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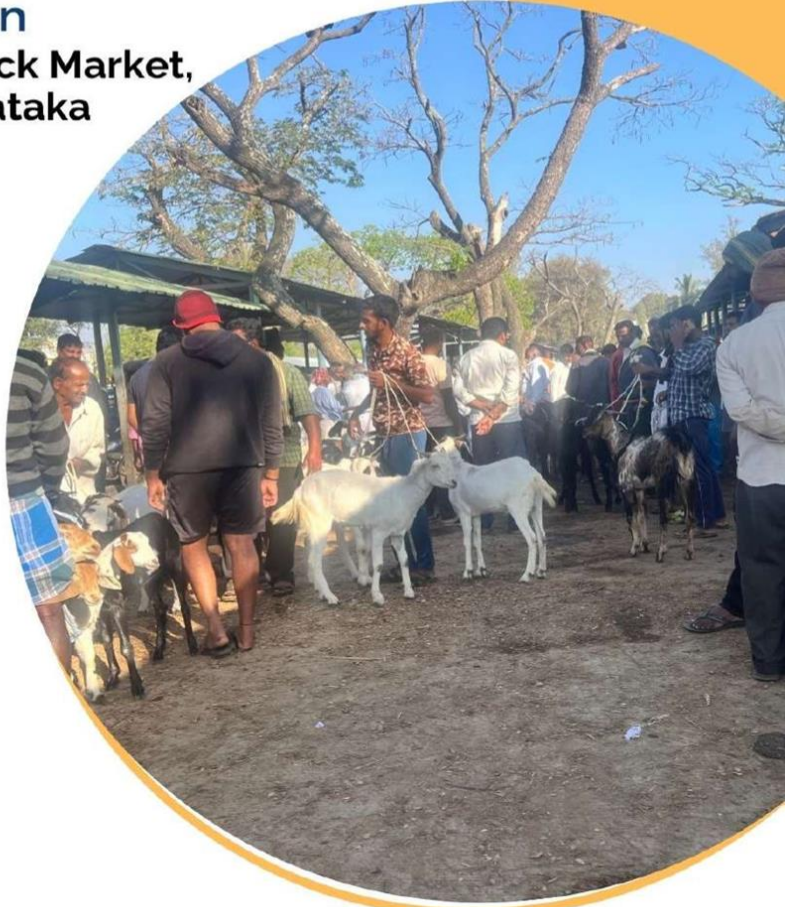
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## Rural Livestock Markets in India

An Anthropological Exploration of  
Economic, Social and Cultural Facets

Report on  
Nanjangud Livestock Market,  
Mysore, Karnataka  
2024



**Anthropological Survey of India**  
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## Chapter 1

# INTRODUCTION

The emergence of *Homo sapiens* as a separate species and its advent as the seemingly most influential species on planet Earth started to change the picture of the planet ecologically, biologically and socially. Human societies have emerged and perished, and the process continues. According to the Greek philosopher Aristotle,

*“Man is by nature a social animal, an individual who is unsocial naturally and not accidentally is either beneath our notice or more than human. Society is something that precedes the individual.” - Aristot. Pol. 1.1253a*

This social nature of humans is not limited to the species alone. In social history, humans have gradually incorporated several animals into the larger human society. This complex interplay has deeply influenced societies, economies and environments over millennia. Human and livestock relationships have been fundamental to human civilization, evolving significantly from prehistoric hunting and gathering to modern industrial agriculture (Diamond, 1999). From the domestication of early animal species in prehistoric times to the intricate dynamics of contemporary animal husbandry, the human-livestock bond is a rich mosaic woven through the history of mankind.

Anecdotes of this association and deep connection are not uncommon in our epics. In fact, this longstanding human-animal interdependence is well-documented in our epics and folklore (Jolly et al., 2022). It is rare for any story that humans have created or lived to exist without the presence of some or the other animal as a key ‘person’.

Once humans have become settled communities at large and agriculture has become the prime occupation and livelihood of most of the members of the species, the importance of animals in the form of livestock has increased manifold. For centuries, animals such as cattle, buffalo, and goats have played vital cultural, economic and socio-religious roles (Lodrick, 2005). Cattle became integral to the lives of farmers, building relationships that endured across centuries and societies. While the world has witnessed several such phenomena, India stands as the epicentre of this phenomenon.

Evidence of cattle domestication and dairy practices can be traced back to the ancient Indus Valley civilization, one of the world’s earliest urban cultures (Harris, 1996). People of India, irrespective of their ethnic identities, have a long association with livestock. While certain animal species serve as totems for certain tribal communities (Rowkith & Bhagwan, 2020), the cow is considered sacred among the followers of the Hindu religion (Robinson & Cush, 1997). Many animals and birds are worshipped as ‘*vahanams*’, creatures that serve as vehicles for gods and goddesses (Ganguli, 1966). Many animals are part of the religious life of the people of many communities in India, as the sacrifices of different animals are prescribed for life cycle rituals and magico-religious healing.

Apart from these religious connotations, cattle in India are an important economic resource for many households in rural and tribal communities. For many, cattle are an important means of livelihood. For certain castes and tribes in India, cattle keeping and breeding are

primary occupations, and thus, they derive their cultural identity through such occupations. The Green Revolution of the 20th century greatly transformed livestock rearing in India, leading to increased milk production and improving the livelihoods of millions (Horlings & Marsden, 2011). Despite scientific and technological advancements and the mechanisation of farming, many agricultural operations in India still continue to depend on bullocks and buffaloes for draught power and dung for organic manure and fuel, supporting the farming community having small and marginal land holdings. The meat of many domesticated animals is also part of the food cultures of many communities. As such, the animals are reared to augment their food supplies, particularly for food during rituals and festivals.

Livestock markets are central to pastoralist economies, where animals such as cattle, sheep and goats are not mere commodities but also markers of social status, wealth and identity. For example, in many African communities, cattle are considered a symbol of wealth and are integral to social practices such as marriage, where they are used as bride wealth (Herskovits, 1926). India, as an agricultural nation with a history extending beyond political boundaries and a legacy of a sub-continent with long-standing economic and cultural ties across space and time, truly serves as a case in point.

Given the enormous importance attached to cattle, rural and tribal households in India desire to keep some cattle for both economic and cultural reasons. This need naturally led to the emergence of weekly or fortnightly local markets locally called by various names, such as *haats*, *santha*, and *santhe*, for buying, selling and exchanging cattle. These weekly/fortnightly local livestock markets in India are integral to Indian society. These markets are traditionally conducted at some places 'central' for a group of approximately 50-100 villages such that all villages have access to one or more markets at a distance of less than 20-30 km. These markets are organised in small semi-urban places in almost all the districts of all the states. Recently, these markets have emerged as important business centres.

Anthropological studies have highlighted how markets are sites of negotiation and contestation, where local actors engage with external forces such as state regulations, market demands and global economic trends (Blench, 2001). A remarkable feature of these markets is that they have been sustained for centuries, despite minimal regulation, and fulfilled the needs of the local people. Government policies helped establish regulated markets, develop market yards, and create infrastructure to facilitate the marketing of agricultural produce, but they could not pay adequate attention to the development of livestock markets (Working Paper by Ministry of Agriculture, 2012). According to Bharti et al. (2015), livestock markets are under the jurisdiction of state governments, and the local self-government controls supervision. As such, there is hardly any striking regulation of these markets.

The plurality of dimensions of the livestock markets calls for an in-depth anthropological perspective. As economic institutions of rural and tribal societies, they must first be studied from different economic dimensions. These economic dimensions include the estimation of economic transactions and the nature of these economic transactions. Perhaps direct sale transactions, exchange transactions, buyback facilities, transactions with credit and

instalment facilities, etc., form important items related to the nature of transactions. The other economic dimension that is equally important to understand is the proportion of traders and livestock farmers among the participants in livestock markets. Likewise, the enquiry on the proportion of 'distress' and 'comfort' sale operations by livestock farmers and the reasons for 'distress' sale are important to study, as they may provide information on the economic situation of marginal farmers and the social security cattle rearing provides to marginal farmers.

It is also important to study the social dimensions in connection with the local livestock markets for multiple reasons. First, these markets are enablers for establishing and expanding social networks and forming social groupings cutting across caste, religion and other factors. They are the sites for social reconciliation and the promotion of interethnic relationships. They offer opportunities for people from different communities to meet, exchange news and reinforce social ties. These interactions lead to the development of social networks and the sharing of knowledge, which are essential for the resilience and adaptability of rural communities in the face of changing environmental and economic conditions (Swallow, 1994). The aspects, such as who takes livestock trade in these local markets and how they establish credentials for successful trading, are also important social dimensions of these studies. Similarly, investigations into who acts as middlemen in the exchanges and trading of livestock and what their qualifications are also an important part of the investigations. Equally important is knowing the extent to which traditional knowledge related to cattle health and behaviour is considered important in these economic transactions and how such knowledgeable persons are identified from among their social circles and involved.

Livestock markets often reflect the broader social and cultural practices of the communities they serve, including traditional knowledge systems, social hierarchies and local customs (Ferguson, 1988). Furthermore, the exchange and sale of livestock in these markets are influenced by social norms and cultural practices, which dictate the relationships between buyers, sellers, and intermediaries and how the transactions are conducted (Barth, 1967). The cultural dimensions to be examined in a study such as this include the social norms and mores followed in the trading and exchange operations, the means of disseminating such codes of conduct, and the enforcement mechanisms of these codes of conduct. The speech styles, symbols, metaphors, and body language that become part of the economic transactions between buyers, sellers, and exchangers are also important aspects to be analysed as they reflect the core Indian ethics and character.

Emerging issues related to local cattle markets, such as how they have absorbed changes in the lifestyles of people and facilities, especially in the transport sector, need special attention. The increased access to 'pick up' vehicles in tribal and rural areas may have increased the number of transactions, expanded business opportunities for others and widened the scope of these markets as growth centres. Furthermore, these developments have implications for emerging new social groups and increasing one's social capital. The availability and increased use of smartphones and other devices may have brought substantial changes in the nature of operations, including the digital dissemination and exchange of information, digital payments, keeping of records of payments, etc., leading to changes in the ethical practices followed earlier.

Considering the vibrant nature of rural livestock markets as social institutions encapsulating the intersections of economy, culture and society, an attempt to gaze through an anthropological lens was made to understand the intricacies of the related research. Furthermore, understanding these dynamics is essential for designing effective policies that support sustainable rural wellbeing and development. A broad review of the literature was undertaken as part of this exercise.

## 1.1. REVIEW OF LITERATURE

Unlike many other studies, the literature related to livestock markets, especially in the dimensions under the current investigation, is not as diverse. The related studies can be categorised as follows:

### 1.1.1. Studies on Economic Aspects

Apart from the biological aspects studied by veterinary professionals, the most studied subjects related to cattle in India are probably the census and economics of livestock. These studies indicate that India has the world's largest cattle and buffalo population and is the largest exporter of milk (Teltumbde, 2015). The livestock sector grew at a CAGR of 7.9% from 2014-15 to 2020-21 (at constant prices), and its contribution to total agricultural GVA (at constant prices) increased from 24.3% from 2014-15 to 30.1% in 2020-21. Such studies have also become the basis for the policies and programmes of the government from time to time. Recently, micro-level studies on cattle farming in India have shown that a large proportion of Indian households have negative returns from cattle and that milk production is not always profitable in India. In the context of these economic studies, many have debated the pros and cons of slaughter bans and related restrictions, as well as the resulting impacts on the nation's economy, cattle health, and many other issues.

### 1.1.2. Studies on Cattle Fairs

Cattle fairs or *melas* have been organized in different corners of the country since time immemorial in India. These have been recognized to have immense importance in the social and cultural matrix of Indian society, particularly in the State of Rajasthan. While a small proportion of these melas are organised as State Level Livestock Fairs, many fair-cum-livestock exchange markets are organised under the authority of local bodies such as Municipality, Nagar Parishad and Gram Panchayats. These studies are conducted from the perspective of tourism potential. Some studies have focused on inadequate facilities at cattle fairs and their consequences for cattle and the members who participate in such fairs (Das et al., 2016).

### 1.1.3. Other Miscellaneous Studies

A few studies have focused on cattle smuggling, transportation issues, medical consequences for livestock in the unregulated live markets and other miscellaneous matters. The literature pertaining to livestock in general was also referred to, and all the resources that were examined and the resulting understandings are organised chronologically as follows:



Alfred Gell (1982) undertook an in-depth analysis of the weekly markets in Bastar District from a symbolic perspective, which explores social and hierarchical relationships in the market structure. Furthermore, he views markets as symbols of social order by holding complex relationships between the village, society, market, hierarchy, and the state to understand the social relationships in the market structure.

Sinn & Chen (1999) investigated gender disparities in livestock management by understanding women's role, management, and livelihood opportunities in the sheep and goat sector. This study also highlighted women's contributions to agriculture and livestock management and how this sector impacted women's empowerment.

Ganesan et al. (2008) noted that the main reasons for leaning towards ethno-veterinary practices are the lack of proper veterinary infrastructure and economic reliance on livestock. They have documented some of the significant cattle illnesses and treatment methods employed by local villagers.

Deshingkar et al. (2008) conducted studies in the states of Andhra Pradesh and Madhya Pradesh to understand the diversification of low-productivity livelihoods and policy changes by covering issues related to the livestock economy, ownership, beneficiaries and stakeholders, the environmental sustainability of livestock, etc. Furthermore, this study also noted that the policy implications play a significant role in promoting the livestock economy of rural communities in the country.

David and Binsbergen (2008), on the basis of extensive observations of livestock markets in Turkana (Kenya), shed light on various markets and strategies for livestock development. They understood the changing dimensions of market infrastructures, transaction costs, low and variable producer prices, lack of political capital, etc., and suggested strategies for improvement. Furthermore, their research underlines the functioning of livestock markets, the role of women in marketing, and market-oriented strategies for the promotion of the production and consumption of livestock. Dibakar and Patro (2010) noted the crucial role of policy concerns in driving the development of eco-sustainable projects. They emphasized the need for such projects to enhance research on ethno-veterinary practices and ensure their documentation for sustainability, thereby promoting the wellbeing of both humans and animals.

Singh (2013) noted that the livestock sector in Bihar and Odisha experienced challenges related to feeding, health care services, and breeding facilities, which impacted livestock production. Moreover, the lack of proper management skills related to cattle rearing and breeding affects livestock production. It is also suggested that there is a need for the development of livestock research and efficiency strategies to understand cattle healthcare, which will enhance the economy of farmers.

Herrero et al. (2013) highlighted the vital role of livestock in sustaining rural livelihoods by interconnecting the livestock sector with water, land, and bio-conservation systems. It also underscores the significant role of women in livestock development, recognizing their contributions by creating gender-inclusive policies for developing livestock management systems for empowering women.

Das and Tripathi (2013) noted that animal husbandry and agriculture significantly increase India's economic growth. Integrating agricultural practices with animal husbandry, such as domestication and trading of cattle for agricultural activities and meat purposes, contributes to economic growth. These markets provide essential services to the human population and help increase food security. Moreover, they also offer crucial livelihood support, particularly to rural populations, thereby contributing to social development.

Yadav et al. (2014) reported that there are barriers to livestock management among tribal communities in Rajasthan. This study explores significant socio-economic, feeding, breeding and healthcare constraints for livestock management and asserts that appropriate policy aspects are needed for livestock development among tribal communities. It is also concluded that increasing livestock resources and productivity levels are possible by improving infrastructural facilities and providing technical support for better progressive growth.

Savanur et al. (2014) studied the structure and performance of cattle markets and various channels of economic transactions such as Seller - Buyer (channel 1), Seller - Broker - Buyer (channel 2), Seller - Trader - Buyer (channel 3), Seller - Trader - Broker - Buyer (channel 4) and Seller - Slaughter Stock Dealer (channel 5). They observed that the length of the market channel impacted market efficiency. Furthermore, they suggested that the development of cooperatives helps market participants increase cattle marketing and thereby their economic wellbeing.

Singh et al. (2014) noted that livestock market operations are interconnected with the price and quality of cattle. They emphasise that the government's role is not only to monitor market situations and evaluate the infrastructural facilities of markets but also to develop markets by benefitting market participants in terms of socio-economic conditions. This development is crucial for enhancing entrepreneurial opportunities for market participants who depend exclusively on these markets for their livelihoods.

Saha et al. (2014) provided insights into the ethno-veterinary practices of livestock by tribal communities. This study highlights not only the challenges, such as exploitation and disappearance of medicinal plant species due to demand but also the potential for positive change. By managing medicinal plants for ethno-veterinary purposes, we can prevent the disappearance of plant species. The findings of this study also indicate that the cultivation and documentation of medicinal plant species can lead to ethno-veterinary sustainability, offering hope for the future.

Savanur et al. (2017) reported that there are seasonal fluctuations in the sale and prices of cattle, particularly cows and bullocks. They reported that farmers sell their cows and bullocks during summer due to a lack of fodder and water facilities. Moreover, mechanisation in agriculture results in a decline in bullock utilisation for agricultural purposes and directly affects the sale of bullocks.

Khadda et al. (2018) examined this topic in detail and further explained their findings in relation to the ethno-veterinary knowledge of goat farmers in identifying the illness and treating it in accordance with suitable ethno-veterinary practices. Selvakumar and Kathiravan (2019) highlighted market workers' limitations in Tamil Nadu's livestock markets by understanding buyers', sellers', and intermediaries' challenges and difficulties.

The major emphasis of this study is on evaluating infrastructural facilities in the market setting, the services received by market participants, and their opinions regarding cattle markets.

Meena et al. (2019) discussed ethno-veterinary practices and their significance for future purposes, particularly in the treatment of cattle illnesses. They also argued that, owing to the rapid growth of urbanization, these knowledge practices are gradually fading away. Thus, it is necessary to sustain knowledge practices through documentation.

Adekunmi et al. (2020) noted the significance of ethno-veterinary practices among goat and sheep farmers, emphasising the socio-economic characteristics, utilisation and management of ethno-veterinary practices, attribution of common diseases and pests, and constraints experienced by small ruminants. They also recommended some measures for sustaining ethno-veterinary practices, such as combining modern and traditional ethno-veterinary medicines and the urgent need to enhance scientific standardisation. Additionally, the study suggested that the government has to support and encourage researchers to conduct policy-oriented studies to sustain ethno-veterinary practices.

Adeyeye (2021) noted that ethno-veterinary practices among smallholder goat farmers provide insights into illnesses in goats, their treatments, and their perceptions of illnesses. The study also highlights gender relations regarding livestock production and decision-making, examining how smallholder goat farmers perceive ethno-veterinary practices and their level of engagement.

Bonis-Profumo et al. (2022) explored gender dynamics, focusing on the influence on cattle productivity and the acquisition and consumption of animal-source food among smallholders. Notably, the gendered allocation of labour and the impact of men's function and framing as income earners can help them to be aware and conscious of gender dynamics.

Karnaraja and Natarajan (2022) noted that ethno-veterinary knowledge plays a significant role in understanding livestock resource mechanisms and livelihood management. It provides functional insights into animal care and behaviour from the indigenous perspective on the basis of their experiences and observations. These insights can be used to effectively treat cattle illnesses, prepare healthcare remedies and understand animal behaviour for their wellbeing. The ethnic knowledge acquired through generations represents socio-cultural diversity and the embodiment of knowledge identity in the form of belief systems.

Singh and Sonwani (2023) highlighted the role of tribal communities in livestock management, which serves as a form of self-employment and supports these communities in enhancing their economic independence. Their innate understanding of ecosystems, animal behaviour and customary breeding methods not only enhances their skills but also fosters progressive growth. Despite challenges such as a lack of financial support, infrastructural facilities, formal education and training, which are major hindrances to self-employment and entrepreneurship in the livestock sector, these communities continue to play a vital role. This study also explores the role of entrepreneurship in economic development and the challenges faced by tribal communities in promoting their livestock, underscoring the value of their contributions.

## 1.2. OBJECTIVES

Given the understanding from the above stated literature, research gaps and emerging issues for research relating to local livestock markets, the following specific objectives were framed for the study:

1. Examination of Rural livestock markets as an economic and social unit that has existed for centuries
2. Analysis of the role and significance of Rural livestock markets in the lives of people
3. Exploration of Rural livestock markets as sustainable entities

In summary, this study aims to explore and understand the Economic, Social and Cultural facets of the rural livestock markets from an anthropological perspective.

## 1.3.METHODOLOGY

The complex nature of the research task necessitated a thorough discussion and deliberation during the preparatory stages of the project. After reviewing the literature of different forms across disciplines and departments and gaining an understanding of the possible situations and nuances, the categorisation of the people to be studied was performed. The task being performed by an individual in relation to the livestock market was taken as the criterion for doing this.

### 1.3.1. Conceptual Categories

Seven different categories of people were identified in relation to the livestock market and its functioning mechanism. The categories with the respective operational definitions are as follows:

- a) Farmer: A person who transacts livestock as part of agriculture, animal husbandry, distress sale, ritual, festival, etc., but not as a profession, is called a farmer.
- b) Trader: A person who transacts livestock as a profession and visits markets and villages regularly as part of this is called a trader.
- c) Intermediary: A person who mediates the livestock transaction in, usually but not limited to, the livestock market and is paid for it is called an intermediary.
- d) Transporter: A person who transports the livestock under the transaction, typically by a vehicle, is called a transporter.
- e) Market Assessor: A person who visits the livestock market to understand the trends, prices, etc., with a possibility of being part of a future transaction or any other such intention but not transacting any animal on that market day is called a market assessor.
- f) Local Body Member: A member of any structural body - political or executive or cooperative or informal or any such body - active in relation to the functioning of the livestock market is called a local body member.

g) Service Provider: A person who provides any service such as vending food, cattle decoration, sale of accessories, etc., in relation to the livestock market, which is not part of the main transaction, is called a service provider.

### 1.3.2. Schedules

Schedules were used as the main data collection tool in the current study. Eight types of schedules were prepared after multiple discussions covering several viewpoints across the regional centres of the organization. The schedules with their coverage of data are as follows:

- a. Entry-Exit Schedule: It covers various aspects in relation to the transaction, and the data is collected during the entry and exit of the person who transacts cattle in the weekly cattle markets.
- b. Supplementary Schedule for Farmers: It covers the general, economic, social and cultural aspects related to the farmers and their transactions.
- c. Supplementary Schedule for Traders: It covers the general, economic, social and cultural aspects related to the traders and their transactions.
- d. Supplementary Schedule for Intermediaries: It covers the general, economic, social and cultural aspects related to the intermediaries and the transactions they are involved in.
- e. Schedule for Transporters: It covers the details of the transporting task undertaken by the transporters in relation to the livestock market.
- f. Schedule for Market Assessors: It covers the primary details of the market assessors and their assessment.
- g. Schedule for Local Body Members: It covers the relation of the local body members pertaining to the livestock market.
- h. Schedule for Service Providers: It covers the details related to the service providers and their provision of services.

### 1.3.3. Selection of the Field Area for the Pilot Study

After a prolonged screening of various livestock markets in the Southern parts of India (Andhra Pradesh, Telangana, Karnataka, Kerala and Tamil Nadu), the Nanjangud cattle market in the Mysore district of Karnataka was selected to conduct the Pilot study. It was selected as the field area owing to its historical significance as a space for the livestock market, the associated aspects, and the large volume of economic transactions that take place pertaining to the cattle markets. Nanjangud market is one of the most prominent and historically rich livestock markets in the region, offering a vibrant setting for observing the

dynamics of rural trade. Its location in the agriculturally and culturally significant Mysore district provides a unique opportunity to study how traditional practices and modern influences coexist. The diversity of market participants makes it an ideal site for examining the intricate economic transactions, social interactions, and cultural exchanges that characterize rural livestock markets in India. This selection ensures that the findings will be representative and insightful, contributing valuable knowledge to the understanding of rural economies and cultural practices.

#### 1.3.4. Pilot Study

The Pilot study was conducted for a period of 4 days (4<sup>th</sup> January 2024 to 7<sup>th</sup> January 2024). The research team went to the field area on 4<sup>th</sup> January and has made the primary arrangements for conducting the study. The APMC (Agricultural Produce and Market Committee) office was visited, and a brief description of the Project was given. The necessary information related to the market and its functioning was collected. The research team visited the cattle market in the night to understand the dynamics there as it was the previous day to the market day. The next day, on the actual market day, the team started to interact with the participants early in the morning as the transactions started. The schedules prepared were tested in the field. The next two days were used to understand the situation in the surrounding villages, and some schedules were also tested there. Following is the data pertaining to the schedules used:

**Table 1.1. Schedules Employed during the Pilot Study**

S. No.	Type of Schedule	Number of Schedules
1	Entry-Exit Schedule	20
2	Supplementary Schedule for Farmers	8
3	Supplementary Schedule for Traders	3
4	Supplementary Schedule for Intermediaries	12
5	Schedule for Transporters	2
6	Schedule for Market Assessors	4
Total		49

During the pilot study, the research team understood the market setting by observing the local situations and interactions with the market participants and market-related officials. A primary understanding of the complex operational mechanism of the market and its dynamics could be attained.

#### 1.3.5. Fieldwork

After analysing the results of the pilot study and confirming that Nanjangud can be a suitable area for conducting the study, the main fieldwork was conducted in that market and the surrounding areas associated with the cattle market. The fieldwork was done for 39 days (2<sup>nd</sup> February 2024 to 11<sup>th</sup> March 2024), spanning 6 market days and 33 non-market days. The strategy used was to visit the market on Fridays and to visit the villages connected with the market for the purposes of the transactions on the intermittent six days. Following is the data pertaining to the schedules used during the main fieldwork:

**Table 1.2. Schedules Employed during the Main Fieldwork**

S. No.	Type of Schedule	Number of Schedules
1	Entry-Exit Schedule	300
2	Supplementary Schedule for Farmers	190
3	Supplementary Schedule for Traders	199
4	Supplementary Schedule for Intermediaries	77
5	Schedule for Transporters	83
6	Schedule for Market Assessors	103
7	Schedule for Local Body Members	5
8	Schedule for Service Providers	8
Total		965

As part of the main fieldwork, 66 villages surrounding the Nanjangud cattle market and falling under the Nanjangud Taluk were visited to conduct interviews, group discussions, etc. Various anthropological methods were applied during the course of the study to collect relevant and reliable data. A brief presentation of the contexts of such methodological usage is done here.

**Table 1.3. Villages Covered during the Main Fieldwork**

1	Alepura	27	Hedathale
2	Badanavalu	28	Heggadahalli
3	Basavanapura	29	Hejjige
4	Belachalawadi	30	Hemmaragala
5	Bokkahalli	31	Horalavadi
6	Bylari Hundi	32	Hosahalli
7	Chikka Kowlande	33	Hulimavu
8	Chikkati	34	Hullahalli
9	Chinnadagudi Hundi	35	Hunasanalu
10	Deburu	36	Hura
11	Devanuru	37	Immavu
12	Deviramanahalli	38	Kalahundi
13	Dodda Kowlande	39	Kalale
14	Duggahalli	40	Kanenuru
15	Elchegere	41	Kasuvinahalli
16	Geekahalli	42	Kathwadipura
17	Goddanapura	43	Kempesiddana Hundi
18	Goluru	44	KR Pura
19	Gonahalli	45	Krishnapura
20	Hadinaaru	46	Kugalur
21	Hadinaaru Mole	47	Kumbarahalli
22	Haginavalu	48	Kurahatti
23	Halahalli	49	Kurihundi
24	Hallididdi	50	Lakshmanapura
25	Hampapura	51	Malkundi
26	Hechaguntla	52	Masige

53	Muddahalli	60	Srinagara
54	Mallupura	61	Surahalli
55	Naviluru	62	Thagaduru
56	Nerelle	63	Thandavapura
57	Siddarayana Hundi	64	Thoremavu
58	Sindhuvalli	65	Yechagalli
59	Singaripura	66	Yelachagere

### 1.3.6. Sampling

During the research work in the market, a random sampling method was used, as every person present there was an equally suitable respondent. In the villages, the sampling was purposive random. The researchers had to visit a village considering the probability and feasibility of suitable data availability. At times, the snowball sampling method was used, especially in the case of intermediaries, given the value-load on some terms like *dalali* (intermediary) and their implications.

### 1.3.7. Interviews

Interviews were used according to the demand of the field situation. Care was taken to ensure that the structure, length, and tone of the interview would match the type of information and the field scenario. Wherever possible, detailed interviews were conducted. It can be said that the interview, with its variations, such as structured, semi-structured, non-structured, open-ended, and closed-ended, was the main method applied in this study.

### 1.3.8. Key Informant Method

The key informant method was used in both the market setting and the village setting. It was of the utmost importance in the case of the cultural data collection and in interviewing traders and intermediaries. Old persons could reveal the cultural data, while well-experienced traders and intermediaries could provide the economic data.

### 1.3.9. Focus Group Discussions

FGDs were conducted in the villages while farmers were interviewed. There were instances of conducting FGDs involving traders. In the case of cultural data collection, etc., FGDs were conducted with women. One FGD was conducted in the market with intermediaries, covering different aspects of their roles in the transactions, such as the hand gestures and the linguistic codes used during transactions.

### 1.3.10. Observation

Along with all these methods, the basic method of observation was employed all along the research work. As the subject matter of this study itself is complex and the team had to deal with a floating population in the market and a diverse and hesitant population in the villages, observation turned out to be a key tool for understanding the told and untold facts and the tangible and intangible realities. Deals in the markets became clearer when they were actually observed, when and where they were happening.



### 1.3.11. Audio-Visual Documentation

Photography and videography were done to record the happenings both in the market and the villages whenever it seemed important. It was used to better understand and document the realities of rural life in connection with the livestock.

### 1.3.12. Ethical Considerations

A continuous attempt was made to strictly adhere to ethics all along the study. The data were collected only after obtaining informed consent. A detailed description of the intentions of the study was always provided before interviewing. The study was conducted while maintaining cultural sensitivity and being sensitive to the local customs, traditions, and social norms that have been shaping the society there. The team has approached and interacted with the respondents with due respect. Professional boundaries were maintained, and care was taken so that the research work did not disrupt their business. Confidentiality has been maintained with regard to the personal and sensitive details, respecting their privacy and avoiding any potential harm or exploitation. Accuracy is maintained when presenting the data being collected. The team tried to be mindful of the power dynamics and avoided any actions that could be coercive or manipulative. The team has never made false promises.

### 1.3.13. Limitations

The basic difficulty and complexity of the subject matter of the study were a strong challenge. The team had to check the reliability and validity of the data multiple times. To converse with the continuously floating and recurrently sceptical population and collect valid data was another challenge. Variability issues exist in the data being collected. In some cases, the variability is too high. Several aspects under consideration for the study are sensitive and, so the extent of reality in the data sometimes seems questionable. Cultural barriers existed. While some barriers could be passed through, some could not be. The possibility of generalizing this data has yet to be tested. The seasonal nature of agriculture and its associated activities casts some shadow on the length and breadth of this academic exercise. Language was a very big problem. However, the team was sincere and worked hard to cross that hurdle throughout the study.





## Chapter 2

### MARKET SETTING AND MARKET PARTICIPANTS

Nanjangud *hashu* (cattle) *sante* (market) is an old market located in the Nanjangud town of the Mysore district of Karnataka. The term *hashu* is colloquially used for cow. *Hashu sante* literally translates to cow market, which correlates to the fact that till today, cows and bulls are majorly sold in the Nanjangud cattle market and are popular for the variety of cows and bulls sold here. However, at present, it is a crucial hub for facilitating the sale and purchase of varieties of cattle for various purposes. It is a weekly market held every Friday and is frequented by farmers, traders, intermediaries, etc., from the surrounding cities and villages located within a radius of more than 100 kilometres from the market.

The rural livestock market is an important trading institution specific to cattle, which are an integral part of the social, cultural and economic life of the people of Nanjangud. In relation to livestock, there are periodic marketing institutions like cattle fairs, animal races, animal fights, etc. In the Mysore district, comparatively, a greater number of cattle fairs are organised in Nanjangud taluk, which range from one day to one week. People of Nanjangud reported to have known four Cattle markets: Nanjangud and T. Narsipura in Mysore; Begur cattle market is located in Chamarajanagar district of Karnataka; and Chintamani is a big and famous cattle market in Bangalore. Chintamani and T. Narsipura are mostly visited by the traders, while Begur and Nanjangud are preferred by the farmers because of the convenience of accessing the market and acquaintance with the market participants. However, the network of sales within the villages is believed to be more trustworthy by the buyers in the villages, as compared to the sale and purchase of cattle in the market, which goes in favour of the sellers and the intermediaries in terms of monetary profit.

