come to be regarded as a unit of value. The external commercial links with adjacent countries and southern India had been forged by the panis in the vedic times, who were ancestors of the Phoenicians and who had finally settled on the Syrian coast. The ship building panis were the merchants on land and esa, who exchanged livestocks of India with valuable articles of adjacent countries (Bilmoria 1940).

In the Jataka tales there are references of cattle. There tales were widely known in the third century B.C. (Cowell 1977). In Jataka tale (J.T. 140), it is referred that the cattle were found near the western ocean.

Buffaloes seem to be victims preyed upon by carnivorous beast like lions (J.T. 74). The cattle rearing was an important economic activity. A variety of grasses, straw, chaff, rice grues, sesame flour, kidney beams were in use for cattle. Cattle were kept for their products such as milk, curds, butter, milk and ghee (J.T. 47-298-16). Oxen and bulls were used for ploughing fields and draught purpose. Skins and hides of domesticated animals were utilized by leather working class for making articles of leather. The articles of trade particularly mentioned are horses of sindha (J.T. 8) and wine. The Baferu Jatka narrates that the Indian merchants exported peacocks to Baferu which is identified with Babylon. There are also the references of the marketing centers in Jatka tales. The special mention of these centers may be made of Benaras as the Chief industrial and commercial center, Bhaurukchha (Modern Broach) as the maritime trade center, Rajagriha, Davaravati, Mithila as
marketing centers. Some towns and cities had played halls for public recreation and slaughter houses (J.T. 297).

The carvans and their routes are frequently mentioned in Jatakas. The Journey of carvans from Sarasvati to Rajgraha, from Banaras to Ujjan and from Videha to Gandhara are referred in the Tataka tales (Bandopadhya 1945).

The cities or nigamas, or market towns were the controlling points of the local distribution system. The practice points of the local distribution system. The practice of door to door sale by hawkers was common during those days. In most cases the price of the articles was settled by haggling. The notable feature of this period was non-existence of any periodic market system. Such an institution as a hat or barter fair taking place on the borders of adjacent districts, find curiously enough no mention in the Jataka book (Rapson 1968).

Maurya Empire was extended from Afghanistan to Karnataka and from Saurashtra to Bengal. In the Maurya Empire (321 BC to 232 BC), trade was mainly regulated. The amount and price of all goods was declared and the sale was by auction any type of combination or malpractice which affected prices was punishable. At all important centers as record was maintained stating “who the merchants are whence they come with what merchandise and where it has been vised”. The hierarchy of towns was there in the Maurya empire. There was a market town (Sangrahana) serving the residents of ten villages through the country towns (Kharvataka and Dronomukha at a river mouth) for two hundred to four hundred village, the provincial capitals (Sthaniya) the great city (Nagara) or port (Pattana) to the royal capital (Rajdhani). The guilds (srenis) used to play major role in the marketing activity. The guild was formed by the people of common professions such as artisans, money lenders, tradesmen and coach drivers.
Kautilya lived in the period of Chandra Gupta Maurya in 321 BC. But it presumed by the most of the historians like Sir Ramkrishna Bhabdarker, Mr. P. V. Kane, D.D. Kosambi that “Arthashastra” might have been written in 500 BC (B.R. Hisargashkar) (1981). In this book, there are reference of officials who were incharge of markets and about cattle wealth. The calf the bull and the cows giving milk among these animals are not to be killed. For one killing (them), there should be a fine of fifty panas. The traders should not sell meat which is swollen, without head feet and bones and of a naturally dead animals otherwise they shall be a fine of twelve panas (R.P. Kangle 1963). In “Arthashastra” the following are the references about cattle and the markets. One person should look after one hundred animals containing an equal number of aged cows, milk cows with young cows, with calf for the first time and heifers. If a cattle is sold in the market out of the total price of a cattle, one fourth of its value is to be deposited as a tax to the state. It has been explained in section 50 of the book for the protection and the provision of medicines in different diseases of cattle. The person who thieves cattle or kills them is punished unto death.

There were hospitals in the Maurya empire to take care of domestic animals. According to Vincent smith (1957), animal hospitals which still exists at Surat, Ahemadabad, Aurangabad, Ahamadnagar and many other towns in western India may be regarded as either survivals or copies of the institutions founded by the Maurya Monarch. Thus in the Maurya period, the protection was given to animals. Knowing their utility for man and the kingdom. In the Gupta empire, Fahein visited India via Kabul. He mentioned that Tamralipti was the important port and external trade was carried from India to Ceylon by ship. The ships were large in size in which 200 travelers could sit in a ship. The trade was also practiced with China and Indonesia megasthenis has also referred the
markets of Patliputra (Patna) and Taxila, Sajala (Sialkot) was the market center and there was a regular trade between Sagala and Patliputra. Patliputra was the flourishing trade centre of International fame.

