CHAPTER – II

REVIEW OF LITERATURE

Although the volumes of literature on weekly market and periodic markets contributed by the scholars of underdeveloped and developing countries are vast, some important ones are as follows:

2.1 RESEARCH PAPERS

2.1.1 R. N. Barman and R. Das (2006) have focussed in their paper “Agricultural in Riverine Situation”. Analysis of Technology Adoption and Constraints of Development of Char Area of North Bank Plans Zone in Assam”. They have interviewed some selected farmers and assessed the problems the farmers faced with. They have expressed the need of certain things such as infrastructure, roads, communication, irrigation facilities and sale markets, etc.

The importance of agriculture is very evident in the production of basic food because of Brahmaputra river flood fiber output provides vast quantities of inputs to industries like manufacturing clothing, household goods, cereals etc. Agro-produce processing industries like rice, sugar, jaggery, flour mill, maize etc. are more dependent on rural weekly markets because the wholesale traders buy the grains in rural weekly markets from the farmers in big quantity, and sell that in regulated markets or they sell directly to the processing industries. It should be noted that markets for agricultural products are made up of thousands of agricultural producers and also sellers at rural level of the country. In this context of ‘Agribusiness’ activities, it is apparent that as an economy develops and production becomes more specialized or roundabout, many economic activities, once a part of agricultural sector, have been transferred to manufacturing and trade. These development patterns likewise indeed all modern economics are highly
interdependent and one can for about reason speak of “Manufacturing or Construction business” as well as agrobusiness.

2.1.2 T. Satyanarayana (2006), Secretary, Indian Society of Agricultural Marketing, has drawn attention towards the Indian Agricultural Marketing in his research paper, titled “Restructuring of Indian Agricultural Marketing as Envisaged by WTO Provisions”. He wrote in his research paper that India has a great advantage in agriculture which needs to be exploited in a systematic manner. India is mainly agricultural and a country of villages. Seventy percent population live in villages. Though Maharashtra is an industrial state of India, more than 65 percent of population is still engaged in agriculture. In rural part of country, farmers are producing agro based commodities mainly foodgrains for their livelihood. And if there is surplus of foodgrains, then, they sell in the nearest rural weekly market and earn some money for their other needs. Hence, rural life is developing economically and sociologically, its credit goes only to rural weekly markets.

T. Satyanarayana also expressed his view about the Agricultural Marketing Information that market information is an important aspect of agricultural marketing. The importance of sound agricultural marketing policies for ensuring fair returns to the farmers can hardly be over-emphasized. It, therefore, becomes necessary on the part of regulatory agencies to ensure remunerative prices to the farmers for the sale of their produce, to boost up their efforts for increasing and sustaining the agricultural production. On account of big farmers those who are farming commercial agriculture of produce, the availability of prompt and reliable agricultural market information about what is happening is very important for decision marking. At present information is disseminated through various media like radio, newspapers, blackboard display at the wholesale market yards. Because of the availability of market information farmers can dispose off their agricultural wares so that they can get more profit. The modernisation
of market information system will lead to the efficiency in the market and increased participation of farmers. This will increase the income of the farmers, which in turn will active them to increase the agricultural production.

Production in agriculture being seasonal, the crop is harvested during a short period and consumed gradually. Some commodities like cotton, groundnut, foodgrains etc. require large storage space which average cultivator lacks. Fruits and vegetables are of a perishable nature. The farmers have, therefore, to dispose off their surplus immediately either at the village, village-market place or at the mandai. It increases the significance of the rural market place i.e. rural weekly markets.

What Satyanarayana expressed in his research paper, it is seen in the sample rural weekly markets, marginal farmers sell the surplus of foodgrains as well as vegetables and meet their other needs. Hence rural life is developing economically and socially. It proves that today’s farmers are becoming more and more commercial.

2.1.3 Prof. C. K. Reddy (2006) has published a paper on “Restructuring the Agriculture Marketing System in India”. In that paper, he explained that agricultural marketing system plays a crucial role in agricultural development as well as farmers development. In India, agricultural marketing system is quite good, but it has some loopholes. It should be strengthened to protect the farmers benefits but agricultural marketing system consists of producer or farmers, consumers and the middleman. In this paper, he focussed on the impact of restructuring the agriculture marketing system on the common people and who are benefitted primarily by it. In this paper agricultural marketing functions, features of agricultural marketing, channels of agricultural marketing, strategies of agricultural marketing, trends in agricultural marketing in India, impact of globalization on agricultural marketing in India are analysed. This paper consists of a detailed analysis of various types of agricultural markets in India viz. Apani
Mandi (Kisan mandi), Hadapsar Vegetable Market, Rythu Bazaar, Vzhavar Sandies, Nafed Market, etc.

