CHAPTER – VI

PROBLEMS OF RURAL WEEKLY MARKETS

Rural weekly market is a place, where rural people can buy all essential goods for their livelihood. Hence rural weekly market has become a part of their life. So it must be with all facility.

At the time of visit to the sample weekly markets, it was found that all those markets were not fulfilled with the required facility. The researcher enquired the sellers, buyers and Grampanchayat authorities about the problems which they were facing. It was disclosed that, till today weekly markets are having some basic problems. These are summarized as under:

6.1 LACK OF MARKET PLACE

It was found that, out of 25 selected weekly markets for the study, only two markets were located outside the village. One is namely Salavan, in Gaganbavada taluka. Here, weekly markets held on both sides of the Kolhapur-Gaganbavada road. Gaganbavada is hill station and there is more traffic on that road. Hence, Salvan Grampanchayat shifted weekly market outside of the village. That is a suitable place for weekly market.

Another weekly market located outside the village is Abdullat near Ichalkaranji in Hatkanangale Taluka. There is wide open space outside the bus-stand. Grampanchayat is using that space for weekly market. The remaining 23 weekly markets are held inside the village. They are held at places such as in front of Grampanchayat, on the main village road, near the bus-stand and in a big lane of the village. There is no separate place for 23 weekly markets. It shows 92 percent sample weekly markets are facing the problem of separate place.
6.2 LACK OF SITTING ARRANGEMENT
Market attraction depends upon the commodities presented at the place by the sellers. The various types of buyers come there for the marketing. Grampanchayat tries to give best services to them by making classification of selling commodities. For example, persons who need grain, they may visit to specific area of grain traders in weekly market. It is also beneficial to Grampanchayat in the collection of market tax. Its effect is that there is no more crowd at one place and persons had not to wander here and there in search of needy commodities. But not a single Grampanchayat had provided well sitting arrangement to the sellers. It affects on smooth marketing.

6.3 INSUFFICIENT WATER FOR WASHING, CLEANING OF VEGETABLES

There must be the water tank facility for washing and cleaning of the vegetables. Grampanchayat should provide the water for this purpose. It is prestigious for weekly market village because of that the buyer gets clean vegetables and it is pleasant and fit for good health. It will cause in paying the good price for products and turnover of the market will be increased. Out of 25 weekly markets, only 16 (64%) markets have solved this problem, but 9 weekly markets (36%) till today have not solved the water problem.

6.4 NO PARKING SPACE

Some buyers and sellers come to the weekly market by their own vehicles. They spend more time in the weekly market. It is difficult for sellers and buyers to park their vehicles, if there is no parking facility. Grampanchayat must pay attention towards the parking facility. It is also beneficial to Grampanchayat, if it starts the pay and park system. It is one of the income sources of Grampanchayat. All 25 sample weekly markets have no parking facility. People park their vehicles at any place, which creates problem for traffic. This situation is found in number of places in
district. For example, the Top (Taluka Hatkanangale) village market is very close to the N.H.4 and many accidents take place at that place.

6.5 LACK OF DRINKING WATER

Water is the life of human beings. Nobody can live without water. Most of the sellers come to the market with their meals and when they are free they eat it. Therefore, Grampanchayat should provide clean water to visitors. Thus, drinking water is the basic need of weekly market. Out of 25 weekly markets, nine weekly markets have no drinking water facility.

6.6 LACK OF BAZAAR KATTA AND SHED

‘Bazaar katta’ and shed improves the market transactions in bazaar. Seller can sell commodities and buyers can take it easily. While purchasing the needy goods they can see neatly. Sellers can also keep watch on the buyer and also on thieves, and protect themselves from the theft.

Out of 25 selected weekly markets only two rural markets have the katta and shed namely Sarud and Uttur. Other rural markets should think positively on this facility. It means 92% sample weekly markets have no katta and shed facility. This helps in rainy and summer season.

6.7 RURAL WEEKLY MARKET OFFICE

There is not a single Grampanchayat having a separate office for weekly market. Grampanchayat office was treated as rural weekly market office and till today there is no change. That’s why rural markets have not progressed much in their financial position. Therefore, there must be a separate office and also the staff who will control on whole rural weekly market. It was seen that all 25 sample weekly markets have not its own separate office or trained employee in rural markets.

6.8 LACK OF WASTEBIN

Grampanchayat should provide the wastebin for dumping garbage (rubbish) at the market place on the market day. Grampanchayat Officer should put the notice on the notice board before the office as well as in the market. Sellers and visitors should also accept willingly. They should not
throw worthless things outside the wastebin. If they throw them outside, then flies which sit here and there on waste materials will sit on vegetables, sweets and other edible things and, thus, it becomes the cause in spreading diseases. Visitors buy some commodities for their family. It affects on human body. They must think on that seriously and put into wastebin honestly.