#### 2.1.Location

Interestingly, the location chosen for the market in Nanjangud is very strategic and convenient for its participants in many ways. The ancient pilgrim city of Nanjangud lies on the banks of the holy Kapila River and is famous for the historic Srikanteshwara Mahadeva temple, which is a great attraction for pilgrims and tourists today.

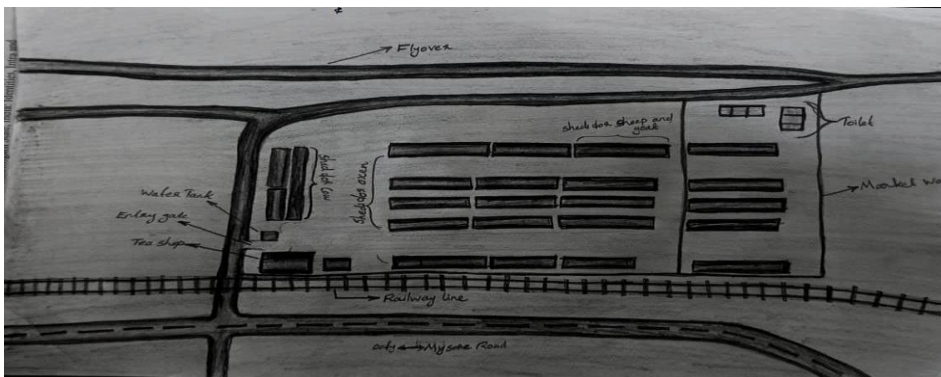


Figure 2.1. Map of Nanjangud livestock market

The market's present site lies beside the National Highway (Mysore Ooty Road), which also connects Karnataka to Kerala. The location is well connected with many major cities and villages. Located just 23 kilometres from Mysore, it is conveniently accessible by road and rail routes. Located on the way to Bangalore, it is accessible from famous cities like Mandya, Srirangapatna, Gundalpet, Chamarajanagar, T Narsipura, etc., which lies within 50 kilometres of Nanjangud.

## 2.2. History

It was learnt during the study that the present location of the market is less than 50 years old; prior to that, the market was set near Srikanteshwara temple. The market was popular for the variety and breed of cattle being sold there and enjoyed popularity due to its sacred location, where people from all over the country visited for a holy dip in the Kabini river and worship the Srikanteshwara Mahadev, particularly for good health. The temple received patronage from the Wadiyar kings. Kings like Haider Ali and Tipu Sultan also had a close association with the temple. The kings donated to the welfare of the temple.

Nanjangud city of Karnataka is significant in terms of its historical, religious, and cultural account. Nanjangud's history dates back to ancient times, with evidence suggesting it was an important settlement as early as the 9th century. The term Nanjangud is derived from Nanjundeshwara, meaning the god who swallowed the poison (Nanju in Kannada means poison and Ishwar means God and *gudu* in Kannada means village). Thus, Nanjangud means 'the village of Nanjundeshwar'.

Archaeological explorations of the city unveil the richness of temples, traditions, and historical narratives that continue to be a testament to the town's enduring legacy. The city has mythological references to Lord Parashurama. The place where the Kapila and the Gundlu rivers join, the location is known as 'Parashurama Kshetra' where it is believed that Parashurama atoned for the sin of beheading his mother in the Churnavati stream, which flows into the Gundlu or Kaundinya River (Mysuru District Website).

Nanjangud has a rich cultural heritage, which is influenced by various dynasties that ruled South India. In the course of its history, Nanjangud came under the rule of several dynasties. The Chola dynasty (c. 850-1250 CE) held sway over the region, contributing to its development as a centre of commerce and culture. The Cholas were known for their patronage of temples and arts, and their influence can be seen in the architectural style of some of the older temples in the region. The town's significance increased during the reign of the Hoysalas (c. 1026-1343 CE), who were known for their architectural contributions. The Hoysalas built several temples in and around Nanjangud, which became prominent centres for religious activities. The most significant era in Nanjangud's history began with the rise of the Wodeyar of Mysore in the 16th century. The Wodeyar, who ruled over Mysore from 1399 to 1950, played a crucial role in the town's development. They were notable patrons of art, culture, and religion. Under their rule, Nanjangud grew in prominence, particularly due to the establishment of the Nanjundeswara Temple. The temple's history is intertwined with the town's development. It is believed to have been built during the Chola period and later expanded and renovated by various rulers, including the Vijayanagar Empire, which ruled during the 14th-17th Century. The empire's rulers were great patrons of Hindu temples and arts, and they contributed to the expansion and

beautification of the Srikanteshwara Temple. The Wodeyar invested in the temple's expansion and embellishment, reinforcing its importance (Annual Report of the Mysore 1961).

During the colonial period, Nanjangud, like much of South India, was impacted by British rule. The town continued to be a cultural and religious centre, though it experienced changes due to the broader socio-political dynamics of the time. In post-independence India, Nanjangud maintained its historical and cultural significance. The town's temples, particularly the Nanjundeswara Temple, continued to draw pilgrims and tourists, which led to the development of infrastructure and diversification of the local economy.

Nanjangud cattle market is famous for special native breeds of bull and cow like Hallikar and Amrit Mahal, particularly in Karnataka and South India, along with foreign breeds like HF and Jersey. Hallikar and Amrit Mahal are both sturdy local breeds of cattle particularly suited for draught purposes. It is believed to survive in harsh weather conditions and endure strenuous tasks. Amrit Mahal cattle are believed to have originated from the Hallikar breed in the Seventeenth century, which was cross-bred with Hagalavadi and Chithradurg breeds. Hallikar derives its name from the Hallikar community, which is known for cattle rearing. Amrit mahal variety has a history of serving in the military and enjoying the royal patronage from various empires, viz. Vijayanagar kings, Wodeyar to Sultans. The records mention *Amrit Mahal Kanvals* named after the Amrit Mahal breed. These semi-arid grasslands were the grazing grounds particularly maintained for them by the Wodeyar kings from 1617 to 1704 and however during the time of the Britishers, the *kavals* lost their due patronage (Mrunmayee and Girish 2021).

Nandi, or Basava, is the sacred bull of Shiva, who is revered as the holy protector of the natives of Nanjangud. The first sight of him in the morning or praying to him before important work is believed to bring good luck. The figurine or carved images of Basava at the entrance of the villages, as well as the entrance of the houses in the villages, could be easily noted in the studied area. It is also observed that there are some figures at the houses that would portray the head of a demon crushed under the foot of Basava, signifying him as the harbinger of peace and prosperity.

### 2.3. Nanjangud Livestock Market

Agriculture is an important sector of the rural economy of Karnataka. The majority of the state's population is dependent on agriculture and its allied activities. It is the primary mode of sustenance for the majority of the people. Nanjangud is blessed with the Kapila River and the alluvial terrains of Kaveri, and therefore, Nanjangud yields a variety of cereals and horticulture products. The major crops grown are paddy, ragi, maize, horse gram, pulses, oil seeds, tobacco, cotton, sugarcane, coconut, banana, ginger, turmeric, mango, etc. Agriculture and allied activities like dairy, sheep, poultry, and sericulture are also prominent. Livestock and agricultural sectors are interdependent on each other. According to the Livestock Census 2019, conducted by the Department of Animal Husbandry and Dairying, Ministry of Fisheries, Animal Husbandry and Dairying, the livestock population in Karnataka is 3.03 crores, which corresponds to 5.41% of India's total livestock population. It has also been recorded in the census that there are 139 cattle per 1000 human

population in the state. The share of Animal Husbandry in the total Gross State Domestic Product (GSDP) of the state was 3.80 % (Livestock Census 2019).

Greater emphasis and facilitation by the government on Dairy has increased the sale of milch cattle. Dairy units were found to be installed in each studied village where the Dairy purchases milk from the farmers irrespective of the quantity; the purity of the milk is checked using a lactometer. Thus, it encourages people to buy a cow, which adds a source of income to their family. The responsibility of tending to the cattle is generally shared by the whole family.

Females were inert participants in the cattle market. Though they did not visit the market, they had the knowledge of the taxes and kept the details of the transaction. They look after the cattle at home. In some households, it was seen that the man would purchase cattle from the market, and the female would negotiate with the potential buyers who visit their house for purchase. She decided on the price and finalised the deal.

One of the major factors that perpetuates the vitality and sustainability of the Nanjangud cattle market as an ancient trading institution is the prominent Demand-Supply Chain. Communities like Gowda and Kuruba, which are traditionally involved in the tending of livestock, are settled in surrounding villages and are the majority of the population. Second, the utility of the cattle sold in the market is comparatively higher in the villages of Karnataka. Bullock carts were significantly used as carriage vehicles. Dairy has enabled the families to add to the income of their family, whatsoever. Goats and sheep are convenient to be reared because of the availability of agricultural as well as fallow land in the villages and give considerable margin if reared for some months after purchase and sold, especially during festivals when the demand for cattle is high.

### 2.3.1. Popular Breeds of Cattle found in Nanjangud Cattle Market

As per the National Bureau of Animal Genetics Resources (2022), there are six Indigenous cow and bull breeds in Karnataka, namely, Amrit Mahal, Deoni, Hallikar, Khillar, Krishna Valley and Malnad Gidda (Kolekar et al. 2023), of these following breeds, were majorly available in the Nanjangud market.

- a) **Khillar:** Native to the Deccan Plateau, including parts of Karnataka, Khillar bulls are valued for their strength and draught capabilities.
- b) **Amrit Mahal:** Found in the southern parts of Karnataka, Amrit Mahal bulls are renowned for their stamina and are used for ploughing and other agricultural work. The breed is less popular for milk.
- c) **Hallikar:** Hallikar cattle are also known as the Mysore breed; the bulls are best suited for transportation and agricultural purposes. Hallikar cows are also not preferred for their milking purposes.
- d) **Holstein Friesian (HF):** HF is an abbreviation for Holstein Friesian is, an international breed of Jersey. HF Cows are popular for their milk quantity as well as quality as their milk contains high-fat content. It is also preferred for its adaptability to any climatic condition.

e) **Jersey:** Jersey cows are preferred due to their high milk yield and less dependency on green pastures.

These breeds are integral to the agricultural and dairy farming sectors in Karnataka, each contributing significantly to the region's livestock economy.

Popular breeds of sheep found in Karnataka are Bandur, Deccani, Bellary, Kenguri, Hassan, Yalga etc.

a) **Deccani:** Predominantly found in the Deccan Plateau, including Karnataka, these sheep are raised for their meat and wool.

b) **Bandur/Mandya:** Popular as the pride of Karnataka, Bandur is known for its excellent quality tender meat all over the world.

c) **Kenguri:** These sheep are known for their resilience in dry conditions and are used for meat production. It is also resistant to many diseases.

d) **Hassan:** As the name suggests, it is predominant in the Hassan district of Karnataka. The sheep are small and used mainly for meat.

It was found during the study that sheep meat is preferred over goat meat in Karnataka, especially during festive occasions.

In Karnataka, several goat breeds are popular for various reasons, including milk production, meat, and adaptability to local conditions. Popular goat breeds in Karnataka include Osmanabadi, Jumnapari, Beetal, Malbari, etc.

a) **Osmnabadi:** It originated in Maharashtra and is mainly popular for milk and meat. They are appreciated as low-maintenance goats and adaptable to various climatic conditions.

b) **Sirohi:** Known for their good milk production and meat quality, Sirohi goats possess the ability to thrive in dry climatic conditions.

c) **Barbari:** This breed is favoured for its adaptability and high-quality meat. Barbari goats are relatively small but have a good meat-to-bone ratio, making them a preferred choice for farmers.

d) **Jamunapari:** Jumnapari goats are recognised by their dangling long ears. They are reared for milk and meat purposes.

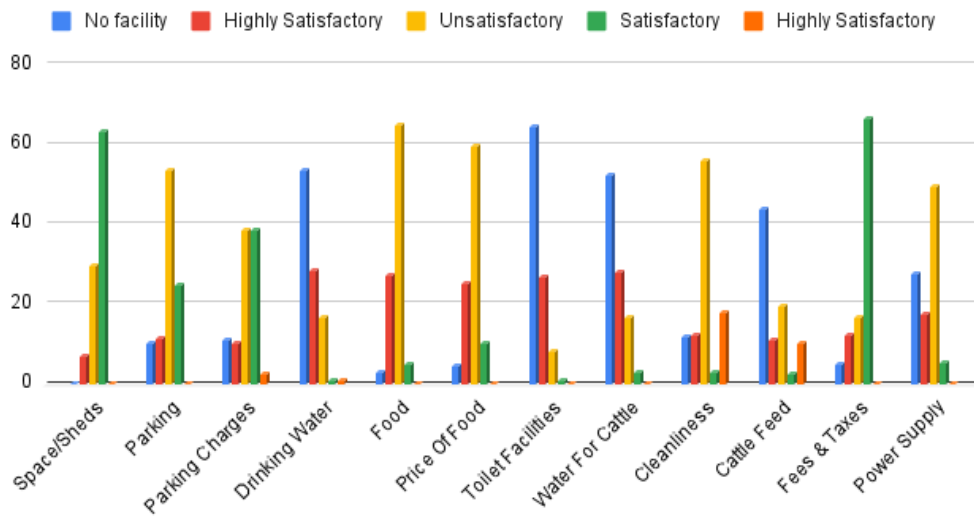
The buyers and sellers reported of seasonal fluctuation in the sale and price of the cattle. Sales are comparatively higher in the months of May and June, as there is a lack of fodder and water in some areas of the state during this month. Sometimes, such a situation leads to distressed sales, and sellers are at a loss. The sale of bulls increases during pre-monsoon

for its use in agriculture. The government may make an effort to stabilise the distressed situation by facilitating the sellers along with market management.

### 2.3.2. Infrastructure and Management of the market

The market infrastructure is under construction. There is no boundary wall demarcating the exact length and breadth of the market area. After the widening of the road and construction of the flyover, the market space has narrowed. There are animal sheds with tin roofs and cemented floors. There were a total of 23 tin sheds in the present market. Sheds are not used in an organised manner, though. As the placement of a stall is an important factor for a seller to be approached by the customer, the sellers gather haphazardly and mostly choose a location at a more approachable distance from the entrance of the market. So far, the type of cattle is concerned: Bulls and cows occupy the front space and overall majority of the market space, whereas goats and sheep occupy the back side.

There is no proper washroom facility for the market participants, nor is there any parking space outside the market. The entrance of the market has a railway barrier and a road diverted from the National Highway, which gets congested on the market day.



**Fig 2.2. Opinions of Market Participants on the Facilities at the Cattle Market**

The market was not well facilitated, even though there were tin shades, but there were no regulations as such for proper management of the process; everyone managed their way through the haphazard ways, rustling with animals and people. However, goat and sheep were sold at the backside while bull and cow sellers occupied the front space in the market.

The cleanliness of the market seemed to be overlooked, and some of the buyers reported that it is prone to various infections for the cattle as well as the humans. As the market starts at dawn, there is a requirement for a proper lighting facility, which is not sufficient at present.



The Nanjangud Cattle market is managed and regulated by the APMC (Agricultural Produce and Livestock Market Committee), established under the provisions of the APLM (Agricultural Produce and Livestock Marketing) Act, intended for the management and conduct of the sale of agricultural produce, including livestock. They collect fees from the sellers on each market day, which varies according to the cattle and their number. They are responsible for the market's facilities, such as sanitation, water, etc. They are also responsible for the resolution of any disputes and frauds that happen in the market.

### 2.3.3. A Day in Nanjangud Cattle Market

Each Friday, Nanjangud cattle market is decked up with a variety of cattle in myriad hues that are brought from different parts of Karnataka and its neighbouring states. Bull, goat, sheep, and cow are the major cattle sold at the Nanjangud cattle market in the order of their popularity. The farmers carry their cattle, colourfully decorated with bells and festoon. The decorated bulls and cows with polished horns and refracting white furs standing in a row are undoubtedly to the delight of the spectators. The goat and sheep are marked with carved patterns or colours on their fur as an identity for their owner. Body of the bulls and cows were also found to have sacred marks, viz., three parallel lines denoting Lord Shiva's forehead or trisula, or signs of *om* and swastika. The designs were engraved on their body using hot iron rods. These sacred symbols imprinted in black ink do not just act as a tool to attest the allegiance of the cattle and its owner to Hinduism, which is purportedly against slaughter, but also protect the cattle against evil eyes, according to the informants. In some cases, the cattle would have a black thread around its neck or legs for protection against evil eyes. These engravings were also vaguely reported to have significance during the transportation of the bulls and cows, as the Karnataka state has strict laws against slaughter, and the sellers reported undergoing various checkpoints to reach the market; these symbols ascertain the intentions of the seller and attract less inquiry by the policemen.

Preparation for the market starts a day prior to the market day. Commotion in the market builds up from 3 AM in the morning. People pave their way through the dim street lights and mobile torches to set their stalls. Some buyers and sellers who travel from far away arrive a day before and wait until dawn for their customers. While some travel in the night to reach at dawn along with their cattle. It was noticed during the study that some animals brought for sale were hurt during the journey, maybe in the process of resisting while climbing the truck and travelling to the market. People complained about the lack of any resting place for the visitors to the market. They have to spend the night in their vehicle until the market starts.

The market starts at 3 AM and gradually reaches its peak at around 7 AM to 8 AM in the morning when the entire market space bustles with negotiations in every corner. Deals are finalised in a circle; the rates are quoted in the lower voice, and members of both parties engage in banter to persuade and convince each other of the deal. A good deal is a result of good teamwork. Intermediaries wander around the market to seek their potential clients. Steadily, the market descends by 10 AM, the density of the market decreases, and one can see through from one corner to the other. The remaining cattle look for their buyer in exhaustion. Intermediaries, too, try their best to seek potential buyers for them until 11 AM. Finally, the cattle whose value could not be paid go back along with their master.

The cattle were not seen to be fed anything during the market hours, except some goats would be provided to chew from the branches procured from nearby trees, while some were given water to drink as well, which was available in water tanks in the market.

The buyers are very cautious when choosing cattle. They use various techniques to assess the quality of the cattle. Their physical appearance, like the colour and shape of horns and eyes, is checked cautiously. In the case of goats and sheep, the buyer would clutch their hand around the hip bones to gauge the weight of the cattle. Their ears are pulled, and teeth are counted to know their age. In the case of bulls, if they are bought for draught purposes, the buyer would demand the seller to whip the bull to ensure swiftness and assess its agility, as the aged bull would be less swift in its moves and dull in reaction. Cow's horns and *Suli* (hair whorl) are important indicators of its quality. Udders of the cow are assessed to check for its milking capacity. The teeth of the cow are also checked for its age. Cows are also taken for a walk to see if they walk straight, as the straight walk is believed to be a characteristic of a young and quality cow.

It was observed that on many occasions, the sold cattle would resist going with their new masters. The calf was seen to pull itself back and sit on the ground when handed over to its buyer. In a few cases, it was observed that the animal would refuse to move until the seller decided to accompany the buyer and deliver the cattle to its new home. This incident clearly portrays the animal's emotional connection with his caregiver.

The regular participants of the market are acquainted with each other and become a part of their social circle. The buyers and sellers reported that there is no such belief regarding the auspicious time and day for the sale and purchase of the cattle in the market. Small farmers who require cattle but do not want the burden of raising it for the entire year sell it during summer and buy it again after the rains.

The participants reported fraud in the market dealings. Most of the frauds are related to the quality of the animal (A calf of another cow would be attached to the cow to be sold in order to establish its milking prominence, and the weight of the goat and sheep would be enhanced by forcing it to have water, etc.) and its price. Sometimes, the intermediaries would be found to be double-dealing with the buyer and the seller. The dealing mostly takes place in cash, while in very few cases, the youngsters would use online payments. Cash gives the freedom to manoeuvre during the deal as compared to digital payments, as the buyer would force cash into the hands of the seller during the negotiation and manipulate the seller into accepting it. The participants reported that, as compared to before, there was a decline in the participants and sales in the rural cattle market, as the utility of the cattle has decreased and tending of the cattle has become difficult due to the unavailability of natural resources.

Deals in the market are mostly profitable for the sellers and intermediaries, while the buyer prefers intra and inter-village trade to be more trustworthy even if it costs more. Technology has also enabled the market participants to remain more connected. WhatsApp groups are used to advertise the animals and finalise the deal. These days, as the dependency on animals has reduced with the advancement of technology, fewer people prefer to buy and tend cattle. The market was reported to be more advantageous in terms of sellers getting a variety of options to choose from at competitive prices.

Major criteria that attract the participants in the livestock market include the volume of the trade, nature of transactions, process of negotiation of the deal, and most importantly, the variety of products, i.e., cattle, that are brought to the market for sale. The frequent visitors reported that there are certain changes in the market compared to before, and transportation facilities are conveniently available. There have been increased instances of fraudulent sales. They observed that people mostly purchase and sell for utility purposes, and money is at the centre during trade compared to before when cattle were more than money, and people looked after it with devotion. Therefore, there is less availability of native breeds of cattle being sold these days. They also informed of fewer footfalls in the market and consequently fewer transactions and volume of trade, especially after the recent pandemic.

Technology has made dealings in the market more convenient, especially with payments. WhatsApp groups enable the participants to remain connected even outside the market, thus facilitating trade even beyond market hours. The market space enables the buyers-sellers-intermediaries to build that network across the villages and districts of the state.

Market participants were of the opinion that the government may help enhance the market facilities and finance the willing farmers and traders to pursue their livestock transactions more effectively. Apart from the betterment of infrastructure and management facilities, the major challenges that the Nanjangud cattle market faces at present is the lack of organised and accountable transactions, which leads to fraudulent sales and leads to the negative perception of the buyer towards market dealings, and they prefer to purchase in the village even if the deal is costly there. They also observed that the youngsters are less interested in participating in the market and learning about the trade.

There is a scope for improvement in the rural livestock market at all levels, from infrastructure to management and to facilitating each participant category of the market. The need of the hour is to restore this ancient trading unit on the pillars of transparency, organised sales structure, proper management and accountability of the participants. The indigenous intra- and inter-villagers' trade of buyer-seller-intermediaries can provide strong structural strength to the market.

## **2.4. Market Participants**

Farmers, traders, intermediaries, and similar entities can be considered market participants. It is because of these folks that the cattle market is sustained. The majority of the participants (85%) indicated agriculture as their primary occupation, and they domesticated cows for milk, sheep and goats reared for commercial purposes. Rearing farm animals besides agriculture is a routine activity of the farming community in India, and a large number of farmers depend on animal husbandry for their livelihood. Rearing of cattle has a minimum financial impact since fodder comes from agriculture, and its excrement may be used as manure for crops. They sell animals as an easy source of income in order to cope with expenditures like treatment, repaying of loans, marriage, education, etc. Cattle markets are the primary source of high-quality hybrid cattle breeds for farmers to raise and use in dairy farming.

Traders are involved in the rearing and multiplication of animals through the breeding of cattle. They consist of 7.67 per cent, and their plan of business was to purchase animals in

the local market, feed them for a period of 4 to 6 months and sell them in Nanjangud or any other cattle markets for a lucrative price. Farmer traders and dairy farmers constitute 3.67 per cent of the total participants in the Nanjangud market.

There was a vague demarcation of roles for various participants in the Nanjangud Cattle market. It was found that sometimes an individual would perform the role of buyer, seller, intermediary, transporter, and service provider in the same market day. His role varied at different points of time in the market.

Buyers in the Nanjangud cattle market include farmers who purchased bulls for farming and carriage carts and cows for dairy. Farmers also purchased goats and sheep for the purpose of tending them and selling them on important occasions for better profit or in times of need. Traders buy livestock solely for the purpose of trade. Many buyers purchase livestock in the market for the purpose of reselling it in the village or market. The buyer is mostly not alone and is accompanied by other members of their kin who have knowledge of the cattle or the professional intermediaries who help him assess and find the cattle suitable for the purpose of the buyer and strike a profitable deal. Some older women would accompany the small farmers for purchase in the market.

Intermediaries are an important member of the Nanjangud cattle market. They are very active during the transaction, and many of them would be readily recognised with the towel on their shoulder. Intermediaries are hired by both the buyers and sellers, and they charge their fee per animal per successful deal from their customers. They use codes and signs that are specific to the cattle market while negotiating the deal. Regular visitors to the market are aware of this trade jargon, while most buyers are unaware. A unique and implicit technique known to be used by the intermediaries of the Nanjangud Cattle market is that they would take the hand (palm) of their customer along with his and cover it with his towel and signal the price using the fingers and crease on it. If the customer agrees to the quoted price, they nod; otherwise, he uses the same signal to convey his message. The charge for one goat and sheep was reported to be Rs.200 per animal, while for cow and bull, it was Rs. 500/- collected by the intermediary.

Sellers include small farmers who sell their cattle once their agricultural purpose is served. It also includes those who buy cattle in one market and sell in another market or villages with or without a time gap for better gains. It includes the traders who purchase cattle from the village or other traders and sell it in the market. It was also noted during the study that some of the traders had purchased sheep from Maharashtra and directly brought them to the Nanjangud market. Sellers were also not alone but accompanied by the intermediaries and their kin members, who assisted them in negotiating the deal and handling the animals.

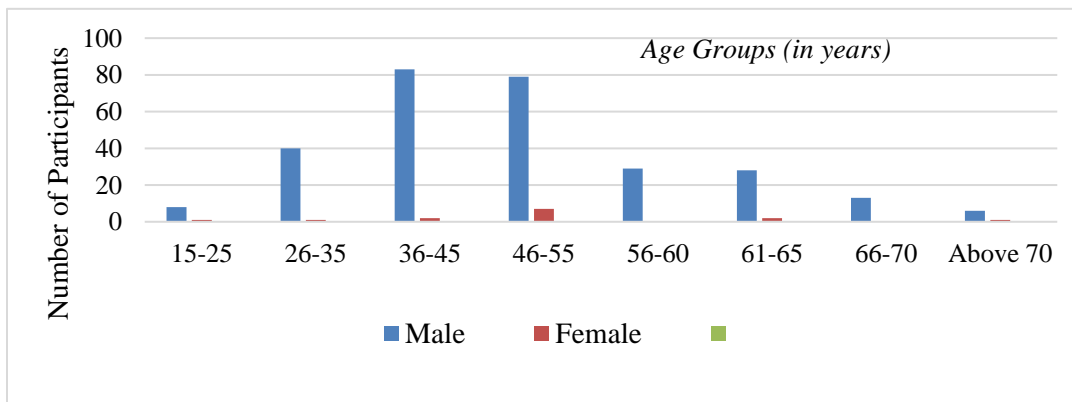
Market Assessors have been considered as those individuals who come to the market just to observe the deals. They visit the market for their entertainment and sometimes share their knowledge with the potential buyers and sellers in their social circle.

Transporters are also an important member of the Nanjangud cattle market. Bullock carts, autos, mini trucks, bikes, etc., were found to be mainly used for the transportation of cattle. Transportation cost depends on the number of cattle and distance travelled. In some cases, two or three sellers from the same village share the cost of transportation. It was observed

that some of the animals were hurt during the commute, mostly while resisting getting in and out of the vehicle. The transportation of cattle was not convenient for the cattle. In some cases, to reduce the cost of transportation, the cattle were carried in cramped-up spaces. The transporters constantly preferred to cover all the weekly markets since it is on different days and preferred to engage their vehicles near their native places, which provides low consumption of diesel that helps to save some money. It is reported that the majority of the transporters covered at least two numbers of weekly markets in a week and a maximum of five numbers of weekly markets in a week. The transporters visited different weekly markets such as Nanjangud, T. Narsipura, Begur, Tharkanambi, Yenapost, etc.

Service providers are more inclusive than the other participant categories of the rural livestock market as they include both genders and males of all age groups. Various services pertaining to the animals include repairing the hoof of the bull and cow fits iron to the sole of cows and bulls and polishing the horns. There were members of the Agrahara community who sold decorative items and other tools and objects used for tending the cattle. There are tea stalls and breakfast providers who have been doing their business in the market for many years. There are women who roam the market to sell refreshments, carrying them in the basket. An ironsmith sells knives and grass-cutting equipment at the entrance of the market. As the market descends from its peak hours, there are peddlers who sell clothes like t-shirts, towels, pants and other clothes for children. The refreshment centres remain active from the evening preceding the market day until the market ends the next day.

**Local Body Members** are also representing the government representatives to understand the market situations and conditions of the market participants. They are also involved in decision-making to resolve the issues related to the market setting. The primary emphasis of these local body members concerns monitoring the market conditions and setting, which helps the market participants if they come across any market challenges. During the fieldwork, five local body members were interviewed and provided suggestions for further improvement of the market setting. They also opined that the government is working on better policies to enhance the market structures and entrepreneurial opportunities, particularly for youth and women. They also expressed that the cattle markets have been improving the household economy through milk dairies where the farmers can sell their milk directly and help the people increase their economic opportunities.



**Fig 2.3. Age and Gender Distribution of Market Participants**

It is evident from the table that there are relatively few market participants who are over 60 and under 35; middle-aged individuals make up the majority of those who market cattle (57%). Regarding the participants, 3 per cent are between the ages of 15 and 25 years, and 13.67 per cent are between the ages of 26 and 35. Of the participants, 2.33 per cent are older than 70 years old.

The data collected during the survey shows that the majority (23.2%) of the farmers belong to the age group of 60-69 years, and 22.6% of the farmers who participated in market activities belong to the age group of 40-49 years. Those who engaged as intermediaries/*Dallal* in the Nanjangud cattle market are between the age group of 40 and 60 years. Recently, some of the young generations have taken up this activity and are learning and acquiring skills related to intermediaries in addition to other market-oriented techniques to deal with various participants who engage in the local cattle markets. However, there are not even single women engaging as intermediaries.

The majority of traders who participated in the Nanjangud market (62.31%) are 46 years or older. Only 6.03% are in the 15-25 age group, indicating that experience plays a vital role in performing cattle trading. The age distribution of traders in the livestock market, with a majority being 46 years or older, can be explained by several factors and changes in the market. It is also noted that the predominance of older traders in the livestock market can be attributed to factors like financial stability, accumulated experience, career transitions, and family business dynamics. However, the role of generational trends cannot be overlooked, as they also contribute to the lower participation of younger individuals in the field.

The age distribution of the service providers in the market shows a significant concentration in the middle-aged to older adult categories. Specifically, 12.5% (1 person) is in the 21-30 years age group, while a majority of 62.5% (5 people) falls within the 41-50 years age group. Additionally, 25% (2 people) are aged 51-60 years. Notably, there are no service providers in the 31-40 or 61+ age groups. This indicates that the service providers are predominantly middle-aged to older adults, with a substantial majority in their 40s because, as per the data collected, the aged members are engaging themselves to weave the cattle ropes at home, whereas the market dealing is mostly done by the middle-aged members of their family. The absence of younger adults (21-30) and older adults (61+) suggests potential barriers or lack of interest among these age groups in participating as service providers in this market and are less likely to enter these traditional service roles.