He has also provided in his research paper, “Restructuring the Agriculture Marketing System in India” that, rural weekly marketing system helps to develop financial and social status of the farmers. Similarly agricultural development also takes place at the same time. Here the role of weekly markets was considerable. He convinced through examples of Apani Mandai, Rathu Bazars and Vzhavar Sandies that, without interference of middleman, transactions were taking place in those markets. That was benefitted to both producers and consumers. It happened only in rural weekly markets.

2.1.4 Dr. B. Bankar (2006), Associate Professor, Department of Agricultural Marketing Co-operation and Agribusiness Management, University of Agricultural Science, Dharwad has published a paper entitled, “Restructuring of Agricultural Marketing System : A Policy Perspective”.

In his opinion the village market where direct transactions take place between sellers and the consumer and also processors, even in a state like Karnataka where all the urban wholesale markets and major rural village wholesale centres have been regulated. However, traditional village trading system cannot be replaced suddenly. The village traders widespread knowledge about the particular aspects of produce sequence and promoted relationship with the buyers and sellers.

It disclosed the fact that, though in urban wholesale markets have been regulated, traditional marketing system i.e. direct sale to consumer could not change. On the other hand, in rural weekly market, marginal farmers have been sold their surplus of grains as well as produced vegetables for their livelihood.

2.1.5 R. S. Deshpande and M. Biniwale (2006) have explained their views about regulated market and rural weekly market in their research
paper entitled, “Restructuring Agriculture Marketing System : Karnataka Experience”.

Agricultural marketing system of the primary level in Karnataka involves four board marketing channels i.e.

i) Direct to consumer

ii) through private wholesalers and retailers

iii) through public agencies (regulated market) or co-operatives and

iv) through processors.

The shares of these channels in total marketed surplus varies from commodity to commodity and across regions. Among these channels large quantity of agricultural produce is transacted through the regulated market channel. Foodgrains are mostly marketed in rural weekly market at village level or in the regulated market yard. It happens only in case of marginal and big land holders who grew foodgrains for the marketing purpose. However, in the case of less land holders, they produce foodgrains only for their livelihood. Nowadays, they also grow vegetables for need of cash for meeting their dues and other expenses. They sell there crops like onion, cucumber, ribbed, ground, bitler ground, coriander, lady finger, custerbean, brinjal, cabbage, fenugreek, cauliflower, spanish etc. and get some money for meeting of their further needs. It occurs only in rural weekly market. The same trend is seen in Kolhapur district, in twenty five rural weekly markets selected for the present research work.

Marginal farmers of the district produce foodgrains for their livelihood as well as marketing purpose. Nowadays they are turn to cash crops, that is vegetables and fruits, mostly they sale that in the rural weekly markets and it is proper place for them.

2.1.6 D. V. Kasar, S. N. Tilekar and G. G. Joshi (2006) of Mahatma Phuley Krishi Vidhyapeeth, Rahuri, have published paper on “Need for Restructuring the Agricultural Marketing System”. It is mentioned in their paper that, in subsistence agriculture, the role of agricultural marketing was
not that vital as it is in modern agriculture. In modern area, agriculture is treated as business. The income realized by the producers in agri-business depends upon the agricultural marketing system in which they are operating. In other words, agricultural marketing system has to be efficient from the viewpoint of the producers, if their welfare is to be safeguarded. Therefore, it is essential to examine the agricultural market system from time to time and necessary improvements should be incorporated, if required.

While going through the market literature, they have observed that the large number of ‘Market Acts’ have been passed from time to time, either at national or at state level. These acts were mainly concerned with development and regulation of primary markets popularly called “regulated markets” and secondly related to structure that is conduct and performance of market system such as physical and institutional infrastructure. It has been also observed that there are as many as 7,161 (2001) regulated markets in the country. Apart from these primary wholesale markets, there are around 34,587 locations (weekly market, hats, shandies etc.) in the rural area where farmers and other rural people meet together periodically to sell these surplus. These centres are more useful and beneficial for the respective of rural sellers (farmers) and buyers.

Agricultural marketing has got status of business, therefore, marginal farmers producing marketable commodities according to season, demand and festivals. For keeping the control on faulty transactions, state and central Government, have been passed some acts. Those acts help to develop the rural weekly markets in proper directions.