The Satvahan dynasty ruled over 460 year (from 230 BC to 240 AD) in Maharashtra. Its empire was extended from the vindhy ranges to Kaveri valley and from Gujarat to Orissa. The external trade was flourished in the Satvahan dynasty. Pratisthan (Paithan) Broach, there were the major trade centers in the international market. Silk clothes Gomes and other commodities were exported to European countries. Thus the Satvahan dynasty played the major role for the development of marketing centers in Maharashtra and placed their names in the international trade of the world. In this period numbers of caves were constructed. Satvahan period was called the golden period in South India. Silver coins were used. The trades were given facilities in their trading activieits. The caves like Verul (Ellora), Ajanta, Pitaalkhora caves around Aurangabad and other caves in Maharashtra were constructed in the ancient period. It has been recorded that Kanheri was a center of trade and of large population on which Lenas at the place depended and flourished. Therefore, it is clear that the main function of the caves was not merely abodes of monks of different religious orders. But the location of the caves of the ranges, its spurs, sea board gaps and at the points of convergence of natural routes have proved that they have also commercial significance. In this way, the lens or caves obivously served as storage and haunting place. Enroute trade exchange center, Rajatadak was situated at the important passes of the Sahyadri spurs and had connected links with the marketing centers of the inland trade between the North and the South India.

According to Mr.K.L. Mahaley (1973) during the hey days of caves in Maharashtra internal and external trade in western India
witnessed an impressive prosperity with the growth of wellknit internal trade centers from the sea coast to the interior. Beside previous market centers, the references of other market town in ancient period are of Vatopadra (Baroda) Navasari, Pune, Sopara, Kalyan in western India and Somylla Mandagara Balipatna, Kolkai, Arguru, Poduca, Madura, Kanchi, Tanjore in south India. They were the important trade centers in ancient period. Still there may be more trade centers in ancient period. But many of the ancient marketing towns are not identified with the modern names of the marketing towns in particular regions of India. Therefore there is a need of Historical & Geographical research to trace such market centers in ancient period because ours is a heritage of our past in many ways.

**Markets in Medieval Period**

In the medieval period, the nature of market in Maharashtra was practically similar as we find in the ancient period. However, several measures were taken for the improvement of markets and the marketing system. The growth of market towns was a characteristic feature and there was the development of rural periodic markets in the form of fairs and weekly markets.

Allauddin Khilji (1296 to 1316 AD) extended his empire from Saurashtra to Bengal and from Kashmir to north Tamilnadu including Maharashtra. During this period, measures, taken by him for market control may be considered as a landmark in the development of marketing system. He established the department namely Mumalik-A-Riyasat for controlling the prices of foodgrains livestocks and other items. Although those measures were effective in the Delhi region only that was an indication of state control on marketing for fair distribution and for checking unfair practices in trade. The prices fixed for important items during the period of Allaudding Khilji are given below in table.
Table No 3.1
Medieval Period Measures (Weight) & Currency (Price)

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of the item</th>
<th>Weight</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milch Cow</td>
<td>-</td>
<td>3 to 4 Tanka</td>
</tr>
<tr>
<td>2</td>
<td>Best quality Horse</td>
<td>-</td>
<td>100 to 120 Tanka</td>
</tr>
<tr>
<td>3</td>
<td>Goat Ship</td>
<td></td>
<td>10 to 14 Jital</td>
</tr>
<tr>
<td>4</td>
<td>Ghee</td>
<td>1.5 sher</td>
<td>1 Jital</td>
</tr>
<tr>
<td>5</td>
<td>Rice</td>
<td>1 Man (e.k)</td>
<td>5 Jital</td>
</tr>
<tr>
<td>6</td>
<td>Weat</td>
<td>1 Man (e.k)</td>
<td>7.5 Jital</td>
</tr>
<tr>
<td>7</td>
<td>Barley</td>
<td>1 Man (e.k)</td>
<td>4 Jital</td>
</tr>
<tr>
<td>8</td>
<td>Gram</td>
<td>1 Man (e.k)</td>
<td>5 Jital</td>
</tr>
<tr>
<td>9</td>
<td>Sugar</td>
<td>1 Ser</td>
<td>1.3 Jital</td>
</tr>
<tr>
<td>10</td>
<td>Salt</td>
<td>0.5 Man (e.k)</td>
<td>1 Jital</td>
</tr>
</tbody>
</table>

* 1 Tanka was equal to one Rupee
+ Jital was copper coin 1 jital was equal to 1 paisa
^ A ser was a unit of weight roughly equal to one kilogram
M One Man (e.k) was equal to forty ser.

Source: Ancient and medieval India by chandrashekhar Phadniak (1991)

The prices of the best quality horse was highest. Such horse was sold at the cost ranging from 100 to 120 tanka. Milch cow was sold from the rate of 3 to 4 tanka. The rates of a goat or sheep were 10 to 14 Jital. As compared to the price of rice, there was higher price of wheat per man (e.k). The salt was the cheapest item in the market. It is the essential item in the preparation of food.
There were permanent merchants as well as mobile traders. The system of rationing was introduced especially in time of scarcity. The rules were framed to regulate the sale of cattle horns and slaves. The policy of fixing prices maintaining strict control over marketing activity and rationing may be considered a plus point in Allaudin’s period. But with the fall of his empire, the system of regulated marketing was deteriorated. After Allauddin Khilji, Mohammad Bin Tughlak (1325 to 1351) becomes the emperor of Delhi. He had vast region in his control. Even he invaded the southern part of India and joined to his empire. He shifted his capital from Delhi to Daulatabad in Maharashtra from the strategic point of view and its control location. Therefore, in his regime the road from Delhi to Daulatabad was repaired reconstructed and the plantation of trace from both sides of the road was implemented. However, trading activity in this period was very limited. Therefore Babar, the great Mugal emperor in his Autobiography “Babarnama” wrote about the bad condition of market. He said “There are very few articles commodities in the market. It is better to ask what articles are not available in the market rather than the articles available in it. In Shershahas (1540 to 1545 AD) period of five years the copper coin ‘Dam’ was in practice ‘Adheli’ and ‘Chawali’ was also in use. He paid more attention to increase the production of commodities and the development of trade. He removed different types of taxes on trade. He gave priority to the transport facilities of the people. In this period the road from Sonargaon in Bengal to Lanore was constructed. It was called “Sadak A Alam”. Its distance was approximately 4800 kms. Other roads were also constructed from Agra to Burhanpur, Jodhpur to Chittore and Lahor to Multan.