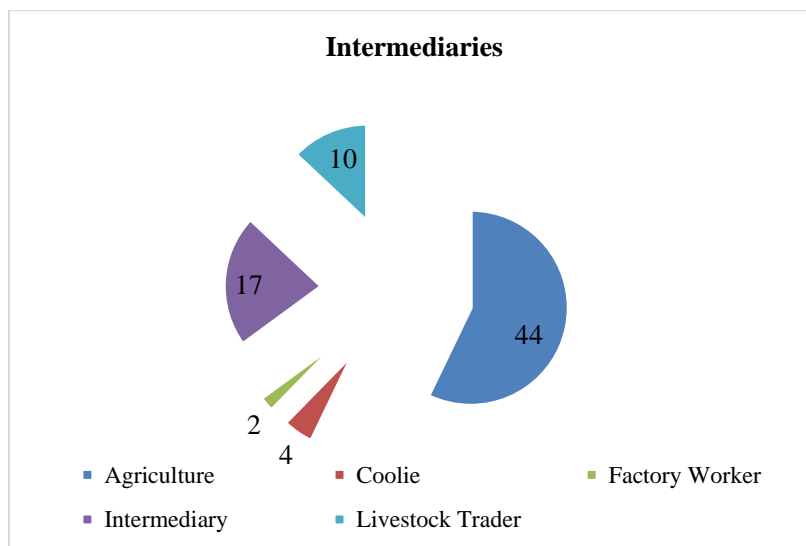
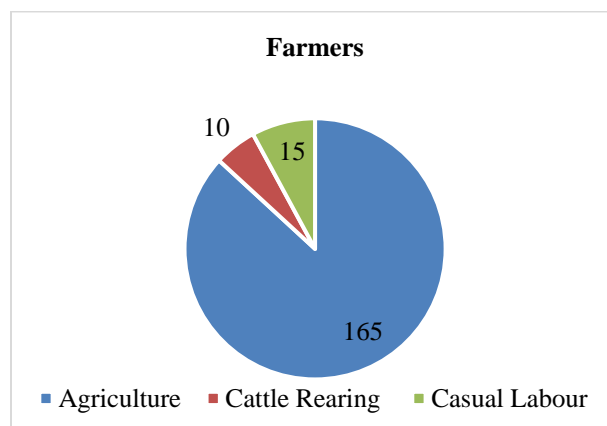
#### **2.4.1. Primary Occupation of the Market Participants**

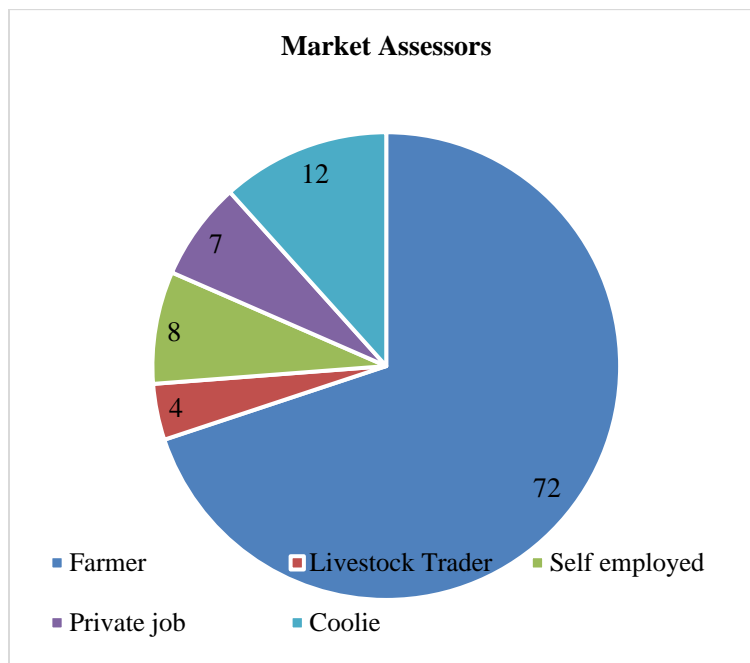
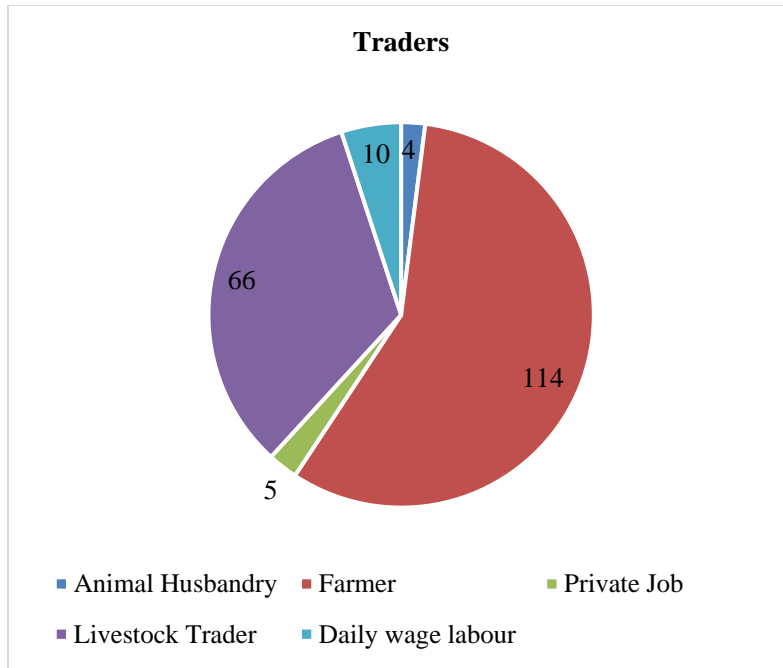
The majority of the market participants who participated during the weekly market their primary occupation is agriculture. Within agricultural systems, animals obtain the majority of their energy from grazing on shared grounds and harvested fields, as well as crop leftovers and by-products. The cattle also boost soil fertility, organic carbon, and microbial activity through the provision of dung manure, all of which eventually result in long-term increases in agricultural output and farm income.

**Table 2.1. Primary Occupation of the Market Participants**

Primary Occupation	Sector	%
Self Employed	Agriculture	75.33
	Non-Agriculture	0.33
	Livestock	3.67
Wage Labour	Agriculture	8.33
	Non-Agriculture	10.00
Private	Private	2.33

As per the data, most of the farmers are self-employed in the agricultural sector. Few of them are engaged in the casual labour sector, considering that cattle rearing is an additional source of income. People from different religions, castes, and classes come to gather in the market to fulfil their economic needs; simultaneously, people unconsciously or consciously exchange their cultures and make uniformity among them.





**Fig 2.4. The Primary Occupation of Market Participants**

Those who are engaged as intermediaries are involved in different kinds of primary occupational activities such as agriculture, coolie, and factory workers. A subset of them has chosen trader/intermediary as their principal vocation. It is reported that managing the time and communication skills of individuals can help to improve economic conditions,



particularly by engaging as intermediaries and traders in the rural cattle markets. They have various networks and contacts in order to interact with different marketplaces in their immediate surroundings. About 12.9 % of intermediaries choose to work as full-time traders.

The data regarding the traders' primary occupation shows that the majority of them engage as farmers and traders and engage in other occupational activities such as daily wage labourers, private jobs, etc. It is also reported that the need for trading skills are much required for opting for the trading of cattle, which helps them to gradually adopt this occupational activity by learning from other traders in the markets by observing the related skills.

All the transporters are fully engaged in transporting cattle from the villages to cattle markets and other trips. The transporters reported that they mainly cover nearby cattle markets, which actually benefit much more than carrying the cattle longer distances.

The primary occupations of the service providers are evenly distributed among three specialized roles, reflecting the diverse needs of the livestock market. Specifically, 37.5% (3 people) are Decorative items Sellers in the livestock markets who sell decorative items and accessories for animals, enhancing their appearance for sale or exhibition, and another 37.5% (3 people) are Rope Makers who produce essential tools and cattle belongings for handling and managing livestock, crucial for both market activities and daily farm operations., and 25% (2 people) are Ferries or sole smiths. They clean and mend the soles of the cow and bulls and polish the horns.

As there is no direct monetary benefit to the market assessors in the rural cattle market, they pursue different primary occupations. The majority of the market assessors were reported to be farmers, and maybe because of their prior knowledge of agriculture and livestock, they visited the market out of their personal and professional curiosity.





## Chapter 3

### ECONOMIC FACETS

Cattle play a vital role in the rural economy by providing beneficial employment and increasing the income of small-scale and marginal farmers, agricultural labourers and residents of deprived areas. The rural land-owning families keep cattle as they serve multiple purposes; they are essential for undertaking several agricultural activities and also provide manure. Many families also see the opportunity to earn incomes by rearing the calves for short time and selling them when they grow. The small and marginal farmers and also the landless keep cattle for earning supplementary incomes through sale of milk. Such of these families in fact supply the majority of milk to dairy cooperative societies, playing a substantial role in the growth and sustainability of the economy. For many farmers, dairying ensures a steady and consistent income. In this context, cattle markets act as the primary source of high-grade hybrid cattle breeds for farmers and enable them to raise and use them for different purposes.

#### 3.1. Market Participants of Weekly Cattle Markets

In weekly cattle markets, different types of market participants such as farmers, traders, and intermediaries are identified. Besides them, others like service providers, transporters and market assessors, constitute significant actors of cattle markets. Approximately 85% of the participants indicated agriculture as their primary occupation and animal husbandry, as subsidiary occupation to improve their income levels. They rear cows for milk and sheep and goats for meat.

The data revealed that traders make up 7.67% of the market participants and are involved in rearing and multiplying animals through cattle breeding. Their business plan includes purchasing animals in the local market, feeding them for four to six months, and then selling them in Nanjangud or other cattle markets for a profitable price.

The majority of people who participate in the weekly cattle market are involved in agriculture. Within agricultural systems, livestock obtains their required food from grazing on shared grounds, harvested fields, crop leftovers, and agricultural by-products. Cattle also play crucial roles in enhancing soil fertility and microbial activity by providing dung manure, resulting in long-term increases in agricultural output and farm income. This finding highlights the significant contribution of animals to agricultural productivity and vice versa. By selling livestock and the products they generate, as animals are naturally reproducible assets, impoverished households quickly increase their wealth, production scale, and intertemporal cash flows.

Based on the criteria of principal source of family income, the participants in the market fall into occupational categories of: dairy farmers, farmer-traders, farmers, and traders. Traders are the ones who deal with cattle trading on a full-time basis, and farmer-traders are primarily farmers but who also deal with the cattle trade. Among the total number of market participants, 16% fall under the ST category, 62.67% into the SC category, 20.33% into the OBC group and 1% into the other categories. Those belonging to scheduled tribes

majorly identified themselves as belonging to Nayaka; Participants belonging to Schedule Castes included Adi Karnataka and Adi Jambava; those who belonged to Backwards Classes included Kuruba Gowda, Uppara Setru, Madivaru Setru, etc.; participants of other general category majorly belonged to Lingayat caste. All these members belonging to different tribes, and castes maintain close interactions amongst them in the weekly markets for economic purposes.

**Table 3.1. Nature of Market Participants and their Constitutional Status**

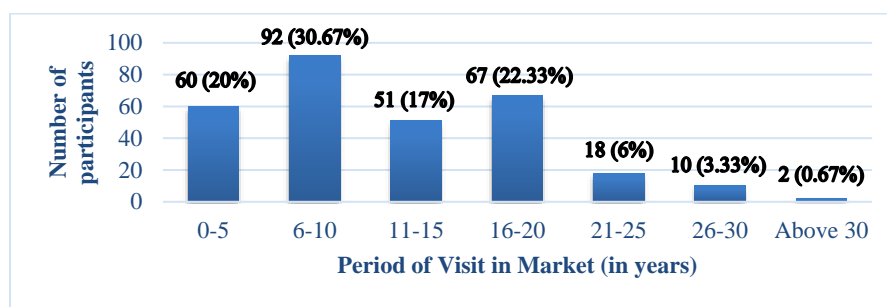
Nature of Participants	ST		SC		OBC		Others		Total	
	N	%	N	%	N	%	N	%	N	%
Farmer	42	14.00	54	18.00	157	52.33	2	0.67	255	85.00
Trader	2	0.67	3	1.00	17	5.67	1	0.33	23	7.67
Farmer- Trader	2	0.67	2	0.67	7	2.33	0	0.00	11	3.67
Dairy Farmer	2	0.67	2	0.67	7	2.33	0	0.00	11	3.67
Total	48	16.00	61	20.33	188	62.67	3	1.00	300	100.00

**3.1.1. Purpose of Visits and Periods of Visits to the Weekly Cattle Markets**

**Table 3.2. Purpose of the visit**

S. No	Purpose of Visit	N	%
1	Sale	68	22.67
2	Purchase	229	76.33
3	Exchange	3	1.00
Total		300	100.00

Market visits primarily serve three functions: sale, purchase, and exchange, with purchases being the most common. Among the participants, 76.33% made purchases of cattle, 22.67% sold their livestock, and approximately 1% exchanged cattle. While many people had come in touch with the market only in the past one to five years, some traders and farmers have been involved in cattle trading for more than 25-30 years. Among the total participants, 30.67% have been visiting the market for six to ten years, another 20% have been visiting the market for one to five years. One-third have been operating in this market for more than fifteen years. The number of years of market visits provides significant familiarity with market conditions, economic transactions, the availability of cattle breeds, etc. In addition, regular visits and market participation also provide an understanding of these trends and enhance social networks or relationships.



**Fig 3.1. Period of Visits in Market (in years)**

### 3.1.2. Frequency of Visits

Participants of the market informed of visiting the market in different frequencies: weekly, monthly, or as often as needed. Approximately 54% visit the market once every 7 to 12 months and another 30% informed of visiting 2 to 6 months. While about 9% visit at least every two months, another 7% visit every week. The participants' needs determine their visit to markets, though usually the purpose of visit is said to be for buying cattle.

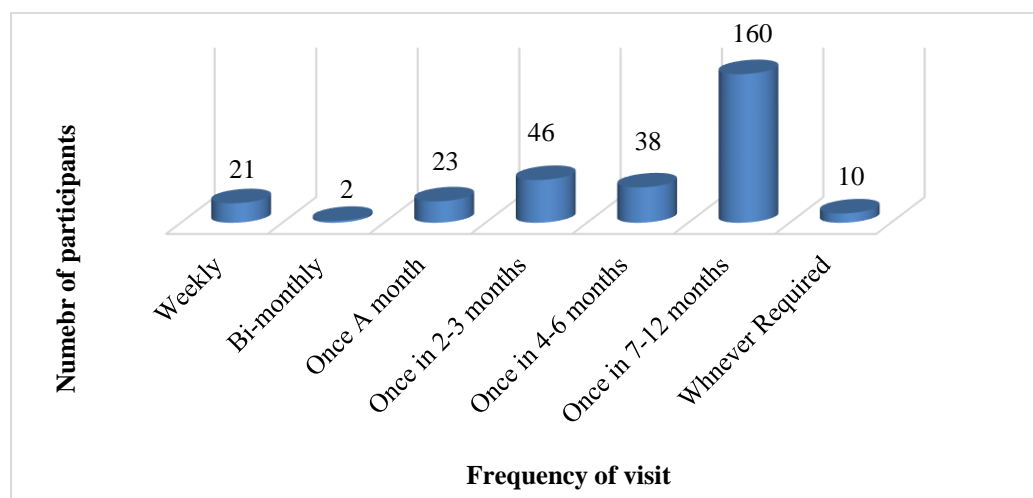


Fig 3.2. Frequency of visits to the market

### 3.1.3. Mode of Transport and Average Amount spent on Transport

The following modes of transportation are used for transporting cattle from villages to cattle markets: own vehicles, private goods vehicles, public transportation, and private pass vehicles. Just over 8.73% of buyers and 23.53% of vendors walked to the market. Approximately 18.78% of the buyers and 2.94% of the vendors used their own vehicles, with an average transportation expense of Rs. 125–150. During sales and purchases, 67.65% of sellers and 62.45% of buyers travel in private goods vehicles, with an average expenditure of Rs. 793 and Rs. 2000. Some of the participants used private passenger vehicles as a mode of transport during sale and purchase (5.88% and 5.68%, respectively) and spent on an average Rs. 300 to 401.54 for transporting cattle.

Table 3.3. Mode of Transport and Average Amount Spent on Transport

S. No	Mode of Transport	Sale			Purchase		
		AS (Rs.)	N	%	AS (Rs.)	N	%
1	Private Passenger Vehicle	300.00	4	5.88	401.54	13	5.68
2	Private Goods Vehicle	793.48	46	67.65	2000.00	143	62.45
3	Public Transport	0.00	0	0	40.45	10	4.37
4	Own Vehicle	125.00	2	2.94	150.00	43	18.78
5	By Foot	0.00	16	23.53	0.00	20	8.73
Total		558.09	68	100.00	578.89	229	100.00

AS - Average Spent

### 3.1.4. Expenditure Incurred on Transport of cattle

Approximately 22.67% of the participants reported paying between Rs. 301 and Rs. 500 for the transportation of the cattle, whereas 22% said they spent between Rs. 500 to Rs. 1000. Occasionally, a group of two or three people from the same village rented a vehicle together to move the livestock, and they divided the fare equally. Approximately 5.67% of the participants stated that the cost of transporting their livestock of a single transaction was between Rs. 1501 and Rs. 2000.

**Table 3.4. Expenditure Incurred on Transport**

Expenditure (In Rs.)	Sale		Purchase		Exchange		Total	
	N	%	N	%	N	%	N	%
0-50	18	6.00	32	10.67	0	0	50	16.67
51-100	1	0.33	30	10.00	0	0	31	10.33
101-200	3	1.00	17	5.67	0	0	20	6.67
201-300	1	0.33	13	4.33	0	0	14	4.67
301-500	17	5.67	50	16.67	1	0.33	68	22.67
501-1000	17	5.67	48	16.00	1	0.33	66	22.00
1001-1500	8	2.67	25	8.33	0	0	33	11.00
1501-2000	3	1.00	13	4.33	1	0.33	17	5.67
2001-2500	0	0	1	0.33	0	0	1	0.33
Total	68	22.67	229	76.33	3	1.00	300	100.00

### 3.1.5. Types of Cattle for Transactions (Sale, Purchases and Exchanges)

The data indicate that various cattle are transacted during the weekly market days. Out of the total participants who visited market for sale of cattle, those who visited to sell cow or a cow and a calf or a calf constituted a majority with about 14%. The participants who desired to sell bullocks were next in size with about 5%. Those who visited to sell goats and sheep together too constituted about 5%.

**Table 3.5. Types of Cattle and Proposed Transactions**

S. No	Type of Cattle	Sale		Purchase		Exchange		Grand Total	
		N	%	N	%	N	%	N	%
1	Cows	43	7.47	91	15.80	2	0.35	136	23.61
2	Cow And Calf	34	5.90	96	16.67	0	0.00	130	22.57
3	Calf/Calves	7	1.22	19	3.30	0	0.00	26	4.51
4	Bullocks	29	5.03	31	5.38	0	0.00	60	10.42
5	Goats	13	2.26	104	18.06	1	0.17	118	20.49
6	Sheep	10	1.74	96	16.67	0	0.00	106	18.40
Total		136	23.61	437	75.87	3	0.52	576	100

On the other hand, one third of those whose purpose of visit to market was to buy cattle actually wanted to buy a cow, or cow with a calf or calves. Interestingly, another 35% visited market to buy goat or sheep. Only three cattle were transacted under the exchange category (cows 0.35% and goats 0.17%) during weekly market days. The data also revealed that of the total transactions in the weekly markets, 46% involved cows, or cows and calves. Transactions involving goats and sheep constituted 20.49% and 18.40%, respectively.

### 3.1.6. Home-bred and Purchased Cattle

The different categories of buyers in the weekly markets faced with two options in the selection of cattle: the progeny of cow or buffalo reared by a farmer for a relatively long time (born and bought up in the rearer's home) or an animal that was purchased by a farmer or trader and kept with him only for a relatively shorter time. On the basis of the purpose and use of cattle, the participants preferred either of these two categories. There is a strong demand for home-bred cattle, as they offer significant economic advantages. The selection of homebred cattle varieties gives buyers an advantage in assessing cattle health and strength, which ultimately leads to offer of higher price. In the case of home-bred animals, the possibility of accurate assessment is believed to be high in regard to the quality and quantity of milk production (particularly for cows), health status and physical strength of ox, and weight of goats and sheep. The assessment of these factors has a significant effect on the decisions of buyers and sellers in regard to settlement of a transaction. Furthermore, the farmers expressed that home-bred cattle are preferable as they are brought directly by cattle rearers for sale in the market. The home-bred cattle are preferred by buyers as they can directly interact with sellers and assess the age, and health. The buyers would also get an opportunity to build a social network when they choose home-bred cattle. The data revealed that a total of 576 cattle were transacted in all the market days of fieldwork. Out of these 576 cattle, 51.56% were home-bred.

**Table 3.6. Preference for Homebred and Purchased Cattle**

Type of Cattle	Sale				Purchase			
	Purchased		Homebred		Purchased		Homebred	
	N	%	N	%	N	%	N	%
Cows	21	3.65	22	3.82	64	11.11	27	4.69
Cow And Calf	8	1.39	26	4.51	88	15.28	8	1.39
Calf/Calves	3	0.52	4	0.69	4	0.69	15	2.60
Bullocks	8	1.39	21	3.65	24	4.17	7	1.22
Goats	1	0.17	12	2.08	32	5.56	72	12.50
Sheep	0	0.00	10	1.74	24	4.17	72	12.50
Total	41	7.12	95	16.49	236	40.97	201	34.90

### 3.1.7. Age of Cattle

Livestock are thoroughly assessed and inspected in the market before buying by market participants. The age of the cattle is considered as the main determining factor initially for the selection of cattle. The age is assumed to have a profound effect on health of the cattle;

the economic value can be estimated based on how long that animal is productive. The majority of cattle sold in the market are less than two years old (37.15%) and between 3 and 4 years old (34.37%). Buyers estimate the age of the cattle generally on the basis of the number of teeth and size of the mandible of the cattle.

**Table 3.7. Approximate Age (in Yrs.) of Cattle**

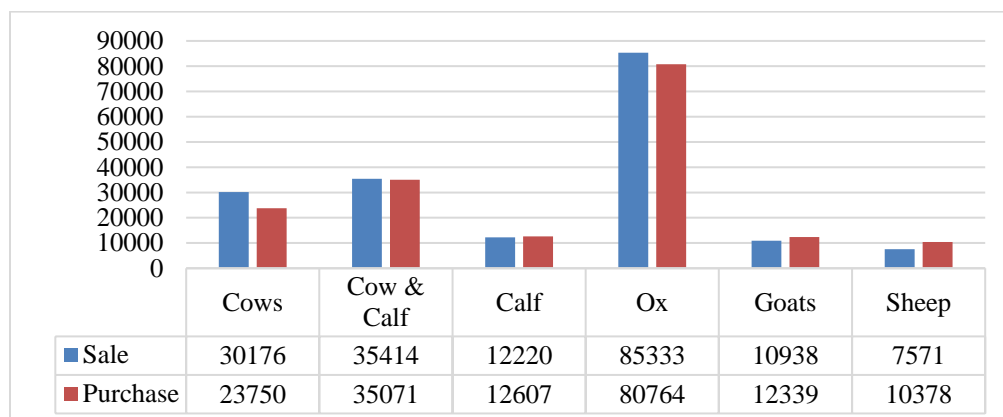
Type of Transaction	Type Of Cattle	0-2		3-4		5-6		7-8		9-10		More Than 10		Grand Total	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%
Sale	Cows	6	1.0	25	4.3	10	1.7	1	0.1	1	0.2	0	0	43	7.4
Purchase		17	2.9	43	7.4	20	3.4	6	1.0	2	0.3	3	0.5	91	15.8
Sale	Cow and Calf	6	1.0	6	1.0	12	2.1	6	1.4	2	0.4	2	0.4	34	5.9
Purchase		8	1.4	42	7.3	26	4.5	16	2.8	4	0.7	0	0	96	16.7
Sale	Calves	7	1.2	0	0	0	0	0	0	0	0	0	0	7	1.2
Purchase		19	3.3	0	0	0	0	0	0	0	0	0	0	19	3.3
Sale	Bullocks	0	0	10	1.7	10	1.7	8	1.4	1	0.2	0	0	29	5.0
Purchase		4	0.7	3	0.5	16	2.8	4	0.7	4	0.7	0	0	31	5.4
Sale	Goats	8	1.4	5	0.9	0	0	0	0	0	0	0	0	13	2.3
Purchase		76	13.2	20	3.5	7	1.2	1	0.2	0	0	0	0	104	18.1
Sale	Sheep	9	1.6	1	0.2	0	0	0	0	0	0	0	0	10	1.74
Purchase		57	9.9	39	6.8	0	0	0	0	0	0	0	0	96	16.7

**3.1.8. Average Price Quoted**

During a purchase, the breed, colour, tail, height, and weight of the animal were taken into consideration. The choice made at the time of purchase was largely influenced by the physical strength and health of the cattle. The volume of transactions in the market indicates that for cows, the average sale price quoted is Rs 30176.47; for cows and calves,



it is Rs 35413.79. A price of Rs.12220 is indicated for calves. The quoted price for bullocks is Rs 85333. The goats are quoted at Rs.10937, and the sheep at Rs. 7571.42.



**Fig 3.3. Average Price quoted by sellers and buyers**

Those who desired to purchase however had different expectations. The buyers the estimated sale price was on an average Rs 23750 for cows, and for a cow with a calf, it is Rs 35071.42. The average price the buyers of bullocks were expecting was Rs. 80764.42. The sheep and goat were estimated at Rs. 10378.04 and Rs. 12338.57, respectively.

### 3.1.9. Reasons for the Proposed Sales, Purchases and Exchanges

The market participants who are sellers offer their livestock for various reasons. The majority (27.94%) sold their livestock to cover household expenses. The sellers reported that it is difficult to maintain cattle due to maintenance difficulties, particularly the unavailability of grass and water facilities (11.03%) and the unavailability of space for keeping cattle (14.71%).

The buyers purchased cattle for various reasons, such as for milk (20.14%), agricultural operations (52.63%), festivals (16.02%), cattle trading (5.26%), dairy (4.35%), etc.

**Table 3.8. Reasons for Sales, Purchase and Exchange**

Reason For Sale	N	%
Households Expenditure	38	27.94
Maintenance Difficulty	29	21.32
No space for keeping	20	14.71
Insufficient Grass and Water facilities	15	11.03
Due to old age	6	4.41
Decline in quantity of Milk	4	2.94
Health was not good	2	1.47
To buy new	18	11
For paying loan	2	1.47
Male calf	1	0.74
Infertile	1	0.74
<b>Total</b>	<b>136</b>	<b>100.00</b>

Reason For Purchase	N	%
Milk	88	20.14
Agricultural Purpose	230	52.63
Diary	19	4.35
Festivals	70	16.02
Meat Purpose	3	0.69
Slaughtering	3	0.69

### 3.1.10. The Previous Number of Attempts for Sale

Approximately 57% of the individuals involved had never tried to sell their livestock before. For the first time, they came to the market to sell their cattle. Approximately 27.94% of the cow sellers had previously made one or two efforts, and 8.82% had attempted to sell their animals three or four times. Approximately 5.88% made five to six attempts to sell their livestock.

The data from buyers revealed that majority (38.42%) had not made any attempt for purchases. Approximately 28.38% tried once or twice, and 28.82% attempted three to four times without success. Only a negligible number made more than five attempts. Those who have visited market for exchange their cattle, of course had made already made one or two attempts earlier.

**Table 3.9. Previous Number of Attempts for Sale, and Purchase**

S.No	Previous attempts	Sale		Purchase	
		N	%	N	%
1	0	39	57.35	88	38.42
2	1-2	19	27.94	65	28.38
3	3-4	6	8.82	66	28.82
4	5-6	4	5.88	8	3.49
5	7-8	0	0	1	0.43
6	Above 8	0	0	1	0.43
Total	68	100.00	229	100.00	

### 3.1.11. Successful Conclusion of Sales, Purchases and Exchanges

#### 3.1.11.1. Discrepancy Between the Actual and Forecasted Price

There was a discrepancy between the actual and forecasted pricing for sale transactions relating to cows. The average sale price of cows being Rs. 26608.70, the cows were sold on an average Rs. 5840/- less. This significant price differential is attributed to the role of intermediaries. Similarly, the average estimated price for a cow and a calf was Rs. 29000 which is less by Rs. 7196 to the average estimated price. A price of Rs. 8500 was typical for goat sales, which is Rs. 4000 less than anticipated. Another item sold for Rs 6100, or Rs 1700 less than anticipated, is sheep.

Interestingly, the interviews with buyers on the other hand showed that the buyers felt that they have actually paid more price than what they estimated. Though the cows were assumed to cost around Rs. 25, 000/- the actual sale price for them on an average worked out more by about Rs 8544.64. Cows and calves were purchased for Rs. 30671.05, with a price difference of Rs. 10013.15. The average cost of purchasing calves alone was Rs 11600, which was Rs 4227.27 greater than anticipated. Bullocks were purchased for an average of Rs. 69789.47, which is Rs. 4227.27 more than what was anticipated. The average price paid for goats was Rs.9909.52, which was Rs 3318.57 more than anticipated. Merely 1.16% of the respondents were dissatisfied with their purchase, whereas 51.16% thought it was good, and 47.44% said it was sufficient.

**Table 3.10. Details of the Type of Cattle, Transactions and their Proceedings**

S. No	Type Of Cattle	Sale (On average)		Purchase (On average)	
		Sale Price (In Rs.)	Diff B/W Expected & Actual Sale Price (Rs.)	Purchase Price (Rs.)	Diff B/W Expected & Actual Purchase Price (Rs.)
1	Cows	26608.70	(-)5840	24972.64	(+) 8544.64
2	Cow And Calf	29000.00	(-)7196	30671.05	(+) 10013.15
3	Calf/Calves	8800	(-)2066.67	11600	(+) 4227.27
4	Bullocks	64700	(-)15500	69789.47	(+) 19026.31
5	Goats	8500	(-)4000	9909.52	(+) 3318.57
6	Sheep	6100	(-)1700	8757.05	(+) 1555.05
Total		23951.45	(-)6050.45	25949.96	(+) 7780.83

**3.1.11.2.Details of Perception of Sale, Purchase and Exchange during Successful Conclusion**

Regarding the perception of sale, 10.3% agreed that their transaction was satisfactory, 7% considered their sale was good, and 5.3% were unsatisfied with their transaction. Similarly of the total buyers, 40% of the buyers considered it good, 34.67% were satisfied, and 1.67% were unsatisfied with their transactions.

**Table 3.11. Details of Perception of Sale, Purchase and Exchange during Successful conclusion**

S. No	Perception	Sale		Purchase		Exchange		Grand Total	
		N	%	N	%	N	%	N	%
1	Good	21	7.00	120	40.00	2	0.67	143	47.67
2	Satisfactory	31	10.33	104	34.67	0	0.00	135	45.00
3	Unsatisfactory	16	5.33	5	1.67	1	0.33	22	7.33
Total		68	22.67	229	76.33	3	1.00	300	100.00

**3.1.12. Details of the Waiting Period**

The sellers often have to wait for quite some time to be able to sell at a price that is satisfactory to them unless they are prepared to make a distress sale in view of some pressing domestic problem. The buyers too many a times cannot find suitable cattle for a

price they are ready to invest. Thus, it will be interesting to know how much time the sellers and buyers had to wait for concluding a sale or acquiring the animal. The waiting period could be quite some time in some cases since the buyers try to assess the health status of the animal carefully along with a preference for colour, horn shape etc. The market participants noted that buying bulls takes more time than buying cows in the market.

Most buyers try to acquire the animal that they need at least in a month’s time and so accordingly, they start assessing the market situations a month before they actually wish to get them. Similarly, sellers or exchangers also get prepared to take their cattle to market 2-3 times if they do not get the satisfactory price.

**3.1.13. Frequency of Unsuccessful Sale Attempts**

The cattle deal was not completed for some reason by many sellers. The sellers had a failed sale and claimed that they could not sell their cattle because no one offered them the amount they were expecting, even if the cattle were in good condition. Those who attempted to buy cattle but could not locate the right ones withdrew from the transaction, saying that they would try again in another cattle market where they would hopefully find a better one. Out of the total respondents contacted, 20 sellers could not conclude their sale and similarly 14 buyers failed to get the animal they were interested to buy. All these transactions failed because the sellers thought that they were not offered a reasonable price and the buyers did not get cattle of their choice. The buyers mostly could not sell cows for the rate that they wanted to. On the other hand, mostly, it is those who desired to buy bullocks reported that they failed to conclude a sale due to unavailability of cattle of their choice. The ones who wanted to buy goat and sheep had no great issues in concluding the sale.

**3.1.14. Support Sought for Sale/Purchase/Exchange Transactions**

When buying, selling, or trading cattle, most of the participants arrived at the market by themselves. A little over 20.33% arrived with friends, and a quarter came with one or more family members. Only 1.67% of the participants had agents or middlemen with them.

**Table 3.12. People Accompanied for Assistance**

Who Accompanied	Sellers		Buyers		Exchange		Grand Total	
	N	%	N	%	N	%	N	%
Single	33	11.00	106	35.33	2	0.67	141	47.00
Family Members	15	5.00	60	20.00	0	0.00	75	25.00
Close Kin	2	0.67	15	5.00	0	0.00	17	5.67
Friends	13	4.33	47	15.67	1	0.33	61	20.33
Intermediary Or Agent	5	1.67	0	0.00	0	0.00	5	1.67
Others	0	0.00	1	0.33	0	0.00	1	0.33
Total	68	22.67	229	76.33	3	1.00	300	100.00

Approximately 47% of the participants went to the market by themselves to make transactions. Approximately 36% brought one or two family members, whereas 15 % brought three or four people. An estimated 46.82% assisted with cattle care, 32.71%

investigated pricing negotiations, 16.24% aided in cow transportation, and 4% provided health advice on cattle, indicating a high level of care in the industry.

