CHAPTER-VII
SUMMARY AND CONCLUSION

7.1 General Introduction

Weekly market centres are convenient market channel through which agricultural and manufactured products are distributed to consumers. Weekly markets provide central place and opportunity for selling and purchasing of commodity. The development of rural markets generally indicates the development of villages in study region. This depends on study of rural markets which carried out at micro and macro level. In present investigation, an attempt has been made to assess, analyses, describe and interpret the weekly market centres and its role for rural development in Daund taluka with a view to investigate influence of population, service area, service villages, transport, irrigation, literacy, social and physical infrastructure available in market centres. Here an attempt has made to present the findings and suggestions of research work in brief.

7.2 Summary

The research work has undertaken to study entitled “Role of weekly market centres in rural development-A case study of Daund taluka in Pune District, Maharashtra State”, with an objective to study the role of market centres for rural development in Daund taluka. This study consisted of field work at primary data. The questionnaires were served to buyers and sellers. 10 percent sellers and buyers were interviewed in this study. The secondary data have obtained from District Census Handbook, Pune district, Pune District Gazetteer and Socio-economic Abstract, Pune District. Nearest-Neighbour Analysis, Centrality Index, Market Attractiveness, Market Efficiency techniques have been applied in present study and then summaries its findings in following text.

Daund is one of eastern tahsil in Pune district in Maharashtra state having of 382535 population (2011) and total area is 1288.04 square kilometres. The study region is bounded by river Bhima on north and east sides. The south boundary is confined by Purandhar, Baramati and Indapur tahsils of Pune district while west boundary is confined by Haveli and Shirur tahsils of Pune district. The physiography is undulating and sloping towards north into Bhima and Mula-Mutha basins. The study region covered by basaltic surface and deep black, medium black and coarse
shallow soils. The study region receives rainfall from southwest monsoon from June to October having average annual rainfall of 500 mm. to 750 mm. The vegetation in study region falls under tropical dry deciduous forest. Transportation and weekly market centres play an important role in development of villages in study region. National highway No.-9 runs in east-west direction through the central part and it linked with other district road and village roads. The study region has 72 km. National highway and 87.60 km. railway routes. There are nine weekly market centres to mobilize the rural local resources, namely Patas, Kedgaon, Ravangaon, Warwand, Kurkumbh, Yawat and Khadki are located in central part and Rahu and Daund are located in north part in plain. The average density of population is 297 persons per square kilometre in study region. The high population density (more than 500 persons per square kilometre) is observed in central and north parts and low density (less than 250 persons per square kilometre) is observed in south and east parts in study region. Agriculture is carried out by 64 percent population.

The present study is primarily based on field work. The market centres in study region are found greatly diversified in nature. The location pattern, market day, time, market size and functions have changed with demand and supply of commodities in market. The market centre have situated on flat topography in study region. The road and railway accelerate marketing in study region. As population increases the service areas of individual weekly market centre increased the demand for transport and large number of buyers and sellers have attracted in these weekly market centres due to transport. The market centres in study region lie either on the route of national highway, state highway or railway. Patas, Ravangaon, Warwand, Kurkumbh, Khdaki and Yawat market centres in study region are located along the Pune–Solapur National highway. Kedgaon market lies on Pune–Solapur railway route, Rahu market is located on major district road (Wagholi-Shirur). While Daund market lies in between Daund railway junction and Baramati-Ahamadnagar state highway. This study reveals that the layout of stalls in nine market centres have largely influenced by local conditions. Warwand and Kedgaon markets are fixed their market stalls on open space and are located in front of Grampanchayat office. The frequency of the market days analysis have indicated the predominance of Tuesday followed by the Friday which is mainly determined by the religious factor in study region. The market centres in study region have found mostly selling food and non-food commodities.
The functional structure of weekly market consists of producer sellers, mobile sellers and commercial sellers who sell various types local and non local produce in the market place. The characteristics of part-time and full time-sellers are analyzed for nine market centres. The shop of goods by sellers and their number gradually increases in Daund market whereas in rural markets shop sellers are comparatively less. The full-time mobile sellers are slowly decreasing in study region. Food items are the major commodities sold at nine weekly market centres accounting 77.64 percent and non-food commodities (15.94 percent) in study region. While other seller’s stalls 2.85 percent and animal’s sellers are found 3.57 percent, vegetables stalls are dominant in weekly market centres in study region (38 percent). While percent of utensils stalls is very less (0.78 percent). Full time sellers have dominance accounting 73.81 percent and part time sellers are 26.19 percent in study region. However, percent of outside full time sellers are higher (48.93 percent) than that of local full time sellers (24.88 percent) and percent of local part time and outside part time sellers have found lowest accounting 10.12 and 16.07 percent respectively. It is found that sellers have drown to market from average distance of 15 km. Vegetable sellers are come from the lower distance villages of surrounding area. Out of total sellers in study region more than 72 percent sellers have found attended four weekly markets per week. Sellers living for a distance of less than 5 km away from market are, generally, walk on foot or do come on bicycles or motorcycles. On the other hand, sellers come more than 5 km have found to use truck, tempo/ metadoor, S.T. bus or train. It is found that in study area maximum 64.09 percent sellers have taken education upto 5 to 12 standard followed by 14.24 percent sellers have founded illiterates, 14.06 percent taken have found primary and negligible graduate sellers (7.57 percent). There are 71.8 percent male sellers than female (28.20 percent) in Daund taluka. In case of age composition, sellers of 20 to 40 age group persons have taken active part in selling commodities (51.63 percent). Hindus and Muslims both backward and non-backward sellers have also involved in marketing. The maximum sellers belong to Hindus (90 percent) and minimum are Muslims (10 percent). Among Hindus highest 54 percent sellers are backward.