During the 15th century, 16th century and 17th century, new inventions and discoveries were made in Europe. Scientific approach and
new technology were in their initial stage which helped for the improvement of internal as well as external trade.

Internal trade during a long moghal period was controlled through important towns and cities and the center of local chiefs. The external trade was carried on through the ports when the Portugese discovered the sea route to India via cape of Good Hope (Capetown) and Vasco-da-Gama landed at Calicut on the western coast of India in 1498 A.D. Again in the period of Emperor Akbar, British East India Company was established in 1600 A.D. for the development of external trade. Different types of coins were in practice and the external trade was carried on through Europe, Central Asia, East Africa, East and South East Asian countries like China, Malaysia, Sumatra, Jawa, Borneo etc. Moghal rulers monopolised specific items of trade like Cheese, Species, Salt, Cotton, Silk Cloth, Gun powder, Gur, Sugar for export. The major ports of the external trade on the western coast of India were Broach, Susrat, Kambay, Tthatta Chol, Goa, Rajapuri and Karwar. While the ports like Mattchalipattanam, Nagapattanam, Madras were located on the eastern coast of India.

In Bengal, there were the major ports like Sonargaon, Satgaon and Chittgaon for the trade with Eastern and South East Asian countries. There was the high wasy from Lahore to Kabul to carry on trade with middle East countries. Emperior Akbar had also encouraged the construction of road from Agra to Lahor with the distance of 400 kms. But it is remarkable that there was no major road to be mentioned of its constructions in the period of Aurangzeb. The most of the routes in Nizam Shahi period lay alone or close to rivers as they offered easy passage ways for commercial traffic in regions of prosperous economic conditions with their superior traffic generating capacity. They were mostly alighed on river terraces or piedmont zones to avoid swampy or
slushy ground. The placement of routes on margins of forested tracts could facilitate fodder supply to transport animals on route. As routes were infested with highway robbers the state undertook the responsibility of providing escort to the circulation of animals or throngs of bullock carts, Pune was the most outstanding nodal center with routes radiation in all direction followed by the next significant hub of routes converging in Ahamadnagar.

The main feature of the internal trade in medieval period was the development of rural trade institutions in the form of ‘Jatra’ ‘ Mela’ or fair and ‘hat’ (weekly markets) as observed by Prof.K.M. Ashras (1969). The Moghal rulers and the rulers in Nizamshahi helped the development of fairs or Jatras in the Ahamadnagar district of Maharashtra. The Jatras were usually held once in a year in connection with local temple or on the anniversary of the passing away of some saints. They were associated with religious places festivals or with other occasions of special interest to a particular community of the people. In fact, a fair is a special occasion for the rural community not only as a place for social contact but also for recreation. In Jatras, the markets were held on a much larger scale and for a longer period. There was the sale and purchase of cattle, horses, buffaloes etc. and the various commodities such as wool, silk, leather articles, perfumed articles etc. in a fair. The Jatras were attended by agents of traders and leading native firms who generally transact a great deal of business on these occasions.
Table No 3.2  
Jatras in Ahamadnagar District

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of Town / Village</th>
<th>Taluka</th>
<th>Month in which Jatra or Fair is held</th>
<th>The People who attended a Jatra</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ghodegaon</td>
<td>Nevasa</td>
<td>March</td>
<td>10000</td>
</tr>
<tr>
<td>2</td>
<td>Sheogaon</td>
<td>Sheogaon</td>
<td>April</td>
<td>7000</td>
</tr>
<tr>
<td>3</td>
<td>Sangamner</td>
<td>Sangamner</td>
<td>April</td>
<td>4000</td>
</tr>
<tr>
<td>4</td>
<td>Nevasa</td>
<td>Nevasa</td>
<td>March</td>
<td>3300</td>
</tr>
<tr>
<td>5</td>
<td>Kopargaon</td>
<td>Kopargaon</td>
<td>April</td>
<td>2000</td>
</tr>
<tr>
<td>6</td>
<td>Madhi</td>
<td>Pathardi</td>
<td>March/April</td>
<td>3500</td>
</tr>
<tr>
<td>7</td>
<td>Jamkhed</td>
<td>Jamkhed</td>
<td>April</td>
<td>1800</td>
</tr>
<tr>
<td>8</td>
<td>Loni</td>
<td>Rahata</td>
<td>March</td>
<td>2100</td>
</tr>
<tr>
<td>9</td>
<td>Kasthi</td>
<td>Shrigonda</td>
<td>April</td>
<td>2300</td>
</tr>
<tr>
<td>10</td>
<td>Bodhegaon</td>
<td>Sheogaon</td>
<td>March</td>
<td>1500</td>
</tr>
</tbody>
</table>

Source: Personal observation & visit of every market places of Ahamadnagar district 2014

In this period Brokers (Dalal) were active middleman between wholesellers and retailers. Metkaris were government official guards to protect marching carvans of bullocks and cows sarafs or bankers and financiers played a major role in helping marketing transaction. A wate or the superintendent of weights, measures and Bidisai or the security officer of the market were additional official functionaries.