**Table 3.13. Number of Members Who Accompanied**

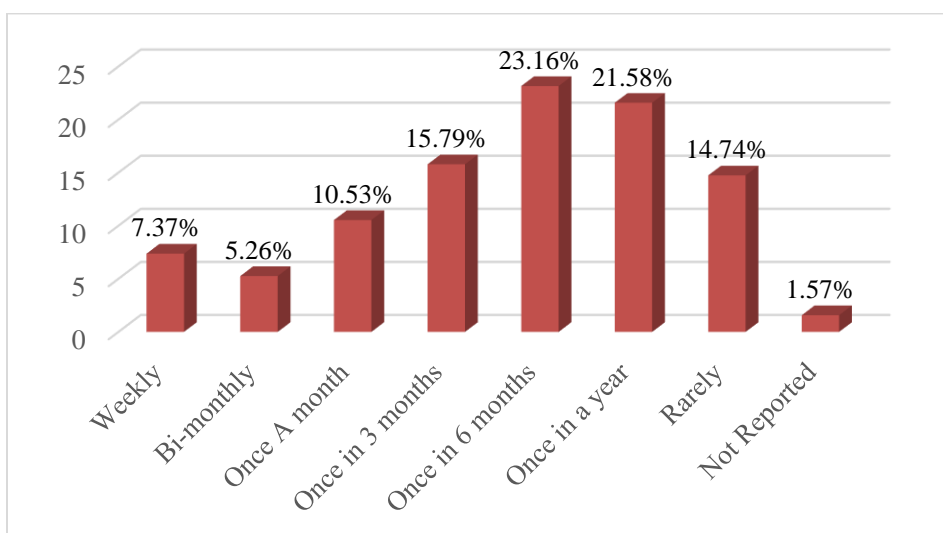
No. Members Accompanied	During Sale		During Purchase		During Exchange		Grand Total	
	N	%	N	%	N	%	N	%
Single	33	48.53	106	46.28	2	66.67	141	47.00
1-2	29	42.65	78	34.06	1	33.33	108	36.00
3-4	6	8.82	40	17.47	0	0	46	15.33
5-6	0	0	5	2.18	0	0	5	1.67
Total	68	22.67	229	76.33	3	1.00	300	100.0

### 3.2. PARTICIPATION OF FARMERS IN LIVESTOCK MARKET

Farmers constitute the majority of those engaged in livestock transactions at the Nanjangud cattle market. The farmers sold/bought the cattle both from the weekly markets and surrounding villages. Farmers rear livestock for various purposes such as agricultural activities, milk, and to enhance their household economy. In addition, some farmers act as traders or intermediaries in weekly markets. Furthermore, the farmers play a significant role in sustaining weekly cattle markets through active participation by rearing cattle.

#### 3.2.1. Frequency of Visits to the Market by Farmers

Farmers of different villages in Nanjangud Taluk are fully or partially dependent on the cattle market. Some farmers come from surrounding villages and engage as traders and intermediaries to enhance their household economy. Very few of the farmers frequently visit Nanjangud, including other local markets, and understand the fluctuations and conditions of the weekly market. The farmers visited once in six months (23.16%) or even rarely i.e once in a year (21.58%). The majority of others also reported that whenever there was a need to buy, sell, or exchange cattle, they visited weekly markets.



**Fig 3.4. Frequency of Visits to the Market**

**3.2.2. Purpose of Visit to Market by Farmers**

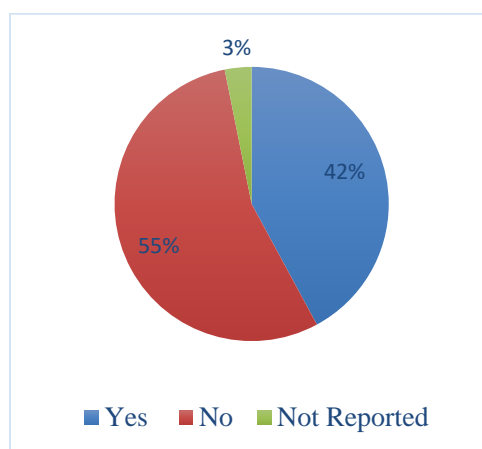
A total of 96.32% of the farmers visited the market to transact their livestock, and 5.26% came to support their kin in livestock transactions. There are 6.84% who played a crucial role in the market, evaluating the quality and price of cattle breeds. The farmers' market visits enable them to assess the market conditions and identify the new cattle varieties brought to the markets. The farmers can buy homebred cattle varieties if they visit them often and transact livestock as per their requirements. The farmers who visit the markets can also evaluate the cattle bought from the markets and villages. This helps farmers to choose the best quality cattle.

**Table 3.14. Purpose of Visits**

Purpose	Yes		No		Total
	N	%	N	%	N
Transact livestock	183	96.32	07	3.68	190
Render Support to Kin/Friend	10	5.26	180	94.74	190
Render Support in Identifying the Health of the Animal	07	3.68	183	96.32	190
To Know the Price of the Animal	35	18.42	155	81.58	190
To Know New Breeds	13	6.84	177	93.16	190

**3.2.3. Details of Operating in Other Livestock Markets in addition to the Present market by Farmers**

People often compare the Nanjangud cattle market with other nearest markets in terms of the price, quality, and health status of the animals. Of the total number, 42.10% depend on other markets, and Begur is one of them. Some revealed that they purchase the animal from one market, use it for economic benefits, and resell it in other markets for a better price or to buy a new breed from the resell market. People mainly transact cows, bullocks, sheep, and goats. Most farmers depend on other livestock markets to obtain better prices. A total of 63.75% of them preferred the best price for the market's preferences, as shown in the table below.



**Figure 3.5. Operation of Other Markets**

**Table 3.15 Preference of the Market**

Preference of Market	N	%
Better Price	51	63.75
No obligation for credit	09	11.25
Better chance of closing dealing	01	1.25
Practice followed for a long time	01	1.25
Better Price, No obligation for credit	01	1.25
Better Price; Better chance of closing dealing	13	16.25
Better Price, Practice followed for a long time.	01	1.25
No obligation for credit, a better chance of closing dealing, Practice followed for a long time.	02	2.5
No obligation for credit, Practice followed for long time.	01	1.25

### 3.2.4. Transaction amounts of Bullocks by Farmers

Most farmers rely on other weekly cattle markets to understand the price of cattle and transact various cattle, including bullocks. The farmers transacted bullocks the price of which varied between Rs 19000 to Rs. 200000. However, only a few of the farmers (18.18%) transacted bullocks at the price of one lakh to two lakhs, and a majority of them transacted bullocks between Rs 30000 and Rs. 70000. The higher price of bullocks was achieved based on the physical strength and appearance.

**Table 3.16. Price at which bullocks were transacted**

Transaction Amount	N	%
Below 19 thousand	1	4.55
20000-29000	2	9.09
30000-49000	7	31.82
50000-74000	4	18.18
75000-99000	3	13.63
100000-200000	4	18.18
Not Reported	1	4.55
Total	22	100.00

### 3.2.5. Transaction amounts of Cows, Calves and Goats by Farmers

The data show that 24.83% of them made transactions ranging between 50,000 - 74,000 rupees, 15.86% made transactions ranging between almost 19,000 -29,000, and another 0.34% made transactions of 1 lakh and above. The price of cows is based on their physical strength and quantity of milk production; that of goats and sheep is based on their physical health and weight.

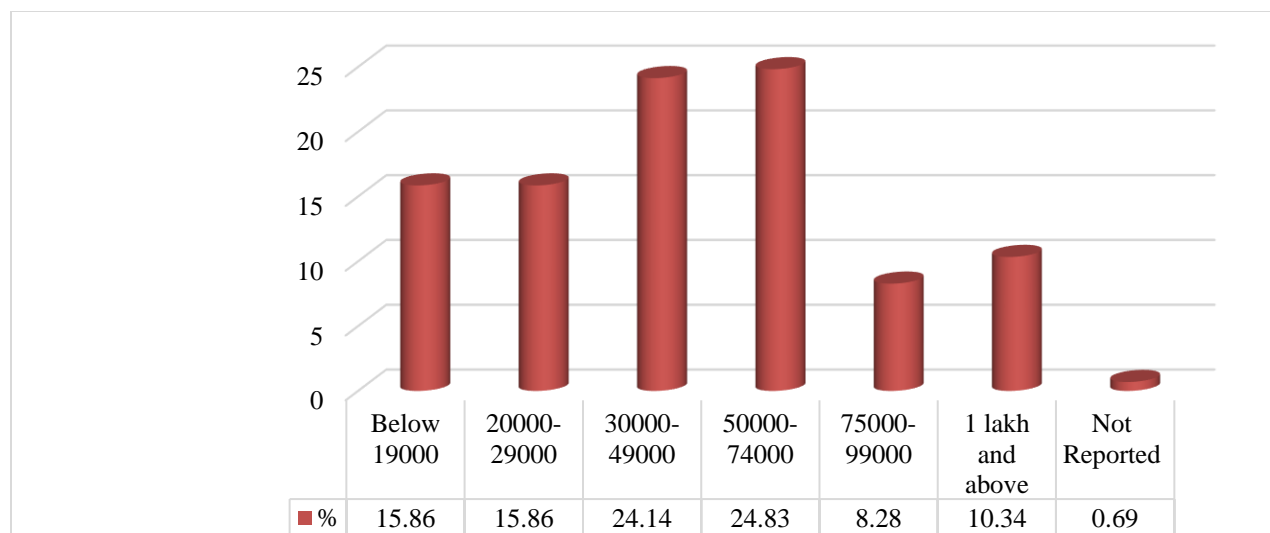


Fig 3.6. Details of the Number of Transaction Amounts of Cows, Calves and Goats

### 3.2.6. Benefits of market visits for Farmers

The farmers reported that the visit to markets by them will serve many latent functions. Further they also opined that if only some facilities are further improved, they will more fully get benefitted of their frequent visits to livestock markets. Most of them opined that acquisition of information on agricultural practices, the opportunity to build social networks, and the scope to acquire health information are important benefits of visiting these markets.

Table 3.17. Benefits of market visits to the farmers

S. No	Opportunities	N	%
1	Information on Agricultural Practices	51	26.84
2	Information on Govt. Scheme	03	1.58
3	Building Social Network	05	2.63
4	Acquisition of Health Information	02	1.05
5	Information on agricultural Practices, Information on Govt. Scheme, Building Social Network, Acquisition of Health Information	16	8.42
6	Information on agricultural Practices, Building Social Networks	06	3.17
7	Information on agricultural Practices, Building Social Networks, Acquisition of Health Information	15	7.89
8	Information on agricultural Practices, Acquisition of Health Information	05	2.63
9	Building Social Networks, Acquisition of Health Information	03	1.58
10	None of the above	80	42.10
11	Not Reported	04	2.12
Total		190	100.00



### 3.2.7. Changes in the Livestock Market

The farmers noted that significant changes have occurred in the markets over the years. Such changes are related to the engagement of participants, transaction of the cattle, price negotiations, and digital transactions. They also noted that these changes are impacting the market economy and thus leading to other changes that may be characterized as modern practices in the market systems.

**Table 3.18. Changes Occurring in the Market**

S. No	Particulars	Opinion	N	%
1	Participation of Farmers	Increased	138	72.63
		Decreased	41	21.58
		No Change	01	0.52
		Not Reported	10	05.26
Total			190	100.00
2	Participation of Traders	Increased	156	82.11
		Decreased	21	11.05
		No Change	02	1.05
		Not Reported	11	5.79
Total			190	100.00
3	The Volume of Livestock Transaction	Increased	152	80.00
		Decreased	26	13.68
		No Change	01	0.52
		Not Reported	11	5.79
Total			190	100.00
4	Facilities in the Market	Improved	134	70.53
		Not improved	20	10.53
		Constant	22	11.58
		No Facility	02	1.05
		Not Reported	12	6.31
Total			190	100.00
5	Tax Collection	Increased	160	84.21
		Decreased	02	1.05
		No Change	03	1.58
		No tax	10	5.26
		Not Reported	15	7.89
Total			190	100.00
6	Unofficial Payment	Prevailed	156	82.11
		No unofficial Payment	16	8.42

S. No	Particulars	Opinion	N	%
		Not Reported	18	9.47
Total			190	100.00
7	Facilities of transportation of Livestock	Increased	175	92.11
		Constant	01	0.52
		Not Reported	14	7.37
Total			190	100.00
8	Digital Transactions	Transacted	37	19.47
		Not Transacted	139	73.16
		Not Reported	14	7.37
Total			190	100.00
9	Price Negotiation	Good	145	76.32
		Not Good	25	13.16
		Constant	06	3.16
		Not Reported	14	21.58
Total			190	100.00
10	Fairness of Dealing	Increased	145	76.32
		Decreased	17	8.95
		Constant	07	3.68
		No Fairness	06	3.16
		Not Reported	15	7.89
Total			190	100.00

### 3.3. TRADERS

#### 3.3.1. Who Influenced to Take Up Cattle Trading?

The influence of peers in communities is significant, as seeing them succeed in cattle trading can inspire others to pursue the same path. The data show that 48.7% of traders are influenced by consanguineous kin to take up cattle trading; individuals rely on kin members to gain initial level training and confidence in performing cattle. The influences of family ties underscore the importance of tradition and the desire to continue this activity to increase economic transactions. With 11.6% influenced by community members and 10.6% influenced by friends, these kin networks help them create a supportive system and facilitate easier entry into the market.

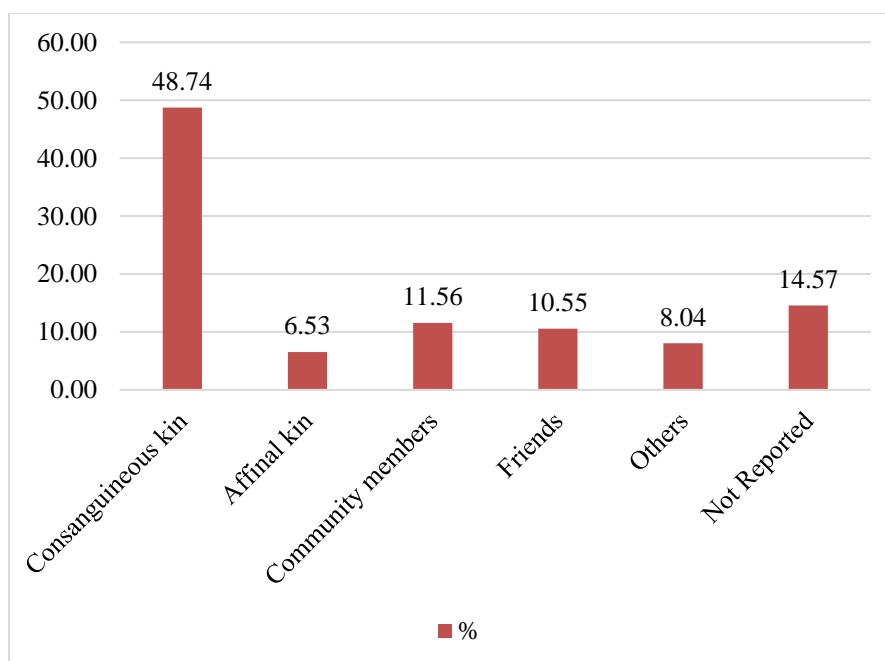


Figure 3.7. Influence on Traders in the Choice of Occupation

### 3.3.2. Requisite skills for success in the cattle trade

Table 3.19. Perception of Traders on Requisite skills

Type of Skills	N	%
Communication Skills	67	33.67
Assessment Skills	17	8.54
Knowledge on Market	6	3.02
Knowledge on Quality and Breeds	15	7.54
Convincing Skills	5	2.51
Smartness and Good Contacts	7	3.52
Good Negotiation Skills	19	9.55
Strong Social Networks	15	7.54
Knowledge on Cattle Health	2	1.01
Entrepreneurial and Communication Skills	19	9.55
Not Reported	27	13.57
Total	199	100.00

Building strong relationships with buyers, sellers, and other participants is vital in cattle economic transactions. Good communication helps establish trust and reliability, which are essential for long-term success; thus, 33.67% consider communication skills to be the most important factor in this activity. The ability to negotiate prices with other market participants is crucial for ensuring profitability in the weekly cattle markets. Traders need

to gain the trading skills related to balancing relations between buyer and seller by understanding their expectations, particularly the economic value of the cattle.

### 3.3.3. Types of Cattle Transacted by Traders

Different categories of livestock were transacted by the traders. The demand and availability of these cattle for different purposes, such as agricultural activities and dairy purposes, should be noted.

**Table 3.20. Types of Cattle Transacted**

S.No.	Types of Animals	N	%
1	Ox (only)	9	4.52
2	Buffaloes (only)	1	0.50
3	Ox, Goat and Sheep	4	2.01
4	Cow, Calves, Goat and Sheep	79	39.70
5	Cows and Calves	61	30.65
6	Cows and Calves and Ox	21	10.55
8	Goat and Sheep	22	11.06
9	Not Reported	2	1.01
Total		199	100.00

### 3.3.4. Types of Involvement in the Cattle Trade

The need for cattle in agriculture ensures a steady demand, making their resale a significant part of the Nanjangud livestock market. Draught animals often have a long working life and can be resold multiple times throughout their lifespan, providing ongoing revenue opportunities for traders. The steady income stream offers traders a sense of security and stability. The ability to resell draught animals' multiple times enhances traders' economic value and profitability.

**Table 3.21. Type of Involvement in the Cattle Trade**

S.No.	Trade Involvement	N	%
1	Resale of draught animals	115	57.79
2	Trade for meat business	26	13.07
3	Trade for hides	1	0.50
4	Resale of draught animals, Trade for meat business	50	25.13
5	Resale of draught animals, milching, trade for hides	4	2.01
6	Not Reported	3	1.51
Total		199	100.00

The table 3.20 demonstrates the primary involvement in the resale of draught animals (57.79%) and the combination of draught animal resale with the meat business trade (25.13%). This allows traders to maximize revenue streams and efficiently use resources, expand their customer base, and promote sustainability. The diversified approach enhances profitability and significantly reduces risk, ensuring a stable entrepreneurial opportunity in the livestock market.

### 3.3.5. Source of Livestock

The data indicate that self-reared animals are the primary source of livestock for trading (50.8%) because of their control over quality and health, cost efficiency, consistent supply, and ability to customize to market needs. Direct sourcing from farmers (20.6%) is also significant, providing access to diverse genetic stocks, building relationships, ensuring immediate availability, and supporting local communities. Both sources offer distinct advantages for livestock trading businesses' success and sustainability. By rearing their animals, traders have direct control over the quality and health of the livestock. They can ensure proper nutrition, care, and disease prevention from birth to the point of sale. Sourcing livestock directly from farmers provides access to a wider range of genetic stock and native (*naati*) breeds, which can be beneficial for increasing the diversity and quality of the herd. According to the interviewed traders, purchasing directly from farmers helps build strong relationships and networks within the agricultural community. This can lead to long-term partnerships and mutual benefits, paving the way for a promising future in the livestock trade.

**Table 3.22. Source of Livestock for Traders**

S.No.	Source	N	%
1	Self- Reared	101	50.75
2	Directly from Farmers	41	20.6
3	Directly from farmers, through other Markets	3	1.51
4	Intermediaries, Self-Rear and Directly from Farmers	1	0.5
5	Through Informant and Self-rear	2	1.01
6	Self-Rear, Markets	3	1.51
7	Through Informant or Intermediary	10	5.03
8	Through other Markets	15	7.54
9	Through other markets, Directly from Farmers, Self-Rear, other markets	4	2.01
10	Self-rear, Directly from Farmers and markets	11	5.53
11	Friends	1	0.5
12	Intermediary	4	2.01
13	Not Reported	3	1.5
Total		199	100

### 3.3.6. Dependency on Weekly Markets for Trade

The data show that a significant portion of traders rely heavily on weekly markets for cattle trading, with 42.71% depending on these markets for 26–50% of their trade and 30.15% relying on them for 51–75% of their business. It also highlights the importance of these markets as regular sales opportunities and platforms for price discovery and networking in the cattle markets. However, this dependency also exposes traders to competition and operational challenges in the market. To mitigate these challenges, traders may consider diversifying their sales channels and enhancing operational efficiency to enhance cattle trading. Traders can gauge the market value of their livestock via regular interactions, emphasizing the importance of market knowledge. This knowledge helps them identify social networks to grow their opportunities, and through that, they can connect with other market participants. Furthermore, the dependency on weekly markets can be sustained by collaboration with other fellow members for successful economic transactions.

**Table 3.23. Dependency on Weekly Markets**

S. No	Dependency	N	%
1	0-25%	31	15.58
2	26-50%	85	42.71
3	51-75%	60	30.15
4	76-100%	20	10.06
5	Not Reported	3	1.5
	Total	199	100

### 3.3.7. Sources of Capital for the Cattle Trade

The sources of capital for the cattle trade are personal savings and loans from friends and relatives. It is evident that savings are the major source of investment, at 74.37%. If there is no primary source of capital unavailable, then they take loans from friends and relatives to invest in cattle trading. They take loans from friends or other members on the interest base, which places them at an economic burden if they do not obtain profits from cattle trading. Mostly, traders do not prefer to take loans from others and try to invest from their personal savings to avoid the risks associated with borrowing.

**Table 3.24. Sources of Capital**

S. No	Source of capital	N	%
1	Savings	148	74.37
2	Loans from friends and relatives	35	17.59
3	Private Financers	2	1.01
4	Gifts from relatives	1	0.50
5	Others	1	0.50
6	Not Reported	12	6.03
	Total	199	100.00

### 3.3.8. Investment from Cattle Trading Profit

Traders invest their profit for increasing their assets such as houses, land, vehicles, gold, businesses, etc. Profits from cattle trading predominantly go into housing (16.08%) or both house and land (10.55%). Investment in various sources helps increase economic well-being and financial security.

**Table 3.25. Types of Investment**

S. No	Capital Uses	N	%
1	House (only)	32	16.08
2	House and Land	21	10.55
3	Land(only)	5	2.51
4	Vehicle(only)	2	1.01
5	Other Business	6	3.02
6	Other Business and land	1	0.50
7	Children Education	1	0.50
8	Competition	1	0.50
9	Education and Land	1	0.50
10	Family	1	0.50
11	Gold, Loan and house	1	0.50
12	House, Land and Vehicle	4	2.01
13	More Network in Trading	3	1.51
14	Others, specify (same business)	5	2.51
15	Not Reported	115	57.79
Total		199	100.00

### 3.3.9. Turnover in Cattle Trading

**Table 3.26. Current Turnover (Rupees)**

S. No	Range (in Rs.)	N	%
1	5000-20000	28	14.07
2	21000-40000	34	17.09
3	41000-60000	40	20.10
4	61000-80000	17	8.54
5	81000-100000	25	12.56
6	100000<	34	17.09
7	Not Reported	21	10.55
Total		199	100

With 20.1% of cattle traders reporting turnovers in the range of Rs. 41,000- 60,000 and 17.09% reporting turnovers over Rs. 100,000, there is significant variation. This variation in turnover reflects differences in the scale of operations, market experience, geographical location, types of livestock traded, and market conditions. For example, higher turnovers, such as those over 100,000 rupees, indicate better economic viability, profitability, and growth potential. On the other hand, lower turnovers, such as those in the range of

Rs. 41,000-60,000, highlight the need for additional support and resources. Most experienced traders with better market knowledge, established social networks, and effective trading strategies are able to achieve greater turnover. In contrast, newcomers or less experienced traders tend to have lower turnover rates, as they are still building their expertise and networks in the market.

### 3.3.10. Details of Expenditures by Traders

The traders in the livestock trading business allocate their budgets across various categories of expenditure. The majority of them made expenditures on transportation, with 74.87% of their budget being 1-10%, followed by livestock feed, to which 34.67% of the traders allocated 1-10% of their budget. Health care and commission expenses also show significant allocations, whereas public relations and employee/assistant expenses are minimal for most traders. Transportation costs are crucial for traders, as they allow transporters to transport livestock to the market every week from nearby villages.

**Table 3.27. Major Items of Expenditure**

Range (%)	Transportation		Health & care		Livestock feed		Commission		Public Relation		Employee/ Assistants	
	N	%	N	%	N	%	N	%	N	%	N	%
1-10	149	74.87	35	17.59	69	34.67	40	20.1	1	0.50	1	0.5
11-20	10	5.03	3	1.51	11	5.53	0	0	0	0.00	0	0
21-30	2	1.01	0	0.00	3	1.51	0	0	0	0.00	0	0
31-40	2	1.01	2	1.01	5	2.51	0	0	0	0.00	1	0.5
41-50	1	0.50	1	0.50	1	0.50	0	0	0	0.00	0	0
<50	1	0.50	0	0.00	1	0.50	0	0	0	0.00	0	0
Not Reported	11	5.53	42	21.11	20	10.05	25	12.6	0	0.00	0	0
Not Applicable	23	11.56	116	58.29	89	44.72	134	67.3	198	99.50	197	99
Total	199	100.00	199	100.00	199	100.00	199	100	199	100.00	199	100

### 3.3.11. Time Period for Purchasing to Resale/End Use

The average period from purchase to resale or end use in the livestock market varies, with 31.65% of traders reselling within a month and 27.14% reselling within 1–2 months. Quick resale is driven by the need for high turnover and seasonal market demand, as well as by minimizing holding costs and reducing depreciation risk. On the other hand, holding livestock for 1-2 months can improve their condition and value, align with strategic market timing, and manage logistical challenges. More importantly, it allows traders to be attentive to specific buyer needs, making them feel customer-oriented and enhancing their trader reputation. Thus, this balanced approach helps traders maximize profitability and maintain efficient operations in the livestock market. Moreover, some traders may hold livestock for 1–2 months to improve their condition, weight, and overall market value through proper



feeding and care. This period allows for minor health treatments or weight gain strategies. Certain periods may result in increased demand for livestock due to seasonal farming activities and festivals such as Sankranti, Ugadi, and Diwali. Quick resale capitalizes on these high-demand periods to maximize sales. The table below shows the average period from purchase to resale or end use in the livestock market.

**Table 3.28. Average time period from purchase to sale/end use**

S.No.	Average Time Period	N	%
1	>1 month	63	31.65
2	<1 to 2 month	1	0.5
3	1-2 month	54	27.14
4	3-4 month	31	15.58
5	5-6 month	50	25.13
Total		199	100

### 3.3.12. Categorization of Assistants

Using a combination of assistants such as friends and relatives allows traders to balance the costs and benefits of different types of support, optimizing their resource allocation. Some traders prefer to work independently to maintain full control over their operations and decision-making processes. Family members, who are often seen as trustworthy and reliable, are a preferred choice for assistance. They share a vested interest in the success of the family business, fostering a sense of unity and a common goal. The trust factor can enhance operational efficiency and ensure the smooth execution of business activities without concerns about reliability or loyalty. The data indicate the different categories of assistants that livestock traders rely on for help. A total of 37.7% rely on family members only, 15.1% work with friends only, and 38.7% have no assistants. Very few traders use a combination of friends and family or other types of assistants. Family members are typically more flexible and available to help as needed, providing assistance during peak times or emergencies without the constraints of formal employment terms. Moreover, friends who assist through mutual support and collaboration, often in exchange for reciprocal help or future favours, create a sense of community and shared responsibility.

**Table 3.29. Categories of Assistants**

S.No.	Category	N	%
1	Family members (only)	75	37.7
2	Friends and Family	6	3.02
4	Friends(only)	30	15.1
5	Partners	2	1.01
6	Others	1	0.5
7	No	77	38.7
8	Not Reported	8	4.02
Total		199	100

### 3.3.13. Tasks Assigned to Assistants

Proper animal care ensures that livestock remain healthy and market-ready, which is critical for maintaining high-quality standards and achieving good market prices. Animal care is a labour-intensive task that requires consistent attention and effort. Assigning these tasks to assistants helps distribute the workload and ensures that the animals receive adequate care. Efficient transportation management reduces the risk of injuries, stress, and delays, ensuring that animals arrive at the market in good condition and that assistants play a key role in managing these tasks. Effective client identification and negotiation strategies can lead to better sales outcomes, improved client satisfaction, and increased market share; hence, assistants who handle these tasks can help traders access new opportunities. Price negotiation requires strategic skills to ensure favourable terms for the trader. Assistants with negotiation expertise mostly help achieve better deals and maximize profits; thus, only some assistants may be assigned to this job. In the table, a significant portion of traders operate without assistants, likely due to small-scale operations, resource constraints, or a preference for independent work.

**Table 3.30. Types of tasks assigned to assistants**

S.No.	Task assigned	N	%
1	Care of Animals	54	27.14
2	Transportation and Care	1	0.50
3	Transportation of Animals	39	19.60
4	Identification of Clients	12	6.03
5	Information Dissemination	2	1.01
6	Price Negotiation	6	3.02
7	Not Reported	85	42.71
Total		199	100.00

### 3.3.14. Factors Affecting Livestock Trading

The data indicate that weather-related factors are the most significant, with 9.05% of traders identifying them as critical. Additionally, a substantial portion of the traders (59.3%) did not respond to it. This reflects that some traders may not be fully aware of or understand the influencing factors that affect livestock markets, leading to nonresponses. This finding also indicates that traders may perceive it as irrelevant to their immediate concerns or may be uncertain about the specific factors influencing the market. However, they noted that they have been coping with new market strategies and are able to accept these changes to market competition. Effective implementation of weather risk management strategies through community participation and awareness is needed to enhance market-oriented solutions for the sustainable growth of this sector.

**Table 3.31. Factors Affecting Livestock Markets**

S. No.	Factors	N	%
1	Weather- related	18	9.05
2	Government Policies	1	0.5
3	Others	11	5.52
4	No	51	25.63
5	Not Reported	118	59.3
Total		199	100

### 3.3.15. Markets Accessed for Livestock Trading

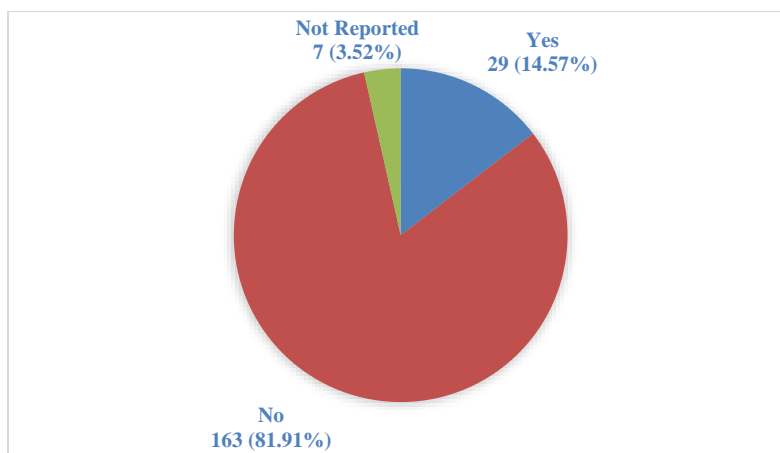
The data show that the majority of livestock traders (94.97%) operate within their state, benefitting from local market familiarity, lower transportation costs, simplified regulatory compliance, and strong local networks. However, a small percentage (2.51%) engage in interstate trading, which offers access to larger markets and diversification opportunities but comes with higher transportation costs and regulatory challenges. Strategic market expansion, investment in logistics, and regulatory expertise help them opt for interstate operations. By balancing the benefits and challenges of intrastate and interstate trading, livestock traders can optimize their market access strategies and achieve economic growth.

**Table 3.32. Types of Markets Access to Livestock Trading**

S. No.	Type	N	%
1	Intrastate	189	94.97
2	Interstate	5	2.51
3	Both Interstate and Intrastate	3	1.51
4	Not Reported	2	1.01
Total		199	100

### 3.3.16. Use of Social Media Platforms

Most livestock farmers, traders, and intermediaries rely on traditional methods to transact cattle with direct interactions in markets that have been effective for older generations. Traditional practices provide a sense of reliability and trust built over time but may limit exposure to new opportunities available through digital platforms. Traders who embrace digital platforms can benefit from market expansion, enhanced customer engagement, effective marketing, and streamlined operations. However, it is one of the barriers to older generations who are not able to use social media to raise businesses and who are fully dependent on the traditional way of making familiarity with others with their businesses. The data show that most livestock traders (81.91%) do not use social media or digital platforms, while only 14.57% utilize these technologies. Notably, a recent trend has been observed in the integration of mobile phones to expand their business and popularise their services within limited circles. The young generation is gradually improving their social media services, mostly within their circle, by using WhatsApp or Facebook.



**Fig 3.8. Use of Social Media and Digital Platforms**

### 3.4. INTERMEDIARIES

Intermediaries (*dallali*) render their services to those who sell and purchase cattle on the market. They need to possess more knowledge about weekly markets and situations that they visit and engage as intermediaries.