The behavioural character of buyers is analyzed in each market-level. The study has indicated that 75 percent consumers interact with single market in study region. It may be related to low purchasing power and transport network. The temporal choice provided by market periodicity is not much but is being used by the
majority of the consumers. However, 20 percent buyers have used 2 to 3 markets and 5 percent consumers visited 4 to 5 markets. 10 percent buyers have interviewed during fieldwork both local and outside buyers accounting 58 and 42 percent respectively. The local buyers have found mainly involved in Daund market (86 percent). It is observed that male buyers are dominant (56.80 percent) than female buyers (43.20 percent). The percent of female buyers is more among the local buyers compared to outside buyers. It was found that young persons took active part in buying than children and aged persons. 79.96 percent buyers belong 20 to 50 age group and only 20.04 percent were found in the age group of below 20 years and above 50 years. It was noted that 79.02 percent buyers studied upto 12 class, 7.55 percent buyers are graduate and only 2.86 percent completed their post graduation. It is observed that all market centres in Daund taluka have dominance of Hindu population involved in buying commodities accounting 91.98 percent and 8.02 percent buyers have belong to Muslims category. The range of travel distance of buyers varies from 2 km. to 20 km, 80.64 percent buyers have attended market centres less than 10 km.

The mobility of sellers and buyers depend on available transport facility for selling and buying. In study region, 9 villages’ serves as service for Patas and total number of sellers in Patas weekly market is 470. However, total sellers in Warwand weekly market has 420 whereas buyers of 8 villages attend Warwand market. Kurkumbh market centre in study region has 370 sellers and 6 villagers buyers have visited to this market centre. Ravangaon, Rahu and Khadki are comparatively small weekly market centres in study region attended by 269, 270 and 250 sellers and buyers of 6, 7 and 7 villages. Kedgaon, Yawat and Daund market centres have higher number of in term of sellers, buyers and hinterland villages. 800 sellers and 13 villages buyers have attended Kedgaon market, 1100 sellers and 24 villages buyers involved in Yawat weekly market, Yawat market is known for livestock marketing. Whereas Daund is taluka head quarters, urban centre and has connectivity of road and railway. 730 sellers and 23 villages buyers come to Daund weekly market. The smaller service area and less number of villages tend to exhibit normally smaller market, namely, Rahu, Kurkumbh, Ravangaon and Khadki while larger service area and more service villages leads to bigger market, namely, Daund, Yawat Kedgaon, Patas and Warwand. The factors affecting the development of market are found varied intensity. There is considerable impact of socio-cultural, religious impact on market
centres in varying proportion. Attractiveness of weekly market reveals the buyers percent to total population of service area. Patas, Ravangaon, Rahu and Warwand market have ranked low value attractiveness. Khadki and Daund ranked very low attractiveness. However, Kurkumbh and Yawat market centres have ranked the marginal attractiveness. Whereas Kedgaon weekly market has ranked of goods value attractiveness. It is observed that among nine weekly market centres 66.66 percent market centres belongs to low and very low category and 33.34 percent market centres have found marginal and good attractiveness. Whereas marketing efficiency manifests degree of marketing capacity of buyers assembled at market centres. It is observed that 55.5 percent market centres in study region have overbalanced marketing efficiency and 44.45 percent market centres have under balanced marketing efficiency. It is noticed that Ravangaon, Rahu, Kurkumbh, Yawat and Khadki weekly market centres have found overbalanced marketing efficiency and Patas, Kedgaon, Warwand and Daund market centre have under balanced marketing efficiency.

