CHAPTER VII
SUMMARY, CONCLUSION & SUGGESTIONS

The present study is presented in overall 7 chapters. In each and every chapter important tables and graph has been included. Each and very chapter had been started with introduction and at the end it is concluded by overall observations. The collected data is scrutinized, tabulated and analysed by using different types of statistical tools and techniques. Overall presentation of the study is highlighted by the help of different tables and graphs, the overall study is presented as follow:-

Overall Summary of the Research

1) The Chapter first deals with the introduction of the topic, significance of the study, objectives of the study, Hypothesis tested, Research Methodology, Collection of data, scope and limitations of the study, purpose and Presentation of the study.
2) The second chapter includes the review of literature on the concerned topic. In this chapter near about 40 research articles and 10 books are reviewed and made some important comments with important suggestions on the available literature.

3) Chapter third Deals with the overall Public Distribution system and the Functioning of this system with its relation to fair price shops in India. It also includes the standard of weights and measures used its administration and functioning, it also contains the administrative frame work and the hierarchy at different levels is discussed. The chapter is divided into four parts i.e. A) State control and regulation Act of PDS, B) Public distribution System in India, C) Public distribution System at State level, D) Public Distribution System in Aurangabad District.

4) The chapter fourth deals with the overall critical evaluation of the public distribution schemes in Aurangabad district. It also includes the comparative analysis of PDS in different taluka Places from Aurangabad district with demand and supply of daily needs,
rates of the product, Govt control policy, the role of distributors or any malpractices in this public distribution system.

5) The fifth chapter deals with Public Distribution System an even challenging function of Marketing Management is directly related to serving the society or say to bring Social Justice in society, Essential Community. Supply have assumed an important place in the society. The study related to working of Public Distribution System and the efficiency of Fair Price shops have been undertaken. An attempt is made to examine the extent of facilities available at fair price shops. The problems faced by the consumers, performance of different schemes run through the fair price shops in Rural Areas of Aurangabad District.

6) This chapter deals with the comparative analysis of P.D.S in rural as well as urban areas of Aurangabad district. It gives the detail information about the various schemes of PDS, there criteria and benefits with incentives offered by the government. It also gives the details about the comparative analysis of different
schemes included and implemented through Public Distribution System.

Last chapter is the subject matter of overall summary of the study, major conclusions drawn by the researcher and some important suggestions given by the researcher to overcome the problems of public distribution system.

The Chapterisation Includes:-

How the study related to the P.D.S is most important to know the lacunas in this distribution management. The researcher has tired to cover rural and urban Indian distribution system in Aurangabad district. This study will be usefull to the government officials to frame the appropriate policies regarding the B.P.L customers and overall distribution management. This study will also be used by the research Scholars, Academicians, professors, different N.G.O and different private or public distribution agencies.
The overall total framework of public distribution system depicted in this study. Highlighting the rural and urban Indian B.P.L customers and fair price shops.

The review of literature though had a very big canvas, few important PDS related articles, books, Journals and web site were referred. The fact that India is facilitator state in its efforts have done a lot and continuous improvement in different schemes form time to time gave an insight to go for extensive referral. Articles related to PDS in India, and on different states helped in making a study more concentrated towards the objective.

Public distribution system in India is a boon to the down trodden and hence its popularity is still very much there with India performing the task of facilitating State by undertaking public distribution system at various level such as central, State, District, Taluka level of distribution through Fair price shops. The organization of machinery is in a 2 tire system one implementing the planning of the government and the other checking whether the work of distribution is going on as per the plan and schedule.

The performance of fair price shops in urban areas was overall satisfactory; the PPS provided an average service to consumers. Responses regarding the quality of sugar needs immediate redressal
as compared to other items supplied through fair price shops in Aurangabad district under the BPL category scheme the respondent under sample availed maximum benefit by consuming wheat, Rice and kerosene except sugar where as Aantyoday beneficiaries and Annapurna beneficiaries consumed 100 % at earliest possible time.

Majority of India`s population lives in rural areas. Hence Public Distribution System which aims at bringing social justice needs an effort more realistic to supplement the cause of providing basic needs to rural poor in the form of food clothing & shelter, PDS in its effort have been able to reach every nook and corner of rural area by making available commodities of PDS available under reach of rural population.

The network in rural area by far has been successful in meeting the obligations of PDS. The Annapurna and EGS schemes in rural are having back to back response, where as AAntyoday have 100 response as regards wheat only, BPL category respondents have a lukewarm response to the tune of average 50% consumption.