2.1.7 Dr. P. Sivaprakasa and K. Gunaseelaprabhu (2006) have published research paper on “Recent Trends in Marketing of Cardamom”. According to their opinion, India is in the world leading producer and exporter of spices from time immemorial. And next to Guastmala enjoys a predominant place among the countries producing and exporting cardamom. Cardamom, the queen of spices, is fruit of Eleffaria Cardamom Maton.
There are two types of cardamom: small and large. Traditionally, Kerala has been the leading producer of small cardamom. It is about 70% while Karnataka and Tamil Nadu contribute 22% and 10% respectively, large cardamom. The main production centers of large cardamom are the Himalayan range spread across Sikkim and Darjeeling, district of West Bengal.

They also stated in this research paper that, at present, India is the second largest consumer of small cardamom in the world. It is estimated that India’s yearly consumption of cardamom is near about 11,000 M.Tonnes. Industrial consumption of cardamom, particularly by the pharmaceutical, ayurveda, and cosmetics, is about 45%. This paper also noticed that, though the urban areas contribute a large share of its consumption, in recent years the rural market is also gaining importance.

Same case is happened in Kolhapur. Farmers get finance for producing sugarcane from the District Central Co-operative Bank through Agricultural Co-operative Society.

History tells us, India is the largest producer of cardamom. South India is well known for cultivation of cardamom. Cardamom is used for domestic purpose as well as raw material for cosmetics, ayurveda, and pharmaceutical industries. Recent years rural weekly markets are playing a considerable role in cardamom selling. For promoting the cultivation of cardamom, commercial banks, district co-operative banks are providing finance to farmers.

2.1.8 Dr. P. A. Koli (2006), Department of Economics, Shivaji University, Kolhapur, published a paper on “Marginal farmers, and the vegetables and fruits market, a case study of Co-operative Union.” In this paper, Dr. P. A. Koli explained about agricultural marketing that agricultural marketing is generally understood to include the activity involved in the movement of agricultural produce from the farm to the ultimate consumer. In a dynamic and growing agricultural economy, the input in side of
marketing assumes considering importance. The market involves, putting the right produce of right farm, at right place and at the right time. It happens only in case of Union of farmers or a big farmers who are growing commercial crops.

In this paper Prof. Dr. P. A. Koli focuses on farmers Union and their marketing activities for the big cities like Mumbai, Pune etc. However, this paper also focus indirectly on the marketing activities of marginal farmers of rural area of the State and also the districts. Nowadays, marginal farmers are trying to produce marketable commodities like vegetable, fruits, chilly, tur, gram, pea etc. and sell locally or in nearest rural weekly market. This market helps to improve the economic condition and social life of rural people of the state as well as districts.

Today, farmers are become very cautious. They cultivate land according to the modern technique and trying to produce cash crops like various types of vegetables, fruits and chilly and pulses etc. and sell in nearest rural weekly markets. It saves the transportation expenditure, time, and physical trouble. It improves the economic conditions and social status of the rural people of the district.

2.1.9 Dr. N. S. Lohar, Prof. M. J. Ingavale and Dr. K. K. Managave (2006), College of Agriculture, Kolhapur have published paper entitled “Export Potential of Jaggery from Kolhapur District of Western Maharashtra with Special Reference to New Economic Policies”. They mentioned in their research paper that out of the total area under sugarcane cultivation in India, about 20 percent area (about 8.5 lakh hectares) is in Maharashtra state. Sugarcane is the principal cash crop grown by cultivators in Kolhapur district. In Kolhapur district about 27 percent of the sugarcane is used for preparation of jaggery and khandsari sugar. Jaggery is demanded by the foreign countries like Srilanka, Malaysia, U.K., U.S.A., U.A.E. and France. Near about 37,500 labourers work for five months in this small scale industry (jaggery processing units) in District. Instead of wages they
get about 1 kilogram jaggery every day. These labourers are store that for a week and sell in nearest weekly market. Such type of situation exists for five months. After selling of jaggery what money they get, they buy some needy goods like foodgrain, cloths, vegetables, groceries, meat etc. They prefer rural weekly market for their marketing instead going far away. Those who live far away from the city, importance of rural weekly markets is increasing day by day.

Kolhapur District is world famous in jaggery production. It is one of the small scale industry. The people who works in that industry get wages in the form of jaggery. They store it upto weekly market day and sale, from that sale they buy needy goods. Hence rural weekly market acquired special place in life of rural people of the district.

