

5.1 INTRODUCTION :

One of the significant aspects of change which peasant society is facing today in India, and for that matter in the entire developing countries, can be well understood through the study of the dynamics of the rural marketing system. Traditionally speaking, it is at the rural market that the village microcosm touches the greater external world, it is also at the rural market and the local fair that the rural milieu represents a cross section of the country gentry of various social grades and strata (Singh, 1962). In developing countries like India, where more than 76 percent of the population resides in over five lakhs of villages, there is an urgent need to develop rural markets to serve both as a market centre and as nuclei of development. Johnson (1970), has rightly emphasized that, " every rural producer should be within convenient travel time of some adequately competitive selling place for his produce, some equally competitive sources of consumers and producers goods and some adequately diversified service centres.

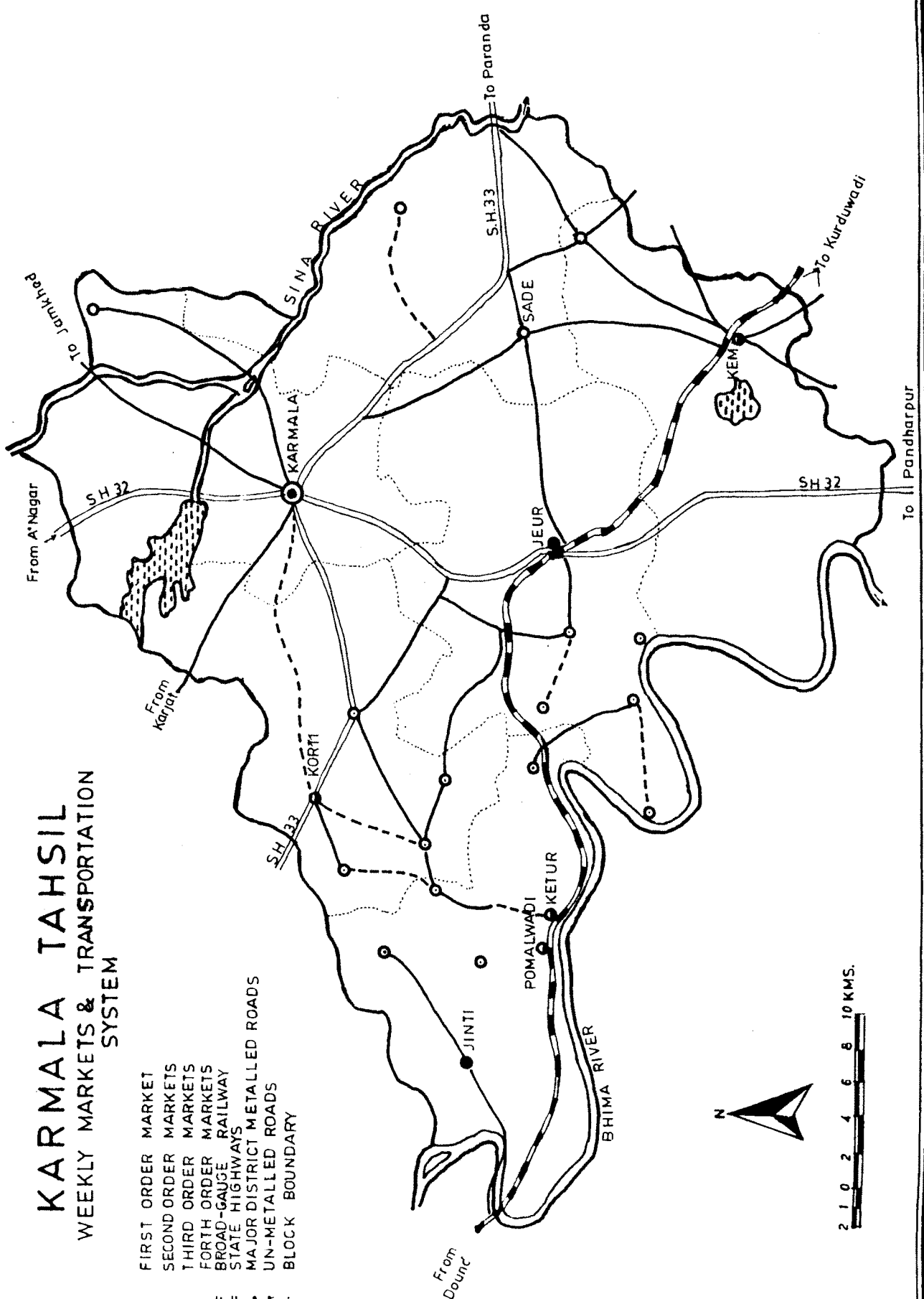
A study of the weekly market and marketing system in the study region reveals that the weekly markets act as levers of development. They serve as assembly points for various commodities produced in the surrounding area and large proportions of collected goods are redistributed to distant places. Thus, weekly market centres are the points of collection and the redistribution. Their location in space and time and their

