CHAPTER-I
INTRODUCTION

Geography is a discipline gaining much importance not only in the discipline itself but also in multi discipline point of view. It interrelates many branches which are either directly or indirectly related to the socio-economic activities of a common man. Geographers are very much concerned about the space and dealing with a space, which is not an easy task because, the different geographical space have different characteristics and is not unique. Due to this, the regional discrimination exists. To address the issues in regional discrimination, the academicians, planners and policy makers have to identified the spatial gaps and bring them in an equity manner in a balanced way than only there could be the regional development and focused in a micro level could be the rural development. Therefore, attempt has been made in the present endower to concentrate to study on rural markets in Dharwad district to achieve the rural development through rural markets from spatial development point of view.

CONCEPT OF MARKETING

Marketing is an integral part of economic geography. There is no doubt that marketing is a part of man’s economic activity. The need of marketing geography was first pointed out by William Applebaum an American geographer, argued that the study of marketing had been neglected by geographers up to that time, inspite of large sections of the working population engaged in marketing functions, and a large part of urban landscape devoted to structures of wholesale and retail trade, and the complex channels of distribution leading from the producing to consuming area Applebaum (1954).
Marketing is a geographic phenomenon in the sense that the exchange of goods and services does dimensions manifests spatial dimensions which provide a raison d’etre for a geographic study of marketing. The phenomenon of marketing has been of a great interest to students of many disciplines, viz, economics, business administration, management science, anthropology, sociology and geography. It involves all activities related to the flow of goods from the initial producer to ultimate consumer Abbott (1958), Yeung (1973). Though the process is basically a simple one, but the complexity of today’s economy has given it a complex and dynamic dimension. From the economic point of view, it involves the forces of demand and supply, from the management point of view, it means the supervision of the system of exchange and the formation of policies and strategies to facilitate the process. A geographer is concerned with the whole phenomenon in spatial context according to Davies (1977), it is the areal expression which is given to the sources of demand and the area structure of the system of supply that provide the foundations for a geographic study of marketing.

The root of marketing geography is the market-place. The word ‘market’ is derived from the Latin word ‘Mercatus’ which refers to a place where buyers and sellers meet. Markets are spatial units thus, their location, site, situation, physical extent, morphology and areal combination etc., are of special significance to geographers. Market as defined by Belshaw (1963) are sites with social, economic, cultural and other reference marks, where quite a number of buyers and sellers, where the price offered and paid by each is affected by the decisions of the others Hodder (1965) described a market
as an authorized public gathering of buyers and sellers of commodities meeting at an approved place at regular intervals. The market-place is the main focal point peasant societies. They may be compared as organisms with fixed functions behavioural patterns, growth process etc. In brief, the market may be defined as a place where buyers and sellers meeting to each other and exchange the goods and services at regular intervals and or daily.

Market centers are not passive mechanical phenomena contributing to a geometric pattern spread out upon the earth’s surface and are active. Their activity may be seen in the form of commerce or marketing. Marketing is a process and services a commodity goes through as it travels from producers to the consumer. The main function of marketing is to ensure that goods are not only transported from the production areas to the consumption area but also that they must be transferred into the hands of the consumers. The transportation is the main mechanism of function of marketing activities on a geographical space.

**MARKET AS A CENTRAL PLACE**

A market place attracts people from the surrounding area to its central point of trading which is generally found close to a central place such as center of worship or administration Bromley (1976). There has been a great deal of interest in the study of markets as central places after the introduction of Christaller’s Theory of Central Place to the English speaking world. Christaller (1933), Losch (1954). Christaller was very much interested in understanding the various aspects of settlements, actually in search of
common denominator to relate all the settlements in a region irrespective of their functional nature and size. It has been observed that the market principle can be the common denominator. According to him, the settlements are distributed in geographical space with population as a common factor. But the most basic element of the central place theory was the capacity to provide goods and services to an area and population larger than itself and made it evident that the settlement as market places is the chief characteristic of the central place system.

According to Christaller, the market centers are fixed in space and time. But Wanmali (1981) point out that even the weekly markets can be accepted as central places, as they are ‘fixed’ in space but unfixed’ in time. But many specialists in the field of periodic markets have not accepted this view and argued that, it is the reason why, the periodic market remain unrelated to the existing settlements system in a region Hoddar and Ukwa (1969) and Wanmali (1981).