The distribution of market centres in study region has found relationship with area, number of villages and population. The spatial pattern of market centres tends to deviation towards randomness. Analysis of distribution of market centres reflects the influence of population, service area and number of villages. Application of nearest neighbour technique to analyse spatial pattern of Daund market reveals that the distribution of market centres is approaching uniformity with Rn values (1.29) due to diversified physical as well as economic condition in study region. The hierarchical organization of nodes forms one of the most important prospective in geographical study of market centres. The market centres can be graded and grouped in hierarchical order in study region. In order to determine hierarchy of market centres for present study, six indicators have been chosen, namely, number of stalls, market attendance, market duration, market fee, transport and administrative status for obtaining composite index. In this method, each indicator is equally weighted assigning a maximum weightage of one. On the basis of composite index, centrality index has been computed. Finally, hierarchical order of market centres has been determined and attempt has here made to computed the trade area by for analyzing the hierarchy of market centres. The present study has identified Daund and Yawat are first order markets, both have efficient network of roads and railways. Therefore, attract maximum number of villagers. While Kedgaon, Patas and Warwand these three market centres have identified as second orders market and they exhibit rural
characters and slowly moving towards urban. Small rural markets, namely, Rahu, Kurkumbh, Ravangaon and Khadki have ranked third orders market centres in study region. In present study the attempt has made to identify rural development regions on the basis of factors contributing in marketing. It starts of economic, demographic and transport characters of the study, central part has developed and north and south parts have comparatively less developed. In Daund taluka 66 villages included in developed region, 24 villages included in this region are found in the process of change in development and 13 villages are included in backward category. Rural development generally refers to the process of improving the quality of life and economically wellbeing of people. All nine weekly market centres have located in developed region due better availability of infrastructure, irrigation, road and rail connectivity, electricity, primary health centres and education.

7.2 Suggestions

1. Permanent shades for commodity stalls should be constructed in Khadki, Rahu, Ravangaon, Kedgaon and Patas market centres.

2. During market day more frequency of buses should be increased in Patas, Kedgaon, Rahu, and Yawat market centres from the surrounding villages on market day.

3. The drainage should be closed by cement pipes in Patas weekly market centre for better selling and buying.

4. Local P.D.C. Bank should provide the capital at low interest to sellers for increasing selling and purchasing of commodities.

5. The location of Kedgaon market lies in unhealthy place. Hence it is suggested that the location of Kedgaon weekly market should be shifted near Supe-Shirur state highway (SH-64).

6. It is proposed to begin as weekly market centres in Pargaon village this village has 5974 population. So that local and surrounding nine villages can involvement in selling and buying at Pargon.

7. The Grampanchayat should construct platforms for shops in market area in Patas, Warwand and Kurkumbh weekly market centres.
7.4 Concluding remarks

Markets are key function in the economy of any region. Market functions and their role in the economy are highly dynamic in nature. The weekly markets are tools for rural development, The settlements with the weekly market must have led to the development of rural economy. However, there is an need to improve or develop the potential weekly market, these centres act as the centres of exchange of commodities and provide the maximum opportunities for mobilization of local resources and generate employment to surrounding area. Such study has much potential and may attract alteration of expert from various fields like administrators and agriculturists in general, market geographers in particular for further study and to prepare plan for overall development of rural area in Daund taluka. Thus, there is an ample scope for research, exploration and experiments in marketing field.