In the economic sense PDS is an equitable distribution of essential commodities at reasonable prices determined by the public authorities by intervening in the market for fulfilling the time and place utilities by the public authorities Public Distribution System it
has overcome many deficiencies in the public distribution system as is seen form the fact represented in the above primary data collected from the field survey done in Aurangabad district the overall running of the PDS machinery is satisfactory in both urban and rural areas however some of the areas where there needs to be strengthening of the system as regards ghost cards, improving the quality of sugar and rice and also bringing of new schemes for the benefit of the poor so that we can reduce the poverty or we can go for total eradication of poverty by effectively providing necessary commodities to large number of beneficiaries.

Major Conclusions:­

Following are the major conclusions drawn by the researcher while studying the overall theme of the research:­

1. It is observed by the researcher that 60 percent of the consumers investigated were satisfied with the overall operations and functioning of fair price shops, while the remaining 40 percent consumers were not satisfied with operations and functioning of the fair price shops. Those dissatisfied complained about irregular and inadequate supply of rationed items, irregular and
inconvenient timings, delay in service, adulteration of commodities, under weighment and measurement of commodities, location and distances of fair price shops from the residence of the consumers, black marketing of goods, false entries of units in ration cares etc. these difficulties were more prominent in case of large fair price shops comparatively to small ones.

2. The reaction of card holders about the quality of rice supplied was some what mix. Majority of the (76%) card holders were of the opinion that the quality of wheat supplied was of ordinary quality. 18% of respondents from urban area said that the quality supplied was bad in fact the trend is that first old stock is supplied in PDS through ration shop and then if the need arised new wheat was supplied in market. The Complain was of general nature. The respondents were of that much serious in answering the question`s.

3. The reaction of card holders about the quality of Kerosene supplied was some what mix. Majority of the (70%) card holders were of the opinion that the quality of wheat supplied was of ordinary quality. 30% of respondents from urban area said that the quality supplied was good in fact the trend is that first old stock is
supplied in PDS through ration shop and then if the need arised new kerosene was supplied in market. The Complain was of general nature. The respondents were of that much serious in answering the question`s.

4. The reaction of card holders about the quality of wheat supplied was some what mix. Majority of the (76%) card holders were of the opinion that the quality of wheat supplied was of ordinary quality. 16% of respondents from urban area said that the quality supplied was bad in fact the trend is that first old stock is supplied in PDS through ration shop and then if the need arised new wheat was supplied in market. The Complain was of general nature. The respondents were of that much serious in answering the question`s.

5. The feedback received from the respondents was really astonishing not a single respondent said that the sugar supplied was of good quality. Majority of the (80%) respondents were of the opinion that it is common and generally the sugar supplied
through PDS is of inferior quality as the appearance also suggest with the crystals of sugar supplied were minute as compared to sugar in open market. The price of sugar supplied through fair price shops and open market were nearly same.

6. The time taken for the issue of the new ration cards officially in 8 days the application complete in all respect gets the new ration card within 8 days. Due to heavy rush in the city it takes time for the issue of new ration card and it was found that the new cards were issued within 15 days of application. These days there is a provision of directly applying with the help of SETU Kendra hence eliminations of the middleman in issuing new ration card. Presently the scheme of issuing BPL category ration cards is not there, where the APL category orange ration cards are being issued on which you can get only kerosene and not the grains. Similarly the white ration card holders are not eligible to get any item from fair price shops.
7. As regards to availability of Ration in time at fair price shops the response was positive. 80% of the respondents agreed that they received ration in time. 20% respondents were again categorized. It was known that consumers who fail to collect their ration in time they had to wait for the second lot to come at FPS. The grains are supplied through local dept of FCI. It at all the monthly supply reaches rate in Aurangabad then only distribution is late through FPS. Maximum times the stock is unable to cover the initial distribution. Only kerosene distribution had problems because kerosene is supplied through Manmad depot to Aurangabad Depot that is why there is a problem in distribution in one, two and even three days of supply.

8. The service rendered by the fair price dealers to shopkeepers was found to be on an average good. The dealers supplied the material to FPS immediately as soon as they are in possession of the consignment for the month. The shopkeepers get good service because the transaction is usually is in cash. 75% of FPS owners are satisfied with the dealers where as 25% of the consumers were unsatisfied for various reasons. The dissatisfaction was mainly
due to quantity of materials supplied and the time of supply to FPS.

9. As regards the kerosene nearly 100% respondents said they took the allotted quota from the FPS. Sugar only no% of consumers purchase because of main reasons first very little difference between the prices of sugar in FPS & open Market. Second the quality supplied at FPS is of much low quality i.e the crystal sugar in open market. As regards Rice the fact came to light was that the shopkeeper makes the customer purchase with wheat the rice also otherwise be withholds the rest of the commodity reason for doing this is that rice is not sold in Black Market and hence it is not utilized. There are chances of in curing losses. BPL is a category of families whose annual income is less then 1800 rupees.

