CONCLUSION

The present study focuses on the rural weekly market in Kolhapur district. The Researcher has contacted many small farmers and salesmen and the big traders in the weekly market and obtained important information from them. The following conclusions are based on the information given by salesmen, consumers and local Grampanchayat officials. The analysis and interpretation of collected data is adequate to arrive at the following conclusions. Those conclusions are given below:

1) Most of the salesmen sold fresh vegetables like ladyfinger, tomato, brinjal, cluster bean, raddish, coriander, green chilli and leafy vegetables. It was observed that, those sellers came from the nearby villages. They plucked vegetables in the morning and within three to four hours they reached to the weekly market. Buyers also preferred to buy the fresh vegetables. Hence farmers were free very soon.

2) The vegetables sold by farmers in the rural weekly markets were limited but fresh. In the rural part of the district there was majority of marginal and small farmers. They were cultivating vegetables in their land as a cash crops and sold it in the rural weekly markets.

3) Most of the trading salesmen have limited stock of onion, potato, green vegetables and chillies etc. Those traders were visiting specific rural weekly markets in every week. They knew the demands of those specific markets, hence they bought goods with them as per the requirement.

4) Trading sellers always reach market in time because they have their own vehicles. After enquiry about vehicles, it was found that they bought vehicle with the help of bank loan. Many co-operative as well as nationalised banks are coming to the vendor’s door and sanctioned loans for vehicles. It is good indicator of economic development of rural area.
5) The farmer sellers come to the rural weekly market by bicycle, motor cycles or S.T. or by local convenience. The woman sellers those who were living nearer to weekly market place, they carried their agriculture produce like vegetable, brinjal, cabbage, lady finger etc. that was more convinced to them.

6) The farmer sellers those who were living 10 to 15 kms. away from the weekly market place. They tried to sale all gods as early as possible. The reason was that, they should purchase needy goods from that sale. They also decided to reach at home before the night.

7) It was found that farmer sellers try to sell their agriculture produce at the beginning time at market price. In the evening they try to sell all goods in less price, because those goods are perishable. Hence they sell them at low price.

8) Some traders visit 5 to 6 weekly markets in a week, as that is their income source. Hence they have accepted it as a full-time job.

9) Most of the farmers were selling their surplus grains in the nearby weekly market. They are not ready to visit to far away weekly markets because they have to spend more on the travelling and they cannot bear that expenditure.

10) It was seen that in rural weekly markets mostly women were selling vegetables and grains like rice, wheat, groundnuts, in small quantity. It was also observed that women have acquired good status as a sales women.

11) The weekly market in rural area was the central place which was more suitable to farmers and village buyers. Buyers visit weekly market for buying essential goods.

12) It was found that the rural weekly market was the place of meeting of the relatives and the place of exchanging their ideas. It happened in the case of those who were industrial labours, agricultural labours. They came from other states or districts. They also share their views with each other about their social life as well as festivals.
13) It was found that now-a-days local farmers turned to the growing such type of goods like vegetables, ginger, etc. which gives them instant money. Hence, they cultivate variety of vegetables by using new technique of cultivation.

14) It was found after visiting the weekly market in Kolhapur district that there was improvement in farmers related with professional imaginativeness, the art of speaking and selling. It was also found that in female salesmen, preservance in selling their goods is very intense.

15) It shows that women sellers were more superior than the male sellers in marketing activities. They also tried to save the money while further purchasing of needy goods for their family.

16) One thing was considerable that some specific goods were purchased from the traders like onion, potato, wheat, jowar, pulses, spices, clothes, cutlery etc.

17) Village Grampanchayat has built road under the scheme of “Prime Minister Gram Sadak Yojana”. Hence, rural people visited to the market place without any difficulties.

18) Along with the green vegetables the fruits like Karavanda, Jamun, Alu, Biba, Cashewnuts, Mangoes, Chikku, Grapes were sold in weekly market. Mostly it was seen that, such types of fruits were sold in hilly areas weekly markets. Those markets were in Ajara, Chandgad, Gadhinglaj, Gagan Bavada talukas.