In a medieval period, a number of forts were constructed from the strategic point of view or for the purpose of defence. It is interesting to note that most of the forts lie in close vicinity of ancient caves which
served a store houses for commercial commodities on highways of commerce in those days. These forts not only stood as sentinels against unwelcome intruding armies of enemies but also afforded protection to trading carvans moving along Ghat routes. They also worked as check posts controlled by the officers called Ghatpandes.

According to Mr. S.N. Joshi (1937), machis settlement in Maharashtra grew in the immediate proximity of forts particularly with will top locations which catered to the daily and occasional needs of the military forces garrisoned in these forts and mobile markets following on the helps of the Moghal army on the march. In brief the marketing systems in medieval period encompassed daily markets with permanent fixed shop and stalls. Periodic market places associated with temporary stall of traveling traders, seasonal markets as places like chaul and fair centers and annual markets at religious centers. It may be added that the mobile markets consisting of camp followers of the Mugal forces and subsequently camps of Maratha armies were marching.

**Markets and Marketing System in British Period**

Britishers came to India to start marketing in India and established East India company in 1606 AD. But they ruled over India nearly 150 years. It was the period of exploitation of resources and the economic development in respect of agriculture industry, marketing and transportation. In this period, fundamental contributions were made for the development of transportation. The coastal towns in India were linked with the major ports in Great Britain by steam ship services in 1840 and the policy of free trade was implemented to satisfy the demands for cheap raw materials. The Britishers also encouraged the development of trade centers to fulfill the demand of foreign purchasers and the local people. The coastal towns were developed as the marketing centers in the
British period. In addition to coastal towns, the marketing towns of local
importance, regional and terminal market centers for various
commodities were set up. The first railway line was started on 16th April
1853 from Thane to Bombay with the distance of 21 miles in
Maharashtra. After 50 years the length of railway had reached upto
27000 miles in the year 1905. Indian Railway commission was set up to
improve the condition of railways in India during 1924 AD. The length
of railway line had gone to 42000 miles.

The main objective for the network of railway in India was to
protect country from invaders and to encourage imports and exports of
the international trade. However, railway network played the major role
in uniting Indian people in the British period.

A number of commission were set up and some Acts were passed
to improve the condition of markets and marketing system. The farmers
were at the mercy of money lenders and various malpractices. In selling
method, price fixation was prevalent. The first step taken by the
Britishers was in regard to the formation and regulation of markets.
Markets and fairs Bombay Act was formed in 1860. If a weekly market
is to be held in a new place the district magistrate’s approval was
essential.

The Bearer cotton and gain market Act was formed in 1897. This
act may be considered as a milestone in agricultural marketing in India.
The Royal Commission on Agriculture (1926 – 1928) was another step
for market regulation with special emphasis on encouragement of co-
operative sale societies for prevention of brokers from acting for both
buyers and sellers. The special laws for market regulation were laid
down in the former states like Bombay, Madras, Baroda. Beside it, the
cattle improvement Act of 1933 was implemented. This act was
supplemented by ‘The Bombay livestock Improvement Rules 1935’.
This act and the subsequent rule provided for the declaration of an area by the Government in which the act and the rules were to operate. This act provided for the licensing of approved bulls in the area and all persons were prohibited from keeping in possession unlicensed bulls under penalty. Besides, Bombay Agricultural Produce Market Act 1939 was introduced in British period. In this act definition of market is given and the rules are framed.

In this period taxes were of two types. They were direct tax and indirect tax. Till 1400 AD Indian citizens were bound to pay 15% tax on their income. There were rapid growth of market infrastructures in the towns and cities especially in capital city and ports. There was tremendous growth of population, although draught famine occurred occasionally.

Due to developed network of transportation growth of population, implementation of Act, new inventions and discoveries, applications of science and new technology, the markets and the marketing system were improved speedily in the British period.

**Markets and Marketing System in Modern Period**

The British rule in India ended on 15th August 1947 and India got freedom. There was an urgent need to formulate new economic policy for the country. The Government of India set up the planning commission in March 1950 to prepare a plan for the most effective and balanced utilization of the resources in the country. The first five year plan was made effective from April 1951. A directive was issued of the states to develop markets in the area of development of marketing especially of agricultural products. The local authorities like the local management committee Gram-Panchayat, Panchayat Samiti, Nagar Parishad, Corporation Cantonment Board took up the task of conduct and
development of markets. Legislation on marketing was first introduced in Bombay, and Madras states followed with several other states in the country under such legislation later.

It becomes obligatory for the state Governments to regulat the sale of agricultural and other specific items in the notified markets with a view to abolish unfair practices that exist with rural periodic markets.

