CHAPTER VIII

PERIODIC MARKET CENTRES AND RURAL DEVELOPMENT

8.1 Introduction
8.2 Development strategies
  8.2.1 The synchronization of market days
  8.2.2 Proposing new market centres
  8.2.3 Market regulation and locational strategies

References
8.1 INTRODUCTION:

An assessment of the role of PMCs in rural development planning is a key area of research. For obvious reason a growing awareness towards integrated area development has been marked among social scientists and policy planners (Bromley, 1975, NCAER 1972, Johnson, 1970). 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 dynamics of 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, 1982). In developing countries like India, where more than 76 p.c. of the population resides in over five lakhs of villages, there is an urgent need to develop rural markets to serve both as the market centres and as nuclei of development. Johnson (1970) has rightly emphasised that, 'Every rural producer should be within the convenient travel time of some adequately competitive selling place for his produce, some equally competitive sources of consumer's and producer's goods and adequately diversified service centres.'

A study of periodic market system in the study region reveals that, market centre serve as :-
A first contact point of peasant society,
- means of distributing local products and exchanging rural surpluses,
- a venue, for purchase of daily requirements as well as farm supplies and agricultural implements,
- a place for amusement and entertainments
- a locus of political, social and cultural focus,
- a centre of diffusion of innovations and thus,
- lever of rural development.

Periodic market centres, by and large are the nodes of collection and redistribution. Their location in space and time and their functional status needs to be adjusted according to the requirements of the area in which they operate. Periodic market system of the study region when studied in respect of its role in the general fabric of settlements in the study region, it is observed that, the PMCs are the centres of provision and services where provisional establishments and services are partly mobile and partly fixed. Itinerant traders is a common (and unique) feature of PMCs, who visit a particular market centre, where the numbers 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 network which provides linkages to its surrounding villages
SOLAPUR DISTRICT

TRANSPORTATION NETWORK
& PERIODIC MARKET CENTRES

INDEX
- National Highway
- Major state & state Highway
- Important Metalled Road
- Broad guage Railway
- Metre guage Railway
- Narrow guage Railway
- District H.Q.
- Taluka H.Q.
- Taluka H.Q. Rural
- Towns
- Periodic markets Rural
- District Boundary
- Taluka Boundary

FIG. S-5
as well as to the other market centres, is of prime
significance. Fig. 8.1 reveals the transportation system
and PMCs in the study region.

The overall study of the PMCs reveals that 182 PMCs
have serve as many as 2,610,144 population of the study region.
Broadly speaking, a single market centre serve 14,341 popula-
tion, 6 villages and nearly 82 km\(^2\) area.

8.2 DEVELOPMENT STRATEGIES:

The post-independence experience reveals that, several
plans have been initiated for the rural development. But it
is unfortunate that, no direct action plan has been formulated
for the PMC development. Development in the field of agricul-
ture and growth of regulated marketing system are the part of
rural development. However, periodic market and marketing are
still a neglected field on planning front. This happens, not
because of the planners or government agencies have no desire
for periodic market development, but it is due to the lack of
perceptions and perspectives for the development.

To develop the proper perception towards the PMC is
the need of time. Agricultural development may promote the
development of market centres, this attitude should be changed
and special emphasis should be given on PMC development. For
integrated rural development, drafting of separate plans for
PMCs development is essential. Present study deals with the existing pattern of market centres and their different aspects. Such study may provide a base for their planning. However, some suggestions for the development of PMC and efficient marketing system and rural development are given as below.

1) The synchronization of market days.
2) Proposing new market centres.
3) Market regulation and other locational strategies.

8.2.1 The synchronization of market days:

It is observed from the present study that, weekly markets dominate the marketing system of the region. Out of the total 174 markets are weekly and only 8 are of daily nature. The bi-weekly and tri-weekly markets are exclusively absent. The second fact is that the present market day schedules are not properly synchronized, as on a specific day, market meetings are being held at many centres which are very near to each other, therefore, it creates many interruptions in the market cycles. If the market days of the various market centres are scheduled to synchronize in cyclic manner, their functional capacity would increase. Similarly, it would avoid the competition among the centres and also it would be more convenient to the mobile traders.

This hypothesis remain to be tested and verified.
8.2.2 Proposing the new market centres:

After studying the existing spatial pattern of market centres, their market areas, the number of villages and population served, it is felt that, the potentialities of certain villages may be upgraded as market centres. With a thought to improve the market and dependent village ratio and to fill up the market settlement gaps, the establishment of new market centres on favourable sites are proposed. In addition to the existing market centres, twenty five villages are proposed for new market centres, to meet the purpose. The sites of the proposed markets have been determined on the basis of population size, accessibility, centrality, transportation facilities and distance from the existing market centres. The consumer's preference are also given due consideration in the identification of the location of new market centres. The spatial re-organisation of market centres would improve the efficiency of marketing system by reducing the market village ratio and also by bridging the market settlement gaps. Fig.9.2 depicts the reorganisation of PMCs in the region. The spatial reorganisation of market system will positively enhance the rural development. Table 8.1 presents the existing and an anticipated PMC scenario in the study area at sub-unit levels.
SOLAPUR DISTRICT

PROPOSED NEW PERIODIC MARKET CENTRES

○ EXISTING P.M.C.
○ PROPOSED P.M.C.