#### 3.4.1. Age of Entry into this Service as Intermediary

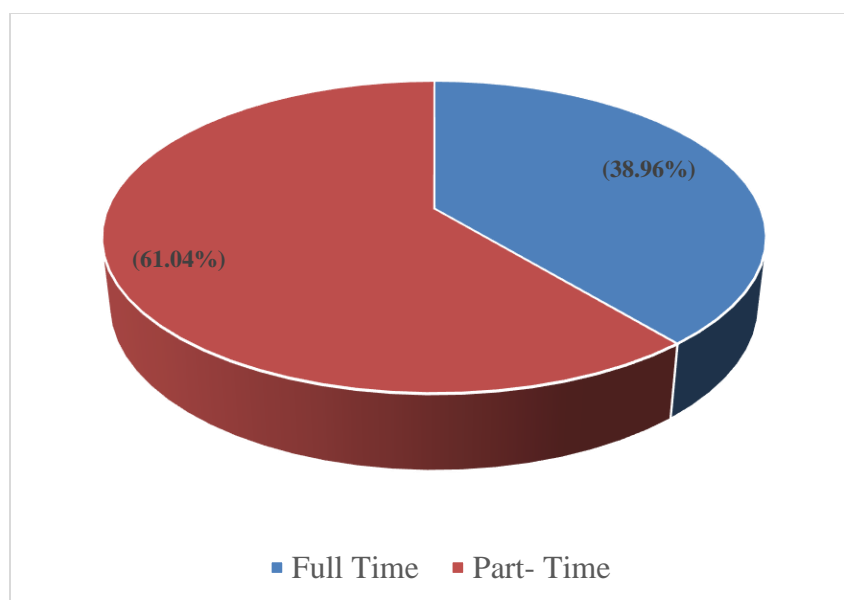
Entry into the intermediary service at a young age helps them acquire skills to act as intermediaries for various cattle deals at an early age. Entry at a young age provides several experiences to individuals engaging as intermediaries. Majority of the intermediaries were thus found to have started learning skills and entered into this profession when they were aged less than 30 years.

**Table 3.33. Age of Entry into Service**

S. No	Age (Years)	N	%
1	<20	24	31.17
2	21 – 30	15	19.48
3	31 – 40	26	33.77
4	41 – 50	11	14.29
5	51 – 60	1	1.30
6	Above 60	0	0.00
Total		77	100.00

#### 3.4.2. Nature of Work

Depending on their time, they dedicate some time to engaging as intermediaries, which can be categorized into full-time and part-time intermediaries. As mentioned above, mediating a deal is a secondary occupation for those engaged in the intermediary service. Among them, 61.04% engage part-time, and 38.96% are full-time practitioners of intermediaries. As mentioned earlier, most intermediaries opted for this activity as a secondary occupation (71.43%), reflecting that they also engaged in other occupational activities to increase their household economy.



**Fig 3.9. Distribution of the Intermediaries by Work Time**

### 3.4.3. Rendering Service as Intermediary

The role of experienced intermediaries in facilitating the profitable transactions is significant in cattle markets. Approximately 33.76% of intermediaries engaged in local cattle markets have fifteen to thirty years of experience. Moreover, some intermediaries (22.08%) possessed over thirty years of expertise in conducting intermediary operations. The older intermediaries also impart the managerial and communication skills necessary to be intermediate. The table below depicts the years of experience they possess.

**Table 3.34. Rendering the Service as an Intermediary**

S. No	Experience (in years)	N	%
1	1-5	10	12.99
2	6-10	19	24.68
3	11-15	5	6.49
4	16-20	13	16.88
5	21-25	4	5.19
6	26-30	9	11.69
7	More than 30 years	17	22.08
Total		77	100.00

### 3.4.4. Distance Travelled by Intermediaries

Most intermediaries, 29 (37.66%), travelled between 10 and 20 km from their residence to the market. Some of them travel within ten kilometres. Notably, they travel by various modes of transport facilities, such as their motor bicycles, government buses, autos, and other locally available vehicles to reach the cattle market.

**Table 3.35. Distance travelled by intermediaries**

S. No	Distance (km)	N	%
1	< 5	4	5.19
2	5-9	11	14.29
3	10-20	29	37.66
4	21 - 30	4	5.19
5	31-40	1	1.30
6	41-50	2	2.60
8	Not Reported	26	33.77
Total		77	100.00

### 3.4.5. Choice of Profession

The data show that more than half of the intermediaries engaged in this activity by choice. The intermediaries also noted that some of them were visiting the markets to assist their kin, and that prompted them to opt for this activity.

**Table 3.36. Selection of occupation by free choice**

S. No	Opinion	N	%
1	Yes	48	62.34
2	No	29	37.66
Total		77	100.00

### 3.4.6. Motivation to Take Up the Profession

Various factors prompted people to engage as intermediaries as a source of income, such as livelihood, a good network of relationships and the opportunity to earn a good income. The table below depicts the factors that prompted them to take up intermediaries as professionals.

**Table 3.37. Factors that Motivated to choose the profession**

S. No	Motivated Factors	N	%
1	Livelihood	7	24.14
2	Livelihood and Good network of relationships	3	10.34
3	Livelihood and opportunity to earn good income	10	34.48
4	Good network of relationships	9	31.03
Total		29	100.00

### 3.4.7. Influence to Take Up the Intermediary

**Table 3.38. Who Influenced to Take Up the Intermediary**

S. No	Who Influenced?	N	%
1	Consanguineous kin	50	64.94
2	Community Member	7	9.09
3	Friends	20	25.97
Total		77	100

Intermediaries are influenced by consanguineous kin (64.94%) and friends (23.38%). The members who engaged in this activity were influenced by their kin members through social interactions, such as daily conversations, which provided insights into market situations and time management. These interactions played a significant role in choosing the profession.

### 3.4.8. Service Conditions

The buyer or seller mostly intimates the intermediaries to obtain suitable cattle per their requirements. The data show that most intermediaries, 66 (85.71%), prefer to make prior appointments before the market day. This helps them inquire about suitable and healthy cattle as per the request received from the buyer. If the intermediaries are not getting the cattle as per the request of the buyer, the intermediaries inquire with their fellow members to obtain suitable cattle. This helps them obtain successful transactions and can fulfil buyer expectations within the stipulated time.

**Table.3.39. Prior Appointment and Intermediary Service**

S. No	Prior Appointment	N	%
1	Yes	66	85.71
2	No	11	14.29
Total		77	100.00

### 3.4.9. Fixation of Appointments by Intermediaries

Intermediaries mostly preferred to fix their appointments through personal meetings and telephone interaction 54 (70.13%). Prior appointments are reported to enable the closing of the deal early and saving of time. After receiving requests from the buyer through meetings, the intermediaries can ask other intermediaries/ traders/ farmers for the requirements of the buyer/seller to get suitable cattle.

**Table 3.40. Fixation appointments by Intermediaries**

S. No	Type of Appointments	N	%
1	Personal meeting	6	7.79
2	Both personal meeting and telephone	54	70.13
3	Telephone call	3	3.90
4	Through clients	2	2.60
5	Through clients and personal meeting	1	1.30
6	Not Reported	11	14.29
Total		77	100.00

### 3.4.10. Operating in Other Livestock Markets by Intermediaries

Intermediaries can significantly enhance their economic benefits by diversifying their market engagement. They can also gain more economic deals and opportunities and increase their income levels through regular participation in other markets. The data show that a majority of intermediaries (67.53%) who operated in multiple local cattle markets experienced a significant increase in their income.

**Table 3.41. Operating in Other Livestock Markets**

S. No	Other markets	N	%
1	Yes	52	67.53
2	No	25	32.47
Total		77	100.00

### 3.4.11. Approximate Deals and Earnings by Intermediaries

The economic returns of each intermediary are influenced by their participation in the market. Approximately 20 cattle transactions occur every month, with roughly 64.94% of the intermediaries conducting at least nine deals per month. The success or failure of these transactions is determined by the preferences of the cattle buyers and sellers and their preferences and the requirements of the cattle.

**Table 3.42. Deals in a Month on Average by Intermediaries**

S. No	Deals in a Month	N	%
1	1-9	50	64.94
2	10-19	17	22.08
3	20-29	7	9.09
4	30-39	3	3.90
Total		77	100.00



### 3.4.12. Terms and Conditions of Intermediary Service

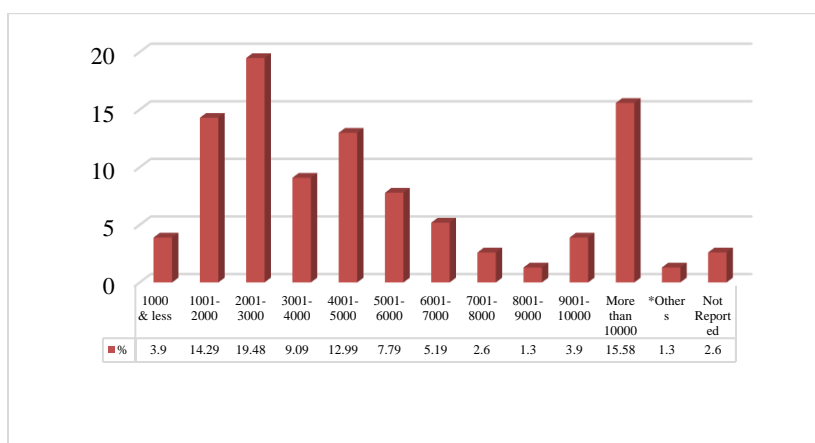
The terms and conditions of the intermediary service, designed to sustain economic relationships between the buyer and seller, are adaptable to various situations. There are few restrictions on their terms and conditions regarding their economic relations with intermediaries. Only 31.17% maintain a fixed amount, and 23.38% give their service on the basis of the percentage of the total deal of the cattle sale price.

**Table 3.43. Terms and Conditions**

S. No	Terms and Conditions	N	%
1	Fixed Amount	24	31.17
2	% of total deal	18	23.38
3	Based on Client Wishes	1	1.30
4	Depending on the Trust	4	5.19
5	Depends on Customers	22	28.57
6	No Fixed Price	1	1.30
7	None	4	5.19
9	Not Doing for Monetary Benefit	1	1.30
10	Not Reported	2	2.60
Total		77	100.00

### 3.4.13. Average Earning Per Month through Intermediary Service

The average earnings of intermediaries in a month are based on their participation in the market days and deals of the type of cattle in the markets. The economic returns of the cattle transactions also vary from market to market, on the basis of the season, particular demand for the type of cattle (country or hybrid cattle), and the total number of cattle. All of these aspects determine the monthly earnings for their intermediary service. The table below shows the average earnings of the intermediaries who rendered their service.



**Fig 3.10. Average Earnings per Month through Intermediary Service**

### 3.4.14. Intermediaries and Clients

**Table 3.44. Clients of the Intermediaries**

S. No	Clients	N	%
1	Person of Surrounding Villages	4	5.19
2	Persons of Native Village	4	5.19
3	Acquaintances through Clients	9	11.69
4	Acquaintances through Clients, Persons of Native and Surrounding Villages	5	6.49
5	Acquaintances through Clients, Persons of Native Villages	1	1.30
6	Persons of Native and Surrounding Village	53	68.83
7	Acquaintances through Clients, Person of Surrounding Villages	1	1.30
Total		77	100.00

The majority of clients of intermediaries (68.83%) are from nearby and local villages. These transactions not only help them to increase the intermediary's economy but also help enhance their social networks. The relationship between the clients and intermediaries is sustained on the basis of the trust and integrity of past and present transactions, highlighting the importance of these values in continuing their economic relationships.

### 3.4.15. Response of the Intermediaries towards the Changes in the Cattle Markets

The intermediaries reported various changes on the basis of their experience and observations of the cattle markets. These observations are not only limited to their cattle markets but also concern the changes in time and space that impact their market life. They noted various progressive changes in the participation of farmers (87.01%), the participation of traders (81.82%), the volume of cattle transacted (85.71%), facilities in markets (72.73%), tax collections (48.05%), unofficial payments (35.06%), the transportation of cattle (74.03%), digital transactions (16.88%), price negotiations (28.57%) and the fairness of deals (10.39%). The demand for cattle has increased mainly for milk products and meat. In addition, recent changes in technological adoption, particularly e-payments for economic transactions, have also been observed in cattle markets. This change is one of the most significant aspects in cattle markets. It is gradually becoming more dependent on mobile phones for digital transactions, which helps them practice cashless transactions that reduce disputes between the participants in a particular transaction.

**Table 3.45. Response of the Intermediaries towards the Changes in the Cattle Markets**

S. No.	Changes	N	%
<b>Participation of Farmers</b>			
1	Increased	67	87.01
2	Decreased	8	10.39
3	Not much Changes	2	2.6
Total		77	100
<b>Participation of Traders</b>			
1	Increased	63	81.82
2	Decreased	10	12.99
3	Not much Changes	3	3.90
4	Not Reported	1	1.30
Total		77	100.00
<b>Volume of Cattle Transacted</b>			
1	Increased	66	85.71
2	Decreased	9	11.69
3	Not much Changes	2	2.6
Total		77	100
<b>Facilities in the Markets</b>			
1	Increased	56	72.73
2	Decreased	6	7.79
3	Not much Changes	13	16.88
4	Not Reported	2	2.60
Total		77	100.00
<b>Tax Collections</b>			
1	Increased	37	48.05
2	Decreased	6	7.79
3	Not much changes	29	37.66
4	Not Reported	5	6.49
Total		77	100.00
<b>Unofficial Payments</b>			
1	Increased	27	35.06
2	Decreased	1	1.3
3	Not much Changes	37	48.05
4	Not Reported	12	15.58
Total		77	100
<b>Transportation of Cattle</b>			
1	Increased	57	74.03
2	Decreased	2	2.60
3	Not much Changes	14	18.18

S. No.	Changes	N	%
4	Not Reported	4	5.19
Total		77	100.00
Digital Transactions			
1	Increased	13	16.88
2	Not Using	50	64.94
3	Introduced but Very Less	12	15.58
4	Not Reported	2	2.60
Total		77	100.00
Price Negotiations			
1	Increased	22	28.57
2	Decreased	7	9.09
3	Not much Changes	34	44.16
4	Fair	8	10.39
5	Not Fair	1	1.3
6	Not Reported	5	6.49
Total		77	100
Fairness of Deals			
1	Increased	8	10.39
2	Decreased	27	35.06
3	Not much Changes	32	41.56
4	Fair	6	7.79
5	Not Reported	4	5.19
Total		77	100

It chapter highlighted the significant economic dimensions of weekly livestock markets. It is highlighted that these markets play a key role in interactions between different market participants and in enhancing their role in sustaining weekly markets. Market participants have different economic strategies and accordingly expand their economic well-being by regularly participating in weekly markets. Supply and demand are the most essential factors in determining the price of cattle in weekly markets. Animal characteristics also influence the market price of cattle. General appearance is an important factor in deciding the price of cattle. The breed of cattle plays a vital role in influencing its price in the cattle market. Overall, health conditions also play an important role in determining cattle prices. The economic returns of cattle transactions vary from market to market, depending on the season, particular demand for the type of cattle (country or hybrid cattle), and the total number of cattle. The price of cattle is determined by negotiation/bargaining between sellers and buyers, a process that requires skill and understanding of the market. Furthermore, economic relations depend mainly on the quick closing of the economic deal of a particular cattle transaction by maintaining good social relations in the weekly markets.

## Chapter 4

# SOCIAL FACETS

The social facts and dynamics are prime elements to be studied in order to know the world of livestock markets. The understanding of livestock markets will remain inadequate and may even turn misleading, if the social facets of the market are not explored enough. The social relationships among the market participants in a given setting, are a key aspect of market sustainability. Maintaining economic relationships through social connections is a complex and important process that promotes market sustainability and the well-being of various communities. Periodic markets provide sustaining livelihood through social interactions (Addai et al., 2023). Furthermore, the cattle markets serve as a significant platform for community participation, sustaining the market as an institution and fostering relationships for economic purposes, thereby underlining the importance of community engagement in economic sustenance.

Social interactions involve reciprocal relationships that form and enrich the social networks. The reciprocal relationships include passing a deal to the fellow market participants depending on the suitability, fulfilling the expectations of the buyers by the traders or intermediaries by providing information, completing a transaction successfully by supporting each other, etc. Trader's and intermediary's expertise and knowledge play crucial role along with their social capital. In addition, it is also reported that if any social function occurs, they all participate, which not only strengthens their social networks, but also fosters a community feeling. Social participation keeps the livelihood security of farmers by comprehending the socio-demographic aspects and some of the key social elements influence the factors related to social participation and interactions, as well as their networks, affecting the market economy, which sustains the cattle markets (Panchbhai et al., 2017). It fortifies their updating knowledge and enhances livelihood opportunities and helps the cattle owners to increase their entrepreneurial prospects or any network in their social circles (Chavan et al., 2023).

The Nanjangud and its surrounding areas are numerically dominated by specific castes like Kuruba *Gowda* (OBC), Lingayath (General), Kumbara *Shettru* (OBC), Uppara *Shettru* (OBC), Adi Karnataka (SC), Adi Jambava (SC), Nayaka (ST) and Vokkaliga (General). The major religion is Hinduism. People practising Islam and those practising Christianity are also present in the studied areas. Kannada is the main language of the region. The interplay between these varying elements with the market and its associated aspects is discussed in detail in the following paragraphs.

### 4.1. Building Social Networks

The cattle markets play a vital role in expanding one's social circles through active participation involving mutual support systems, negotiation and cooperation among the buyers, sellers and other market participants. The buyer and seller have intense and prolonged conversations during the bargaining process. Transactions can be successful if they have some sort of bonds among them. If they are part of one or the other social network, the procedures can be smooth and fruitful. These social networks depend on values like trust and follow.

**Table 4.1. Opinion on benefits of Regular Participation for New Contacts**

Leads to New Contacts	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	108	56.8	127	63.8	57	74.0
No	79	41.5	71	35.6	18	23.3
No Response	3	1.58	1	0.5	2	2.6
Total	190	100	199	100	77	100

Regular participation in the cattle markets helps the members understand the market situations and enhances their social circles. Their participation helps to get information related to prices and market fluctuations and foster networks outside their immediate social circles through their interactions in the market. Expanding social networks, including their existing social circles gives new economic opportunities and enhances cattle transactions.

**Table 4.2. New Contacts and Social Network**

S. No.	Add to the Social Net work	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	106	98.14	127	100.0	37	74.02
2	No	1	0.93	0	0.00	18	23.38
3	Not Reported	1	0.93	0	0.00	2	2.60
Total		108	100.0	127	100.0	57	100.0

Majority of the members, especially traders and intermediaries reported that regular participation in livestock markets helps them to meet people who were earlier not in their social circle. The interactions such as buyer-seller, buyer-buyer, seller-seller, buyer-intermediary and seller-intermediary lead to the formation of networks. Most of the respondents have stated that the new contacts met in the market usually become part of their social network.

**Table 4.3.1. Typology of New Contacts – Farmers**

S. No.	Category		Yes	No	Not Reported	Total
1	Tax Collection and Space Management Staff	N	17	170	3	190
		%	8.95	89.47	1.58	100.00
2	Government Officials	N	16	171	3	190
		%	8.42	90.00	1.58	100.00
3	Political Leaders	N	9	178	3	190
		%	4.74	93.68	1.58	100.00
4	Insurance Agents/Officials	N	65	122	3	190
		%	34.21	64.21	1.58	100.00
5	Transportation Personnel	N	46	141	3	190
		%	24.21	74.21	1.58	100.00
6	Private Financers and Moneylenders	N	16	171	3	190
		%	8.42	90.00	1.58	100.00
7	People Running Petty Businesses	N	17	170	3	190
		%	8.95	89.47	1.58	100.00
8	Wholesale Merchants	N	11	176	3	190
		%	5.79	92.63	1.58	100.00

9	Service Providers	N	40	147	3	190
		%	21.05	77.37	1.58	100.00
10	Livestock Traders	N	85	102	3	190
		%	44.74	53.68	1.58	100.00
11	Intermediaries	N	90	97	3	190
		%	47.37	51.05	1.58	100.00
12	Ethno-veterinary Specialists	N	59	128	3	190
		%	31.05	67.37	1.58	100.00
13	Fellow Farmers	N	62	125	3	190
		%	32.63	65.79	1.58	100.00

Intermediaries, traders, fellow farmers, insurance officials and ethno-veterinary specialists, transporters and service providers are the highly probable new contacts in case of farmers. Traders happen to meet farmers, intermediaries, service providers, transporters, insurance officials, fellow traders and ethno-veterinary specialists and add them to their social network. In case of intermediaries, there is a high chance of traders, farmers, fellow intermediaries, service providers, ethno-veterinary specialists, transporters and insurance officials becoming part of their social network.

**Table 4.3.2. Opportunity of New Contacts for Traders**

S. No.	Category		Yes	No	Not Reported	Total
1	Tax Collection and Space Management Staff	N	24	169	6	199
		%	12.06	84.92	3.02	100.00
2	Government Officials	N	20	171	8	199
		%	10.05	85.93	4.02	100.00
3	Political Leaders	N	15	178	6	199
		%	7.54	89.44	3.02	100.00
4	Insurance Agents/Officials	N	60	132	7	199
		%	30.15	66.33	3.52	100.00
5	Transportation Personnel	N	68	125	6	199
		%	34.17	62.81	3.02	100.00
6	Private Financers and Moneylenders	N	33	159	7	199
		%	16.58	79.90	3.52	100.00
7	People Running Petty Businesses	N	26	167	6	199
		%	13.06	83.92	3.02	100.00
8	Wholesale Merchants	N	36	157	6	199
		%	18.09	78.89	3.02	100.00
9	Service Providers	N	76	118	5	199
		%	38.19	59.30	2.51	100.00
10	Farmers	N	107	86	6	199
		%	53.77	43.21	3.02	100.00
11	Intermediaries	N	88	104	7	199
		%	44.22	52.26	3.52	100.00
12	Ethno-veterinary Specialists	N	56	135	8	199
		%	28.14	67.84	4.02	100.00
13	Fellow Traders	N	58	130	11	199
		%	29.14	65.33	5.53	100.00

Other categories of people like tax collection and space management staff, government officials, political leaders, moneylenders, petty vendors, etc. that form part of the market participants may also be added to the newly formed social networks of different categories of people. These statistics are probably due to the differences and overlaps in the needs.

**Table 4.3.3. Opportunity of New Contacts for Intermediaries**

S. No.	Category		Yes	No	Not Reported	Total
1	Tax Collection and Space Management Staff	N	2	73	2	77
		%	2.60	94.80	2.60	100.00
2	Government Officials	N	6	69	2	77
		%	7.79	89.61	2.60	100.00
3	Political Leaders	N	6	69	2	77
		%	7.79	89.61	2.60	100.00
4	Insurance Agents/Officials	N	13	62	2	77
		%	16.88	80.52	2.60	100.00
5	Transportation Personnel	N	14	61	2	77
		%	18.18	79.22	2.60	100.00
6	Private Financers and Moneylenders	N	4	71	2	77
		%	5.19	92.21	2.60	100.00
7	People Running Petty Businesses	N	6	69	2	77
		%	7.79	89.61	2.60	100.00
8	Wholesale Merchants	N	0	75	2	77
		%	0.00	97.40	2.60	100.00
9	Service Providers	N	19	56	2	77
		%	24.67	72.73	2.60	100.00
10	Farmers	N	49	27	1	77
		%	63.64	35.06	1.30	100.00
11	Livestock Traders	N	51	24	2	77
		%	66.23	31.17	2.60	100.00
12	Ethno-veterinary Specialists	N	15	60	2	77
		%	19.48	77.92	2.60	100.00
13	Fellow Intermediaries	N	34	41	2	77
		%	44.15	53.25	2.60	100.00

Peer networks among farmers and traders foster collaboration, information sharing and risk mitigation, while relationships revolving around intermediaries facilitate transactions and market access. Although less common, strategic engagement with government officials and political leaders can provide regulatory and policy benefits.

#### 4.2. Identity and Social Network

The sense of belonging and shared social identity facilitates the growth of networks and the expansion of economic opportunities. The influence of social identities like caste, religion, region, etc. on the network formation during market transactions cannot be overruled. It is actually acknowledged by many respondents.



**Table 4.4. Significance of Social Identities in Network Formation**

S. No.	Whether social identities matter?	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	55	28.95	18	9.05	8	10.39
2	No	132	69.47	181	90.95	65	84.42
3	Not Reported	3	1.58	0	0.00	4	5.19
Total		190	100.00	199	100.00	77	100.00

The table provides a deeper insight into the extent of influence of social identities on this network formation during livestock trade in case of the respondents who acknowledged such an influence. The influence exists at considerable levels.

**Table 4.5. Degree of Significance of Social Identities**

S. No.	Degree of Significance	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Marginal	21	38.18	10	55.55	2	25.00
2	Considerable	29	52.73	7	38.89	5	62.50
3	High	5	9.09	1	5.56	1	12.50
Total		55	100.00	18	100.00	8	100.00

It was reported that identity becomes a criterion of importance as it is easy to mobilize the support of other family members in case of similar identities. Attitude match also serves as one of the important reasons behind this significance of identities. These reasons highlight the importance of familial support and cultural cohesion in influencing business practices. Simultaneously, the influence of identities cannot be overstated. Some market participants have reported that social identities will not be a significant concern for the transaction. Most of them noted that these relationships are related to economic matters, and during the economic transactions, identities are not depended upon.

**Table 4.6. Reasons behind the Significance of Social Identities**

S. No.	Reason	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Ease in mobilizing the support of other family members	31	91.18	5	62.50	3	50.00
2	Higher likelihood of attitude match	3	8.82	3	37.50	3	50.00
Total		34	100.00	8	100.00	6	100.00

By emphasizing meritocracy, enhancing professionalism, supporting diverse participation and streamlining business processes, a balanced atmosphere can be created. Cultivation of inclusivity, addressing biases and leveraging community networks are essential strategies for ensuring a fair, competitive and vibrant livestock trading market.

**Table 4.7. Reasons behind the Non-significance of Social Identities**

Reason	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Such new members will be outside one's village	3	2.27	7	3.87	2	3.08
Relationships will be mostly restricted to economic matters	123	93.18	174	96.13	61	93.84
Relationships are built around similar interests	4	3.03	0	0.00	0	0.00
Relationships are based on the commitment to honesty and integrity	0	0.00	0	0.00	1	1.54
Relationships are based on mutual trust and help during crisis	2	1.52	0	0.00	1	1.54
Total	132	100.00	181	100.00	65	100.00

### 4.3. Relationship and Identity

The interactions in the market can lead to further relationship formation among the market participants. In many cases, that relationship sustains for long. While understanding those patterns, the role of identity in the market transactions and associated relationship formation was further explored in the study.

**Table 4.8. Development of Relationship with New Contacts**

S. No.	Developed Relation	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	10	5.26	18	9.05	25	32.47
2	No	176	92.63	181	90.95	42	54.54
3	Not Reported	4	2.11	0	0.00	10	12.99
Total		190	100.00	199	100.00	77	100.00

More than 90.00 % of the farmers and traders have stated that there is no much development of relation based on market interactions. Around a third of the intermediaries have stated that such relations are developed. This emphasizes the importance of such relation for an intermediary over other categories like farmers and traders. The respective roles in the transactions and the associated effects can be the reason behind such differences.

In the responses that acknowledged the development of relationship, more than half were the cases of same caste and religion. But this frequency doesn't assert the dominant role of caste or religion due to the numerical dominance of specific castes and religion.

**Table 4.9. Likeness with the Identity of the New Contacts**

S. No.	Identity Alike	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Caste	0	0.00	3	16.67	1	4.00
2	Religion	0	0.00	5	27.78	1	4.00
3	Both	6	60.00	10	55.55	17	68.00
4	None	4	40.00	0	0.00	6	24.00
Total		10	100.00	18	100.00	25	100.00

**Table 4.10. Perception of the Present Status of the Relationship**

S. No.	Relationship Status	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Intimate	10	100.00	18	100.00	25	100.00
2	Functional	0	0.00	0	0.00	0	0.00
3	Socially Courteous	0	0.00	0	0.00	0	0.00
Total		10	100.00	18	100.00	25	100.00

In all the cases pertaining to the development of relationship, the current relationship status was claimed to be intimate. In fact, the tabulated data mostly pertains to the closest of the developed relations.

**Table 4.11. Prime Significance of Monetary Aspects with Regard to Transactions**

S. No.	Only Monetary Aspects matter in Transactions	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	123	64.74	152	76.38	56	72.73
2	No	64	33.68	35	17.59	7	9.09
3	Not Reported	3	1.58	12	6.03	14	18.18
Total		190	100.00	199	100.00	77	100.00

While the significance of various aspects is not out-rightly denied, it is usually stated that the prime criterion of the market transactions is monetary. This focus on monetary aspects promotes profit-driven decision-making, standardized valuation, market efficiency and the use of reliable economic metrics.

**Table 4.12.1. Importance of Similarity in Identities in Market Relations - Farmers**

Aspect Examined for Similarity in the Identity		Matters	Does Not Matter	Not Reported	Total
Livestock trading	N	0	187	3	190
	%	0.00	98.42	1.58	100.00
Health care services for livestock	N	12	175	3	190
	%	6.32	92.10	1.58	100.00
Transportation of livestock	N	30	157	3	190
	%	15.79	82.63	1.58	100.00
Engaging with traders/intermediaries	N	25	162	3	190
	%	13.16	85.26	1.58	100.00
Dispute resolution in the market	N	13	174	3	190
	%	6.84	91.58	1.58	100.00

In order to have further insights, different aspects like livestock trading, health care services for livestock, livestock transportation, engaging with participants of other categories and dispute resolution were checked for the role of identity.

**Table 4.12.2. Importance of Similarity in Identities in Market Relations - Traders**

S. No.	Aspect Examined for Similarity in the Identity		Matters	Does Not Matter	Not Reported	Total
1	Livestock trading	N	5	95	99	199
		%	2.51	47.74	49.75	100.00
2	Health care services for livestock	N	4	94	101	199
		%	2.01	47.24	50.75	100.00
3	Transportation of livestock	N	10	164	25	199
		%	5.03	82.41	12.56	100.00
4	Engaging with farmers/intermediaries	N	4	167	28	199
		%	2.01	83.92	14.07	100.00
5	Dispute resolution in the market	N	5	168	26	199
		%	2.51	84.42	13.07	100.00

The identity does influence these aspects of market transactions to different degrees, but it does not seem to be a prime one. When a situation comes to choose between identity and economic benefit, the latter is the usual preference.

**Table 4.12.3. Importance of Similarity in Identities in Market Relations - Intermediaries**

S. No.	Aspect Examined for Similarity in the Identity		Matters	Does Not Matter	Not Reported	Total
1	Livestock trading	N	3	64	10	77
		%	3.90	83.11	12.99	100.00
2	Health care services for livestock	N	0	67	10	77
		%	0.00	87.01	12.99	100.00
3	Transportation of livestock	N	5	62	10	77
		%	6.49	80.52	12.99	100.00
4	Engaging with farmers/traders	N	10	57	10	77
		%	12.99	74.02	12.99	100.00
5	Dispute resolution in the market	N	9	58	10	77
		%	11.69	75.32	12.99	100.00

#### 4.4. Disputes and their Resolution

The inherent complexity of livestock transactions, including pricing, quality assessment, and contractual terms, may lead to misunderstandings or disagreements among trading parties. All of this may lead to disputes. How the members deal with such disputes and the factors deciding the resolution process and outcome of such disputes are discussed here.

**Table 4.13. Possibility of Disputes over Transactions**

S. No.	Disputes Occur over Transactions	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	86	45.26	121	60.81	39	50.65
2	No	99	52.11	73	36.68	31	40.26
3	Not Reported	5	2.63	5	2.51	7	9.09
Total		190	100.00	199	100.00	77	100.00

Significant number of farmers (45.26 %), traders (60.81 %) and intermediaries (50.65 %) in the present study have reported the possibility of dispute occurrence in relation to market transactions.

**Table 4.14. Reasons for Disputes**

S. No.	Reason	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Disregard of agreements	36	41.86	49	40.49	20	51.28
2	Cheating on livestock health	10	11.63	32	26.45	9	23.08
3	Interference of intermediary	8	9.30	15	12.40	1	2.56
4	Bargaining issues	31	36.05	25	20.66	9	23.08
5	Impolite conversations	1	1.16	0	0.00	0	0.00
6	Undue competition from others	0	0.00	0	0.00	0	0.00
Total		86	100.00	121	100.00	39	100.00

Disregard of agreements, cheating on livestock health, bargaining issues and interference of intermediary are cited as the major reasons behind the disputes. Disputes often occur when one party fails to uphold or comply with the agreed-upon terms, including price, quantity, quality standards or delivery conditions in cattle transactions. They also arise when sellers misrepresent or deceive buyers regarding the health condition, vaccination history or veterinary certification of livestock, leading to quality discrepancies or health risks.