In Ahemdnagar district of Maqharashtra the demand for cattle is generally net with the weekly / periodic markets and the cattle fairs in the cattle markets the requirements of much cattle slaughter and cart cattle also met through them. According to census of India 2011, there were 23 cattle markets in Ahamadnagar district. Out of them, 20 cattle markets were connected by roads. There was nearly 2891000 population of livestock, out of them cattle is 1383000, buffaloes are 241000 and sheep and goats are 1251000 remaining are other livestock in the study area. The total number of weekly cattle markets with commodities in the talukas of Ahamadnagar district their linkage with the means of transportation and the day of market is shown in the table given below

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Taluka</th>
<th>No of Weekly Market</th>
<th>Day on which cattle market is held</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahamadnagar</td>
<td>03</td>
<td>Friday, Thursday, Sunday</td>
</tr>
<tr>
<td>2</td>
<td>Kopargaon</td>
<td>02</td>
<td>Wednesday, Sunday</td>
</tr>
<tr>
<td>3</td>
<td>Sangamner</td>
<td>01</td>
<td>Saturday</td>
</tr>
<tr>
<td>4</td>
<td>Shrirampur</td>
<td>02</td>
<td>Friday, Thursday</td>
</tr>
<tr>
<td>5</td>
<td>Rahuri</td>
<td>01</td>
<td>Friday</td>
</tr>
</tbody>
</table>
3.4 Functions of Cattle Markets

The Cattle markets have economic, cultural as well as social functions. It has been emphasized that periodic cattle marketing systems have economic and social dimensions.

**Economic Functions of Cattle Markets**

Cattle markets places in Ahamadnagar district generate cash income to various sections of the people who are involved directly or indirectly in the marketing activity. The amount of cash income can be obtained from each cattle market place and cattle fair. However, the income yielding capacity of each cattle market and cattle fair is variable. It depends on its location, site adjoining source, region of cattle with relatively high density of population in its service areas, easy means of transportation, infrastructural facilities for agglomeration of people, material services, consumerial tax structure, favorable policy decision defensive prices to attract buyers etc. Nevasa, Ghodegaon, Nagar, Pathardi, Sangamner, Rahuri, Shirdi have very good locational site like
good water supply, public utility services such as telephone service, post office, veterinary services, government and semi-government offices, effective and efficient transport facilities and other favorable factors. Therefore, these cattle markets have high income yielding capacity although they are held once in a week for example Ghodegoan cattle markets get approximately Rs. one crore per year as its income followed by Sangmner, Rahuri Shirdi. These markets in Ahamadnagar district account for a gigantic regional trade. The vendors or brokers and other people get employment in the cattle markets. Nearly 30% of the active population finds employment in the marketing activities of the district. It is the fact that this is a sort of self employment, nearly source of supplementary earning to a large number of particular vendors.

Generally, in the cattle markets of Ahamadnagar district cattle, he-buffalos, she buffalos, goats, sheeps and hens are brought for sale and purchase. Again the meat of goat sheeps, fishes, hides and skins butter, clarified butter are observed in the markets. Near the site of periodic cattle market there are the lines of agricultural products, fruit products, artisan products, forest products and the manufactured goods of the sellers.

The most of the business transaction including the sale and purchase of cattle is made on cash payment except in few cases of ‘Satbat’ in the cattle markets of the district. The credit may be available in some cases where intimate bond has been established between buyers and sellers.

The direct economic function of the cattle markets is concerned with the sale of cattle. After selling cattle, the concerned seller gains cash for the purchase of other essential goods, seeds, fertilizers, agricultural implements etc. From the sale of cattle, the sellers also used the cash amount for marriages of his family members or he pays debt of the
money lenders, government, semi-government loan instalments or loan instalment of the bank.

The transport system is important for the circulation of people and cattle. In Ahamadnagar district both traditional and modern means of transportations are used. The cattle movers take the cattle by walking different cattle routes from one market to another market. The trucks and matadors are also used for carrying animals to the market and returning them from the market after its end.

The services are also available in most of the cattle markets in the district. These services include veterinary, agricultural implements, shoeing of hoots of animals, services of carpenters, black smith, lawyers etc., the temporary stalls of tea, meals, hotels are made till the end of cattle market period. Each cattle market has its organizational set up, vested with power and authority of control. The organizational body of the cattle market derives revenue from taxes, ground rents cesses, ferry tolls fines levied for certain categories of crimes or lapse. This revenue varies from place to place of the cattle markets in the Ahamadnagar district. The most of the employees of the organizational body obtain regular salary to their services. Few of the cattle markets like Shirdi, Pathardi, Ghodegaon are held near the temple or mosque. The people coming to such markets visit the temple or mosque donating some money in the donation box. Thus, the priests get income of such places of worships on the market day. From this it is clear that cattle markets generate economic integration with their individual service area.

**Socio Cultural Functions of Cattle Markets**

Socio cultural factors to affect transactions in the market place. Firstly, the stability of cattle markets is established by economic growth and by proportionate optimum sustained growth of four basis agents of
human formation i.e. Man-Earth, Science, technology and cultural movements of sellers or buyers is not simply a desire to profit but it is a social need. As in the case of many catholic countries. Periodic markets meet on Sunday’s which allow combining public workshop in the church. It has been observed that in the muslim countries Friday is more favored as a market day as the people attend mosques on Friday and the market place for sale or buy cattle and other items. In Ahamadnagar district, the days of cattle markets are based on historical and religious background and the policy of government for newly set up cattle markets. Out of the Twenty five markets in the district the cattle markets at various days are held.

It has been observed in the most of cattle markets in the district that after marketing a large number of villager’s cattle, movers’ brokers are found in the liquor shop, before leaving the cattle market. They generally use country liquor for their drinking wine. The habit of drinking wine affects badly on the health of visitors. Theft of cattle is also common phenomena. Such cattle are sold by the culprint. The owner of cattle makes complaints to the police station and many times the owner identifies his animals while making sale. Theft of cash from the visitors and of other commodities is common which is seen in the few market places of the district.