FIG. 8.2
TABLE 8.1: District Solapur - Existing and proposed PMCs.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Tahsil</th>
<th>Existing PMC</th>
<th>Proposed PMC</th>
<th>Total No. of PMCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Solapur (N)</td>
<td>8</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Barshi</td>
<td>20</td>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Akalkot</td>
<td>14</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Solapur (S)</td>
<td>8</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>Mohol</td>
<td>9</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>Mangalvedhe</td>
<td>36</td>
<td>Nil</td>
<td>36</td>
</tr>
<tr>
<td>7</td>
<td>Pandharpur</td>
<td>15</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>8</td>
<td>Sangole</td>
<td>16</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>9</td>
<td>Malshiras</td>
<td>13</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>Karmala</td>
<td>19</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>11</td>
<td>Madha</td>
<td>24</td>
<td>Nil</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>District</td>
<td>182</td>
<td>25</td>
<td>207</td>
</tr>
</tbody>
</table>

With the addition of twenty five market centres the regional marketing structure and pattern will also changed. There would be rational proportion of market and dependent village ratio (1:5), market and population ratio (1:12609) and market and area proportion (1:72 km²). This would accelerate the efficient functioning of marketing system and...
ultimately lead to spatial/economic/rural development. In the Mangalvedhe and Madha tahsil, there is no proposal for new market centre, since the existing markets are quite adequate to provide the marketing facilities to the respected areas. In both of these tahsils, most of the market centres are small rural market centres and characterised by a common day as the market day at three to four adjoining market centres. The tahsils Solapur South and Mohol are exclusively rural in character and have a greater interactions with the regional market at city Solapur. However, the distance between the city and the peripheral villages observed is about 25 to 30 kms. In general, the villagers prefer the nearest market places and do not visit frequently to the long distance market places. Under this circumstances by taking into account, the general consensus of the local people, the four additional market centres are proposed in each tahsils of Solapur (S) and Mohol (Table 8.2).

By establishing new markets the competition among the existing markets would be considerably minimised and regional marketing gaps would also reduced. The composite effect of these conditions naturally would help in the process of efficient marketing system and rural development of the region.

8.2.3 Market regulation and other locational strategies:

The periodic market centres of the district are least regulated, even though they are under the direct supervision of
<table>
<thead>
<tr>
<th>Tahsil</th>
<th>Number of PMC</th>
<th>Name of proposed PMC</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solapur (N)</td>
<td>2</td>
<td>Darphal (Bibi)</td>
<td>3,170</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dongao</td>
<td>2,234</td>
</tr>
<tr>
<td>Barshi</td>
<td>3</td>
<td>Chumb</td>
<td>1,346</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Malegaon</td>
<td>2,350</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pangaon</td>
<td>4,723</td>
</tr>
<tr>
<td>Akalkot</td>
<td>3</td>
<td>Chapalgaon</td>
<td>3,504</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jeur</td>
<td>6,464</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hilli</td>
<td>1,042</td>
</tr>
<tr>
<td>Solapur (S)</td>
<td>4</td>
<td>Boramani</td>
<td>5,906</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hotagi</td>
<td>4,852</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kumbhan</td>
<td>7,540</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aurad</td>
<td>3,001</td>
</tr>
<tr>
<td>Mohol</td>
<td>4</td>
<td>Shetphal</td>
<td>3,728</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deodi</td>
<td>2,110</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mundhewadi</td>
<td>610</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pokharapur</td>
<td>2,787</td>
</tr>
<tr>
<td>Mangalvedhe</td>
<td>Nil</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pandharpur</td>
<td>1</td>
<td>Babulgaon</td>
<td>2,003</td>
</tr>
<tr>
<td>Sangole</td>
<td>2</td>
<td>Waki-Shivane</td>
<td>2,282</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lotewadi</td>
<td>2,369</td>
</tr>
<tr>
<td>Malshiras</td>
<td>3</td>
<td>Dehigaon</td>
<td>5,610</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kolegaon</td>
<td>2,726</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nimgaon</td>
<td>4,362</td>
</tr>
<tr>
<td>Karmala</td>
<td>3</td>
<td>Hisare</td>
<td>1,398</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jategaon</td>
<td>1,493</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pangare</td>
<td>1,211</td>
</tr>
<tr>
<td>Madha</td>
<td>Nil</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
local civic bodies like Gram Panchayat and Municipality who collects the taxes from shopkeepers. It is a common experience of free competition, great variation in prices, use of unauthorised weights and measures and exploitation of rural illiterate mass in market places. Therefore, there must be the partial regulations in these markets, so that, the exploitation of farmers and illiterate persons can be minimized. Market regulation should be effectively enforced in the allocating the areas for specific goods and services.

For the sake of improvement of the existing markets the following recommendations are put forward.

1) In many market centres the space assigned for market gathering seems to be insufficient to accommodate the huge gathering of the people. Therefore, sites of the market centres should be either extended or shifted in a nearby open space.

2) The malpractices may be avoided by adopting the following precautionary measures :-

   i) A general supervision of shop/market inspector.
   ii) The notification of current price structure on general notice board. (What about illiterate persons)
   iii) The frequent checking of weights and measurements.
   iv) An adequate fresh water for drinking and a large space for parking.
3) Use of market places for the extension services as well as for the diffusion of innovations in the field of agriculture and irrigation.

4) Popularization of medical, health care and family welfare programmes through such market centres.

The development strategies suggested and discussed are the most practical for the improvement and development of periodic marketing systems of the district. The lack of perception (may sometimes) create imbalances in the rural development. The present study, though not suggesting action plan, however, may provide a wider base for all types of rural market development policies. The proposed PMCs at the suitable location would improve the existing system and would accelerate the pace of rural development. 

needs elaboration.
REFERENCES


