CHAPTER 7

CONCLUSION
This final chapter of the thesis will now be devoted to a summarisation of the discussion contained in its earlier chapters and to a presentation of the conclusions that emerge out of the discussion.

Rapid economic development is the primary objective of economic policy in the developing countries of the world including India. Various measures are being adopted for attaining the objective of rapid economic development. Economic development can be defined as a process by which the real national income of a country increases steadily over a period of time at a rate sufficient to offset the rate of growth of its population so that there is a steady increase in the per capita real income and standard of living of the people in the country. However, to be meaningful, such a quantitative increase in the national income and per capita income of the country should be followed by a qualitative improvement in its distribution.

The Indian economy is predominantly rural in character with over 75 per cent of the country's population living in
the rural areas. Hence in order to make the benefits of economic development reach the majority of the country's population, it is necessary to bring about rapid development of its rural areas.

Various models of rural development have been put forward from time to time by different economists in the country in order to furnish a theoretical basis for initiating rapid rural development in the country. A close study of these models points out that these models assume the existence of a conflict between the urban and the rural sectors of the economy such that the rapid development of the urban sector, through industrial development, tends to perpetuate the backwardness of the rural sector of the economy. These models, therefore, assume that rural development in the country will not come about in the absence of deliberate measures and proceed to outline the measures to be adopted in order to bring about rapid rural development in the country.

It should, however, be remembered that the rural and urban sectors of a developing economy are not conflicting but complementary to each other either as the suppliers of resources and products or as the providers of markets for them. Rapid economic development of the country can be speeded up by exploiting fully this
complementarity between the two sectors of an economy.

Marketing is a means which helps the economy in exploiting this complementarity between the two sectors of an economy. Besides, marketing is an infrastructure facility that is capable of accelerating the economic development of a country through its effects on want creation and satisfaction, income generation and on employment generation. Hence development of marketing facilities in a country is significant in bringing about its rapid economic development.

Marketing has a significant role in bringing about rapid rural development in a country by its encouraging effects on productive economic activities in the rural areas. A case study of 150 agricultural households situated around two market centres, namely Mangalore and Udupi in Dakshina Kannada district, indicates that nearness to market leads to more intensive use of land by influencing the cropping pattern and thereby results in a higher average household income per acre of land cultivated. This shows the role of marketing in bringing about rural development in a country and points out the need to improve rural marketing in order to bring about rapid rural development in a country.
The marketing system in the rural areas, which may be called the rural marketing system in India, is beset with certain serious problems that make the system inefficient. The more serious of these problems are the presence and malpractices of middlemen, insufficient transport and storage facilities, defective preparation of products for the market and insufficient marketing information.

The existence of weekly village markets, locally called Santhe or Chandy, in Dakshina Kannada district, as in the other districts of the state as well as in some other states in the country, is a characteristic feature of the rural marketing system in the district of Dakshina Kannada and is one which, in some ways, overcomes the problems of rural marketing in the district and thereby accelerates the process of rural development in the district.

A weekly village market is a market which is held once in a week on a certain appointed week day and time in a public place, either in a village centre or at a taluk headquarters town, where there is a larger concentration of people than in the other parts of the locality, or region. Large number of agriculturists and rural artisans bring their products to these markets for sale on such weekly market days. Large number of consumers come to the market
to purchase these products. Hence these markets provide an opportunity of a direct contact between the agricultural producers and the rural artisans and the consumers of their products. Besides, local merchants and travelling merchants also visit these markets either as sellers or as buyers of products. Merchants from the secondary market in the district visit these markets in order to collect large quantities of plantation products like arecanut, coconut and plantain. Since these transactions are cash transactions, the agriculturists find these markets a ready market for their plantation products.

There are 54 such weekly village markets functioning in the eight taluks in the district at present. Among the eight taluks, Udipi taluk has got the highest number of 15 weekly village markets and Sullia taluk has got the lowest number of two weekly village markets. These markets have got their own history ranging from recent origin to more than five hundred years.

These markets cover a floor area ranging from 0.10 acres to two acres. Out of the 54 markets in the district only two have got almost all the facilities which are required for a market like sheds, compound wall, sanitary
facilities, drinking water facilities, lighting and office building facilities. Almost all the weekly village markets in the district are owned by the local public authorities, except in Polali where the market is owned by the Temple trust. These authorities lease out these markets annually to contractors in public auctions and these contractors get operational rights over these markets for one year. These auction amounts form a source of revenue to the public authorities like municipalities and panchayats. The contractors in their turn collect entry fees from the people who bring their products for sale in these markets and thereby get the money, paid by them to the public authorities, reimbursed.

It is found that there are wide variations with regard to the volume of transactions undertaken in the different markets, depending upon whether the markets are new or old, whether they are situated in rural centres or taluk headquarters and whether they are situated in places surrounded by prosperous agricultural villages or by villages less prosperous. Older and bigger markets situated in taluk headquarters like Kundapur, Udipi and Puttur are found to be handling large volume of transactions in the slack as well as busy seasons during the year. Transactions are relatively small in markets situated in rural centres.
These markets have various advantages to the sellers as well as to the buyers. While to the sellers, like agriculturists and rural artisans, these markets offer a ready market for their products, the consumers find in these markets a place where they can get their requirements of vegetables and other products at lower prices than in the regular markets. Consumers also find that the quality of the products they purchase in these markets are better than that purchased in the regular markets.

The case study of the functioning of these markets in the district reveals that there are certain problems which the participants in these markets face at present. The more serious among these problems are congested markets, lack of physical and other supporting facilities, problems of transportation, presence of buying-traders and collecting-sellers and their malpractices, and inefficient management.

In spite of these problems, these markets are becoming increasingly popular in the district in terms of their number, attendance in them and the volume of transactions undertaken in them. This goes to prove that these markets play a useful role in the economy of the district, and in bringing about rapid rural development in the district.

The following conclusions can be arrived at from the detailed study made of the need for rural development in
India, of the role of marketing in rural development and of the case study of the structure and volume of operations and problems of the weekly village markets in the district.

(1) Rural development in India is to be viewed as a means of making the benefits of economic development reach the major part of the country's population and also as a means of slowing down the pace of urbanization and thereby minimizing the various problems which uncontrolled urbanization gives rise to in the country.

(2) The rural and the urban sectors of the economy are to be viewed as complementary to each other and rural development can be speeded up by strengthening the link between the two sectors and marketing is a means of strengthening this link apart from the direct contribution of marketing to rural development by enabling the agriculturists to get higher prices for their products and thereby to earn higher incomes.

(3) The weekly village markets form a peculiar system of rural marketing in the district having certain advantages of their own from the point of view of rural development.

(4) These markets face certain problems at present. Still
they are becoming increasingly popular in recent years because of their advantages to the sellers as well as to the buyers assembling in them.

(3) Measures should, therefore, be adopted in order to overcome these problems and to improve their functioning as an effective tool of rural development in the country and thereby of the economic development of the country as a whole.