**Table 4.15. Process of Dispute Resolution**

S. No.	Procedure	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Mutual talk and coordination	43	50.00	102	84.30	30	76.92
2	Mediation and negotiation	14	16.28	2	1.65	1	2.57
3	No proper solution	29	33.72	17	14.05	8	20.51
Total		86	100.00	121	100.00	39	100.00

Heated arguments occur during bargaining, sometimes leading to bigger disputes. When a dispute arises, in most of the cases, the market participants will come together and resolve the issue by taking among themselves and coordinating with each other. Sometimes, they also undergo mediation or negotiation. There are also instances when the dispute remains unresolved and also may escalate further into a bigger and longer one.

**Table 4.16. Help-seeking in Dispute Resolution**

S. No.	Category	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Market participants	84	97.67	84	69.42	34	87.18
2	Community elders	0	0.00	23	19.01	4	10.26
3	Market functionaries	2	2.33	13	10.74	1	2.56
4	Political leaders	0	0.00	0	0.00	0	0.00
5	Police	0	0.00	1	0.83	0	0.00
Total		86	100.00	121	100.00	39	100.00

The data shows that when disputes arise at cattle markets, participants seek help from their peers and community elders. They discuss the particular problem in the presence of senior community members or elderly market participants or market functionaries. They are committed to understanding the problem and usually try to bring compromise between the disputing parties. Complaining to police or political leaders is very rare. The involvement of market participants and community elders in dispute resolution underscores the importance of leveraging market expertise, cultural norms and community trust to resolve conflicts effectively in the cattle market. Market participants, including traders, intermediaries and elder farmers possess first-hand knowledge of cattle market operations, pricing trends and transactional norms due to their regular participation. Leveraging this market expertise and insights facilitates timely dispute resolution, promotes consensus-building and enhances participant's satisfaction in the cattle market.

**Table 4.17. Influence of Socio-economic Status in Decision during Resolution**

S. No.	Socio-economic Status Influences the Decision	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	22	25.58	15	12.40	2	5.13
2	No	64	74.42	106	87.60	37	94.87
Total		86	100.00	121	100.00	39	100.00

However, it seems that, during dispute resolution, the socio-economic status of the people involved does not affect the decision so much. Around a quarter of the farmers that acknowledged the possibility of disputes have said that the socio-economic status of the people involved actually affects the outcome, favouring the rich and the higher caste people. Some traders and intermediaries agree to it.

**Table 4.18. Personal Experience of Dispute**

S. No.	Personally Experienced	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	2	2.33	8	6.61	1	2.56
2	No	84	97.67	113	93.39	38	97.44
Total		86	100.00	121	100.00	39	100.00

Detailed narrations of the personal experiences of disputes or involvement of a kin or a friend in any dispute could not be recorded due to the sensitive nature of the subject matter. The frequency of such encounters seems to be low.

**Table 4.19. Experience of Dispute by Kin or Friend**

S. No.	Kin or Friend Experienced	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	3	3.49	1	0.83	1	2.56
2	No	83	96.51	120	99.17	38	97.44
Total		86	100.00	121	100.00	39	100.00

The above analysis highlights varying experiences of disputes during livestock trading, underscoring the importance of proactive risk management, effective dispute resolution mechanisms and ethical business practices in the livestock market. Recognizing potential transactional challenges, ensuring clarity in communication, and addressing procedural uncertainties can mitigate risks and facilitate smoother negotiations in the market transactions.

#### 4.5. Social Change

A clear distinction between various responses were observed during the study. Most of the times, it is a difference of degree, not of kind. It is also difficult to assert in case of some social aspects which are either very subjective or filled with nuances and interpretational limitations. The impact of changes pertaining to caste system, religion, language, etc. intertwined with the policy changes and larger societal changes makes the subject matter much more complex. The research team tried to analyse the data and understand the realities considering all these variables.





## Chapter 5

# CULTURAL FACETS

Culture is an element that has been very simple to sense but very complicated to understand. The more we try to analyse, the more we are challenged with. Nonetheless, any study in Anthropology cannot be complete without studying ‘Culture’ (Pfaffenberger, 1992). It can even be stated that the whole subject matter of Anthropology revolves around this one term ‘Culture’ (Darnell, 2009). This study also has undertaken a wide exercise to understand and analyse the cultural facets of the Indian rural livestock markets, taking the market under study and its associated aspects as the platform for this academic endeavour (Blair et al., 2023).

The livestock markets in rural India function as more than just economic marketplaces. They are vigorous cultural spaces where deep-rooted beliefs, rituals and aesthetics are knit with trade. Livestock are not only economic assets in rural India; they are infused with intense cultural significance (Das et al., 2020). An attempt is made to explore and examine those contours of culture and economy.

This exercise becomes more meaningful especially considering the cultural connotations cattle has been having in this land called India. Cattle have been part of our culture. Especially, the rural life of India cannot be imagined without the cattle. Similarly, the Nanjangud cattle market has been in a continuous feedback loop with its surrounding villages across decades.

The data was also tabulated for the sake of better understanding and analysis. But, most of the aspects covered in the tables pertain to the immediate responses to a close-ended question. As the discussions covered sensitive cultural topics, detailed cultural descriptions could be noted only in some instances. So, the numbers in the tables largely indicate the responses to the questions, while the associated description includes both the quantitative elements and qualitative aspects and analyses.

### 5.1.Livestock and Divinity - A Deep-rooted Connection

The belief in the divinity of animals is an integral part of Indian culture, particularly within the context of the rural livestock markets. Hinduism, the prime religion in the region, features numerous deities and their association with animals. From the revered cow to the mighty bull, animals are often viewed as intermediaries between humans and the divine. They hold high cultural value and this deep respect for livestock greatly influences how they are cared for, valued and traded.

In Hinduism, most of the Gods have one or the other animal or bird as vehicle. For example, Nandi (Bull) is the *vahana* (vehicle) of Shiva and Garuda (Eagle) is the mount of Vishnu. Ganesha travels on a Mouse and also has the head of an Elephant and Karthikeya is seen on a Peacock. Durga is depicted on a Lion (in some cultures, Tiger). The Dasavathara concept depicts Vishnu taking the form of different animals in different *avatars* (incarnations) - Fish in Matsyavathara, Tortoise in Kurmavathara, Pig in Varahavathara

and Half lion - Half man in Narasimhavathara. In fact, the mention of animals with a loaded value in our epics and anecdotes is endless.

**Table 5.1. Existence of Local Deity for Livestock**

S. No.	Local deity for livestock exists	Farmer		Trader	
		N	%	N	%
1	Yes	101	53.16	116	58.29
2	No	86	45.26	80	40.20
3	Not Reported	3	1.58	3	1.51
Total		190	100.00	199	100.00

Those involved in the market often hold a strong belief in the divine nature of the animals. It was observed that, in the areas where the study was conducted, more than half of the respondents have stated that livestock in different forms is considered as different deities. This response was alike in case of both farmers and traders. Most of the responses have described cow as another form of Lakshmi or Basavanna (Shiva) and bull as the form of Basavanna. In some cases, goat is also called as Lakshmi and believed to be the bringer of prosperity. These beliefs bring a spiritual dimension to livestock transactions, shaping the attitudes and behaviours of both buyers and sellers. It was evident in both the marketplace and the villages the market is associated with.

## 5.2. Auspiciousness of Months and Days

Considering a day or a month more auspicious than the other is a common phenomenon in Indian households. The timing of livestock transactions is not simply a matter of convenience in rural India. Nor is it just a matter of finances. It is profoundly influenced by cultural beliefs surrounding auspicious and inauspicious nature of time. These beliefs often originate from astrological calculations, mythological narratives and ancestral wisdom. The lunar calendar, with its intricate divisions of months, days and timings, holds a significant importance in determining the favourable time for a specific market activity.

When the existence of such belief system was tested for in the study, specifically in relation to cattle, it seems that the auspiciousness element is not so prominent in case of cattle transactions. It is probably because of the higher frequency of cattle transactions and the dependence of the people on animal husbandry as a livelihood, even if as a secondary one. It might be also because of the intertwined relation between the cattle transactions and the agricultural cycle.

While less than a third of farmers consider the auspiciousness of months, more than a third of the intermediaries responded similarly. Usually, they do not transact the cattle on the day of Amavasya (New moon day). It is believed to be unholy to transact on that day. When it comes to the auspiciousness of days, the consideration is much less. It is possibly because of the weekly nature of the market under study. But they do have the option of other markets on other days, but at the cost of travelling of more distance.

**Table 5.2. Auspiciousness of Certain Months for Livestock Transaction**

S. No.	Certain Months are Auspicious	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	54	28.42	62	31.16	33	42.86
2	No	132	69.47	131	65.83	41	53.25
3	Not Reported	4	2.11	6	3.01	3	3.89
Total		190	100.00	199	100.00	77	100.00

**Table 5.3. Auspiciousness of Certain Days for Livestock Transaction**

S. No.	Certain Days are Auspicious	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	35	18.42	34	17.08	17	22.08
2	No	151	79.47	154	77.39	53	68.83
3	Not Reported	4	2.11	11	5.53	7	9.09
Total		190	100.00	199	100.00	77	100.00

While there is a preference for buying cows and bulls on Friday, there is a strong hindrance to sell them on Friday, the reason being the symbolic nature of Friday as Goddess Lakshmi's day. They believe that selling a cow on that day amounts to forgoing the riches of the household, as Lakshmi is the Goddess for prosperity. But if one has to buy, another has to sell and the market under study is a Friday market. It emphasises that the reasons for selling and buying are multiple including reasons like distress sale and that the market system operates at a higher level across different markets and different villages.

### 5.3. Observance of Rituals during Transactions

The consolidation of religious and cultural beliefs into the framework of the market creates a unique environment where economic activity is intertwined with spiritual groundings. Before, during, and after the livestock transaction, various rituals are performed to seek blessings, ward off evil influences, and ensure prosperity. These rituals involve prayers, offerings and specific actions. By analysing these rituals, we gain deeper insights into the cultural worldview of the people involved in the livestock trade.

While around one-third of the farmers have said that rituals are observed when the purchased cattle are brought home, around two-fifths of the traders have said the same. This showcases the belief of cattle as a divine entity and symbol of prosperity.

**Table 5.4. Observance of Rituals when the Purchased Livestock is Brought Home**

S. No.	Rituals are Observed while Bringing Cattle Home	Farmer		Trader	
		N	%	N	%
1	Yes	61	32.10	84	42.21
2	No	128	67.37	111	55.78
3	Not Reported	1	0.53	4	2.01
Total		190	100.00	199	100.00

**Table 5.5. Observance of Rituals while Selling or Exchanging Livestock**

S. No.	Rituals are Observed while Selling or Exchanging Cattle	Farmer		Trader	
		N	%	N	%
1	Yes	5	2.63	3	1.51
2	No	183	96.32	190	95.48
3	Not Reported	2	1.05	6	3.01
Total		190	100.00	199	100.00

The arrival of cows and bulls into home is considered holy. A small puja is performed at that time. The cows or bulls that are bought are decorated and *arishina* (turmeric) and *kumkuma* (vermillion) are applied on their forehead, legs and sometimes horns after washing their legs. Some people also perform *arathi ethhodu* (burning camphor) while their arrival. But the same is not done when cattle are taken away from home to market for sale or exchange. This reaffirms the same belief.

#### 5.4. The Look of the Animal - Aesthetics and Beliefs

The appearance of livestock is usually the first point of contact between the transacting parties. The ideal look of an animal, including its size, shape, colour, skin texture, etc. is often akin to specific cultural epitomes of beauty and perfection. For example, a bull with a particular colour or horn shape is deemed more desirable due to some connective belief of the people or its association with certain mythological figures. Additionally, the aesthetics of livestock intersect with the notions of health and well-being. A well-groomed animal with a shiny coat is generally regarded as a sign of decent care and prospective yield. A trial was made to explore the cultural significance of animal's appearance, in order to understand the intricate relationship between aesthetics, beliefs and economic considerations.

Along with the overall look of the animal being transacted, people have various perceptions and beliefs in relation to various body parts and other physical features. Several aspects are perceived to be affecting the quality of an animal, thus affecting the demand and further the price of the animal.

### 5.4.1. Size and Shape

Pair of horns is the readily available feature that affects the demand for a bull. The shape the two horns together form matters. A V-shaped formation attracts higher demand and thereby, price. Bulls with strong horns are believed to give rise to a healthy and strong progeny. Goats and sheep with thin horns are preferred especially when they are transacted for meat purpose as thinness in horns is believed to be a symbol of good taste of the animal meat. It is also believed that the meat of *manaki mari* (goat or sheep which has not yet reproduced) has very good taste and it is highly demanded and priced.

The size and strength of the hump also is important in case of oxen. As they are used as drought animals, a bigger and stronger hump which mechanically supports activities like ploughing and cart pulling has become a preferred quality.

In case of cows, goats and sheep, the udder size is important. It is believed that the bigger the size of the udder, the better the milk quantity. Uniform nipple size is also one important feature that increases demand. The nipple nozzle's size is believed to be proportional to the quantity of milk collected, so bigger hole size is preferred. The size and shape of the blood vessels around the nipples also impacts the demand. Bigger size and zig-zag shape of the blood vessel symbolises a higher milk production. *Halunara* (Milk nerve) which is believed to be running along a side of the stomach of cow is also checked during transactions. Its size is proportional to the demand as its size is believed to be proportional to the milk yield.

Thin skin due to its effect on milk production and thin tail due to its effect on activity of the animal are two other preferred qualities, especially in cows. Its strength and thickness are proportional to its weight and the meat it can produce. *Nadibennu* (Backbone) area of goats and sheep is checked for its strength by pressing it as its higher strength indicates a good quantity and quality of the meat. A response with pain when the ears of goats and sheep are pressed is an indicator of good health of the animal. Legs of the animals, especially bulls and cows are checked for uniformity, height and strength. The more these three qualities are, the higher the demand is.

Teeth are an important physical feature acting as a deciding factor in several aspects related to the livestock. Especially, in cows, number of teeth present is relied upon as a prime criterion. It even goes to the extent that the cows are named after the number of teeth they have as *Iradallu* (Two-teethed), *Naalallu* (Four-teethed) and *Aarallu* (Six-teethed). Four-teethed one is preferred as it is of proper mature and bearing age. Two-teethed is considered younger and six-teethed older. Hence, the demand and price also depend on this attribute.

**Table 5.6.1. Beliefs and Perceptions of the Look of the Animal - Farmers**

S. No.	Feature of Significance	Yes		No		Not Reported		Total	
		N	%	N	%	N	%	N	%
1	Hump	43	22.63	143	75.26	4	2.11	190	100.00

S. No.	Feature of Significance	Yes		No		Not Reported		Total	
		N	%	N	%	N	%	N	%
2	Dewlap	59	31.05	127	66.84	4	2.11	190	100.00
3	Horns	86	45.26	100	52.63	4	2.11	190	100.00
4	Udder	45	23.68	141	74.21	4	2.11	190	100.00
5	Legs	57	30.00	129	67.89	4	2.11	190	100.00
6	Tail	40	21.05	146	76.84	4	2.11	190	100.00
7	Colour	103	54.21	85	44.74	2	1.05	190	100.00
8	Skin Shades	8	4.21	180	94.74	2	1.05	190	100.00
9	Spots on the Body	0	0.00	188	98.95	2	1.05	190	100.00
10	Grace of Walking	40	21.05	145	76.32	5	2.63	190	100.00
11	Ease of Taming	5	2.63	180	94.74	5	2.63	190	100.00
12	Style of Feeding	4	2.11	181	95.26	5	2.63	190	100.00

### 5.4.2. Colour and Skin Shades

Black and white coloured cows are preferred over cows of other colours. But this is not due to the belief on colour, but due to the breed of the cow (HF) which is black and white in colour and gives higher yield of milk. In case of goats and sheep, *kappu banna* (black colour) and *bilupu banna* (white colour) are the preference, respectively. Sometimes, *kendu banna* (brown colour) is also preferred.

**Table 5.6.2. Beliefs and Perceptions of the Look of the Animal - Traders**

Feature of Significance	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Hump	34	17.09	139	69.85	26	13.06	199	100.0
Dewlap	86	43.22	87	43.72	26	13.06	199	100.0
Horns	131	65.83	42	21.11	26	13.06	199	100.0
Udder	14	7.04	159	79.90	26	13.06	199	100.0

Legs	59	29.65	114	57.29	26	13.06	199	100.0
Tail	24	12.06	149	74.88	26	13.06	199	100.0
Colour	141	70.85	35	17.59	23	11.56	199	100.0
Skin Shades	0	0.00	199	100.00	0	0.00	199	100.0
Spots on Body	0	0.00	199	100.00	0	0.00	199	100.0
Grace of Walking	45	22.61	137	68.85	17	8.54	199	100.0
Ease of Taming	3	1.50	137	68.85	59	29.65	199	100.0
Style of Feeding	0	0.00	199	100.00	0	0.00	199	100.0

### 5.4.3. Grace of Walking, Ease of Taming and Style of Feeding

Grace of walking is a preferred quality, especially for bulls. The height and strength of the legs, distance among the legs and weight and shape of the body together affect the grace of walking. It also indicates the ability and quality of the bulls in draught work. It also signifies the health and beauty of the animal.

Ease of taming is another behavioural quality checked while transacting an animal. Ease of taming is important in bulls, because if it is difficult to tame them, it will be tough to get the agricultural work done with them. In case of cows, if the taming is tough, milk extraction becomes difficult. It is also important as they are bigger in size than humans and can easily hurt the person handling them.

Style of feeding indicates both the friendliness and health of the animal. An animal's readiness to eat good amount of feed makes its caretaking an easy and fruitful task. But it is reported that even though they try to understand the qualities like ease of taming and style of feeding by touching the animal and giving feed like grass, leaves, etc., it is difficult to actually analyse it while transacting as these can be clearly understood when observed for longer time.

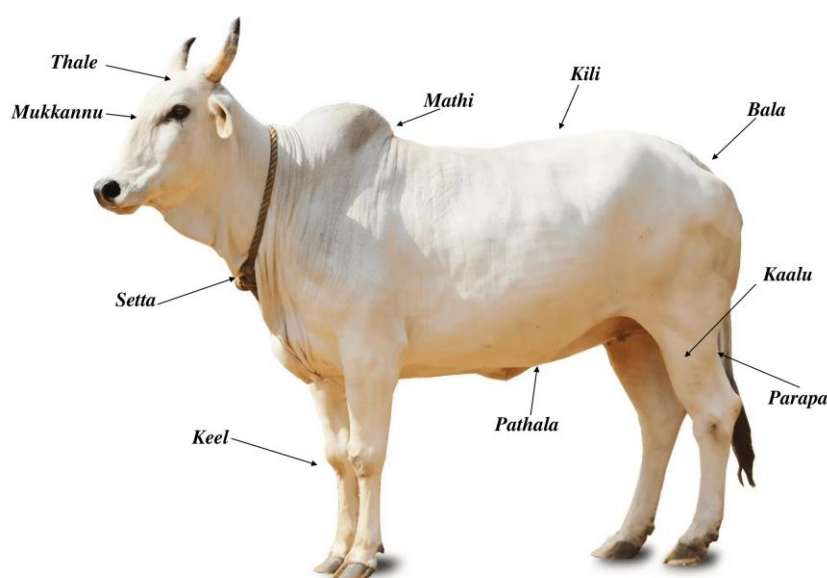
**Table 5.6.3. Beliefs and Perceptions of the Look of the Animal - Intermediaries**

Feature of Significance	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Hump	21	27.28	52	67.53	4	5.19	77	100.00
Dewlap	25	32.47	48	62.34	4	5.19	77	100.00
Horns	32	41.56	41	53.25	4	5.19	77	100.00
Udder	4	5.19	69	89.62	4	5.19	77	100.00
Legs	20	25.98	53	68.83	4	5.19	77	100.00
Tail	13	16.89	60	77.92	4	5.19	77	100.00
Colour	48	62.34	22	28.57	7	9.09	77	100.00
Skin Shades	0	0.00	77	100.00	0	0.00	77	100.00
Spots on the Body	0	0.00	77	100.00	0	0.00	77	100.00
Grace of Walking	18	23.38	51	66.24	8	10.38	77	100.00
Ease of Taming	3	3.90	66	85.72	8	10.38	77	100.00
Style of Feeding	0	0	69	89.62	8	10.38	77	100.00

#### 5.4.4. The *Suli* - A Significant Symbol

One feature that was reported to be considered as a very important factor while purchasing cattle, especially oxen is '*Suli*' (hair whorl). It holds a symbolic significance within the wider cultural milieu. This distinctive physical characteristic is located at different parts of the body and holds substantial meaning. It may be present on an ox or may not be. One or more *Sulis* may be present on the same bull. It is believed that oxen with specific patterns or locations of the *Suli* are more likely to bring good fortune or misfortune to their owners, which significantly influences the animal's market value.

The *Suli* is named depending on the part of the bull's body where it is found. Each *Suli* carries a value with it and it is believed that specific *Suli* will lead to specific kind of outcome in the lives of the family that owns that bull. A pictorial representation of the position of different *Sulis* on the body of the bull is given in Figure 1.



**Figure 5.1. Sulis and their Respective Locations**

There are 10 types of *Suli* reported by the people. Among all the *Sulis*, the one in the mid-point of the two horns, roughly lying above the forehead, called *Thale Suli* is considered holy and a bringer of good fortune. *Keel*, *Bala* and *Kaalu* *Sulis* are believed to bring misfortune. The remaining 6 *Sulis* are symbols of heavy bad luck and purchase of animal bearing any of those *Sulis* is avoided. Name of each *Suli*, its position on the bull's body and the associated belief on its effect are depicted in Table 5.7.

**Table 5.7. Sulis and their Significance**

Type of <i>Suli</i>	Position of <i>Suli</i>	Demand	Significance
<i>Thale</i>	In the middle of two horns	High	Good for the family and brings good fortune and prosperity
<i>Keel</i>	At joints, one or two	Less	Bad for the family and may bring misfortune and problems



Type of <i>Suli</i>	Position of <i>Suli</i>	Demand	Significance
<i>Bala</i>	On the upper part of tail	Less	Bad for the family and may bring misfortune and problems
<i>Kaalu</i>	On one of the legs	Less	Bad for the family and may bring misfortune and problems
<i>Mathi</i>	Back part of hump	Very less	Very bad for the family and brings misfortune and problems
<i>Mukkannu</i>	Between eyes and towards nose	Very less	Very bad for the family and brings misfortune and problems
<i>Pathala</i>	Down parts of the stomach	Very less	Very bad for the family and brings misfortune and problems
<i>Setta</i>	Below on neck	Very less	Very bad for the family and brings misfortune and problems
<i>Kili</i>	On the back bone	Very less	Very bad for the family and brings misfortune and problems
<i>Parapa</i>	Ventral part of tail	Very less	Very bad for the family and brings misfortune and problems

But not all are aware of these aspects and there are also minor variations. While farmers know the basics of *Sulis*, traders and intermediaries have more knowledge and they often manipulate some things in their favour. *Suli* is also part of the region's idioms and proverbs. It indicates that it has become part and parcel of the people's cognition. This seemingly simple physical characteristic serves as a lens to explore the complex interplay of beliefs, aesthetics and economics.

### 5.5. Beliefs and Perceptions on Care and Body Decoration

The care and presentation of livestock are vital aspects of animal husbandry beyond the basic needs of food and shelter. The individual elements in relation to the processes of grazing, bathing, decorating, etc. carry important cultural meanings.

#### 5.5.1. Grazing

The practice of grazing has some patterns. The cattle are taken for grazing daily, with a few exceptions. Mornings are the preferred time and after an interval during the noon, again they are taken for grazing till evening. Cows and goats are taken to nearby places for feeding where grass is available. Sheep are taken to longer distances for longer durations. In several cases, cows are not specifically grazed by the owner. As many have one or two cattle, sometimes one of them or a specially hired person take the cattle for grazing. But this practice is decreasing in frequency at current times due to the changes in cattle ownership and rearing patterns and weakening and modifications in prior structures.

**Table 5.8.1. Beliefs about Grazing - Farmers**

Suitable Time for Grazing	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Cool Temperature	3	1.58	179	94.21	8	4.21	190	100.00
Morning	21	11.05	161	84.74	8	4.21	190	100.00
Afternoon	5	2.63	177	93.16	8	4.21	190	100.00
Evening	11	5.79	171	90.00	8	4.21	190	100.00

It is reported that goats and sheep should not eat *nayi bela kaya*, which is a kind of local fruit that can be fatal for them. So, the herders should always be conscious about what the animals are eating. It is reported that goats consume *nuru jati* (hundred varieties) of grass, meaning several varieties, and due to that do not need much care in rearing. Unlike goats, sheep eat mostly a grass called *garika* or a few other varieties, making rearing them tougher.

**Table 5.8.2. Beliefs about Grazing - Traders**

Suitable Time for Grazing	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Cool Temperature	0	0.00	75	37.69	124	62.31	199	100.00
Morning	51	25.63	24	12.06	124	62.31	199	100.00
Afternoon	7	3.52	68	34.17	124	62.31	199	100.00
Evening	7	3.52	68	34.17	124	62.31	199	100.00

### 5.5.2. Bath

Grooming practices, such as bathing, oiling, massaging, etc. are important aspects of animal care, enhancing the animal's look and holding hygienic and therapeutic significance. In some cases, bathing rituals are associated with cultural or religious beliefs, emphasising the interconnectedness of cultural practices and animal care. The way an animal is cared for and presented reflects the cultural values and social status of the owner. A well-groomed and adorned animal serves as a source of pride and a symbol of prosperity.

In the studied area, the animals are taken for bath once or twice in a week. Most of the times, it will be done in a waterbody like pond or river. On the occasion of all major festivals, the cattle will be cleaned with much attention and care. The legs of the cattle are cleaned for performing rituals emphasising the divine nature of the cattle. The care like bathing, etc. showcases the consideration of the animal as part of the family.

**Table 5.9. Beliefs about Massage and Bath - Farmers**

Follow Beliefs about Massage and Bath	N	%
Yes	41	21.58
No	142	74.74
Not Reported	7	3.68
Total	190	100.00

### 5.5.3. Ethno-veterinary Practices and Beliefs

The rural life is rich with several ethno-veterinary practices and beliefs. This traditional knowledge is passed down through generations and includes a wide range of remedies, treatments and preventive measures for animal health. Local healers are key in providing ethno-veterinary care. Their familiarity with medicinal plants, minerals and animal behaviour is fascinating. These healers use a range of techniques, including herbal mixtures, massages and prayers, to treat various illnesses affecting livestock. Even when modern veterinary science has made significant strides, ethno-veterinary practices still continue to be relevant in many rural areas. These practices offer inexpensive and ready healthcare alternatives while preserving traditional knowledge and nurturing a deep connection between humans and animals.

In this age-old science, various symptoms are used as cues to diagnose and further treat the disease of the animal with appropriate home remedies. Visual signs such as dullness of face and diesel oil coloured urine are seen as early indicators of illness in cattle. Improper or absence of mastication is another important symptom of illness.

If the urine colour changes from normal whitish colour to yellowish colour which indicates illness, the farmers feed a mixture of salt and *ragi ambli* (finger millet malt) to the cattle in the morning and evening until the urine to its normal colour. If cattle are not urinating, a mixture of *kalu menasina kayi* (black pepper) and *bellulli* (garlic) powder is prepared and a small amount of this powder is applied at the edge of the cattle's eyes. After applying the powder, the cattle feel a burning sensation, and after some time, the cattle urinate.

Tongue with black veins indicates fever and weakness. The cattle may also produce a foul smell from the mouth. To help them, the farmer feeds a mixture of a small amount of salt, tamarind and about 100-150 grams of dry chilli powder. If the animal resists to eat, jaggery and *hullu* (grass) are added to the above mixture as an alternative. A litre of *ragi ambali* and *shunti* (ginger) mixture is also fed daily in the morning and evening till its recovery.

The activeness of the cow or ox is observed, mainly by observing the chewing and breathing patterns in order to understand the diseased condition. If chewing is not done or a 'dab' sound is heard when the stomach of the cattle is pressed, it indicates some problem in the intestine like indigestion issues, etc. If farmers observe swelling of the stomach of the cattle, they give the stalks of a local plant called *kachhi kaddi*. It is kept in the mouth of the cattle for some duration for three to four times a day. It is believed that *kachhi kaddi* has some properties of clearing the waste present in the intestines or resolving stomach infections. They have to give it for three to four days, and then the animal recovers from indigestion and becomes active. Sometimes, for digestive issues, goat's intestines collected from nearby mutton shops are given to the diseased animal after mixing it with water. It is believed that it reduces digestive problems in cattle.

It is believed that eye infections can be caused by eating some type of grass which produces *kalli halu*. In such cases, the farmers apply a paste of *tulasi beeja* (holy basil seeds) around the eyes of the animal and observe for a day. If the infection still does not reduce, *nampalaka* is applied around the eye as a last resort.

**Table 5.10. Beliefs and Practices to Prevent Diseases - Farmers**

S. No.	Beliefs and Practices to Prevent Diseases	N	%
1	Yes	14	7.37
2	No	166	87.37
3	Not Reported	10	5.26
Total		190	100.00

If a cow or ox is not getting proper sleep or feeling dizzy and weak, the farmers will feed a mixture of jaggery, garlic and beetle nut that is prepared in the form of *unde* (balls). One ball should be fed in the morning and another in the evening in a day till the cow or ox recovers from the dizziness and weakness. This mixture should not be fed to goats or sheep.

**Table 5.11. Rituals Performed to Prevent Diseases and Ward-off Evil Eye**

Rituals are performed to Prevent Diseases and Ward-off Evil Eye	Farmer		Trader	
	N	%	N	%
Yes	13	6.84	66	33.16
No	169	88.95	126	63.32
Not Reported	8	4.21	7	3.52
Total	190	100.00	199	100.00

Farmers can also identify *kaalu maththu bayi jwara* (foot and mouth disease), *kasara roga*, *bedhi* (diarrhoea) or *dunarayi*. For *kasara roga* and *bedhi*, a mixture of *menthe* (fenugreek) and *kadale beeja* (ground nuts) is fed once a day. If lambs suffer from diarrhoea, a local grass called *buralu soppu* is fed. The identification of foot and mouth disease is based on the formation of layers on the cow, ox or buffalo. Once it is identified, they feed a mixture comprising bananas (five kilograms), *kotthombari kaddi* (coriander stalks) and cooking oil. If goat has *kaalu maththu bayi jwara*, buttermilk is given three times a day for two to three days. If the diseased condition persists even after taking such measures, the people visit the nearby veterinary facility and try further to cure the disease.

#### 5.5.4. Decorating the Animal

Body decoration, such as smearing colourful powders, tying beads or other beautifications, is common in many regions and often carries symbolic meanings. It is believed that these acts also represent auspiciousness while safeguarding from evil spirits and sometimes have connection with specific deities. The act of decorating an animal is also considered to be a form of artistic expression and a way to showcase the owners' pride in their livestock.

**Table 5.12.1. Measures Taken to Enhance the Look of the Animal - Farmers**

Measure Taken	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Colouring the horns	61	32.11	122	64.21	7	3.68	190	100.00
Sharpening the horns	1	0.53	182	95.79	7	3.68	190	100.00
Decorating with special and colourful ropes (nose or neck)	1	0.53	182	95.79	7	3.68	190	100.00
Use of bead ornaments	0	0.00	183	96.32	7	3.68	190	100.00
Tying Bells	2	1.05	181	95.27	7	3.68	190	100.00
Marking on forehead	0	0.00	183	96.32	7	3.68	190	100.00

It is reported and also observed that various measures are taken to enhance the look of the animal which include colouring the horns, sharpening the horns, decorating with special and colourful ropes tied to nose or neck, use of ornaments made of beads and bells, marking on forehead, etc. Colouring the horns seems to be the most common practice among these acts of decorating the animals. Decorating is prominent during *jatara* (village festival) times. Some *jataras* in the vicinity are famous especially for livestock.

**Table 5.12.2. Measures Taken to Enhance the Look of the Animal - Traders**

Measure Taken	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
Colouring the horns	116	58.29	16	8.04	67	33.67	199	100.00
Sharpening the horns	0	0.00	132	66.33	67	33.67	199	100.00
Decorating with special and colourful ropes tied to nose or neck	7	3.52	125	62.81	67	33.67	199	100.00
Use of ornaments made of beads	17	8.54	115	57.79	67	33.67	199	100.00
Tying Bells	2	1.00	130	65.33	67	33.67	199	100.00
Marking on forehead	1	0.50	131	65.83	67	33.67	199	100.00

## 5.6. Ethics and Morals

Market is a place of multitude of transactions. It is also a platform for complex ethics and morals. Principles of honesty, transparency and informed consent are necessary aspects of any economic transaction. Buyers have a right to know accurate and complete details about the animal's history, health, temperament, etc. to make an informed decision and sellers have the right to have an exclusive deal. Following such norms contributes to a principled, competitive and socially responsible marketplace that upholds ethical values while meeting market demands. Violation of such principles leads to false assumptions and unjust deals. While this market follows such ethics, there is also room for deception and mischief.