functional status needs to be adjusted according to the needs of the area in which they operate. The weekly market centres when studied in respect of their role in the general fabric of settlements of the study region; it is observed that, these centres act as centres of provision and the services where the provision establishments and services themselves are partly mobile and partly fixed in their localities. Particularly mobile traders are common phenomena of market centres, who visit a particular market day of a week to a specific market centre; where number of buyers and sellers assembled with certain intention and where price offered and paid by each is affected by the decisions of others (Belshaw, 1965). The mobility of the people is governed by socio-economic status. The role of transport net which provides linkages to its surrounding small habitations as well as to other market centres, is of prime significance. The weekly market centres and transport system are represented in Fig.5.1.

The overall study of the market centres indicate that 18 weekly market centres serve 165,714 population of the study area which indicate a market centre and population ratio of 1 : 9206. Further, it is observed that, there is only one market per 89 km^2 of an area. The spatial arrangement of market centre is mainly developed along the transport lines.

KARMALA TAHSIL WEEKLY MARKETS & TRANSPORTATION SYSTEM

- FIRST ORDER MARKET
- SECOND ORDER MARKETS
- THIRD ORDER MARKETS
- FOURTH ORDER MARKETS
- BROAD-GAUGE RAILWAY
- STATE HIGHWAYS
- MAJOR DISTRICT METALLED ROADS
- UN-METALLED ROADS
- BLOCK BOUNDARY



5.2 DEVELOPMENT POLICY STRATEGIES :

Taking into consideration the importance of market centre for a peasant society the following strategies may be suggested for more efficient marketing system and integrated rural development :-

- i) The synchronization of market days.
- ii) Proposing and establishing new market centres.
- iii) Market regulation and other locational strategies.

5.2.1 The synchronization of market days :

The basic task in outlining a policy programme for market based rural development is to plan an integrated system of weekly markets. It is observed from the present study that cyclic pattern of synchronization of market days are not properly scheduled (Fig.5.2). If the market days of the various market centres are scheduled to synchronize in cyclic manner, their functional capacity could be increased and rendered more serviceable to the entire region. The days of a week, if synchronize, it would give a wide spread of market days over the week, and would reduced competition and facilitate mobility of traders.