RURAL MARKETS

The country like India, the rural market centers are the farmer’s first contact point with the marketing channel. Therefore, rural markets may be considered as the nerve centers of the economic, social and cultural activities of the rural life of the country. The producer farmers not only depend on these markets for disposal of their produce for cash, but also for the procurement of agricultural inputs as well as for the other non-farm products which they do not produce themselves. Yet, so for very little attention has been given by the government for the development and planning of these grass roots levels
markets centers, The Asain Regional Programme for Rural Market Center Development initiated by Food and Agriculture Organization (FAO) was a pioneering start in this direction with its main objective is to stimulate the development of rural market centers as outlets for farmers produce. Therefore, there is an urgent need to study the rural markets in every part of the country, not only to understand the present pattern but also for their effective planning.

Market centers are integral part of the geo-economic and cultural landscape of a region and a unit in space. They are an index of the level of a nation’s civilization. As such, trade centers may be viewed as organism of society rooted in the earth, reflecting different moods, varying in intensity of activity, and reacting sensitively of both internal and external influence Cleef (1937). Market centers vary in their nature, size, function and hierarchy. Contrary to urban markets, rural markets are the primary centers of marketing and provide a link between producers and consumers. Thus, form a basic element of economic landscape of a region.

The rural markets are also of various types, not only in different regions but also within a region. The variations have been observed in rural due to geographical environment; although factors like agriculture activity, improved transportation, and social structure are play an essential role for functioning the market. Rural markets are small in size and act as a feeder market to large/urban market center. Periodic markets are the characteristic feature of rural marketing. In spite of rapid urbanization and development village shops, the periodic markets used to play an important role in rural
economy as well as in social life of the villagers. Periodic marketing function is performed by two institutions, viz; weekly market and fair. A rural weekly market is an assemblage of local traders organized to facilitate retail operations, while a fairs occurs occasionally may be once or twice a year. Even though the rural weekly markets are closely associated with the agrarian economy and play a vital role in rural society.

Fair is also another important rural trading institution. A general notion about the fair is that they are simply an occasion for the recreation of rural folk. But, they provide an opportunity for rural people not only for sale, purchase of cattle, local handicrafts and also a source of social contact but also enjoy the occasion.

THE CONCEPT OF RURAL DEVELOPMENT

Rural development as such, is nothing new to the third world countries. Many developing countries have been practicing or promoting rural development for a number of years and many of them have achieved significant success in their efforts. The concept of rural development has immense significance in the context of economics like India. Where large part of human and natural resources of the country abound and remains semi-utilized or un-utilized.

On the basis of all these situations, it is the need of the hour to develop the rural people in particular and rural areas in general. The term development may be defined as an activity or process of both qualitative and quantitative changes in the existing system aiming at immediate improvement of living conditions of the people or increase the
potential for betterment of living conditions in future. Development is nothing but the development of human beings and therefore, it is to be judged by what is does to them. It has many things to do in terms of social, economical, political, cultural, environmental etc., aspects and therefore, it should be a continuous and dynamic process aiming to improve all the aspects of rural society. In rural areas, people of lowest strata of social ladder live in poverty. Development should therefore, result in reduction of their dependency on external resources, increase self-reliance for many things, confidence in their own strength and potentialities for self and others development and spirit for mutual respect and collective efforts.

The term rural development may be viewed as a strategic programme designed to emancipate the concerned rural population from the degraded life and to awaken and activate them in the process of achieving and sharing of higher levels of production and distribution.

MEANING AND DEFINITION OF RURAL DEVELOPMENT

The term Rural Development is too well-known not only to the academicians but also to the planners. The geographers, economists and other social scientists are also concerned with welfare and progress. It is a positive and qualitative as well as quantitative change. In reference to the area development, it includes and types, land use structure, settlement structure, social and economic infrastructures and their interrelationship, both existing and proposed. The development of the locality is relative to the location, where they are situated. An appropriate location of a new function may
start a chain recreation of development with far-reaching implication. Integrated Area Development is thus, a planning process and strategy to improve the socio-economic life of people in an area through functional organization in the spatial frame.

The term *Rural Development* has been used in different ways by the different social thinkers such as sociologists, economists, political scientists and Planning Commission and World Bank.