2.2 JOURNALS

2.2.1 Dr. K. B. Kanure, R. S. Dhanushwar, Dr. N. S. Kore, Dr. S. H. Gone (2009) have mentioned in their Research paper “Distribution of Productivity of Market Centres in Latur District”.

In this research paper, they compared India’s weekly markets with USA, UK and China weekly markets. In USA, UK and China there are specific characters of weekly markets whereas in India there is no specific characters of weekly market centres. In China ten day week of marketing was noticed in these levels of markets. Where one trader could travel from one market to other markets, with his merchandise and return to original point after a week of ten days. In India, there is no such type of relationship has seen. Consequently traders preferred to go markets where the sale and profit are maximum. The inhabitant of the area or the people of specific area like to go to the markets nearest to them and where a large number of function as well as facilities are available. This situation is seen all over in Kolhapur District.
2.2.2 Donna Perry (2000):

She has mentioned in her research paper, “Rural Weekly Markets and The Dynamics of Time, Space and Community in Senegal”. In the Senegal, Wolof small farmers after the emergence of rural weekly markets (loumas) and the implementation of neoliberal policies in the 1980. Contrary to the notion that markets are a force of social dissolution, new trading practices and free market policies have not weakened community relations among small farmer neighbours and kin. Rather the spatial and temporal patterning of ‘loumas’ has served to strengthen intra-community bonds. Since the formation of ‘loumas’ farmers have limited their travel beyond their home zones. While at loumas they interact avidly with extralocal merchants, they have not allowed outsiders to settle permanently in local villages. Further more because loumas occur only once a week, farmers continue to benefit from daily, multiplex interactions with one another. It disclosed that small farmers are argumenting their economic security during a period of economic restructuration by innovating new modes of reciprocal exchange with one another.

2.2.3 Weekly Markets in the Tribal of Orissa:

In the tribal belt of Orissa there are more than forty different identified tribals, out of that, Dongria, Kondha and the Bonda live in isolated villages in the hills and forests. These latter villages are not accessible by road. These villagers can be readily seen at their respective weekly markets, which can be for most the furthest they will ever travel from their village.

The weekly markets “haats” are tradition all very rural India. These “haats” are one of the heartbeats of this undeveloped part of the world and are the only contact with the other side (civilisation) for a great many of these people. It is in the “haat” they can sell or barter some of their produce, whether it is cultivated, gathered from forest or crafted. These markets are usually held under the canopy of old mango and big trees in the same places.
as they have been held since time past. Different haats cater to the varying needs of local tribals in the different districts, therefore, each haat has its own different flavour, colour and size. The same situation is seen in different weekly markets in the Kolhapur District.

2.2.4 Shri Venkataraman Machiraju (2009) has mentioned in his research paper “Developments of Micro-Markets” that, the existence of micro-markets or small size markets, wherever a group of people or community exists. In the normal situation, all the people who are living in community need to have a market place to procure their daily requirements. Even in urban community, we find few shops at different categories to cater to the needs of consumers.

The concept of the micro-markets is existing for more than hundred years in India. These small size of market concept means concept of weekly markets which are nerve centres at rural economy. The buying behaviours of rural people is directly related to their needs. Therefore, they decide to visit weekly market for buying something for meeting their requirements. Hence, they try to procure once a week periodically depending upon the income level. In this micro-markets buyer have absolute freedom to choose the best from the markets at good price.

Government should encourage this idea with giving priority to the development of micro enterprises, so that the poor, when they take such micro enterprise activities they will have an immediate market place sell their produce or services. When these micro-markets are fully developed the village or rural economy would remain intact and the divide to urban and rural could be minimised.

One good concept in Andhra Pradesh was tried for farmers to have their own market place to sell their produce, this is the concept of Raithu Bazaars. Daily vegetable markets which eventually developed into small micro markets in an urban place. The intention was to help the farmers to have a
direct consumer for his produce. The same concept has been continuing till today in form of weekly market in Kolhapur district.

2.3 REPORTS

Traditional Weekly Markets Network System – “A Comparative Study in Tribal and Non-Tribal Area in Middle Assam”, report made by Tezpur University, Development of Business Administration, Tezpur, Assam.