In the cattle markets, announcements of different programmes are made for the visitors. They include dates of fairs, races of bullocks at particular place i.e. “Shankar Pai” dates of wrestling competition, Government announcements, bank loan information, employment opportunities, family planning and child welfare programme etc.. Such announcements are made by beat of drums or by loud speakers. The people also distribute invitation cards of marriage, birthdays, death anniversaries etc. to their relatives friends in the market. Thus relatives,
friends meet the visitors in the market. Marriages are also fixed in the market places.

### 3.5 Cattle Market Places

In all are 25 cattle market places in the district. The following table shows the talukawise names of cattle markets, the day on which market is held and the total number of cattle markets in a taluka.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Taluka</th>
<th>Name of Cattle Market with day</th>
<th>Total Number of Cattle Markets in a Taluka</th>
<th>Remarks if any</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahamadnagar</td>
<td>Rui Chattisi (Friday) Walki (Thursday) Chichodi Patil (Sunday)</td>
<td>03</td>
<td>Cattle, Sheep &amp; Goats, Cattle</td>
</tr>
<tr>
<td>2</td>
<td>Kopargaon</td>
<td>Kopargaon (Wednesday) Punatamba (Sunday)</td>
<td>02</td>
<td>Jurcy cattle,</td>
</tr>
<tr>
<td>3</td>
<td>Sangamner</td>
<td>Sangamner (Saturday)</td>
<td>01</td>
<td>Buffaloes</td>
</tr>
<tr>
<td>4</td>
<td>Shrirampur</td>
<td>Shrirampur (Friday) Belapur (Thursday)</td>
<td>02</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>5</td>
<td>Rahuri</td>
<td>Rahuri (Friday)</td>
<td>01</td>
<td>Jurcy cattle,</td>
</tr>
<tr>
<td>6</td>
<td>Newasa</td>
<td>Ghodegaon (Friday) Kukana (Thursday) Newasa (Sunday)</td>
<td>03</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>7</td>
<td>Parner</td>
<td>Malvani (Wednesday) Supe (Saturday)</td>
<td>02</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>8</td>
<td>Karjat</td>
<td>Mirajgaon (Tuesday) Rashin (Thursday)</td>
<td>02</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>No.</td>
<td>Place</td>
<td>Day</td>
<td>Date</td>
<td>Type of Cattle</td>
</tr>
<tr>
<td>-----</td>
<td>----------------</td>
<td>-----------</td>
<td>------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>9</td>
<td>Jamkhed Banar</td>
<td>Saturday</td>
<td>01</td>
<td>All type of cattle</td>
</tr>
<tr>
<td></td>
<td>Sheogaon</td>
<td>Sunday</td>
<td>03</td>
<td>All type of cattle</td>
</tr>
<tr>
<td></td>
<td>Bodhgaon</td>
<td>Thursday</td>
<td></td>
<td>All type of cattle</td>
</tr>
<tr>
<td></td>
<td>Balamtakali</td>
<td>Monday</td>
<td></td>
<td>All type of cattle</td>
</tr>
<tr>
<td>11</td>
<td>Rahata Loni</td>
<td>Sunday</td>
<td>01</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>12</td>
<td>Shrigonda Kasht</td>
<td>Sunday</td>
<td>01</td>
<td>All type of cattle</td>
</tr>
<tr>
<td>13</td>
<td>Pathardi Madi</td>
<td>Friday</td>
<td>01</td>
<td>Special Donkey Market</td>
</tr>
<tr>
<td>14</td>
<td>Akole</td>
<td>--</td>
<td>-</td>
<td>There are no cattle market &amp; cattle fairs</td>
</tr>
</tbody>
</table>

Source:- Cattle market survey done by research.

All the taluka places excluding Akole taluka have the location of major and minor cattle markets. The largest number of cattle markets are observed in Nevasa taluka followed by Sheogaon and Ahamadnagar talukas, remaining tahsils have one or two cattle markets. It is interesting to note that the cattle market committees and the yearly revenue is 1 crore per year from these markets and the turn over is near about 100 crore per year. The annual cattle fair is held in Madi, Ghodegaon and Walki.

The study of distribution or the spatial pattern of cattle market centers is an important aspect of the geographical study of cattle market places. Earlier geographers have explained the spatial pattern by means of conclusion drawn from dot maps. The location of point relative to one another and distances between nearest neighbors are important
expressions of arrangements of point pattern (King 1969). The nearest neighbor analysis technique has been extensively used by geographers. Mr. Clark and Evans have applied the nearest neighbor analysis to study the pattern of plant communities. In the human geography the settlement, dairy centers factories, shops, the location of crimes in urban areas are some of the examples of points in spatial arrangement.

The value index is normally written as Rn. The value of Rn occurs with the range of 0 (zero) to 2 – 15. The following formula is used for Rn. The descriptive measure is:

\[
Rn = 2 \times \frac{\sqrt{N}}{D \times \sqrt{A}}
\]

When

- \( Rn \) = descriptive statistic of distribution
- \( D \) = the mean distance between nearest neighbours
- \( A \) = Area under study in the same units as D. and
- \( N \) = The number of points in study area

Rn value is 0 (zero) when all the points are clustered together, at only one location, where as Rn value is 1.0 if all points are randomly distributed, and again Rn value is 2.15 if all points are regularly distributed. Thus we have found out the distribution pattern either clustered or random or uniform.