### 5.6.1. Deception

It is evident from the study that deception exists in the market under study. Respondents have not openly discussed about it and most of them have actually denied of its existence. But from some detailed discussions, its existence and the degree of it could be understood.

Artificial enhancement of the look and some outwardly characteristics of the animal seems to be a common practice. In case of goats and sheep, a mixture of dry *hunase hannu* (tamarind), *hullu* (grass), tomato and salt water on the previous day of the sale. The mixture with salt water results in indigestion. It makes the animal look very healthy and heavy by the next day. It brings a better deal for the seller, but the buyer stands deceived. It is difficult to identify whether such activity had taken place. One has to be an expert to understand it. If the stomach is very tight when touched, it indicates such deceptive activity. If the indigestion still exists after the deal is completed, buttermilk should be given to the animal. It results in frequent urination indicating the digestion of the food. Failure to give buttermilk may even lead to the death of the animal. In case of cows, artificial treatment like injecting chemicals is done to make the cow give high quantity of milk for three to four days after the sale. But, after that the yield comes significantly down and the buyer stands deceived. It is reported that this type of artificial enhancement harms the health and immunity of the animal and weakens the livestock in the long-term.

**Table 5.13. Artificial Enhancement of the Quality of the Livestock**

Artificial Measures are Right	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	19	10.00	15	7.54	7	9.09
No	165	86.84	180	90.45	66	85.71
Not Reported	6	3.16	4	2.01	4	5.20
Total	190	100.00	199	100.00	77	100.00

Hiding some facts or lying about the information related to the animals also exists in the market. It is usually done in relation to the age, milk yield, health and behaviour of the animal. Trials to lie about the age of the animal are also done, but the age of the animal is relatively easy to estimate. In case of cows, it is very dependable also as the dentition is depended upon for estimating it.

**Table 5.14. Hiding or Lying about the Information Related to the Animal**

Hiding and Lying are Right	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	5	2.63	5	2.51	3	3.90
No	179	94.21	190	95.48	65	84.41
Not Reported	6	3.16	4	2.01	9	11.69
Total	190	100.00	199	100.00	77	100.00

If the buyer senses that the seller or intermediary is hiding something or lying about the cattle, the buyer will not prefer further cattle transaction and give up the deal immediately without further discussion. People seem to have indulged in lying about the information related to cattle, but the acceptance of that and the degree of those lies are very less. It is also said that it will be a challenge in the coming years to get cattle of good quality. The frequency of deception is reportedly increasing with time. It is told that older times were

better at least to an extent. It is also told that deception is less in case of cattle bought directly from villages rather than from market.

**Table 5.15. Experience of Hiding or Lying**

Hide or lied	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	2	1.05	6	3.02	1	1.30
No	182	95.79	189	94.97	68	88.31
Not Reported	6	3.16	4	2.01	8	10.39
Total	190	100.00	199	100.00	77	100.00

### 5.6.2. Business and Trust

Mutual trust and fair deals exist in the market parallel to deceit and doubts. Practice of engaging with multiple sellers by buyers and that with multiple buyers by a seller is not a rare thing. Such a practice can led to distrust, reputational damage and undermining relationships and credibility. It may create conflicts among the participants and result in the failure of the transaction.

**Table 5.16. Engaging with Multiple Sellers or Buyers**

Parallel Deals are Right	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	2	1.05	40	20.10	6	7.79
No	182	95.79	154	77.39	64	83.12
Not Reported	6	3.16	5	2.51	7	9.09
Total	190	100.00	199	100.00	77	100.00

Participants of a deal do not allow others to take part in the transaction and they settle the deal as soon as possible to avoid any possible disputes. But, as majorly stated by traders, the practice of engaging multiple parties at the same time and verification of the information provided in relation to animal with third party occur frequently. Some feel that verification processes minimize the risks of fraud and misrepresentation. It is reported that such a practice is unethical, but unavoidable due to the current levels of deceit in the marketplace.

**Table 5.17. Verification of the Information Provided**

Cross-Checking is Right	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	15	7.89	99	49.75	27	35.06
No	169	88.95	96	48.24	41	53.25
Not Reported	6	3.16	4	2.01	9	11.69
Total	190	100.00	199	100.00	77	100.00

It can be understood that a deal can be closed only based on mere verbal assurance. But it has decreased in frequency compared to older times. More importantly, the token system which has been existing since decades is not so prudent at current times. In the token

system, a buyer gives a token advance to the seller or the intermediary to close the deal. Once the token advance is accepted, it is morally binding on all the participants of the deal to close the deal at the price and with the conditions agreed upon.

**Table 5.18. Verbal Assurance and Token System**

Verbal Assurance is Enough	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	26	13.69	107	53.77	22	28.57
No	157	82.63	88	44.22	46	59.74
Not Reported	7	3.68	4	2.01	9	11.69
Total	190	100.00	199	100.00	77	100.00

Integrating token system into the trade results in optimization of the negotiation outcomes and it also builds sustainable relationships among the participants. Previously, the token used to be a one-rupee coin and now it is usually a ten rupee note. But, the strength of this system and the associated morals are reported to be weakening in the present times. It is reported that the parties used to strictly adhere to the token system and once a token is given or taken, the parties used to not shift to a more profitable deal even if it is very lucrative. The degree of such adherence is claimed to be decreased now-a-days.

### 5.6.3. Manners and Codes

Mannerisms like posture, proximity, eye signals, tone and voice modulation, humour, etc. are used as the tools of communication among the participants during livestock transactions.

#### 5.6.3.1. Physical Codes

**Table 5.19. Mannerisms during Transactions**

Mannerism Exists	Farmer		Trader		Intermediary	
	N	%	N	%	N	%
Yes	14	7.37	81	40.70	31	40.26
No	170	89.47	113	56.79	40	51.95
Not Reported	6	3.16	5	2.51	6	7.79
Total	190	100.00	199	100.00	77	100.00

Hand gestures serve as non-verbal cues to convey intentions, emphasis and negotiation terms during coded transactions and negotiations. A cloth such as towel is used to cover the hand to keep the communication a secret and limited to the two persons dealing at that moment. Fingers and their joints are used to convey the quoted and expected prices and to further bargain and negotiate. It can be said as a mute transaction as no sounds or words are used at that moment and only hands are used. The meaning depends on the price level that is dealt at. At current times, usually the deals are in thousands. So, the number of fingers held implies the number of thousands. For example, holding three fingers means 3,000 rupees and holding five fingers and again holding two fingers means 7,000 rupees.



The horizontal lines on the fingers of the hand are also used as codes. Some people use ten lines from the five fingers (two from each) to indicate from 1,000 to 10,000 rupees in an order. Some use the first line of a finger to indicate a multiple of 1,000 and the second line to indicate a multiple of 10,000. There are some overlaps in decimals, etc. but the meaning is understood based on the context of the deal being done.

### 5.6.3.2. Linguistic Codes

**Table 5.20. Code Language for Trade**

S. No.	Code Language Exists	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	17	8.95	72	36.18	29	37.66
2	No	167	87.89	124	62.31	41	53.25
3	Not Reported	6	3.16	3	1.51	7	9.09
Total		190	100.00	199	100.00	77	100.00

An internal language exists, but a very few can understand and use it, especially senior traders and intermediaries. It is used as a tool to communicate without allowing a third person to understand it. Various linguistic codes and the corresponding implied mathematical meanings are presented in the Table 5.21.

**Table 5.21. Linguistic Codes**

S. No.	Linguistic Term	Mathematical Meaning
1	<i>Kala</i>	200
2	<i>Tuludu</i>	300
3	<i>Pane</i>	400
4	<i>Thatta</i>	500
5	<i>Puratho</i>	600
6	<i>Alee</i>	700
7	<i>Balo</i>	800
8	<i>Tayi</i>	900
9	<i>Ayiru</i>	1000
10	<i>Turaba</i>	10,000
11	<i>Vach</i>	1,00,000
12	<i>Muri</i> (suffix)	Half of the current level of base amount
13	<i>Dodda</i> (prefix)	Level next to the root number

In fact, the codes used for 200 to 900 do not exactly denote hundreds. It is more like the code denotes the root number, i.e., 2 to 9. They are usually used for hundreds, but they can also be used for tens, thousands and so on, depending on the context and level of the transaction under consideration. *Muri* is added as a suffix to mean an addition of half of the current level of the base amount. For example, if the deal is in thousands and it is standing at 6000 rupees, uttering the word *muri* means quoting 6,500 rupees. It is

fascinating that a single term, i.e., *muri* can be used even there is horizontal or vertical shift in the digits while discussion. *Dodda* is generally used as a prefix in case of transactions in lakhs. For example, *Dodda thatta* means 5,00,000 rupees. There are other derivative terms like *Kaal muri* meaning a quarter and *Haal muri* meaning three quarters that are sparingly used.

*Dodda* is a Kannada word meaning 'Big' and '*Ayiram*' is a Malayalam word meaning 'Thousand'. So, a link to the Malayalam can be traced pointing out towards the possible historical trade connections. These codes are not exhaustive. Using these terms in different permutations and combinations, an interesting and both mathematically and linguistically significant code system has evolved.

#### 5.6.4. Rules and Norms

**Table 5.22. Unwritten Rules**

S. No.	Unwritten Rules Exist	Farmer		Trader		Intermediary	
		N	%	N	%	N	%
1	Yes	0	0.00	2	1.01	0	0.00
2	No	183	96.32	193	96.98	68	88.31
3	Not Reported	7	3.68	4	2.01	9	11.69
Total		190	100.00	199	100.00	77	100.00

The market is run by conventions and norms. It is actually denied that any unwritten rule exists in the functioning of the market. But it is very clear in the study that an underlying structure of social norms exists that runs as the blood and veins of the market. When asked for the necessary conditions that can be useful to the participants, while different conditions were talked about, refund of the transacted amount if it turns out be a fraudulent deal was stated as the major condition indicating a demand for fairness as the primary condition in the marketplace.

**Table 5.23.1. Necessity of Conditions - Farmers**

Necessary Condition	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
A trial period for the livestock before final deal is sealed	10	5.26	174	91.58	6	3.16	190	100.00
Refund of sale amount if the information provided proves to be wrong after the deal	26	13.68	158	83.16	6	3.16	190	100.00
Provision for payment in instalments, depending on the buyer's economic condition	2	1.05	182	95.79	6	3.16	190	100.00
Cancellation of deal even after advance payment	9	4.74	175	92.10	6	3.16	190	100.00

**Table 5.23.2. Necessity of Conditions - Traders**

Necessary Condition	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
A trial period for the livestock before final deal is sealed	14	7.03	179	89.95	6	3.02	199	100.00
Refund of sale amount if the information provided proves to be wrong after the deal	62	31.15	131	65.83	6	3.02	199	100.00
Provision for payment in instalments, depending on the buyer's economic condition	0	0.00	193	96.98	6	3.02	199	100.00
Cancellation of deal even after advance payment	6	3.02	187	93.96	6	3.02	199	100.00

**Table 5.23.3. Necessity of Conditions - Intermediaries**

Necessary Condition	Yes		No		Not Reported		Total	
	N	%	N	%	N	%	N	%
A trial period for the livestock before final deal is sealed	11	14.28	57	74.03	9	11.69	77	100.0
Refund of sale amount if the information provided proves to be wrong after the deal	1	1.30	67	87.01	9	11.69	77	100.0
Provision for payment in instalments, depending on the buyer's economic condition	0	0.00	68	88.31	9	11.69	77	100.0
Cancellation of deal even after advance payment	1	1.30	67	87.01	9	11.69	77	100.0

### 5.7. Vigour and Rigour

From the study, a gradual weakening of these cultural systems can be observed in almost all the aspects. But, simultaneously a vigour of the system to sustain itself against the changes can also be seen with valid proofs. It can be called change, not disappearance. This chapter has probed into the rich array of cultural facets that shape the livestock markets in rural India in general and the region under study in specific. Any study without such insights into the cultural worldview would be incomplete in its understanding of the multitude of living expressions. It was a sincere attempt to feel the culture multi-dimensionally.





## Chapter 6

# CONCLUSION

This anthropological exploration of the Nanjangud livestock market situated in Mysore, Karnataka, India has attempted to unveil the complex mesh of economic, social and cultural dynamics that characterises the market as an intricate hub of Indian rural life. The study has recognised that livestock markets are far more than just a transactional platform; they are an intersection of space and time dynamics where economic activity, social interaction and cultural expression congregate into a single web of multiple phenomena.

The rural livestock markets have been playing a crucial role in running the rural economy, particularly the livelihoods of the communities that rely on these weekly markets. As observed in relation to the studied market, the local communities operate in and engage with these markets for various economic purposes. The rural people, who are largely agricultural, consider cattle rearing to be one of the agricultural practices, that fosters the village economy. The members of a family take up different tasks and run as a single economic unit. While farmers buy the cows as milch animals and bulls for draught work; and rear goats and sheep as a livelihood practice; traders buy cattle and after rearing for some time, they sell it in these local cattle markets. Livelihood of several other categories like intermediaries, service providers, transporters, etc. is dependent on these markets. It is evident from the study that the rural economy is significantly affected by and intricately woven with these cattle markets. The flow of capital through these markets supports not only individual livelihoods, but also broader economic development within the rural communities. They function as nodes in the regional economy, facilitating the exchange of livestock and related goods, directly impacting income levels and economic stability.

The social interactions observed in the market reveal a composite network of relationships based on trust, reciprocity and mutual support. Market days are significant for the market participants where they meet, share news, form alliances, and negotiate their respective social status and role. This aspect of the markets underscores their contribution as arenas for social cohesion and community building, where the fabric of rural society is both maintained and evolved. These economic transactions are also influenced by social identities, such as caste, religion, region, etc. However, the type and degree of those impacts are not static. Significant changes can be seen along with time. Disputes and their resolution also have seen the same fate. In fact, the social relations and interactions work in a continuous feed-back loop with the functioning of the rural cattle markets, reinforcing each other's existence and forming and evolving their respective social meanings.

The livestock markets are rich with traditions and rituals that reflect and preserve the cultural heritage of the stakeholders involved. The divinity attributed to the cattle, beliefs related to transactions, grazing, bathing, decorating, diseases, evil-eye, etc. and perceptions related to its look are the various aspects explored in this study. It is found that physical and linguistic codes exist for transactions. *Suli* as an element of cultural belief system was examined in the study. Ethno-veterinary practices still operate in the region and play a very important role in disease cure. These cultural practices sustain the traditional ways of cattle

rearing practices and simultaneously adapt to the modern influences and economic and social changes by forming an amalgam of different natures.

The study understands the significance and dynamics of these livestock markets and appraises the diversity of participants and their interactions. Formulating and implementing policies based on the facts and findings pertaining to various facets of this academic exercise can really constructively impact all the stakeholders' lives. A further and deeper exploration is strongly recommended.



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## Annexures

### Annexure 01: Entry and Exit Schedule

*National Research Project on  
Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural Facets  
By Anthropological Survey of India, Ministry of Culture, Government of India*

**Details of Livestock Market**

State	District	Village/Town	Frequency(Daily/Wk/Fr)	Name of the market

**SCHEDULE FOR ENTRY INTERVIEW**

**A. Respondents Personal Information**

1. Name					9. Native Village and current Address		
2. Age Group (in years)		0-14	15-25	26-35	36-45	46-55	55<
3. Sex							
4. Primary Occupation							
5. Secondary Occupation							
6. Community		7. Religion:					
8. Constitutional Status		ST	SC	OBC	Others		
		11. Contact No:					
		Date and Time for Exit Interview:					

**B. Nature of Participation, Transport used and association with the market.**

1. Distance travelled to market:			2. Expenditure incurred on Transport:			
3. Mode of Transport:	Pvt. Pass. Veh.	Pvt. Goods. Veh.	Pub. Trans.	Own Vehicle	By Foot	Others:
4. Category of Participant:	Farmer	Dairy Farmer	Trader	Intermediary	Service Provider	Other
5. Purpose of Visit:	Sale	Purchase	Exchange	Market Assessment	Other	
6. Since how long you have been visiting the market (In Years)?						
7. Frequency of Visits to the market	Weekly	Bimonthly	Once a month	Once in 2-3 Months	Once in 3-6 Months	Once in 6-12 Months

**C. Details of proposed sales (Only for those whose purpose of visit to market is sale of cattle -Farmers & Traders)**

1. Which Livestock(animals) you brought to sell?

Cattle Species	N	Cattle Species	N	Cattle Species	N	Cattle Species	N
a. Cows		b. Cow and calf		c. Calf/Calves		d. Bullocks	
e. Buffalo (M)		f. Buffalo (F)		d. Goats/Sheep		f. Other	

2. Details of Cattle and sale expectations:

Type of Cattle	Whether Purchased of Home Bred?	Approx age	Self-assessment of Health	Mode of transport for cattle	Amount spent on transport	Price Quoted	Reason for Sale	Previous attempts for sale(number)	Any specific reason for sale not concluding

Space for Notes/Special Remarks

**D. Only in case of Exchange**

1. Which livestock (animals) are proposed to be exchanged?

Cattle Species	N	Cattle Species	N	Cattle Species	N	Cattle Species	N
a. Cows		b. Cow and calf		c. Calf/Calves		d. Bulls/locks	
e. Buffalo (M)		f. Buffalo (F)		d. Goats/Sheep		f. Any other	

2. Details of Cattle and exchange expectations:

Type of Cattle	Whether Purchased or Home Bred?	Approx. age	Self-assessment of Health	Mode of transport for cattle	Amount spent on transport	Price Quoted	Reason for Sale	Previous attempts for sale(number)	Any specific reason for sale not concluding

**E. Support sought for sale/exchange transactions.**

1. Who accompanied you for assistance?	Family Members	Close Kin	Friends	Intermediary Or Agent	Others
2. Number of members					
3. What support is being rendered by them?	care of cattle	price negotiations	Transporting of cattle	Advice on cattle health	Any other specify

**F. Opinions on facilities in the Market:**

Facility	Rating	Facility	Rating	Facility	Rating
1. Space/sheds	1 2 3 4 5	5. Food	1 2 3 4 5	8. General cleanliness and hygiene	1 2 3 4 5
2. Parking	1 2 3 4 5	6. Price of Food	1 2 3 4 5	10. Facility for cattle feed	1 2 3 4 5
3. Parking Charges	1 2 3 4 5	7. Toilet facilities	1 2 3 4 5	11. Opinion of taxes collected	1 2 3 4 5
4. Drinking Water	1 2 3 4 5	8. Drinking Water for cattle	1 2 3 4 5	12. Opinion on power supply	1 2 3 4 5

Rating Tables: 1: No Facility 2: Highly Unsatisfactory 3: Unsatisfactory 4: Satisfactory 5: Highly Satisfactory

**SCHEDULE FOR EXIT INTERVIEW**

**E. Successful conclusion of sale (Note: Section G is for those who concluded a sale)**

E.1. Sale transactions and sale proceedings

(Please refer to C.1 and obtain the following details with reference to the details of cattle provided there)

Type of cattle	Sale price	Diff. between expected & actual sale price	Waiting period of sale	Perception of sale*	Any conditions made for the sale?***	Any agreements on sale proceedings#	Details of payments @

\* Good/Satisfactory/Unsatisfactory/Distress \*\* Like, return of sale proceedings in case of unsatisfactory performance; # Like, payment in instalments, etc.; @ Cash/Digital payments/agreement bonds, etc.

**F. Sale unsuccessful (Note: Section H is for those who could not conclude a sale)**

F.1. Reasons for unsuccessful sale proposals

(Please refer to C.1 and obtain the following details with reference to the details of cattle provided there)

Type of cattle	Any specific remarks in case of an unsuccessful attempt at sale? (Less demand due to off-season/Syndication of traders/Any other specify)

**G. Successful exchange transactions (Note: Section I is for those who concluded an exchange deal successfully)**

(Please refer to section D and obtain the following details with reference to the details of cattle provided there)

Type of cattle	Whether purchased or home-reared?	Estimated age	Self-assessment of the health of the animal	Mode of transport for cattle	Amount spent on transport	Price quoted	Reasons for exchange	Previous attempts for exchange (number)

**H. Unsuccessful exchange proposal (Note: Section J is for those who failed in exchange deal)**

(Please refer to section D and obtain the following details with reference to the details of cattle provided there)

Type of cattle	Any specific remarks in case of an unsuccessful attempt of exchange? (Less demand due to off-season/Syndication of traders/Any other specify)

**Space for notes**

\_\_\_\_\_

\_\_\_\_\_

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**Annexure 02: Supplementary Schedule for Farmers**

*National Research Project on  
Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural facets  
By Anthropological Survey of India, Ministry of Culture, Government of India*

**SUPPLEMENTARY SCHEDULE FOR FARMERS: ECONOMIC ASPECTS**

State	District	Village/Town	Frequency (Wk/Fn/Mo)	Name of the market, if any

**A. Personal details**

A.1. Name: \_\_\_\_\_ A.2. Age group: \_\_\_\_\_ A.3. Sex: \_\_\_\_\_ A.4. Primary occupation: \_\_\_\_\_ A.5. Secondary occupation: \_\_\_\_\_  
 A.6. Religion: \_\_\_\_\_ A.7. Community: (Caste/Tribe, specify): \_\_\_\_\_ A.8. Any status to the community? (SC/ST/OBC/Others): \_\_\_\_\_  
 A.7. Native village and current address (Write these details of village and others including landmark for residence clearly): \_\_\_\_\_

A.8. Distance to current address: \_\_\_\_\_ A.9. Contact No: \_\_\_\_\_

**B. On significance of livestock markets:**

B.1. How often do you visit livestock markets?  
 a) Weekly b) Bi-monthly c) Once in a month d) Once in 3 months e) Once in 6 months f) Once in a year g) Rarely (once in 2 years or more)  
 B.2. What is the purpose of your visits to livestock markets generally?  
 a) To transact livestock b) To render support to kin/friends in negotiations c) To render support in identifying the health of animals  
 d) To know the prices of livestock e) To know if there are new breeds f) Buy household goods  
 g) Meet friends and relatives h) Time pass i) Any other  
 B.3. If you need to buy or sell your livestock, do you prefer livestock markets to any other place? Yes/No

B.4. If yes, why do you prefer market?  
 a) Likelihood of better price; b) No obligations for credit or other cash dealings; c) Not obliged to reveal about health conditions of the livestock  
 d) Better chances of closing the deal e) Practice being followed for a long time f) Any other (Specify)  
 B.5. Can you provide the details of livestock transactions you made in the livestock markets in the last five years?

Year	Type of livestock	Number	Market where transacted	Total transacted amount	Sale/ Purchase	Was the transaction satisfactory?	If the transaction was not satisfactory, what were the reasons?

B.6. How do you think livestock markets would be useful apart from the facility for transaction of livestock?  
 a) Information flow relating to agricultural practices/prices b) Information on government schemes c) Building social networks; d) Acquisition of health-related information e) Any other (Specify)

**C. Difficulties in accessing the livestock markets:**

C.1. What are the markets that you usually access, and what is your opinion on facilities in those markets? **(Can you give a rating between 1 to 10)**

Market location	Dist. from current address	Specialty of market, if any	General assessment of facilities															
			Space/ Sheets	Vehicle Parking	Parking charges	Toilets	Dri. water	Power	Food	Price of food	Transport	Lives tock feed	Fairness	Disputes	Compe-tition	Taxes	Others	

**D. What changes do you think have occurred regarding the livestock markets?**

Participation of farmers	
Participation of traders	
Volume of livestock transacted	
Facilities in the markets	
Tax collections	
Unofficial payments	
Transportation of livestock	
Digital transactions	
Price negotiations	
Fairness of deals	
Any other (s)	

**SUPPLEMENTARY SCHEDULE ON SOCIAL ASPECTS FOR FARMERS**

**E. On creating, widening and sustaining social networks:**

E.1. Do you think regular participation in livestock markets help meet people who were not in your social circle earlier? Yes/No

E.1.1. If **Yes to Q.E.1**, do you think the regular participants of livestock markets also turn those new contacts as part of their social network? Yes/No

E.2 Which of the following categories are most likely to be added to one's social network through regular participation in livestock markets (*also indicate the % chances for the different categories*)?

Category	Opinion	If yes, % chance
Staff of the tax collection & space management agency	Y/N	
Government officials	Y/N	
Political leaders	Y/N	
Insurance agents/officials	Y/N	
Transportation personnel	Y/N	
Private financiers & money lenders	Y/N	
People running petty businesses, like selling food, jewellery, clothes, etc.	Y/N	
Wholesale merchants	Y/N	
Service providers	Y/N	
Livestock traders	Y/N	
Intermediaries	Y/N	
Ethno-vet specialists	Y/N	
Members of your profession group (Fellow farmers)	Y/N	

F.1. Do you think that while adding new contacts found in livestock markets into one's social circle, the social identities (similar religion/caste/language/region etc.) matter? (Yes/No)

F.2.1. If **Yes to Q.F.1**, to what extent? (Marginal/Considerable extent/Mostly)

F.2.2. If it is **Considerable or Mostly (Q.F.2.1)**, why do you think social identities are important?

- a) Easy to mobilise the support of other family members for such relationships b) More likelihood of "attitude match" c) Any other (specify)

F.3. If **No** to Q.F.1, why do you think social identities do not matter?

- a) such new members will be outside my village
- b) relationships will be mostly restricted to economic matters;
- c) relationships are built around similar interests
- d) relationships are based on foundations of commitment to human values of honesty and integrity
- e) relationships are based on mutual trust and help in crisis
- f) any other (specify)

G. Have you developed an intimate/functional relationship with anyone you met at the livestock market in the past?

Name	Years since first contact	Similar social identity (religion/caste)?	If not similar social identity, details of religion/caste/region	Occupation	Perception of present status of relationship*	Context of first contact

\* Intimate/Functional/Social courtesies

G.1. Do you consider only monetary aspects with regard to sale and purchase of livestock in livestock markets? Yes/No

G.2 Does the social identity like belongingness to same caste/religion/region/language etc. matter in the following market related transactions?

Factors	Opinion	Reason
Livestock trading	Y/N	
Health care services for livestock	Y/N	
Transportation of livestock	Y/N	
Engaging with intermediaries/traders	Y/N	
Dispute resolution during the market	Y/N	
Any other factor, specify.		

**SUPPLEMENTARY SCHEDULE ON CULTURAL FACETS**

**H. Beliefs and rituals relating to sale and purchase of cattle**

H.1. Is there any local deity for livestock? Yes/No

H.1.1. If yes, please name and provide description of any rituals associated with the deity.

H.2. Do you consider that certain months are auspicious for sale/purchase of livestock? Yes/No

H.2.1. If yes, can you give the details of the same?

Month	Any specific reason for considering it to be auspicious?	In what sense the fortune is expected if the cattle are purchased/sold in that month?

H.3. Do you consider that certain days of week are auspicious for sale/purchase of livestock? Yes/No

H.3.1. If yes, can you give the details of the same?

Day	Any specific reason for considering it to be auspicious?	In what sense the fortune is expected if the cattle are purchased/sold on that day of the week?

H.4. Do you observe any rituals at the time when new cattle purchased in a market are brought to your home? Yes/No

H.4.1. If yes, can you give the details of the of the same? (Who performs it and what is its significance?)

H.5. Do you observe any rituals when you take cattle for sale or exchange? Yes/No

H.5.1. If yes, can you give details of the same? (Who performs it and what is its significance?)

**I. Beliefs and perceptions of 'Look' of the animal**

I.1. Is there any preferences/beliefs regarding size and shape of the animal (or body part like hump, dewlap, horns, udder, legs, tail etc.). **Yes/No.** (If yes, please elaborate).

I.2. Is there any preference/beliefs regarding the colour of the animal and/or skin shades/spots on the coat of the body. **Yes/No.** (If yes, please elaborate).

I.3. Is there any preferences/beliefs regarding grace of walking/taming/ease of feeding etc. **Yes/No.** (If yes, please elaborate).

**J. Beliefs/Perceptions of care and body decoration**

J.1. Is there any belief about grazing: right timings and type of grass/leaves/fodder? **Yes/No.** (If yes, please elaborate).

J.2. Is there any belief about massages and bath: frequency and care required? **Yes/No.** (If yes, please elaborate).

J.3. Are there any beliefs and practices relating to prevention of diseases in the animal? **Yes/No.** (If yes, please elaborate).

J.3.1 Is there any specific ritual performed to prevent diseases or ward off evil eye? **Yes/No**

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(If yes, please elaborate)

J.4. Do you take any measures to enhance the looks of your animal? (Like colouring the horns; decorating with special and colourful ropes to tie nose/neck etc.; use of ornaments made of beads, bells etc.) **Yes/No** (If yes, please elaborate).

**K. Morals/ethics expected and followed in weekly market for sale-purchase of animals**

K.1. Do you think it is right to artificially enhance the qualities of the livestock (milk production, body size, etc.) by using medicines and special kind of feed? **Yes/No** and reasons

K.2. Do you think it is right to hide or lie about information like age, health, animal behaviour, genuineness of ownership etc., relating to an animal while trading? **Yes/No** and reasons

K.2.1. Have you ever done so in any of your transaction? **Yes/No**

K.3. During livestock transaction, is it right to engage with multiple sellers/buyers at a time even after accepting advance payment from some other party? **Yes/No** and reasons.

K.4. Are there any specific mannerisms followed while negotiating for livestock transaction in the market? (Like posture, hand gestures, voice modulation, etc.) **Yes/No** (If yes, please elaborate)

K.4.2. Is there any specific lingua-franca or local language for trading in this market? Any trading jargons? **Yes/No** (If yes, please elaborate)

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K.5. Do you think it is correct to verify the information given by the seller regarding their livestock from a third party before finalising the transaction without the knowledge of the former? **Yes/No** and reasons.

K.6. Can a livestock transaction be finalised based only on the verbal assurance of the seller/buyer with some token amount? **Yes/No** and reasons.

K.6.1. Do you think there should be some conditions regarding livestock transaction with regard to the following?

- a. A trial period for the livestock before final deal is sealed
- b. Refund of sale amount if the information provided proves to be wrong after the completion of the deal
- c. Provision for payment in instalments, depending on the economic condition of the buyer.
- d. Cancellation of deal even after advance payment
- e. Any other, please specify.

K.7. Are there any unwritten rules with regard to the sale and purchase of animals of certain ages/sex/genetic defects (like cow should not be sold for meat or hide)? **Yes/No. If yes, please elaborate.**

**L. Disputes and dispute resolution**

L.1. Do you think disputes are possible over sale transactions in cattle markets? **Yes/No**

L.2. If yes, what are the possible reasons for such disputes?

(Disregard of agreements/Cheating on livestock health/Interference of intermediary/Bargaining issues/ Impolite conversations/  
Undue competition from fellow farmers/traders/ Others, Specify \_\_\_\_\_)

L.3. How are such disputes over livestock sale/purchase prevented?

L.4. If disputes arise, whose help is sought in its resolution?

(Market participants/Community elders/Market functionaries/Political leaders/Police/Others)

L.5. In case of any dispute, does the socioeconomic status of the people involved influence the decision regarding resolution? **Yes/No**

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L.6. Do you have any personal experience of dispute over sale/purchase of any animal in the last five years or so? **Yes/No**

L.7. If yes, please narrate the nature of the dispute and how it was resolved?

L.8. Has any of your close kin or friends experienced any dispute over livestock transactions in the weekly market? **Yes /No**

L.9. If yes, please narrate the nature of the dispute and how it was resolved?