Age-old traditional weekly markets which have been in existence even in 21st century. They are known as exchange centres of goods and services, which flow from rural to urban, urban to rural and within the rural areas. The network system of the market is very large and popular. The partners of this system are producers of agricultural products, traders of various manufacturers, artisans, service providers, wholesale buyers, catering agencies and monitoring and supervising organisations and local self government. Most of the markets are governed by Gaon Panchayat, Block, Zilla Parishad and few are monitored by Tea Garden, private individuals and autonomous councils.

In Assam more than eighty percent of population living in rural areas. The main occupation is agricultural. They sell their agricultural products in nearby weekly markets and therefore weekly market plays a major role in Assam economy. In Assam most of the purchasers spent morning and afternoon in the market than evening. Bargaining is common in buying vegetables and cloths. Buyers and sellers meet each other in the weekly market because of that they maintained good relationship with each other. Besides that several social and cultural and economical activities are taken place in the weekly market. At the time of visits to sample weekly markets the same picture was found in Kolhapur district. It also shows that similarity in weekly markets in Assam and weekly markets in Kolhapur district.
2.4 BOOKS

2.4.1 Prof. Senanayke (1980) and Wanmali (1981) have expressed their views about rural weekly market that beside marketing activities rural weekly market is a place of social and cultural interaction in case of villagers.

It is suitable place for meeting each other to relatives, friends and labourers those who have come from different places. They are their difficulties, new plans with each other. As well as they discussed social and cultural activities.

2.4.2 Prof. Sinha (1968), Mohanty (1970), Ramesh Chandra (1973), Mehta (1980) and Jha (1983) have noted that the weekly markets play an important role in the rural economy. According to them weekly markets serve as the main channels through which essential goods are distributed.

It is realised that, rural weekly market is distribution centre for needy commodities and also social ideas.

2.4.3 Jha and Rajagopal (1983) have described rural weekly market, markets are the nerve of the adjoining villages which provide the villagers an opportunity to sell their articles and to purchase those that they need.

2.4.4 Vidhyarthi and Rai (1968) have noted that the haats (rural weekly markets) generally of prime economic nature, a majority of which deal with agricultural produce.

2.4.5 Jagaidh Singh has described that the haats serve as a assembling centres for many produce meant for urban consumption. It means that agricultural produce sold by villager in rural markets are also sent to the urban centres for further sale.

It showed that rural and urban people depends on each other for their domestic needs. It is completed by the rural weekly market.
2.4.6 Rajagopal and Rao has described that the weekly markets are comprehensive ones in which many articles are available. These markets cater to all requirements and needs of village people. Rajgopal explained about haats that, haats simultaneously act as the centripetal centres for collection of small marketable surpluses of the farmers as centrifugal centres in terms of providing grocery and allied consumer articles apart from agricultural inputs to the producer seller.

Haats provide place to farmers for selling their small marketable surplus and purchasing grocery and other needy articles.

2.4.7 Ramesh Chandra (1973) discussed rural weekly market by taking into account that a rural weekly market has been described as a sort of country club where villagers meet and acquaint themselves with the people of other villages, meet their own markets were widely located, but in case of pre or post adjacent one, two or three day markets, there was more or less little variation in the distance of markets.

It is informed that in rural weekly markets maximum people from rural area, they fulfill their majority of needs through the rural weekly markets.

2.4.8 U. K. Shrivastava (1989) argued that, in the analysis of spatio-temporal characteristics of market centres the existence of market cycles and market rings must be taken into account. The concept of market cycle is related to time whereas that of a market ring is related to space. The consumers in all parts are able to visit the markets conveniently. Under an integrated system of market days over space the consumer fulfils his need from the nearest market centres. A market ring, thus, consists of a few such markets whose days are systematically spread over week in a limited area and the consumers visit them on different days of the week at different places. In such analysis, however, Shrivastava has considered only the consumers and ignored the traders farming market cycles and rings.
It is cleared that market ring is group of few markets and those markets have held on different day of the week. On the convenient day, consumers visit to the weekly market and purchase needy commodities for their family. It has been happening in every rural weekly market and everywhere.

2.4.9 Wanmali (1981) identified a four-tier hierarchical arrangements of markets in Bihar viz. local (village) markets, important markets, sub-regional markets and regional markets. The local produce, especially the agricultural produce, flows upwards from the local markets to the regional market and urban products flow downward from regional market to local markets for distribution in the villages.

Upward flows motivate to produce agricultural commodities and send to the regional markets and downward flow motivate purchase urban products, from the local markets. It shows that rural people and urban people depends on each other.