10. The response about the quality of rice supplied in rural areas was found to be average i.e. 90 % of the respondents felt it was of ordinary quality were as 10 % of respondents were not satisfied with the quality of rice supplied, it was also found that the
consumption of rice was very much less in rural areas as compared to its usage in urban area.

11. As regards usage of kerosene and the consumption of kerosene in rural areas it was found that 81% said that the kerosene supplied is consumed less then what is available the main reason being the availability of alternate fuel in the form of wood and upali which are cheaper then the kerosene hence the consumption of kerosene is less.

12. 98% of Rural Respondents were fully satisfied with the weighing procedures followed in the fair Price shops. Most important aspect is Less number, if consumers take advantage of FPS and those who avail do not complain in any matter. Kerosene which has a chance of Malpractice is weighing is quietly accepted by the rural consumers.
13. There was general satisfaction with the services provided by the dealers. Though it is not outstanding there was satisfaction. The reason was that the shopkeepers did not take their quota in cash from the dealers. Infact dealers are in dilemma when shopkeeper come and take the material, will he bring cash and take the material which they seldom do. Here problem is faced by the consumer they have to wait and then purchase from the shopkeeper. The ration is available a list of hesitancy on part of consumers were noticed regarding service croplands.

14. EGS scheme workers are given coupon for the month with 5kg per day wheat at the rate of Rs. 5 per kg and Rice at 6 per Kg. but surprisingly it was found that the workers preferred money instead of wheat. As regards the scheme Govt. introduces the scheme at their will.

It is not certain that they will compulsory introduced the scheme at every project work under EGS. It depends upon the availability of wheat in stock. Hence it was also found that 100% unclaimed commodities are black marketed.
Overall Observations:-

1. To study this P.D.S is most important to know the lacunas in this distribution management. The researcher has tried to cover rural and urban Indian public distribution system in India. This study will be useful to the government officials to frame the appropriate policies regarding the B.P.L customers and overall distribution management. This study will also be used by the research Scholars, Academicians, professors, different N.G.O and different private or public distribution agencies.

   In the overall the total framework of public distribution system at central, State, Region and District level is depicted in this study. This study is highlighted on the rural and urban Indian B.P.L customers and fair price shops.

2. The review of literature though had a very big canvas, few important PDS related articles, books, Journals and web site were referred. The fact that India is facilitator state in its efforts have done a lot and continuous improvement in different schemes from time to time gave an insight to go for extensive referral. Articles related to
PDS in India, and on different states helped in making a study more concentrated towards the objective.

3. Public distribution system in India is a boon to the down trodden and hence its popularity is still very much there with India performing the task of facilitating State by undertaking public distribution system at various levels such as central, State, District, Taluka level of distribution through Fair price shops. The organization of machinery is in a 2 tire system one implementing the planning of the government and the other checking whether the work of distribution is going on as per the plan and schedule.

4. The performance of fair price shops in urban areas was overall satisfactory; the PPS provided an average service to consumers. Responses regarding the quality of sugar needs immediate redressal as compared to other items supplied through fair price shops in Aurangabad district, under the BPL category scheme the respondents under sample availed maximum benefit by consuming wheat, Rice and
kerosene except sugar where as Aanyoday beneficiaries and Annapurna beneficiaries consumed 100 % at earliest.

5. Majority of India`s population lives in rural areas. Hence Public Distribution System which aims at bringing social justice needs an effort more realistic to supplement the cause of providing basic needs to rural poor in the form of food clothing & shelter, PDS in its effort have been able to reach every nook and corner of rural area by making available commodities of PDS available under reach of rural population.

The network in rural area by far has been successful in meeting the obligations of PDS. The Annapurna and EGS schemes in rural area are having back to back response, where as Antyoday have 100 response as regards wheat only, BPL category respondents have a lukewarm response to the tune of average 50% consumption.

6. India as a facilitator State is successful in running the Public Distribution System, it has overcome many deficiencies in the public
distribution system as it seen from the fact represented in the above primary data collected from the field survey done in Aurangabad district, the overall running of the PDS machinery is satisfactory in both urban and rural areas, however some of the areas where there needs to be strengthening of the system as regards ghost cards, improving the quality of sugar and rice and also bringing of new schemes for the benefit of the poor so that we can reduce the poverty or we can go for total eradication of poverty by effectively providing necessary commodities to large number of beneficiaries.