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## Annexure 03: Supplementary Interview Schedule for Livestock Traders

*National Research Project on  
Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural facets  
By Anthropological Survey of India, Ministry of Culture, Government of India*

### Supplementary Interview Schedule for Livestock Traders

State	District	Village/Town	Frequency (Wk/Fn/Mo)	Name of the market, if any

**A. Personal details:**

- A.1. Name: \_\_\_\_\_ A.2. Age group: \_\_\_\_\_ A.3. Sex: \_\_\_\_\_ A.4. Primary occupation: \_\_\_\_\_ A.5. Secondary occupation: \_\_\_\_\_  
 A.6. Religion: \_\_\_\_\_ A.7. Community: (Caste/Tribe, specify): \_\_\_\_\_ A.6. Any status to the community? (SC/ST/OBC/Others): \_\_\_\_\_  
 A.7. Native village and Current address (Write these details of village and others including landmark for residence clearly): \_\_\_\_\_

- A.8. Distance to current address: \_\_\_\_\_ A.9. Contact No: \_\_\_\_\_

**B. Apprenticeship, entry into the business and experience:**

- B.1. How long have you been involved in the livestock trading business? \_\_\_\_\_yrs.  
 B.2. Your age of entry into this business? \_\_\_\_\_yrs.  
 B.3. Whether other family members are also involved? **Yes/No**  
 B.4. **If yes to B.3.**, please give details: Primary kin/Secondary kin/Tertiary kin.  
 B.5. Who influenced you to take up livestock trading? Consanguineous kin/ Affinal kin/ Community members/Friends/Officials/Others  
 B.6. Did you do any apprenticeship prior to taking up trading by yourself? **Yes/No**  
 B.7. If yes, for how long? \_\_\_\_\_years.

**C. Perception on requisite skills and knowledge for success in trade**

- C.1. What do you think are the essentials for success in this business?

1

- C.2. Do you think the knowledge of the assessment of the health of animals is required in this occupation? (**Yes/No**)  
 C.3. **If yes**, how did you acquire the knowledge?

**D. Trade dimensions**

- D.1. What types of animals do you trade?  
 a) Cows and calves; b) Bulls; c) Buffaloes d) Goat and sheep; e) Pigs; f) Donkeys; g) Horses; h) Camels; i) Others (Specify)
- D.2. What is your involvement in the trade??  
 a) Resale of draught and milchig animals to farmers; b) Trade for meat business; c) Trade for hides; d) Others
- D.3. What is the average time period from purchase to resale/end use: <1 month/1-2 months/3-4 months/5-6 months/ >6 months
- D.4. How do you search for a source of livestock for trading? (e.g., Self-rear/ through informant or intermediary/ directly from farmers/ through other markets)
- D.5. How much do you depend on weekly markets for your trade? a) 0-25% b) 26% -50% c) 51% - 75% d) 75%-100%
- D.6. From where do you collect livestock for trading?
- D.7. Which livestock markets you trade at mostly? a) Intrastate; b) Interstate; c) Transborder
- D.8. Which of the above markets is more profitable? \_\_\_\_\_
- D.9. What is your current turnover? Rs. \_\_\_\_\_
- D.10. How did you manage the capital for the current occupation? (Savings/Loans from friends and relatives/Bank loan/Pvt. Financers/Gifts from relatives/others)
- D.11. What is the approximate profit you earned during the last five years? Rs. \_\_\_\_\_
- D.12. Have you invested your profits? If yes, how? (House/Land/Vehicle/Other business/Gold/More network in trading/Others, specify \_\_\_\_\_)
- D.13. Do you take any assistance in your work? (Yes/No)
- D.13.1. If yes, whose? (Family members/Employers/Friends/Partners/Others)
- D.14. What are the tasks assigned to the assistants?  
 Care of animals/Transportation of animals/Publicity/Identification of clients/ Information dissemination/Price negotiation/Others (Specify.....)
- D.15. What % of sale proceeds is spent on the Assistants?
- D.16. What are the other major items of expenditure in this business?  
 (Transportation/Health care of animals/Livestock feed/ Commissions/Public relations/Others)
- D.17. Approximately how much (specify in %) of the sale proceeds is spent on these different items of expenditure?

Transportation	Health and body care	Livestock feed	Commissions	Public relations	Salaries of employees	Others

2

**E. Care of livestock during the intermittent periods**

E.1. How do you ensure the care of the livestock that are traded by you with regard to the following?

Type of care	Action taken
E.1.1. Health care	Support of vet. specialists/Indigenous health care measures/Immunization
E.1.2. Livestock feed	
E.1.3. Special diet	
E.1.4. Body care like bath, messages etc.	
E.1.5. Control of effects of changes of climate	

**F. What infrastructural arrangements are made for successful conduct of trade?**

- F.1. Sheds (provide the details of sheds constructed/rented, if any):
- F.2. Transport vehicles for livestock:
- F.3. Stores:
- F.4. Others:

**G. Use of social media and digital platforms**

- G.1. Do you use digital equipment for dissemination of information to potential buyers? Yes/No
- G.2. If yes, since how long have you been practicing this?
- G.3. What advantages do you see with the use of digital equipment?
- G.4. Do you resort to digital payments in connection with your business? Yes/No
- G.5. If yes, how frequently? (Specify in terms of % of all payments and receipts)

**H. Risks involved and risk management:**

- H.1. What are the risks involved in this business?
- H.2. What are the measures taken to mitigate the risks?
- H.3. Market fluctuations:(Can you explain the factors that affect market fluctuations?)
- Social (eg. belief system):
- Weather-related:
- Government Policy:

**I. Management of public relationships and social networks**

- I.1. Do you think public relationships are important for this occupation? Yes/No
- I.2. If yes, with whom do you ensure good public relations? (Clients/Local officials/Transporters/Police/Members of statutory bodies)
- I.3. How do you ensure good public relationships with different members?

Category of members	Strategy of public relationships (P.R.)
Clients	Social visits/Gift giving/Hand loans/Commissions/Discounts/Funds for village level festivals/courtesy messages and telephone calls/Others
Local officials	Social visits/gift giving/Bribes/Arranging facilities of transport etc./Others
Police officials	Social visits/gift giving/Bribes/Arranging facilities of transport etc./Others
Political leaders	Social visits/gift giving/Bribes/Arranging facilities of transport etc./ party funds/donations/helping during campaigning etc./Others
Transporters	Social visits/gift giving/extending loans/Offering of commissions/Discounts/Others (specify)/Advance payments
Others (Specify)	Social visits/gift giving/extending loans/Offering of commissions/Discounts/Others (specify)/Advance payments

- I.4. How many contacts are saved in your phone?
- I.5. What is the approximate expenditure you have incurred for P.R last year?

**J. Livestock markets accessed and the opinion on facilities:**

J.1. What are the markets that you usually access and what is your opinion on facilities in those markets? (Can you give a rating between 1 to 10)

Market location	Dist. From current address	Speciality of market, if any	General assessment of facilities														
			Space/ Sheds	Vehicle Parking	Parking charges	Toilets	Dri. Water	Power	Food	Price of food	Transport	Livestock feed	Fairness	Disputes	Competition	Taxes	Others

**SUPPLEMENTARY SCHEDULE ON SOCIAL ASPECTS FOR TRADERS**

**K. On creating, widening, and sustaining social networks:**

K.1. Do you think regular participation in livestock markets help meet people who were not in your social circle earlier? **Yes/No**

K.1.1. If **Yes** to Q.E.1, do you think the regular participants of livestock markets also turn those new contacts as part of their social network? **Yes/No**

K.2 Which of the following categories are most likely to be added to one's social network through regular participation in livestock markets (also indicate the % chances for the different categories)?

Category	Opinion	If yes, % chance
Staff of the tax collection & space management agency	Y/N	
Government officials	Y/N	
Political leaders	Y/N	
Insurance agents/officials	Y/N	
Transportation personnel	Y/N	
Private financiers & money lenders	Y/N	
People running petty businesses, like selling food, jewellery, clothes, etc.	Y/N	
Wholesale merchants	Y/N	
Service providers	Y/N	
Livestock traders	Y/N	
Intermediaries	Y/N	
Ethno-vet specialists	Y/N	
Members of your profession group (Fellow farmers)	Y/N	

L.1. Do you think social identities matter (similar religion/caste/language/region etc.) while adding new contacts found in livestock markets into one's social circle? **(Yes/No)**

L.2.1. If **Yes** to Q.L.1, to what extent? (Marginal/Considerable extent/Mostly)

L.2.2. If it is **Considerable or Mostly** (Q.L.2.1), why do you think social identities are important?

- a) Easy to mobilise the support of other family members for such relationships b) More likelihood of "attitude match" c) Any other (specify)

5

L.3. If **No** to Q.L.1, why do you think social identities do not matter?

- a) such new members will be outside my village b) relationships will be mostly restricted to economic matters; c) relationships are built around similar interests; d) relationships are based on foundations of commitment to human values of honesty and integrity e) relationships are based on mutual trust and help in crisis; f) any other (specify)

M. Have you developed an intimate/functional relationship with anyone you met at the livestock market in the past?

Name	Years since first contact	Similar social identity (religion/caste)?	If not similar social identity, details of religion/caste/region	Occupation	Perception of present status of relationship*	Context of first contact

\* Intimate/Functional/Social courtesies

M.1. Do you consider only monetary aspects regarding sale and purchase of livestock in livestock markets? **Yes/No**

M.2. Does the social identity like belongingness to same caste/religion/region/language etc. matter in the following market related transactions?

Factors	Opinion	Reason
Livestock trading	Y/N	
Health care services for livestock	Y/N	
Transportation of livestock	Y/N	
Engaging with intermediaries/traders	Y/N	
Dispute resolution during the market	Y/N	
Any other factor, specify.		

6

**SUPPLEMENTARY SCHEDULE ON CULTURAL FACETS**

**N. Beliefs and rituals relating to sale and purchase of cattle**

N.1. Is there any local deity for livestock? **Yes/No**

N.1.1. **If yes**, please provide description and any rituals associated with the deity.

N.2. Do you consider that certain months are auspicious for sale/purchase of livestock? **Yes/No**

N.2.1. **If yes**, can you give the details of the same?

Month	Any specific reason for considering it to be auspicious?	In what sense the fortune is expected if the cattle are purchased/sold in that month?

N.3. Do you consider that certain days of week are auspicious for sale/purchase of livestock? **Yes/No**

N.3.1. **If yes**, can you give the details of the same?

Day	Any specific reason for considering it to be auspicious?	In what sense the fortune is expected if the cattle are purchased/sold on that day of the week?

N.4. Do you observe any rituals at the time when new cattle purchased in a market are brought to your home? **Yes/No**

N.4.1. **If yes**, can you give the details of the ritual and its significance? Also mention who performs such ritual.

N.5. Do you observe any rituals when you take cattle for sale or exchange? **Yes/No**

N.5.1. **If yes**, can you give details of the same? (Who performs it and what is its significance?)

7

**O. Beliefs and perceptions of 'Look' of the animal**

O.1. Are there any preferences for/beliefs regarding size and shape of the animal while trading? (or body parts like hump, dewlap, horns, udder, legs, tail etc.)

O.2. Do you have any preference for/beliefs regarding the colour of the animal and/or skin shades/spots on the coat of the body? **Yes/No. (If yes, please elaborate)**

O.3. Do you have any preferences for/beliefs regarding grace of walking/taming/ease of feeding etc? **Yes/No. (If yes, please elaborate)**

**P. Beliefs/Perceptions of care and body decoration**

P.1. Are there any right times for grazing? And any specific type of grass/leaves/fodder that you feed the animal?

P.2. Is there any specific ritual performed to prevent diseases or ward off evil eye? **Yes/No (If yes, please elaborate)**

P.3. Do you take any measures to enhance the looks of your animal? (Like colouring the horns; decorating with special and colourful ropes to tie nose/neck etc.; use of ornaments made of beads, bells etc.)

**Q. Morals/ethics expected and followed in the weekly market for sale-purchase of animals**

Q.1. Do you think it is right to artificially enhance the qualities of the livestock (milk production, body size, etc.) by using medicines and special kind of feed? **Yes/No and reasons**

Q.2. Do you think it is right to hide or lie about information like age, health, animal behaviour, genuineness of ownership etc., relating to an animal while trading? **Yes/No and reasons**

Q.2.1. Have you ever done so in any of your transaction? **Yes/No**

8

Q.3. During livestock transaction, is it right to engage with multiple sellers/buyers at a time even after accepting advance payment from some other party? **Yes/No and reasons**

Q.4. Are there any specific mannerisms followed while negotiating for livestock transaction in the market? (Like posture, hand gestures, voice modulation, etc.) **Yes/No (If yes, please elaborate)**

Q.4.2. Is there any specific *lingua-franca* or local language for trading in this market? Any trading jargons? **Yes/No (If yes, please elaborate)**

Q.5. Do you think it is correct to verify the information given by the seller regarding their livestock from a third party before finalising the transaction without the knowledge of the former? **Yes/No and reasons**

Q.6. Can a livestock transaction be finalised based only on the verbal assurance of the seller/buyer with some token amount? **Yes/No and reasons**

Q.6.1. Should there be some conditions regarding livestock transactions?

- a. A trial period for the livestock before final deal is sealed
- b. Refund of sale amount if the information provided proves to be wrong after the completion of the deal
- c. Provision for payment in instalments, depending on the economic condition of the buyer.
- d. Cancellation of deal even after advance payment

Q.7. Are there any unwritten rules with regard to the sale and purchase of animals of certain ages/sex/genetic defects (like cow should not be sold for meat or hide)? **Yes/No (If yes, please elaborate)**

**R. Disputes and dispute resolution**

R.1. Do you think disputes are possible over sale transactions in cattle markets? **Yes/No**

R.1.1. **If yes**, what are the possible reasons for such disputes?

(Disregard of agreements/Cheating on livestock health/Interference of intermediary/Bargaining issues/ Impolite conversations/ Undue competition from fellow farmers/traders/ Others, Specify \_\_\_\_\_)

R.2. How are such disputes over livestock sale/purchase prevented?

9

R.3. If disputes arise, whose help is sought in its resolution?

(Market participants/Community elders/Market functionaries/Political leaders/Police/Others)

R.4. In case of any dispute, does the socioeconomic status of the people involved influence the decision regarding resolution? **Yes/No**

R.5. Do you have any personal experience of dispute over sale/purchase of any animal in the last five years or so? **Yes/No**

R.6. **If yes**, please narrate the nature of the dispute and how it was resolved?

R.7. Has any of your close kin or friends experienced any dispute over livestock transactions in the weekly market? **Yes /No**

R.8. If yes, please narrate, the nature of the dispute and how it was resolved?

*Space for notes:*

10

## Annexure 04: Supplementary Schedule for Intermediaries

## National Research Project on

## Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural facets

By Anthropological Survey of India, Ministry of Culture, Government of India

Supplementary Schedule for Intermediaries: ECONOMIC ASPECTS

State	District	Village/Town	Frequency (Wk/Fn/Mo)	Name of the market, if any

**A. Personal details**

A.1. Name: A.2. Age group: A.3. Sex: A.4. Primary occupation: A.5. Secondary occupation:  
 A.6. Religion: A.7. Community: (Caste/Tribe, specify) A.8. Any status to the community? (SC/ST/OBC/Other)  
 A.9. Native village and Current address (Write these details of village and others including landmark for residence clearly):

A.10. Distance to current address:

A.11. Contact No:

**B. Experience and area of operation:**

- B.1. Is this your full-time work or part time work? (Full time/Part time)  
 B.2. How long have you been rendering the service of intermediary? \_\_\_\_\_yrs.  
 B.3. Your age of entry into this service? \_\_\_\_\_ yrs.  
 B.4. Did you get into this job by choice? Yes/No  
 B.5. If not, what prompted you to take up this? (Livelihood/ Good network of relationships/Opportunity to earn good income/Pass time/Any other, specify)

1

- B.6. Who influenced you to take up this work? Consanguineous kin/ Affinal kin/ Community members/Friends/Officials/Others  
 B.7. Do you give your service through a prior appointment? **Yes/No**  
 B.8. If yes, how do you fix your appointments? (Personal meeting/Telephone call/ through clients/Any other, please specify)  
 B.9. Do you operate in other livestock markets besides the present one? **Yes/No**  
 B.10. If yes, can you give details of markets where you operate?

Market name	Village/Town	Distance from native village	No. of visits to market in a month

**C. Approximate deals and earnings:**

- C.1. In how many deals do you participate in a month on an average?  
 C.2. What are the terms and conditions of your service? (Fixed amount/ % of total deal/Any other, please specify)  
 C.3. On an average what will be your earnings per month through this service?  
 C.4. Who are your clients generally? (Person of native village/Person of surrounding villages/Acquaintances through clients/Others, please specify)

**D. Cattle markets accessed and the opinion on facilities:**

- D.1. What are the markets that you usually access and what is your opinion of facilities in those markets?

(Can you give a rating between 1 to 10)

2

Market location	Dist. from current address	Speciality of market, if any	General assessment of facilities														
			Space/ Sheds	Vehicle Parking	Parking charges	Toilets	Dr. water	Power	Food	Price of food	Transport	Cattle feed	Fairness	Disputes	Competition	Taxes	Others

**E. What changes you think have occurred regarding the cattle markets?**

Participation of farmers	
Participation of traders	
Volume of cattle transacted	
Facilities in the markets	
Tax collections	
Unofficial payments	

3

Transportation of cattle	
Digital transactions	
Price negotiations	
Fairness of deals	
Any other (s)	

Space for notes

4



**SUPPLEMENTARY SCHEDULE ON SOCIAL ASPECTS**

**F. On creating, widening, and sustaining social networks:**

F.1. Do you think regular participation in livestock markets help meet people who were not in your social circle earlier? **Yes/No**

F.1.1. If **Yes to Q.E.1**, do you think the regular participants of livestock markets also turn those new contacts as part of their social network? **Yes/No**

F.2 Which of the following categories are most likely to be added to one's social network through regular participation in livestock markets (also indicate the % chances for the different categories)?

Category	Opinion	If yes, % chance
Staff of the tax collection & space management agency	Y/N	
Government officials	Y/N	
Political leaders	Y/N	
Insurance agents/officials	Y/N	
Transportation personnel	Y/N	
Private financiers & money lenders	Y/N	
People running petty businesses, like selling food, jewellery, clothes, etc.	Y/N	
Wholesale merchants	Y/N	
Service providers	Y/N	
Livestock traders	Y/N	
Farmers	Y/N	
Ethno-vet specialists	Y/N	
Members of your profession group (Intermediaries)	Y/N	

G.1. Do you think that while adding new contacts found in livestock markets into one's social circle, the social identities (similar religion/caste/language/region etc.) matter? **(Yes/No)**

G.2.1. If **Yes to Q.F.1**, to what extent? (Marginal/Considerable extent/Mostly)

5

G.2.2. If it is **Considerable or Mostly (Q.F.2.1)**, why do you think social identities are important?

a) Easy to mobilise the support of other family members for such relationships b) More likelihood of "attitude match" c) Any other (specify)

G.3. If **No to Q.F.1**, why do you think social identities do not matter?

a) such new members will be outside my village b) relationships will be mostly restricted to economic matters; c) relationships are built around similar interests  
d) relationships are based on foundations of commitment to human values of honesty and integrity e) relationships are based on mutual trust and help in crisis  
f) any other (specify)

H. Have you developed an intimate/functional relationship with anyone you met at the livestock market in the past?

Name	Years since first contact	Similar social identity (religion/caste)?	If not similar social identity, details of religion/caste/region	Occupation	Perception of present status of relationship*	Context of first contact

\* Intimate/Functional/Social courtesies

I.1. Do you consider only monetary aspects regarding sale and purchase of livestock in livestock markets? **Yes/No**

I.2 Does the social identity like belongingness to same caste/religion/region/language etc. matter in the following market related transactions?

Factors	Opinion	Reason
Livestock trading	Y/N	
Health care services for livestock	Y/N	
Transportation of livestock	Y/N	
Engaging with farmers/traders	Y/N	
Dispute resolution during the market	Y/N	
Any other factor, specify.		

6

SUPPLEMENTARY SCHEDULE ON CULTURAL FACETS

**J. Beliefs and rituals relating to sale and purchase of livestock**

J.1. Do you consider that certain months are auspicious for sale/purchase of livestock? **Yes/No**

J.1.1. If yes, can you give the details of the same?

Month	Any specific reason for considering it to be auspicious?	In what sense is the fortune expected if the livestock are purchased/sold in that month?

J.2. Do you consider that certain days of week are auspicious for sale/purchase of livestock? **Yes/No**

J.2.1. If yes, can you give the details of the same?

Day	Any specific reason for considering it to be auspicious?	In what sense is the fortune expected if the livestock are purchased/sold on that day of the week?

7

**K. Beliefs and perceptions of the 'Look' of the animal**

K.1. Is there any preferences/beliefs regarding size and shape of the animal (or body parts like hump, dewlap, horns, udder, legs, tail etc.) **Yes/No. (If yes, please elaborate).**

K.2. Is there any preference/beliefs regarding the colour of the animal and/or skin shades/spots on the coat of the body. **Yes/No. (If yes, please elaborate).**

K.3. Is there any preferences/beliefs regarding grace of walking/taming/ease of feeding, etc. **Yes/No. (If yes, please elaborate).**

**L. Morals/ethics expected and followed in weekly market for sale-purchase of animals**

L.1. Do you think it is right to artificially enhance the qualities of the livestock (milk production, body size, etc.) by using medicines and special kind of feed? **Yes/No and reasons**

L.2. Do you think it is right to hide or lie about information like age, health, animal behaviour, genuineness of ownership etc., relating to an animal while trading? **Yes/No and reasons**

8

L.2.2. Have you ever done so in any of your transaction? **Yes/No**

L.3. During livestock transaction, is it right to engage with multiple sellers/buyers at a time even after accepting advance payment from some other party? **Yes/No and reasons**

L.4. Are there any specific mannerisms followed while negotiating for livestock transaction in the market? (Like posture, hand gestures, voice modulation, etc.) **Yes/No (If yes, please elaborate).**

L.4.1. Is there any specific lingua-franca or local language for trading in this market? Any trading jargons? **Yes/No (If yes, please elaborate).**

L.5. Do you think it is correct to verify the information given by the seller regarding their livestock from a third party before finalising the transaction without the knowledge of the former? **Yes/No and reasons**

L.6. Can a livestock transaction be finalised based only on the verbal assurance of the seller/buyer with some token amount?

L.6.1. Do you think there should be some conditions regarding livestock transaction with regard to the following?

- a. A trial period for the livestock before final deal is sealed.
- b. Refund of sale amount if the information provided proves to be wrong after the completion of the deal.
- c. Provision for payment in instalments, depending on the economic condition of the buyer.
- d. Cancellation of deal even after advance payment.
- e. Any other, please specify.

L.7. Are there any unwritten rules with regard to the sale and purchase of animals of certain ages/sex/genetic defects (like cow should not be sold for meat or hide)? **Yes/No (If yes, please specify).**

9

**M. Disputes and dispute resolution**

M.1. Do you think disputes are possible over sale transactions in cattle markets? **Yes/No**

M.2. **If yes**, what are the possible reasons for such disputes?

(Disregard of agreements/Cheating on livestock health/Interference of intermediary/Bargaining issues/ Impolite conversations/ Undue competition from fellow farmers/traders/ Others, Specify \_\_\_\_\_)

N.3. How are such disputes over livestock sale/purchase prevented?

N.4. If disputes arise, whose help is sought in its resolution?

(Market participants/Community elders/Market functionaries/Political leaders/Police/Others)

N.5. In case of any dispute, does the socioeconomic status of the people involved influence the decision regarding resolution? **Yes/No**

N.6. Do you have any personal experience of dispute over sale/purchase of any animal in the last five years or so? **Yes/No**

N.7. If yes, please narrate the nature of the dispute and how it was resolved?

10

**Annexure 05: Schedule for Transporters**

**Schedule for Transporters (Drivers)**

Name: \_\_\_\_\_ Age: \_\_\_\_\_  
 Contact number: \_\_\_\_\_ Gender: \_\_\_\_\_  
 Education: Cannot Sign / 1- 5 Std / 5-10 Std / 11-12 Std / Graduate / Post Graduate  
 Address: \_\_\_\_\_  
  
 Primary Occupation: \_\_\_\_\_  
 Secondary Occupation: \_\_\_\_\_  
 Ownership of Vehicle: Own / Rented / Own with Loan or Finance  
 Size and Model of Vehicle: LMV / HMV / Two Wheeler / Three Wheeler (Goods Auto / Auto)  
 Size \_\_\_\_\_ x \_\_\_\_\_ Company and Model \_\_\_\_\_  
 Type of Vehicle: Yellow Board / White Board /Green Board / Others \_\_\_\_\_

**1. Business Details:**

- What is the name of your transportation service?
  
- How long have you been transporting livestock in this region?
  
- Are you transporting specific types of livestock? No / Yes, If yes, which type \_\_\_\_\_

**2. Transportation Capacity:**

- How many livestock have you brought today? Trips made today : \_\_\_\_\_

Type	No's brought today	Max Capacity	Cattle Brought from (Village & Kms)
Bullocks			
Buffalo			
Sheep			
Cow			
Goats			

Poultry Birds			
Others			

- Number of Trips made today: One / Two / Three / Four / \_\_\_\_\_
- Do you have any special equipment or facilities for loading- unloading livestock with you?

**3. Routes and Schedule:**

- What routes do you commonly prefer for transporting livestock?  
Road with Tolls / Without tolls / Highways / Connecting Roads / \_\_\_\_\_
- In which route do you face many problems?
- How frequently do you visit the rural cattle livestock market? (Table Below)

Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Name of Market							
Km from village							
Km from market							

**4. Booking and Communication:**

- How do customers typically book your transportation services? Phone / Verbally
- Who are your customers? Farmers / Middlemen / Traders / Farmer-Traders / Fellow Drivers
- What information do you need from customers when they make a booking?
- Do you ask for any advance payment, No / Yes
- Mode of Transaction- Digital / Cash / Credit
- Advance \_\_\_\_\_ % Rest of Payment \_\_\_\_\_ %

**5. Livestock Handling:**

- What measures do you take to ensure the safety and well-being of the livestock during transportation?

Floor- Green Leaves / Dry Leaves / Mat / Others \_\_\_\_\_

Fodder- Yes / No

Water- Yes / No

- No' of Breaks during the journey (in Kms): 10-40 / 40-60 / 60-80 / 80-100 / 100+

- Where Breaks are taken? \_\_\_\_\_

**6. Cost and Payment:**

- How do you determine the cost of transporting livestock?

Based on Kms / Fixed Price / No' of Cattle / Others \_\_\_\_\_

- Are there any additional charges or considerations that customers should know?  
(Circle the below if Customer pays, and Tick them if Driver pays)

Toll Charges / Parking charges / Driver Food / Others \_\_\_\_\_

**7. Insurance and Liability:**

- Do you provide insurance coverage for the livestock during transportation?
- What is your policy in case of any accidents or unforeseen events during transit?  
Who supports you during such instances? (Buyers/ Cattle Owners/ Traders/ Others  
\_\_\_\_\_)

Accidents :

Death :

Any Hindrance :

**8. Regulatory Compliance:**

- Are you licensed and authorized to operate as a livestock transporter for the Current Year? YES / NO

**9. Economic Aspects:**

- How many Trips do you cover in a month?
- What is your estimated income in a month?

	Live Stock Only	Total (Livestock + Others)
How many Trips do you cover in a month?		
What is your estimated income in a month? In Rupees		

- Socio-Economic Relation with Traders \_\_\_\_\_  
/ Seller \_\_\_\_\_ / Buyer \_\_\_\_\_

**10. Emergency Procedures:**

- Do you have a First Aid kit in your vehicle for livestock?
- What procedures do you have in place in case of emergencies or unexpected delays?

Illness of Cattle	
Cattle Birth	
Death of Cattle	
Others (Specify)	

11. Any important event that took place: (Police Case / Political / Vehicle seized / Others)

12. Difficulties in accessing the Markets:

**Annexure 06: Supplementary Interview Schedule for Market Assessors****National Research Project on****Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social, and Cultural Facets****By****Anthropological Survey of India, Ministry of Culture, Government of India****SUPPLEMENTARY INTERVIEW SCHEDULE FOR MARKET ASSESSORS**

State	District	Village/Town	Name of the Market	Frequency (Wk/Fn/Mo)

**A. Personal Details**

- A.1. Name: A.2. Age: A.3. Sex: A.4. Occupation:  
A.5. Educational Qualification: A.6. Religion: A.7. Community:  
A.8. Status of the Community: SC/ST/OBC/ Others A.9. Native Village and Address:  
A.10. Distance from the Market: A.11. Contact Number:

**B. Details in Relation to Work:**

- B.1. Nature of work (Self-employed / Attached to an Institution): B.2. Experience:  
B.3. Payment: B.4. Relation with other cattle markets:

**C. Details in Relation to Assessment of Market:**

- C.1. What are the basic criteria you consider to assess the market?  
C.2. What is volume of trade of this market?  
C.3. What is the coverage of the market?  
C.4. What are the infrastructure facilities available in the market?  
C.5. What sort of political, administrative, and local support is available for the market?



C.6. Do you keep any records and how they are maintained?

C.7. How do you review the sales considering aspects like income, expenditure, value, etc.?

C.8. What are the methods you apply to assess the market?

C.9. What changes you have observed in relation to the market?

C.10. What is the role of technology?

C.11. How can the government help in development of the market?

C.12. What are the challenges pertaining to cattle markets?

**D. Additional Remarks:**

## Annexure 07: Supplementary Interview Schedule for Local Body Members

*National Research Project on*  
**Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural Facets**

By  
*Anthropological Survey of India, Ministry of Culture, Government of India*

### SUPPLEMENTARY INTERVIEW SCHEDULE FOR LOCAL BODY MEMBERS

State	District	Village/Town	Name of the market	Frequency (Wk/Tn/Mo)

**A. Personal details**

- A.1. Name: A.2. Age: A.3. Sex: A.4. Occupation:  
 A.5. Educational Qualification: A.6. Religion: A.7. Community:  
 A.8. Any status to the community? (SC/ST/OBC/Others):  
 A.9. Native village and Address:

- A.10. Distance from the market to the native village: A.11. Contact number:

**B. Details in relation to work:**

- B.1. Post / Role in the Body: B.2. Tenure: B.3. Mode of selection:  
 B.4. Criteria for selection (Experience / Community affiliation / Political affiliation / Government affiliation / Others)  
 B.5. Experience in this field:  
 B.6. Connection with any other cattle market(s):

1

**C. Details in relation to organization of the market:**

- C.1. What is your role in the local body of the market committee?  
  
 C.2. What are the procedures and preparation involved in conducting the livestock market?  
 i. Before Market:  
  
 ii. During Market:  
  
 iii. After Market:  
  
 C.3. What are the arrangements provided by the local body for livestock and human health?  
  
 C.4. What are the challenges you face as a local body unit.  
 i. Before Market:  
  
 ii. During Market:  
  
 iii. After Market:  
  
 C.5 How do you tackle the challenges?  
  
 C.6. Are there any regulations for conducting the market? (Written / Oral / None)  
 C.7. What are the ethics associated to the organization of the markets?  
 C.8.a. Does this body get any financial assistance (from NGO/Govt./Individual/Others)?  
 C.8.b. If yes, give some details: from where, whom and how do you spend it?

2

- C.9. Time and frequency of the local body meeting:
- C.10. Outcome of last meeting:
- C.11.a. Being a local body member, are you engaged in policy making (block level/district level/state level)?
- C.11.b. If yes, give details:
- C.12. How do you manage any dispute? Is there any dispute redressal mechanism?
- C.13. Detail of disputes in last 5 years: What? When? How solved? By whom? Own or outside? Procedure:
- C.14. What is the role of government in management of markets:
- C.15.a. Do you have any remuneration from the body?
- C.15.b. If yes, details:
- C.16. How various stakeholders depend on you?

3

**D. General Components of the Market:**

D.1. Structure and function of the local body:

Sl. No.	Post	Name	Age	Contact Number	Role / Duty of the Personnel

D.2. Type of the land, on which the market is conducted: (Government/Private/Community/Others):

D.3. Any kind of Lease / Tax:

D.4. Nature and number of employment generated through cattle market:

**E. Additional Remarks:**

4

## Annexure 08: Interview Schedule for Service Providers

*National Research Project on*  
**Rural Livestock Markets in India: An Anthropological Exploration of Economic, Social and Cultural facets**

*By Anthropological Survey of India, Ministry of Culture, Government of India*

### Interview Schedule for Service Providers

Respondent's Personal Information							5. Native Village and Current Address          <b>Distance from Market</b>
1. Name							
2. Age Group	0-14	14-25	25-35	35-45	45-55	55<	
3. Sex							
4. Community							
Types of Service Provided							

1. How did you learn this work?
  
2. Does anyone else in your family also do this work? Yes or No.
  
3. How long have you been involved in this work?.....
  
4. Do you do the same work/provide services in other places too? If yes, please share details.....
  
5. How long have you been doing this work/providing your service in this market?.....
  
6. Do you provide the same service in other markets too? Yes/No. If yes, please name them.

7. How often do you visit livestock markets?

(a) Weekly (b) Bi-monthly (c) once in a month (d) once in three months (e) others (specify)

8. How much can you earn on a market day?.....

9. Do you need to pay some fees to work/provide service in this market? If yes, what are those and the amount?.....

10. Please share your thoughts on this market.