19) In sample rural weekly markets, it was found that, there was artistic display of such types of goods like soaps, spices, clothes, etc. as done to attract the people.

20) The newspaper is the tool of increasing public awareness. It was found that not a single Reporter visited to weekly market. Therefore, whatever events occured in the weekly markets were not reached upto people.
21) There was mild dispute between sellers and buyers in regard with the prices of the goods. It was seen in some places that, buyers take vegetable forcibly from sellers with low price.

22) It was also found that there was dispute between traders and local salesman in regard with the seating place.

23) It was found that the local Grampanchayat authorities did not care about the seating arrangement of the sellers in the weekly market.

24) There was also dispute between the sellers and the local Grampanchayat officials regarding the market tax.

25) The traders were interested to purchase the fresh vegetables from the farmers in the weekly market.

26) After the weekly market there was no provision of spraying the insecticides and maintain the cleanliness.

27) It was found that the consumers demand the goods of low price from the farmers and they wander the whole market for purchasing the goods at low price.

28) There was no sufficient place for weekly market most of the sellers sales their goods at the road sides or in the narrow lanes.

29) There was no control of Grampanchayat officials on the market. They were interested only in collecting the taxes.

30) There was no efforts taken by the Grampanchayat in expansion of the weekly market.

31) Most of the farmers were coming to the weekly market after their farm work hence in the afternoon the weekly market was crowded.

32) It was found that in some weekly markets goods were sold in heaps instead of using the scales.

33) It was found that in some weekly market places there was no medical shop but wine shop.

34) There was no facility of storage in the most of the rural weekly markets.
35) It was also found that, there was not a special place for weekly market except the Salvan and Abdullat weekly markets under study.

**SUGGESTIONS**

The conclusion drawn as above provided that, a way for researcher to draw the proper suggestions, which helps to improve the social and economic conditions of the seller who were selling their agricultural produce in rural weekly market i.e. vegetables, fruits, grains, etc. As well as rural weekly market will improve its standard. Buyers and Grampanchayats also considered here while making suggestions. The suggestions are based on the market situation, facility available at the market place as well as enquiry of the sample sellers, buyers and Grampanchayats of the rural weekly markets. These are accepted to be representative for the whole class of the sellers, buyers and Grampanchayats of the rural weekly markets. These different suggestions are made for sellers, buyers and Grampanchayats for the betterment of economically and socially and analysing the sample weekly markets. These suggestions are summarised as follows:

1) While carrying out market survey, likewise demand and supply of the specific agricultural commodities, most important information came out. It is received from the farmer sellers, and make them aware about the production of such agricultural commodities.

2) For connecting villages with each other through the road, Central Government prepared new plan known as “Prime Minister’s Gram Sadak Yojana”. Every village should take advantage of that plan. After taking advantage every village Grampanchayat should have planted trees at both sides of the road. It will help to decrease the pollution in every weekly markets Grampanchayat should take the initiative for connecting surrounding villages to the weekly market.
3) It is very difficult to say when emergency will arise. Therefore, Grampanchayat should make availability of medical facilities for the visitors, on the weekly market day. For that first aid box as well as primary medicines should be kept ready in the Grampanchayat office. Besides that, cell phone number of the ambulance or private transport union must be noted in the office register.

4) Grampanchayat Authority and Market Committee should try to make model weekly market. For that they have to prepare well organized plan. While preparing the plan they must have to consider about the existing area, land sloping, traffic, types and quantity of the various commodities, compound wall, etc.

5) Most of the sample weekly markets are held in the big lane as well as along the main road, which passes through the market villages. They are twenty three weekly markets. Traffic increases the pollution and it affects on the human body. Therefore, on the market day Grampanchayat should divert the traffic from the main road. It will also control the accidents.

6) To protect people from dust, smoke and creaky noise of vehicles, the market committee should spray water with the help of their workers. It has to be done before market time. It will stop the spatter of the dust. Smoke of vehicles gives trouble for breathing to the people. As well as to reduce the intensity creaky noise of horns, Grampanchayat has to keep the signboard at the market side which instructs people ‘Sound Horn Please’, when necessary.