There are also sub-categories like approaching clustered, approaching uniform or regular. In the map 3.1, Ahamadnagar district, the location of cattle markets are plotted. The clusters of each taluka are measured on the basis of nearest neighbours and their distance. The
formula is used for this purpose. The Akole taluka is left as it does not have any location of cattle market.

3.6 Special interaction of farmers Sellers and Buyers and Dealers

The periodic cattle market places are associated with modern sector and important components of the internal exchange system because these market places are an authorized encourse of sellers and buyers of cattle commodities etc. meeting at a place more or less strictly limited or defined at an appointed time (Hill Polly 1966). The periodic cattle marketing system in the district has diversified locational pattern timings etc. The sellers and buyers are the actors in this system. There are 23 cattle market centers in the district. The survey of these cattle markets was done and the farmer – sellers / purchasers were interviewed as per questionnaire ‘A’ 1000 farmer – sellers / buyers farmer – sellers as well as buyers were interviewed during the year 2010-11. Out of them 58% were the sellers of cattle, 35% were buyers of cattle and remaining 7% were the sellers and buyers among the farmers. They were interviewed at the various cattle market centers of different talukas of the district.

The maximum numbers of sellers buyers were in Newasa taluka with the high percentage of 25.14% for sellers, 20.48% for buyers, 29.40% both for sellers as well as buyers. Next to Nevasa taluka respective number of sellers buyers are followed by Ahemadnagar, Kopergaon, Parner, Sheogaon and Shrirmpur taluka.

Secondly, the women are not participated in the cattle dealing economic activity of any cattle market in the district. Out of the 400 cattle dealers dalals interviewed 17.34% persons who are only dependent on cattle dealing activity. It is their main economic activity. Remaining
82.66% cattle dealers do their economic activity as the side business. In the off season, 85% cattle dealers do agriculture and remaining 15% dealers do other economic activities like opening shops, hotels, tailoring work etc. Taking the year into consideration nearly, 50% dealers do their cattle dealing activity in the markets from the month of January to June 26.70%. Dealers do this activity throughout the year and only 33% cattle dealers are engaged in the activity from the month of July to September and 20% cattle dealers are busy in the cattle markets from the month of October to December. It means that the percentage of cattle dealers in the markets is the highest in summer months and the lowest in the rainy season i.e. from July to September. While dealing with the cattle in the market, the cattle dealers or dalals have their tactful behavior and own dialects or language to understand the rates of animals. The dialect is understood only to the concerned cattle dealers or middlemen and not others. Therefore at what price particular cattle is to be sold or purchased this fact is known to the middlemen or dealers concerned for their profit. If the dealer indicates one finger tactfully from his dhoti weared by him for sale of purchase of cattle, it can be sold and purchased for Rs. 1000/-. If two fingers are indicated by the dealer, then the cattle can be sold or purchased for Rs.2000/-. The particular dialect or language used by cattle dealers to indicate the price or rate of cattle / animals is given in the following table

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Value / Price in Rs.</th>
<th>Dialect used by the dealers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Rupee</td>
<td>Sarya ¼l∪;k½</td>
</tr>
<tr>
<td>2</td>
<td>25 Rupees</td>
<td>Chalu ¼pkyw½</td>
</tr>
</tbody>
</table>

Table No. 3.5

Dialect used by cattle dealers to know price or Rate of Cattle
3 100 Rupees  Shikara ¼f’dkjkk½
4 200 Rupees  Dubra ¼Mqcjkk½
5 300 Rupees  Dala ¼Mkykk½
6 400 Rupees  Nake ¼ukds½
7 500 Rupees  Kap ¼di½
8 800 Rupees  Battal ¼cVVyk½
9 900 Rupees  Wunibat ¼owuhcV½
10 1000 Rupees  Thokan ¼Bksd.k½
11 2000 Rupees  Yatch ¼kpk½

Source: Cattle market survey of the researcher during 2010-11

In the above table, the dialect of dealers used in the cattle markets is given from 1 rupee to 200 rupees to fix the price of the animal. In their dialect one rupee is called sarya and 2000 rupees are known as yatch. If the stranger comes in the cattle market for buying the cattle, dealers in their dialect say him ‘Dandal’. The cattle dealer is the middleman between buyer and seller and he uses tactics for getting more profit from the seller or the buyer of cattle in the market. In the cattle market, the strict rules are not implemented for cattle dealers and other traders. The cattle dealers many times deceive the farmer seller and purchasers for not implementing rules. Therefore, they have a great influence on the economic activities of the cattle market places in the Ahmadnagar district.

3.7 Cattle Market Efficiency

The concept of ‘market efficiency’ may be considered as a simple statistical device for the evaluation of the efficient marketing capacity. It
is based on the excess or deficit percentage of observed sellers over their expected number of sellers at different periodical markets places.

The number of seller has been collected from more than 50% of the cattle market places in the district numbering 23 periodic cattle market places from the plain areas and remaining in plateau areas of the district. These market places have uneven and unequal market efficiency as worked out on the basis of the method suggested above. The Cattle marketing efficiency of 23 cattle market places of the district has been set in table no 3.6 given below.