2.4.10 Bromely (1969) made a significant observation of periodic markets for rural development. He hopes that in the rural areas housewives, farmers and artisans may enter into service occupations on one or two days of the week. Similarly, the rural consumers may concentrate their purchase or use of service facilities on major shopping trip every week or fortnight. Thus, the rural primary and secondary production are interrupted as little as possible by such trips. Thirdly, local shops keepers and agriproduce sellers do anything for attracting the rural customers for e.g. shopkeeper sets commodities attractively before their shops, rural seller calls to customers, sale with discount, quick services, packing of purchased goods of agri-produce like grains, farmer sell their agri-produce to local customers or wholesalers who take the produce to other areas as well as local authorities besides maintaining law and order in the market place. Market authorities controls on prices, impose tax, product quality, weights and measures and should also intervene in the bulking.
This will help in preventing the development of exploitative monopolies and monopsonies in the market place. For the potential growth of rural market, centres, government provided school, market place, mobile clinics and other facilities. Local shopkeeper as well as agri-product seller for the maximum sale, they do attract the customers. Rural sellers sell their agri-produce with discount and also calls to customers. it is beneficial to customers. it affects positively on more transactions and also weekly markets turnover. For the social improvement government provides school, market, place, clinics etc. facilities to weekly market village.

**2.4.11 Bansal** suggests about evaluating a pragmatic legal framework managing the rural primary markets to accelerate the place of rural development. He also pointed out that the Grampanchayat should be handed over the responsibility of managing and developing the rural weekly markets in a professional manner, where the Grampanchayat is not in a position to take over the responsibility of managing the rural markets, the nearest market committee may be asked to step in.

It suggests that Grampanchayat should accept the responsibility of managing and development of weekly market. the researcher has seen in sample weekly markets, all Grampanchayats manage weekly markets in good manner and try to provide all essential facilities to the concern factors.

**2.4.12 S.S. Sangwan** have made an attempt to study the “Horticulture in Arunachal Pradesh”. He pointed out on how to initiate agro-processing in the State and explained about the status of horticultural, vegetables and production of foodgrains and its sell. The long term approach of horticultural development in the Arunachal Pradesh has been replacing of Jhum cultivation by suitable fruit and plantation crops for generating higher income to the individual and communities. Pineapple, orange and guava have been planted since 1980 and tea plantation was also started in some
places in Siang and Dibang valleys. The apple, kiwi and other fruits have emerged as important crops in last ten years.

In his study S. S. Sangwan cleared that farmers of Arunachal Pradesh has accepted changing pattern of foodgrains, vegetables and suitable fruits. Apple is most important fruit produced in Arunachal Pradesh. Kolhapur district also used new varieties of sugarcane, rice, vegetables and soyabean for cultivation. Mostly marginal farmers are producing vegetables and sell it in rural weekly market.

2.4.13 A. P. Gupta wrote the book entitled, “Agricultural Prices in a Backward Economy with Special Reference to Madhya Pradesh.” He stated the history of Madhya Pradesh that it was created in 1956 with the integration of what were formerly known as states of Madhya Bharat, Madhya Pradesh, Bhopal and seventeen districts of old Madhya Pradesh. The State has been rightly named as Madhya Pradesh as it lies in the heart of the country.

He also stated that, Madhya Pradesh is less developed region of the country, industrially as well as agriculturally. The direct sale to consumer system is used for selling agricultural produce. In this system agri-produce sold directly to the consumer. However, there are some restrictions before the farmers like processing, direct contracts to buyers, high perish ability of produce.

In this system farmer is his own salesman. The producer, retailer may take a round retaining his produce and establish a stall where the demand is maximum. Thus the consumers also obtain fresh commodities and at a fair price, and the farmer is able to pocket the middleman’s profit too.

Those who are small farmers they produce commodities in small quantity as they also need cash for farmining their land. Therefore, they sale their produce to the local traders. Sometimes they have to sale at low price.

2.4.14 R. P. Gupta (1973) expresses in his book “Agricultural prices in Backward Economy” that there are three types of agricultural markets.
It is found that, Madhya Pradesh is less developed agriculturally as well as industrially. It is affected on the financial position of the people. Small farmers were needful of the money. Hence they sell their surplus of agricultural produce directly to consumers or village traders in the nearer weekly markets. Some times they sold at low price and purchase the needy commodities for their consumption.

Farmers produce foodgrains as well as perishable commodities like vegetables, fruits etc. It is affected in reduction of bargaining power of the farmers, and they were neglected by the markets. It is true and there is no other alternative before the farmers.