Some people behave irresponsibly and dump rubbish outside the wastebin. Market Committee and Grampanchayat should keep watch on such people. They must appoint labourers for that work. If someone is caught while throwing rubbish outside, he or she must be punished by fine. It is one income source of Grampanchayat and the money should be used for the development of weekly market. It is a duty of Grampanchayat to give priority for keeping wastebin in market and to use it for compose fertiliser.

6.9 **LACK OF COMPOUND WALL**

Compound shows the area acquired by weekly market. Compound protects people and it also protects the marketing commodities especially sweet stalls, edible oil, meat, fish from the dust, wind and straying cattles. The researcher has visited the rural weekly markets, and it has been observed that not a single weekly market has a compound. It is noticed that the cost of compound is more than the bearing capacity of Grampanchayat. There is a need of compound wall in weekly markets. It is difficult for Grampanchayat to maintain weekly markets and therefore, Government should sanction special grant for basic amenities at weekly market.

6.10 **LACK OF FERTILIZERS AND SEEDS SHOPS**

District population is increasing day by day. Therefore, the farmers should take more and more production of provisions. Now a days farmers have this type of tendancy. For this reason they are taking high yielding varieties for sowing. There is very important and huge (considerable) share of high yielding varieties in agricultural production. This productivity should be continued by the farmers. Hence, the villagers come to the market
for purchasing of household goods as well as for purchasing seeds, fertilizers and insecticides for their crops. Therefore, there must be fertilizers, seed, and insecticide shops in rural weekly markets. The shopkeepers should keep well known companies’ seeds, fertilizers and insecticides. If there are nurseries at rural markets, it is a golden opportunity to villagers for buying plants. Grampanchayat should pay attention towards this facility. The researcher has seen that, out of 25 sample rural weekly markets, there were only two rural weekly markets without fertilizers and seeds shop, those were namely Narewadi and Batakanangale in Gadhinglaj Taluka. Out of 25 weekly markets, only two means 8% weekly markets have that problem.

6.11 LACK OF POLICE CHOWKY OR PROTECTION

In the rural weekly market pickpoketers were coming intensively for pickpocketing or abducting money, golden locket and chain, watches, mobiles, etc. If anybody is caught while pilfering, people beat him to the point of death. On the protection point of view police man give protection him and they does not allow the people to take the law into the hands. For that there must be a police chowky in every weekly market. Some weekly markets are little in population because of that there is no police chowky. Those markets have a central place, more population and weekly market, police chowky must be there in weekly market. If there is a quarrel in weekly market, firstly it should be sent to the “Tantamukt Samiti” and if it is very difficult to solve, then that case is transferred to the police station. So, there is a need of police chowky in every market village. Those markets which do not have a police chowky, Grampanchayat must call to police on the market day from the point of view of safety of all people.

6.12 PROBLEMS OF COLLECTING THE MARKET TAX

On the market day local people, farmers, sellers come to the weekly market for selling marketable commodities. They use the market place for
keeping their goods and they stay in the market till the entire sell of their commodities. Hence that Grampanchayat has got right to collect the market fare from the sellers. Market tax is collected by Grampanchayat workers by seeing the quality, quantity, price and types of the commodities, namely, Chandgad, Kowad, Nesari, Uttur and Kotoli. Some Grampanchayats have given tender, therefore, they get fixed amount in the year. In every year it is changed as it depends on the amount of auction. The man who buys the auction, he charges more amount as market tax. It is near about tripple, compare to Grampanchayat market tax. The farmers were not ready to pay more tax. Tender holders exploit to sellers and argument take place at the rural market. Out of 25 sample rural weekly markets there were two markets namely Narewadi and Batakanangale in Gadhinglaj taluka, which do not collect market tax because market is not held in large scale there.

At the time of field work, it has been recommended to the Grampanchayat authority, as it is their humble duty and to do it honestly, that collected tax amount must be spent on weekly market facilities.

6.13 LACK OF MEDICAL FACILITIES

Hospital is an institution providing medical and surgical treatment and nursing for ill and injured people in the village. Hospital becomes the part of life of all people, therefore, it is treated as one of the basic needs. Grampanchayat must think on that and try to provide this facility.

The researcher has asked the Gramsevak, is there any Government or private hospital? Majority officers told that, in our village, people are visiting in private hospital and get treatment there. Out of 25 sample weekly markets, there were two weekly markets, where there was not a single doctor practicing. But there were 23 weekly markets with hospital facility either private or Governmental.