Table No. 3.6
The Cattle Marketing Efficiency of Ahamadnagar District
Based on the attendance of sellers

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Market</th>
<th>Population in Area</th>
<th>Expected Number of Sellers</th>
<th>Observed Number of Sellers</th>
<th>Percentag e of Colury 5 in Terms</th>
<th>Excess Deficit p.c.</th>
<th>Category or Marketing Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rui Chattisi</td>
<td>800000</td>
<td>- 150</td>
<td>- 200</td>
<td>- 133</td>
<td>+ 33</td>
<td>Overbalance</td>
</tr>
<tr>
<td>2</td>
<td>Walki</td>
<td>17000</td>
<td>- 120</td>
<td>- 130</td>
<td>- 110</td>
<td>+ 10</td>
<td>Overbalance</td>
</tr>
<tr>
<td>3</td>
<td>Chichodipatil</td>
<td>15500</td>
<td>- 50</td>
<td>- 45</td>
<td>- 95</td>
<td>- 05</td>
<td>Underbalance</td>
</tr>
<tr>
<td>4</td>
<td>Kopergaon</td>
<td>91500</td>
<td>- 135</td>
<td>- 140</td>
<td>- 90</td>
<td>+ 05</td>
<td>Balance</td>
</tr>
<tr>
<td>5</td>
<td>Punatavesa</td>
<td>27000</td>
<td>- 45</td>
<td>- 50</td>
<td>- 111</td>
<td>+ 11</td>
<td>Overbalance</td>
</tr>
<tr>
<td>6</td>
<td>Sangamner</td>
<td>32882</td>
<td>- 40</td>
<td>40</td>
<td>400</td>
<td>Nil</td>
<td>Balance</td>
</tr>
<tr>
<td>7</td>
<td>Shirampur</td>
<td>351718</td>
<td>- 90</td>
<td>95</td>
<td>105</td>
<td>+ 05</td>
<td>Overbalance</td>
</tr>
<tr>
<td>8</td>
<td>Belapur</td>
<td>10494</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>Nil</td>
<td>Balance</td>
</tr>
<tr>
<td>9</td>
<td>Rahuri</td>
<td>25153</td>
<td>80</td>
<td>70</td>
<td>88</td>
<td>- 12</td>
<td>Underbalance</td>
</tr>
<tr>
<td>10</td>
<td>Ghodegaon</td>
<td>35600</td>
<td>65</td>
<td>75</td>
<td>115</td>
<td>+ 15</td>
<td>Overbalance</td>
</tr>
<tr>
<td>11</td>
<td>Kukane</td>
<td>2887</td>
<td>34</td>
<td>40</td>
<td>115</td>
<td>+ 18</td>
<td>Overbalance</td>
</tr>
<tr>
<td>12</td>
<td>Newasa</td>
<td>26800</td>
<td>45</td>
<td>50</td>
<td>111</td>
<td>+ 11</td>
<td>Overbalance</td>
</tr>
<tr>
<td>13</td>
<td>Malvani</td>
<td>2200</td>
<td>10</td>
<td>05</td>
<td>50</td>
<td>- 50</td>
<td>Underbalance</td>
</tr>
<tr>
<td>14</td>
<td>Supe</td>
<td>8684</td>
<td>34</td>
<td>28</td>
<td>82</td>
<td>- 18</td>
<td>Underbalance</td>
</tr>
<tr>
<td>15</td>
<td>Mirajgaon</td>
<td>4625</td>
<td>10</td>
<td>05</td>
<td>50</td>
<td>- 50</td>
<td>Underbalance</td>
</tr>
<tr>
<td>16</td>
<td>Rashin</td>
<td>3248</td>
<td>14</td>
<td>25</td>
<td>178</td>
<td>+ 78</td>
<td>Overbalance</td>
</tr>
<tr>
<td>17</td>
<td>Banar</td>
<td>2887</td>
<td>34</td>
<td>40</td>
<td>118</td>
<td>- 18</td>
<td>Overbalance</td>
</tr>
</tbody>
</table>
Shevgaon 25153 80 70 88 - 12 Underbalance
19 Bodhegaon 4865 10 10 100 Nil Balance
20 Balmtakali 2200 10 05 50 - 50 Underbalance
21 Loni 4367 22 15 68 - 32 Underbalance
22 Kashti 3210 15 10 67 - 33 Underbalance
23 Madi 1440 05 10 200 + 100 Overbalance

Source: (1) Personal cattle market survey during 2011-12  
(2) Census of India, District handbook A Nagar

Categories of Market Efficiency

(1) 100% of expected sellers – Ballanced
(2) More than 100% of expected sellers – Over balanced
(3) Less than 100% of expected sellers – Under balanced

In the above table, the expected number of sellers at a market place has been matched against the observed number of sellers. The exact correspondence of these two categories of sellers has been designated as the balanced marketing efficiency. The excess of observed number of sellers is called over balanced marketing efficiency whereas the deficiency of observed number of sellers below their expected number is called underbalanced marketing efficiency. The above table of cattle marketing efficiency of Ahmadnagar district based on the attendance of sellers reveals that 43% of the 23 cattle market places of Ahmadnagar district have overbalanced marketing efficiency, near about 40% markets have underbalanced marketing efficiency and remaining 17% cattle market places have balanced marketing efficiency. The over balanced marketing efficiency explores sellers of cattle to fight a battle for buyers due to heavy competition among the sellers. The services in the market and the rates of cattle are relatively cheap at such market places of overbalanced marketing efficiency, whereas underbalanced marketing
efficiency causes heavy strain on the sellers to render their services to their patrons and to sell cattle to the buyers.

It has been observed that overbalanced marketing efficiency and the underbalanced marketing efficiency have equally shared in the cattle markets of the district which are located in the hilly areas.
References:-


3) Socio Economic Abstract: Ahamadnagar District.