2.4.15 Jasdanwala has suggested that market should ensure equality of services both to all types of producers and consumers, so that it does not work against distributive justice. It is only efficient marketing system. If the marketing system works against the small farmers or weaker sections of the consumers or against the backward class regions, it will be considered an inefficient marketing system.

It has found that small farmers and consumers of the weaker sections are discriminated against by the marketing functionaries and agencies. That’s why, small farmers sale their produce in the primary markets that is rural weekly markets.

2.4.16 The book edited by C. S. Prasad (2006) “Sixty Years of Indian Agriculture 1947 to 2007”. In this book editor C. S. Prasad has explained about the marketing of agricultural produce. The disposal off the agricultural produce after the harvest and the return obtained have a significant effect on production and the welfare of the cultivator. Production in agriculture being seasonal, the crops are harvested during the short period and consumed gradually. Farmers do not have personal godown for storing the agricultural produce like onion, oil seeds like groundnut, cotton and vegetables, fruits etc. Therefore, farmers dispose off his surplus immediately
either at rural weekly market (village market) or at mandi. As regards foodgrains the marketable surplus varies by crops and regions. It shows that rural weekly market and fairs are playing important role for the rural people. Those who are marginal farmers, for them rural weekly market is the right place for selling agricultural produce.

2.4.17 Dr. B. S. Negi stated in his book, ‘Rural Geography’ that the history of human civilization shows that a village has been the main centre of production, situated in any area of the world. Village produce foodgrains and raw material for the market besides for their own needs. It meets the requirement of the country on this basis awe can call, villagers are the service centres too. These villages are directly connected with rural markets and do supply of raw material and foodgrains to needy persons. We can also say that villagers are the suppliers of foodgrains and raw materials to various agri-based industries, farmers come into contact directly with consumers.

2.4.18 Dr. Lila Patil and Prof. (Mrs.) Santa Pandit (1986) explained about rural weekly market in their book “Principles of Agricultural Economics”. The authors says that every farmers take different types of crops. Out of that the surplus crops is sold in the rural market. Lack of transportation and lack of knowledge about market price affects on farmers. Despite this those who do not have any economical as well as social pressure, they sell their grains, vegetables in the nearest weekly markets.

2.4.19 A. Kumar (2001) has noted in his book “Indian Agriculture Issues and Prospects” that the peasant farming stands for small-scale private enterprise as applied to agriculture. Here tiller is also the proprietor who possesses permanent, inheritable and transferable right in land. Assisted by the members of his family, he manages the farm according to his own free will, plan and produces crops. Thereafter he sells as part or whole of this crop without any outside interference. A considerable proportion of produce is generally kept for the peasant’s own consumption, although in some
cases, where peasant takes to growing cash crops and send to the market and with the cash obtained from that food and other requirements might be purchased. In the case of marginal farmers, they also produce cash crops like vegetable, and sell in nearby weekly market as they needed.

2.4.20 Dr. J. P. Sharma (1986) - He noted in his book “Agriculture in Developing Economy” agricultural marketing, in case of primary markets, it is management is in the hands of village Panchayat. It holds once in a week. Farmers of nearer villages visit to the weekly market with their agriculture surplus. Some farmers produce vegetables for marketing purpose. Some farmers sell their surplus grains. In this market village traders are dominating on the small sellers. They force them to sell their grains at lower price.

2.4.21 Rajagopal (1993) has explained in his book “Rural Marketing in India”, in early days traders dealing in particular agriculture products. They themselves set up small business in one part of the village or town, which was commonly known as ‘haat’ or ‘gani’. These traders gradually extend their business operation to cereals, edible oil and other consumable products. This place formed a nucleus for the economy of the village and its surroundings, as it served as place of marketing of the produce of the hinterland around it. In course of time with agricultural, industrial and commercial, orientation, size and functions of the town markets grew-up, and the dominance of the village markets shown a declining trend. Despite this, it still plays important role in rural sector. In recent year, local authorities like the market management committee and Grampanchayat took up task of development of rural market. These authorities in some places, developed rural markets as a commercial complexes and allotted plots for carrying different complexes and allotted plots for carrying different types of trades. It helps to develop weekly market as a commercial for surrounding village.
2.4.22 D. P. Pandey (2009) – He explained in his book “Rural Marketing Management”, farmers and artisans sell their produce under economic compulsion. This leads the consequence of distress sales on their income savings and investment. Traders act as commission agents in the regulated markets. On the other hand in the periodic markets like haat traders purchase agricultural produce from farmers. These markets are agglomeration of buyers and sellers in villages. Semi-urban and some parts of urban areas for marketing the agriculture produce grown in the hinterland at a given place, time and day.