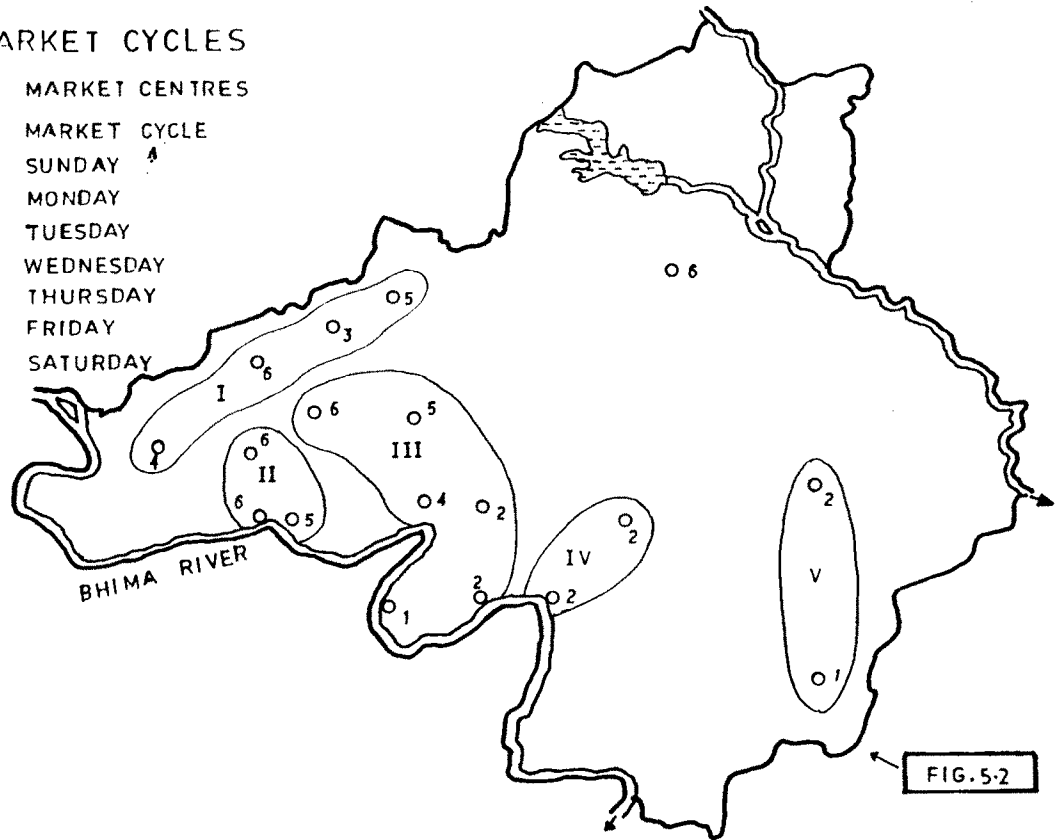
5.2.2 Proposing and establishing new market centres :

By studying the existing market centres and their proportion to the dependent villages and the areas, it is

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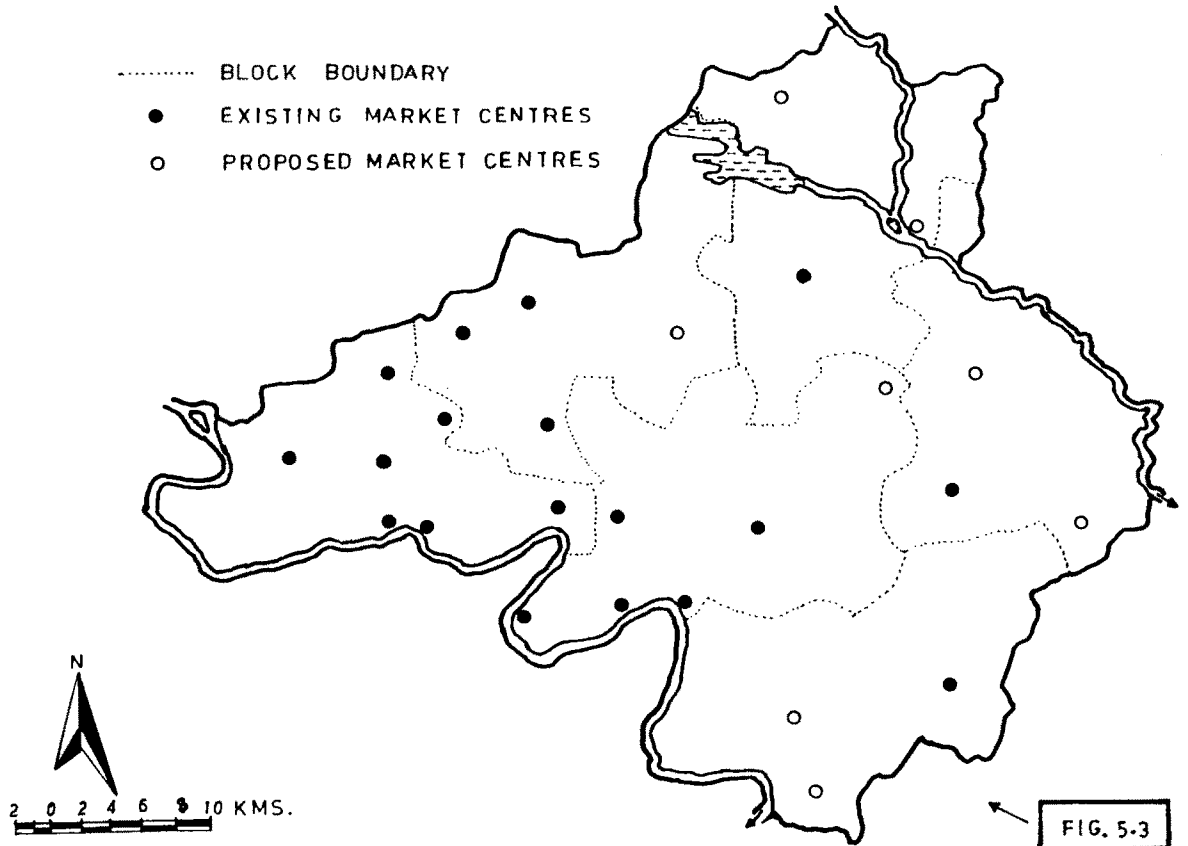
MARKET CYCLES