The researcher has come to know that this was not a big problem before the Grampanchayat. It is most important duty of an ideal Grampanchayat to provide medical facility atleast on market day.
6.14 **LACK OF HOTEL FACILITIES**

Hotel is an establishment of providing breakfast, tea and meal on payment. Out of sample weekly markets 92 percent markets have 5 to 15 hotels in the bazaar. However, in Narewadi and Batkanangale, there was not a single tea stall. The reason is less population as well as strength of buyer and sellers was very limited. They know that we cannot get tea or breakfast in those rural market, and it becomes habitual to all people.

6.15 **LACK OF PROPER LIGHTING FACILITY**

Sellers, local farmers, vegetable producer, traders come to the rural weekly market with their marketable commodities and sell that till they finish the goods. In some weekly markets, market activities go on continuously up to half past seven p.m. In such case, lighting facility must be available at the market place. Those markets which are held at big lane in market village and are running between 10.00 a.m. to 2.00 p.m., they need not have a separate lighting facility. Sellers as well as buyers carry on their business in that period only. Some markets are held outside of the village, namely Salvan and Abdullat. Lighting facility is not available there, therefore, markets are carried on till there is sunlight.

6.16 **PROBLEM OF LANGUAGES**

In some weekly markets of Shirol, Gadhinglaj, Chandgad, Kagal talukas, there was problem of language raised before the sellers or buyers. Many people have came from outside in the district for employment. Mostly, those were working on farm and construction field.

They have been speaking different languages i.e. Kannada, Telugu and Tamil. Because of different languages, some difficulties raised before those people (buyers and sellers) those difficulties were in pricing, decision making and collecting money etc. They were trying to solve that difficulty
with the help of his companion. At the time of visit, the researcher has seen that problem.

6.17 SEASONAL DEMANDS

Demand for goods in rural market depends upon agricultural situation. As 70% of rural population depends on agriculture and most of them with small land holding highly depend on natural environment, that is rain. If the rain and market conditions are good and on time, the farmers will get good harvest, which leads the good income; otherwise if there is shortage of water, the agri-production may be minimum, likewise working with certain environment, the income receipts of rural people is highly seasonal, because of the dependence of agriculture and natural factors. It affects on economic condition of the farmers.

6.18 PREVAILANCE OF MALPRACTICES

By using the nonstandard weights and measures, middleman, producers are withdrawn for sample, is the example of malpractices.

Real fact was that, some of sellers were using little stone as weight, and that was seen faulty. Measures of oil was also seen faulty, as well as cut-pieces of cloth were also not proper in measure. If so, nobody think on that situation and complained that problem did not stop till today. It is a exploitation of poor.

6.19 PROBLEM OF ADULTERIES AND ADMIXTURES

Adulteration has very badly affected on the trade. Many tricks have been played. New rice being sold as a old rice, chilly, groundnut, etc. are mixed. Spices are adulterated with the soil, dust, sand, etc. in chilly powder oxide is used for brighten the colour.

That is the big problem and affects on the health of people. Poor people were buying lower qualities grains for low price because of their low income. Traders have become selfish and were taking undue advantage of their helplessness. In this way, traders get more profit.
6.20 ABSENCE OF GRADING AND STANDARDIZATION

Our agricultural marketing system, is that the agricultural goods are not standardized and graded.

It was found that in the sample rural weekly market onion-potato and grain sellers have grading but other sellers i.e. vegetable, fruit, spices did not get grading. They were selling, as it is, what produced. It was a type of adulteration, and it never stop, because selling system at weekly markets.

6.21 LACK OF MARKET INFORMATION

Farmers did not know, which agricultural produce have more demand in specific weekly market, what are the prices of vegetable, fruits, grains etc. It causes that, they sell their agricultural surplus as well as vegetables in nearer weekly market for low price. Hence economically they were not well, as they wish.

CONCLUSION

Separate place is the first requirement of weekly market. It should be completed by village Grampanchayat. It was found that, out of 25 sample weekly markets, only two markets have completed that requirement. Remaining 23 weekly markets are held in those village lanes, school ground and near the Grampanchayat. Till today Grampanchayat did not solve that problem. Besides that some other major facilities did not look in the weekly markets. Those were compound wall, parking place, bazzar katta, water, wastebin, shed, police chowky, fertilizer shops, etc. It is the duty of Grampanchayat to provide those facilities.

During the field study, it was observed that, none of the sample weekly market have fulfilled compound wall, separate place, parking place, compost pit. As well as police chowky 84%, bazzar katta 92%, place 92%, wastebin 92% and fertilizer shops 72% weekly markets have facing these major problems.

It is the duty of Grampanchayat, to do it but village Grampanchayat did not try to solve these problems. The researcher has proved here the first
hypothesis that, “the Village Panchayat had not done anything to develop village markets.”

Economic development of the district increases the standard of living as well as education level of the rural people. For that, weekly market is leading factor, because, weekly market is the place where economic activities are taking place.
REFERENCES