The frequency and the distance of the periodic markets depends on the density of population. The specific commodity stalls/shops can be grouped into i) cloths, ii) foodgrains, iii) vegetables, iv) fruits, v) spices, vi) edible oil, vii) cutlery, viii) utensils, ix) agricultural implements and others. The service marketing also visible in such markets where “barter system” to some extent exists. The transactions in the rural markets are predominantly in cash. An artisan becomes sellers while selling earthenware or any other items, but at the same time he also become buyer when he purchases foodgrain from the same market.

2.4.23 Johnson (1970) – In the book, “Periodic Market Centres and Rural Development”, he has rightly emphasized that, every rural producer should be within the convenient travel time of some adequately.

He has also mentioned that weekly markets are:

1) contact point of peasant society
2) means of distributing local products and exchanging to rural surplus
3) venue for purchase of daily requirement
4) place of amusement
5) lever of rural development

2.4.24 H. M. Saxena (1988) – He explained in his book “Rural Markets and Development” about the weekly market that, the development of fairs (mela) and weekly markets (haat, bazaar) were landmark in the field of rural
marketing, during this period. Both these rural trading institutions, wherever developed are still continue to serve the needs of rural people.

2.4.25 Rajagopal (1993), he noted in his book ‘Indian Rural Marketing’ that, in the primary rural markets, the inheritant traders visit on the fixed day in a week and procure marketable surplus. These traders generally are without any established shop, purchase directly from the producers in rural weekly markets. Thereafter, these were sold it in the urban market.

He also stressed that rural market for the products of the craftsman. They were highly unorganised and uncertain. Therefore, they were dominated by the private traders. They sold their goods in the rural markets. There were no barriers to entry.

2.4.26 Mukesh Pandey and Deepali Teewari (2010) have expressed in his book “The Agribusiness” that, rural markets have the practice of fixing specific day (often called) ‘Haats’, where goods and services are sold. This is another potential low cost distribution channel available to the markets. Also every region consisting of several villages is generally served by one satellite town (termed as Mandis or Agri-Markets) where people prefer to go to buy their durable commodities.

It is cleared that, now-a-days haat has got status of mobile supermarkets of rural India.

All the above studies have focused on social and cultural life of rural people as well as economic aspects of rural weekly markets. R.N. Barman, R. Das, D. V. Kasar, S. N. Tilekar and G. G. Joshi have explained the importance of weekly market as a course of agribusiness. This agribusiness has got status of construction and manufacturing business. T. Satyanarayana expressed that, weekly marketing system plays a crucial role in agricultural development as well as farmer’s development. Dr. B. Bankar, R. S. Deshpande, M. Bhiniwale have explained that weekly markets provide foodgrains and needy goods to the rural people.
2.4.27 Dr. Shivaprabhash and K. Gunaseelaprabhu explained about rural weekly market is important from the point of view of marginal farmers because it provides place for selling their vegetables and surplus of grains. Dr. P. A. Koli explained that agricultural market includes the activity involved in the movement of agricultural produce from the farm to the ultimate consumer. This is happened only in rural weekly markets. Prof. Sanayake, Wanmali, Prof. Sinha, Mehata, Ramesh Chandra and Jha and Rajagopal noted that, weekly market is distribution centre of needy goods and social ideas.

2.4.28 R. P. Gupta explained that weekly market is direct marketing centre for farmers. It is true that they sold their agricultural produce to consumers. Jasdanwala, C. S. Prasad, Dr. Lila Patil, Shanta Pandit noted that weekly market is proper place for small farmers for marketing their agricultural produce, J. P. Sharma observed that farmers produce vegetables for marketing purpose. Some sellers sell the surplus grains in this market place. Rajgopal explained weekly market is known as a commercial centre for surrounding villages. It also helps to develop the rural economy D. P. Pandey mentioned that, in rural weekly markets sellers become buyers when they purchase needy commodities in the same market is trading institution and still it is continuing. Mukesh Pandey and Deepali Tiwari noted that, weekly market has got status of mobile supermarkets of rural India. In the present study, it has tried to explain the importance in all angle, working and how rural weekly markets are helping to increase the economic condition of rural area.
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