According to *Gandhiji (1941)* rural development includes the development of agriculture, animal husbandry, forestry fisheries, use of khadi, promotion of village industries, basic and adult education, rural sanitation, upliftment of backward classes, welfare of women education in public health and hygiene, removal of untouchability, communal harmony, use of nature cure and infrastructural development.

The Rural Development sector policy paper (1975) of the *World Bank* defines rural development as a strategy designed to improve the economic and social life of a specific group of people of the rural poor. It involves extending the benefits of development of the poorest among those who seek a livelihood in the rural area. The group includes small scale farmers, tenants and the landless agricultural labours and artisans. Moreover, another publication of a World Bank, the living standards of the masses of the low-income population residing in rural areas making the process of rural development self-sustaining.
Dr. D. M. Nanjundrappa (1989) Former Vice-Chancellor of Karnataka University opines that, rural development refers to integrated multi-sectoral activity which includes the development of agricultural and social overhead facilities.


Rural development has followed different path during the last three decades. As per political hangs and shifts in the political ideas or actions, the direction of the rural development has been changing political ideas or actions and development has been changing political ideas playing a significant role in determining the goals of development. This is shaped largely by the political system which may be either imposed on the masses or strengthened by the sensitization of the masses and their participation in managing the state.

The concept of rural development is comprehensive and multidimensional in nature. It embraces development of agricultural and allied activities, cottage and small scale industries, traditional crafts and socio-economic infrastructural development should not be seen as a package of specific needs but as a transformation of rural life and conditions. The rural development involves a multi-pronged approach and is the product of interaction between various physical, technological, economic, socio-cultural, institutional and environmental factors rural development involves.

- Drawing of the rural labour force into the main stream of economic activity.
- Realizing the creative energies of rural people.
- Checking the drift of rural population to cities.
- Enhancing participation of women and youths in the rural development process.
- Improving the quality of life through integration between development and environment.
- The all-round development of the rural population by tapping the abundant men power.
- Changing the attitude of the rural people towards development/ transformation of the village community.
- Provision of providing infrastructure.
- Development of both farming and non farming activities so as to generate gainful employment without adversely affective the environment.
- Improving transports facilities, communication facilities and marketing facilities.

The rural development planning ensuring a tension-free life for the rural population by promoting communal harmony and unity, levels of literacy, education and cultural activities. Rural development basically aims at improving the life of rural people. Rural areas generally suffer from inadequate infrastructural facilities and technological advancement they do not have even minimum needs like safe drinking water, primary health care and road transport. There is ignorance in illiteracy among the rural people, their traditional outlook towards development comes in the way of taking advantage of the incentives offered by the government. There has been a substantial migration of rural people to urban areas due to lack of modern facilities in rural areas. It is estimated that
urban population is growing at a rate of four percent per year and two percent of increase in urban population per year is reportedly causes by migration from rural areas. Thus, the rural development is wider concept which includes variety of activities like, agricultural development, growth in socio-economic, infrastructure, village planning, education, health, communication and environmental protection. The objectives of rural development programme are to maximize the total welfare of the people in the rural areas. Briefly speaking rural development consists of the programmes that transform, the socio-economic status of weaker people in the rural areas and the development activities realities to agriculture and allied activities, irrigation, education etc.

**ROLE OF RURAL MARKETS IN RURAL DEVELOPMENT**

The concept of rural development is wider one. Therefore, an attempt has been made in the present study to understand the role of rural markets and their importance in rural development. In view of this, it is concentrated to examine the role of rural markets in rural development planning is a key area of research. There are many reasons for growing an awareness of Integrated Area Development has been marked among Social Scientists and Policy Planners Bromely (1975), Johnson (1970), U.Ram (1982). The results of development planning through industrialization have led to an exodus of the work force from villages to cities. The migration of manpower from villages creates accrue short ages of labour in rural areas. Moreover, the migrant’s major share of income is spent in meeting their day to-day needs at the place of work. The parent’s villages received a negligible proportion of their income which hardly compensates for the loss of
manpower. If such a situation prevails it is bound to lead to a state of imbalance in the life style of the nation and disturb the delicate economic equilibrium. The much wanted need of the hours is to prepare a viable, integrated rural area development plan which could check the migration of rural population and develop villages in such a way that urban amenities are created in rural areas. Also, planning for development ought to be assimilative with the socio cultural base of rural masses and gradually transform the behavioral attitude of the peasants so that the changing scientific and technological infrastructure is voluntarily adopted by them.