Important Suggestions:-
In public distribution systems there are so many problems. To overcome the problems the researcher has given some important recommendations.

1. Govt. should concentrate on smooth working and functioning of the P.D.S by appointing special investigation officer to check the Public Distribution System and transparency.

2. Government officers should observe seriously there should not be black market sale policies of Fair Price commodities. It should go to the Below Poverty Line peoples only.

3. The most needy commodity is kerosene, the Govt. officer himself or the supply officer found involved many places in selling the kerosene in black market. It should be avoided by the strict act and proper implementation of the Govt. rules and regulation. There must be punishment to the distributors or Govt. officers who is fully involved in this black market practices.

4. The sugar must be sold only to the ration card holders, it should not be sold to the consumer without cards.
5. The wheat which is supplied by the government through fair price shop to the public, many times it is found black or not for proper eating purpose. No qualitative wheat is provided. So mostly there must be possibility to face big and complicated diseases, problems to the poor peoples.

6. The fair price shops keepers strictly maintain the distribution system on colour criteria base of ration card i.e. Red, White and Yellow colours.

7. The Annapurna Yojna must be contained all the needy commodities i.e. Rice, sugar, kerosene, edible oil not only wheat products.

8. The proper implementation at Antodaya Yojna must be their as per the rules and criteria’s of the government.
9. The Government should not allot the fair price shops to the local political leaders for avoiding the black market and proper distribution of products to the needy peoples only.

10. Better quality of sugar and wheat must be distributed among the B.P.L customers through fair price shops.

11. Kerosene should not be sold by the fair price shop keepers to the Auto drivers and other four and two wheelers for vehicle use.

12. Fresh stock of the commodities must be distributed by fair price shops i.e. sugar, wheat, edible oil and rice.

13. There should be regular supply of daily commodities through fair price shops.

14. There should not be any cast, religion and other factor’s while distributing the daily needy products to the public through fair price shops.
Following are the main objectives of PDS:-

(vii) To ensure equitable distribution of essential commodities especially to weaker sections of society at fair prices.

(viii) To serve as a” complementery supply source” to the availability of various goods in the open market or to ensure adequate supplies of essential commodities.

(ix) To avoid excessive inter-seasonal and inter-regional disparities in the prices of essential commodities.

(x) To discipline the open market network so as to curb the tendencies of unscrupulous sections of the business community from indulging in black marketing and profiteering.

(xi) To maintain price stability in the economy.
(xii) To safeguard the interest of consumers against the non-availability of goods and their rising prices. Thus, the main objective of PDS is to provide the “distribute social justice” to the common man.

Overall Conclusion

Distribution is the most important function of marketing management, as it provides a vital link between the producers and consumers of various goods and services. The distribution system encompasses all movements’ right from transportation of raw material to the delivery of finished product to consumers. The distribution system of various goods and services, particularly those essential to human beings, managed by the government or any public agency is termed as “Public Distribution System.” Public distribution system had been in operation in the past and at present also is being operated as a system of controlled and equitable distribution of essential commodities in short supply, either due to shortage of production or due to artificial shortage created by the traders on account of hoarding and black marketing or other natural calamities.
In case of centrally planned economics it is “a system of sale of selected commodities through agencies such as Fair Price shops or Co-operatives.

It is very difficult to define PDS as general concept because of contextual and situational- specific nature of the concept. However, one broad definition can be considered for the practical purpose of this study. A PDS principle owned and controlled by the public authorities on behalf of the public and run by them for the good of the general public or a specific group therof.”

Indeed the PDS is an important and integral part of national demand and supply management of goods and services. Therefore, its main aim is to fulfill the basic requirements of public at large in general and vulnerable sections of the society in particular, who cannot afford to buy needed goods prices which are determined by the free play of market forces.

Thus, the public distribution is a direct “State intervention in the national distribution system of goods.” This is based on the free forces of the market mechanism PDS by its very nature encompasses generally the items of mass consumption such as food grains, sugar, kerosene, edible oils and everyday other essential goods of common use. In a different economic sense PDS can be defined as “an
equitable distribution of essential commodities at reasonable prices
determined by the public

authorities by intervening in the market for fulfilling the time and place utilities.

The concept of public distribution system in India has some specific connotations “it does not mean an independent system of distribution under public ownership as found socialist countries. It also does not mean an independent system of consumer’s co-operatives as are found in Scandinavian countries.”³ Rather “it denotes a system of voluntary rationing supervised. And guided by the state to check the inflationary spiral and to ensure to regular supply of essential commodities at reasonable price to the depressed sections of society.”⁴ In a Nutshell, PDS in India is the rationing system supervised and guided by the state.