- MARKET CENTRES
- MARKET CYCLE
- 1 SUNDAY
- 2 MONDAY
- 3 TUESDAY
- 4 WEDNESDAY
- 5 THURSDAY
- 6 FRIDAY
- 7 SATURDAY



EXISTING AND PROPOSED MARKET CENTRES

- BLOCK BOUNDARY
- EXISTING MARKET CENTRES
- PROPOSED MARKET CENTRES



felt that the potentialities of certain villages may up grade their status as the market centres. With a thought to improve the village - market ratio and to fill the market - settlement gaps, the establishment of new market centres on favourable sites are proposed. In addition to the present market centres new 8 (eight) market centres are proposed to meet the purpose. The sites of the proposed markets have been determined on the basis of four criterias i.e. i) population size ii) Assessibility iii) Centrality iv) Transportation facilities and the distance from the existing market centres. At the same time the consumer preferences are also given due consideration in identifying the new proposed market centres. The spatial re-organization of market centres would improve the efficiency of marketing system by reducing the market village ratio and also by bridging the market - settlement gaps. The proposed market centres are indicated in Fig.5.3. The spatial re-organization of market system would definitely help the rural developments. With an increase of the number of market centres, the marketing scenario will be changed. With the addition of proposed 8 market centres the regional marketing structure and patterns will also changed as follow.

There would be rational proportion of market - village ratio (1:5), Market - population ratio (1:6373) and Market - Area proportions (1:62 km²). This would further help in efficient functioning of marketing system and ultimately leading to spatial economic development.

By establishing new markets the competition among the existing market centres would be avoided and the regional imbalances would also be reduced.

5.2.3 Market regulation and other locational strategies :

Weekly market centres are looked upon as the economic institutions in the rural landscape and are also serving as nuclei of human congregation at a certain place and time with the exchange motive. Their presence and style of operation have a great bearing on the utilization of resources and productivity. The system also creates employment opportunities and activates the non-farm sector. A well established and strongly developed market system influences economic growth and overall development of the region with the establishment of complementary institutions. These institutions are schools, banks, hospitals, clinics, places of entertainment and other administrative and commercial establishments and so on. Growing markets should be allocated such facilities and services in order to their hierarchical importance. Such a locational strategy will greatly improve the drawing power of the markets and will gradually encourage the transformation of weekly markets to daily markets where a wide range of goods and services will always be available.

Thus, the policy of identifying and establishing of new markets, synchronization of market days and other locational

strategies would cumulatively affect on present marketing system and thus would help in the efficient weekly marketing system, which can accelerate the pace of rural development.

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