The Indian Science Congress Association (1976) also took up Integrated Rural Development as its focal theme in its (welfare) waltraire session. It would be desirable to review the process of evolution of settlements and market centers and the contemporary base of marketing in the Tarai Region before assessing the contribution that the rural markets can make towards the development of this region.

In India, the rural market centers are the farmers first contact point with the marketing channel. Therefore, rural markets may be considered not only the nerve centers of the economic, social and cultural activities of rural life of the country but also paved the way for spatial movement, spatial mobility and spatial interactions. The producer farmers not only depend on these markets for disposal of their produce for cash, but also for the farm products which they do not produce themselves. Market centers not only perform the functions of service, centers, rather, they are also the centers of diffusion of information. They play a vital role in the habitat, economy and life of people. One of the
most significant fact that rural market centers are the basic building block of the complex market place exchange system of modern world, specially for the countries like India, where more than 75 percent population lives in rural areas. In Rajasthan State rural markets serves as; a first contact point for rural residents, means of distributing local products and exchanging rural surplus, buying daily necessities as well as farm supplies and equipment and a place for political – social cultural contact etc. Thus, rural market plays a vital role in small farmers well being and developments and in turn controls the local and regional development pattern. In most of the development plans much emphasis has been given for increasing agricultural production without taking into account the problems of rural marketing.

In recent years, there has been a great increase in geographical interest in the wide variety of spatio-temporal pattern associated with periodic markets Smith (1972), Thinkler (1973), Webber and Symanski (1973), however relatively little attention has been given to the significance of periodic markets for development planners many of the problems of an adequate range of central place facilities within the easy reach of the rural dwellers home. To provide such facilities inevitably calls for a considerable commitment of effort and resources. To justify such a commitment, one can do no better than to quote Johnson (1970). Every rural producer should be within convenient travel time of some adequate completive selling place for his produce, some equally competitive sources of consumers and producers goods, and some adequately diversified service center. But, these market centers are only the basic building blocks of a much more complex
hierarchy of central places, capable of knitting the entire spatial structure together in a functional sense.

Markets play a vital role in rural development. They provide an outlet for rural produce, a source of local supplies and a focus for periodic a source provision where a full range of fixed services would not be viable. The establishment of periodic markets tends to induce local producers to increase their own production for sale and to take a larger part in the marketing of their own produce Clark (1968). Even in the USSR where rural production has been largely collectivized, local markets are provided to encourage production and ensure the efficiency of production and food distribution system Whitman (1956) and Kerblay (1968). In the more developed capitalist economics, periodic markets still play an important role in the marketing of certain types of produce, such as livestock, fruit and vegetables, and in marketing the products of relatively small scale producers Pylc (1971), Kirk, Emis and Medland (1972). In order to ensure a balanced development process in rural as well as in urban area, it is necessary to provide basic services in rural areas and to stimulate the rural economy and the levels of incomes and employment opportunities in rural areas. Such a development strategy requires the establishment of rural services centers as basic nodes to articulate the rural economy, and to link it into the national hierarchy of settlements.

The importance of the rural market in a strategy to develop rural central places is emphatically stated by Taylor (1968) in his study of the formation of new central places in the Kikuyu plateau area of Kenya. The villages which are rapidly emerging as central places are those which have markets in or near them. There is no villages which is
growing does not have a market. The establishment of a successful rural market in a suitable location provides a basis for the development of an integrated rural service center incorporating both fixed and periodic service facilities and growing into a substantial nucleated settlement. Without a market, many other services are unlikely to be established, and if they are, they may fail or languish for lack of custom.