7) There should be well protected and proper constructed shed. It protects the selling commodities as well as sellers from the rain and heat. Hence, selling commodities remain fresh and sellers can sell at fair price.

8) For protecting the people from the mosquitoes, Grampanchayat should provide well and neatly sanitation. Workers should be appointed for taking care of it. It means to opening the blockage of gutter, to remove the
spoiled water which is stagnant in the low-lands of the market place, and gathering waste. It will control on mosquitoes.

9) Vendors should protect their eatables from flies. It settles on eatables and spreads epidemics. Therefore, sellers should use cover of net or glass for protecting their eatables. Market Committee should keep eye on that through their workers. If someone is caught while selling the eatables openly, he must be fined on the spot.

10) There should be notice board for informing essential and important suggestions to the sellers as well as buyer on the market day. If Grampanchayat decides to close the market on the next market day, then it must be notified on the notice board. As such, notice of vaccination, about missing of children or lost things should be written on the notice board and the photos of thieves should be flashed on the notice board.

11) Grampanchayat is Controlling Authority for the smooth working of weekly market. It should be noted that, people gather in the weekly market from the several places. Some major or minor incidents can take place. It is responsibility of the office workers to take care of that. Therefore, no leave should be granted to Gram Sevak or other official workers on the weekly market day.

12) Parking park is essential at the weekly market. Good parking system is sign of well discipline. It will be habitual to park their vehicles at proper place. It is also income source of Grampanchayat. Therefore, Grampanchayat should do it properly.

13) The cleanliness should be maintained by removing the waste on next day of the market, which is very useful for composting. Grampanchayat should take into account that it is one of the income sources. Therefore, waste should dumped in a big ditch nearby the weekly market place. It is an organic fertilizer and now-a-days it has more demand.

14) There should be police chowky for maintaining the law and order at the market place. If there is no police chowky, police should be called on
the market day. Government of Maharashtra knows the importance of police chowky and has decided to open the police chowky at every weekly market village.

15) People come to the weekly market from a distance and different places. After marketing they need some rest. For taking rest there should be garden and big trees nearby the market. After taking sufficient rest they are ready to return to their native places. It is one of the social responsibilities of the Grampanchayat and Grampanchayat Authority.

16) There should be all necessary commodities kept in the weekly market e.g. vegetables, grains, pulses, chilli, edible oil. These basic commodities should be available there in the market. Medical shops and cloth shops also important but in some weekly market, these are not available. Therefore, Grampanchayat should try to fulfill these needs with the help of local co-operative marketing society.

17) Grampanchayat officials give necessary instructions to the sellers and buyers in connection with discipline, market rules. It helps Grampanchayat to keep proper control. It has to increase the goodwill and the turnover of weekly market.

18) It was seen that, in some weekly market villages, visitors were going to toilet on the open space. It is harmful to human health. Therefore, Grampanchayat must build toilet separately for women and men. Grampanchayat should stick up notice on the board for visitors that, ‘Please Not To Go Outside for the Toilet.’

19) There should be volunteers on the market day. For controlling the market situation Grampanchayat should appoint volunteers according to the requirement. As per the nature of the work, they should be trained and made capable to perform their responsibility. It helps smooth working of weekly market.

20) It is the social responsibility of the Grampanchayat Authority that, for increasing in public awareness they should stick up cautions at the road
side and near the market place. These should be flashed as warning about bad addiction, such as dowry system is blame to society; child marriage and punishment of its offenders, prohibition of alcohol etc. It creates good and positive atmosphere in society, and save youth from the bad habits.

21) Village Grampanchayat Authority should make the advertisement in the newspaper about the most famous commodities which are sold in great quantity. It will help to buyers as well as sellers. The big traders also rush towards such types of weekly markets for purchasing that commodity in more quantity for further sale e.g. Chandgad weekly market is famous for cashewnut and it has also got mouth publicity in district and also all over Maharashtra.

22) There should be sound system set for making announcement. It can be used for announcing at the village meeting. It can also be used on the market day for announcement of missing, give suggestion for taking care of an epidemics etc.