**REVIEW OF LITERATURE**

The present study has made an attempt to review the literature related to the marketing geography not only by the Indian scholars but also the foreign scholars. Dickinson was a first scholar who floated the concept of marketing in 1934 and studied markets and market area of East Angila. After that many years later it was not touched by any one. Meanwhile in 1954 **William Applebaum** has taken up effective measures to study the marketing geography and succeeded to make it as distinct field of study in USA. As a result, William Applebaum became one chief Architect of marketing geography. Accordingly, the scholar raised the standard of marketing geography as a most important and sophisticated branch of economic geography. Therefore, it is a need of the hour in economic geography to concentrate more on marketing geography. It is not only to strengthen other aspects of economic geography, but also to help the geographer in the marketing field from the spatial point of view. It contributes significantly to the solutions of problems in the actual business of marketing. **William Applebaum (1954)** defines, marketing geography is a branch of knowledge concerned with the delimitation and measurement of markets as well as the channels of distribution through which goods
move from producer to consumer. Hodder (1965) defined market as an authorized public gathering of buyers and sellers of commodities meeting at an approved place at regular intervals. Berry (1967) opined that marketing geography has put the real interests of geographers into practice within metropolitan areas in the service of private business enterprises and of late the term marketing geography is taken to describe that aspect of geography which is concerned with the tertiary economic activities and particularly the distributive trade.

Eighmy (1972), observed in the case of west Nigerian periodic markets the lowest order central places. Later on, pointed out the evolving transport nest extend the reach of metropolitan centers, rudimentary urban places evolve from their rural matrix and technological innovations diffuse across areas and down the urban hierarchy. Interestingly, Webber and Sysmanski (1973) have analyzed the phenomena of periodic markets with the aid of the tools of classical location analysis. They use the concepts of location theory for investigating the periodic markets. In (1974), both were studied about the market cycles and its complexity. They talk about the market days in a market week, location of the traders routes used to frequent markets, the order of the goods and short term changes in supply and demand. A number of complex market cycle types and identified with the aid of graph theoretic notions.

Fisk (1971) argued that, the economic activity may aid the process of development by holding labours at one level of productivity rather than realizing sufficient employment opportunities may not be available. Mekim (1972) there are ample
evidences that past and present rural weekly markets have contributed to the process of development. **Yeung (1973)** opined that marketing is concerned with the identification of the demand for various goods and services and with the arrangement for the supply of these through efficient distribution channels. **C.A. Smith (1974)**, observed that the rural weekly marketing systems has been seen to exist in the past and continue to exist, because of interplay between trade marketing and auobity. **Bromley (1975)**, Opined that the periodic markets are authorized gatherings buyers and sellers of commodities meeting at an appointed place at least once a week, but not frequently as daily. According to **Davics (1977)**, it is the areal expression which is given to the sources of demand and the areal structure of the system of supply that provide the foundations for a geographic study of marketing. **Riddell J.B (1984)**, the rural weekly markets are vital features of the space economy in the developing countries. These are diversified in locational patterns, timing, size, nature and economic functions.


The remarkable achievements has been made by **Shrivastava (1975)**, presented a model for the study of an individual market place with particular reference to developing countries was suggested comprising eight steps such as origin, morphology, functional
aspect, market area and other special features of a market place. R.L. Singh and R.P.B. Singh (1977) said that, spatial pattern is a product of social structure it may be viewed as the result of specific conjecture of economic political and ideological systems, articulated in a social formation. Wanamali (1981), Sexena (1984) Dixit (1988) Hugar (2000) and Mulimani (2006) experienced the distribution patterns of rural weekly markets in a different manner, but they come to the conclusion that, shape and structure is the subject of variation in accordance to varying nature of spatial distribution of markets in different regions. Distribution pattern helps to plan for future development in all sections of the exchange indications social structure. Tamskar B.G. (1987) Rural weekly market’s generate cash income to various section, the people involved directly or indirectly with their operations. Hugar (1982) involved and a serious research in marketing geography and has observed in a different regions. The specific studies have been carried out by the scholar, about the role of weekly markets in the development of rural areas of Gadag taluk (1982), spatial analysis of market system in Dharwd district (1984), spatio-temporal relationship of periodic markets in Dharwad district (1987), locational character of regulated markets of Gulbarga district (1992), stability and instability of rural markets in Gadag taluk (1994), Traditional and Non-Traditional market exchange (2000) etc. Mulimani (2006) opined that market place is a public assembly where buyers and sellers are meeting to each other and exchange required goods and services in a specific day in a given interval. Belgaum and Mulimani (2011) highlighted the role and issues of periodic markets in the regional economy of Haveri district and suggested some of the solutions to reduce the hardship in the markets. Belgaum and Mulimani (2012), discus
that the markets and market functions have become so effective with the efficient channels of distribution when the surplus in deficit areas have been linked by the market because, market area is responsible for spatial movement and interaction. Phibankhamti Ryngnga, L. Ryntathiang (2012), Periodic Market plays a very significant role in tribal settings since the market is not just a mere place for buying and selling but it is also a place for socializing, meeting distant friends and relatives, it is also a medium for passing down information from urban to rural communities.

**SELECTION OF THE STUDY AREA AND PROBLEM**

On the basis of the referred work in the field of marketing geography, an attempt has been made to conduct an investigation on the similar way by choosing the semi-maland and maidan area under study. The rural markets are playing a vital role in the rural economy. The functions of rural markets are quite similar but the geographical space determined its effectiveness. The large quantity of agriculture produces are to sale in the rural markets as retail transaction. The majority of the interior rural farmers have failed to bring the commodities to the regulated markets due to various inconveniences, keeping this, in the mind, the researcher has given much attention to study the rural markets and accordingly, the problem entitled **A GEOGRAPHICAL ANALYSIS OF RURAL MARKETS AND RURAL DEVELOPMENT OF DHARWAD DISTRICT** has been chosen for investigation. The study area has a typical geographical region and is responsible for the functions of rural markets. The Maiden characteristics are influencing
on the rural markets rather than Semi-Malnad region. Hence, to observe the variation of such characteristics the study area of Dharwad District has been selected.

**OBJECTIVES**

The present study has the following objectives

- to understand the personality of the study area in brief.
- to trace the historical perspectives of rural markets.
- to study the spatial distribution and spatio-temporal characteristics of periodic markets.
- to determined the hierarchy of the rural markets based on the selected parameters with the functional point of view.
- to delineate the trade area of regulated markets.
- to prepare the planning strategy for the further development of markets.

**HYPOTHESIS**

The present study has formulated the following hypothesis. It is hypothesized that…..

- the rural markets have emerged in the historical past not only on the basis of histro-cultural causes rather than socio-economic needs of the people.
- the functions of rural markets are not only determined by the locational characteristics but also on periodicity.
- the planning strategy is largely depends upon the size of hierarchy.
DATA BASE

The confined research is based on both primary and secondary source of information, the top sheet in the scale of 1:50,000 to be used for the location of periodic markets. The published census reports provided the basic information related to the periodic markets. The historic records have been considered as the evidence for the origin and evolutionary process of periodic markets. The functions of the periodic markets have been collected by the filed survey visiting each and every market and gathered the information related to the functions of each markets through the questionnaires. The literature as well as data related to the regulated markets has been referred as a secondary source of information along with general information.

METHODOLOGY

The present study is analyzed with the help of quantitative techniques, statistical methods and empirical method. The Nearest Neighbor Method is employed for the spatial distribution of periodic markets. The periodicity of the markets are identify with help of Market Meetings. The R.H.T. Smiths Method is utilized to work out the integration of Markets. The relative Wastages’ Method has been employed to the selected parameters to determine the hierarchy on the basis of Centrality Index. The Cartographic Method has been utilized and prepared the required maps and accordingly analysis has been done.

RESEARCH DESIGN
The endower has been made in the study and organised into seven chapters with sequential manner and is as follows;

The **First Chapter** is an introductory chapter, which deals with the brief introduction, Concept of Marketing, Rural Markets, Concept of Rural Development, Role of Rural Markets in Rural Development and Reviewed of Literature. The Selection of Study Area and Problem, Objectives, Hypothesis, Data Base, Methodology and Research Design are also discussed.

The **Second Chapter** is related to study, the personality of the study area in the form of Geo-view. The physical characteristics, population, settlements and economic characteristics are also discussed in brief.

The **Third Chapter** is devoted to study, the historical perspectives of rural markets, with historical point of view. The Orthodox and Un-orthodox theories have been discussed in the light of origin and evolutionary process of rural markets in the study region.

The attempt has been made in the **Fourth Chapter**, to understand the spatial distribution of market centers with temporal aspects, the integration of these two have also discussed.

The **Fifth Chapter** deals with functional aspects and hierarchical orders of the rural markets. The parameters have been chosen and the hierarchy has been determined with the help of Centrality Index.
The Functional Characteristics of Regulated Markets such as sales, transaction, regulations, notified commodities and trade area has been discussed in the Sixth Chapter.

The Last Chapter is concluding one chapter whereas the list of all chapters have been discussed in the form of conclusion and spatial planning strategy has been designed to achieve Rural Development in the study region.