23) State Government provide financial aid for rural development. Grampanchayat should take benefit of such financial aid. For that Grampanchayat can prepare proposal of required facilities and send it to the State Government. It is the duty of Grampanchayat that granted amount must be spent as per the sent proposal and submit all records of expenditure to the State Government.

24) Grampanchayat Authority should form special inspection committee for making inspection and submit the reports to the Grampanchayat Authority. Inspection Committee can do inspection of vegetables, grains, pulses, edible oil, cold drink, fastfoods etc. Which suggestions have been mentioned in the report, Grampanchayat must implement those as per that report. It can increase the goodwill and maintain the standards of the weekly market.

25) It is first duty of Grampanchayat to provide drinking water to the visitors. Several people come from a distance to the weekly market.
Majority of buyers firstly strolling all around the market and make enquiry about the rate. Then they purchase essential commodities where they get at cheaper price. After finishing the marketing, they get tired and they need water. Therefore, drinking water must be available at the market place and that must be clean.

26) It is not duty of Grampanchayat to provide entertainment facility. In this case, Grampanchayat can take help of private proprietor and give permission for beginning cinema theatre. Generally farm workers, children and some local people decide to see the cinema, with that intention some people come to the market. This facility affect on increasing in the strength of visitors and it will increase in the turn over of the weekly market.

27) Weekly market must be held in other than the school premises. On the market day waste is collected in large quantity. It spreads bad smell and it affects on the students health. Therefore, market place should not be in the premises of school or nearby Grampanchayat must be careful about it.

28) The researcher has seen that there was not compound wall to the single sample weekly market. Therefore, stray animals rush in the market. People are getting trouble of that animals. For protecting to the visitors from wandering animals there should be compound wall around the market place. Grampanchayat must pay attention towards that situation.

29) Salavan and Abdullat weekly markets have separate market places, but there is no light. Hence, those markets continuing till the sunlight. Those village Grampanchayat must provide light facility at least on the market day. Other sample weekly markets are held in big lane of village or nearby Grampanchayat office premises. They are continuous upto 7.00 to 8.00 p.m.. At that time light must be available at market place. It is duty of Grampanchayat to provide light facility.

30) Those who are living a distance from the weekly market village, they come as early as possible for marketing. After the marketing they become tired and needed tea and breakfast. Some visitors prefer cold
drinks. That should be available at the market place. Grampanchayat should do it with the help of private proprietor.

31) If any difficulty arised in the case of weekly market or any serious incident happened in the weekly market village, for that reason Grampanchayat keep close the market. This information should reach upto the buyers and sellers. For that Gram Sevak should give advertisement in the local newspaper, with day and date regarding market close.

32) In the weekly market there should be signboard, which gives direction to sellers as well as buyers. Buyers will go at proper lane for purchasing. It can control on the crowd and transaction will happen smoothly. It is also important for maintaining discipline. It is more suitable for collecting the market tax easily. It is major income source of the Grampanchayat.

33) There should be dust bin at the market place at some distance from the market place. It can help to keep clean the market place as well as protect people from the bad smell of waste. The Grampanchayat workers should keep dustbin outside the market place.

34) Sellers try to sell their all commodities. Therefore, they sit for long time in the market. From that sell they get big amount, and it is very risky to keep with them. They can deposit that amount in the bank. For that Grampanchayat should request to local co-operative bank to keep open their counter upto 7.00 to 8.00 p.m. only on the market day.

From the weekly markets development point of view, Grampanchayat Authority must accept above suggestions positively and with complete responsibility. The reason is that, agricultural is backbone of the Kolhapur District economy as it supports 65 percent of the population. Now-a-days farmers have also accepted modern technique of cultivation and taking advice of district agricultural office. It affects that agricultural production to increase day-by-day.
Farmers also turn towards the cash crops. Those who are small or marginal farmers sell their agricultural produce in nearby weekly market. It is suitable place for these farmers. They are also developing economically. By providing essential facilities, Grampanchayat also plays considerable role in development of rural economy.

With the help of analysed data and its results, as well as secondary data, the researcher has reached up to the same conclusion and points out some suggestions. If Grampanchayat accepts and completes that positively, their weekly market will be realised the ideal model of the “Rural Weekly Market”.