

Present Scenario Rural Market and its Impact on Rural Development in Coochbehar District

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ABSTRACT

The rural market has acquired significance as the overall growth of the Indian economy. Development in the agriculture sector has resulted in a substantial increase in the purchasing capability of rural people. At Present rural people are consuming a large quantity of industrial FMCG, agro- product, and manufacturing goods. Owing to this the rural market centers have been emerging very fast. Within the last two decades, the rural market centers have been emerging as more critical for agriculture marketing. The growth of rural income, and population, improvement of rural infrastructures, and thought-full Rural Development policies by the state and center, offer huge potentiality for rural market centers development. Growth in agriculture production has been resulting in the rapid rise of rural income. The increased income causes a spurt in the demand for consumers' non-durable and durable products. Due to the huge demands of industrial products in rural area, the rural market center has been micro to macro after 1991 due to liberalization. The rural market is the primary service centre of rural society. It is the main focal point for all commercial activities of rural people. The rural market is a social space where numbers of people fulfill their daily needs. In India, this market centre is the farmer's first meeting point with the consumers and buyers. For this reason, rural markets are considered integrals parts of all activities of rural life like the economy, social, cultural, and political. Rural markets are improving rural people's livelihoods equitably and sustainably.

INTRODUCTION

Tamskar B. G. (1989) "Rural weekly market's generated cash income to various sections, the people involve directly or indirectly with their operations". The rural market is a significant social space, where farmers meet agriculture traders as well as other traders. All rural functional activities, directly and indirectly, are linked with rural service Centre or rural functional activities, directly and indirectly, are linked with rural service Centre or rural commercial Centre. Integrated rural development is a key issue for a sustainable rural economy. Increase the income of farmers is currently a difficult challenge for society and the government. One of the objectives of the development of the rural economy is to fix the right price of agricultural products by properly developing rural markets through proper planning. To establish close communication of rural markets with the farmer. Therefore, an attempt has been made in the present endower to concentrate to study on rural markets in Cooch Behar district to achieve rural development through rural markets from a spatial development point of view.

RESEARCH QUESTIONS:

1. How way rural markets are distributed in rural area?

2. What are the problem arises in agricultural marketing in rural market centre?
3. What are the major's impact rural marketing on rural development?

OBJECTIVE OF THE STUDY:

Present study covers following objectives

1. To study spatial pattern of distribution of rural market centers in Kochbehar district.
2. To study the major problems agriculture marketing and role of market participants in Rural market centers

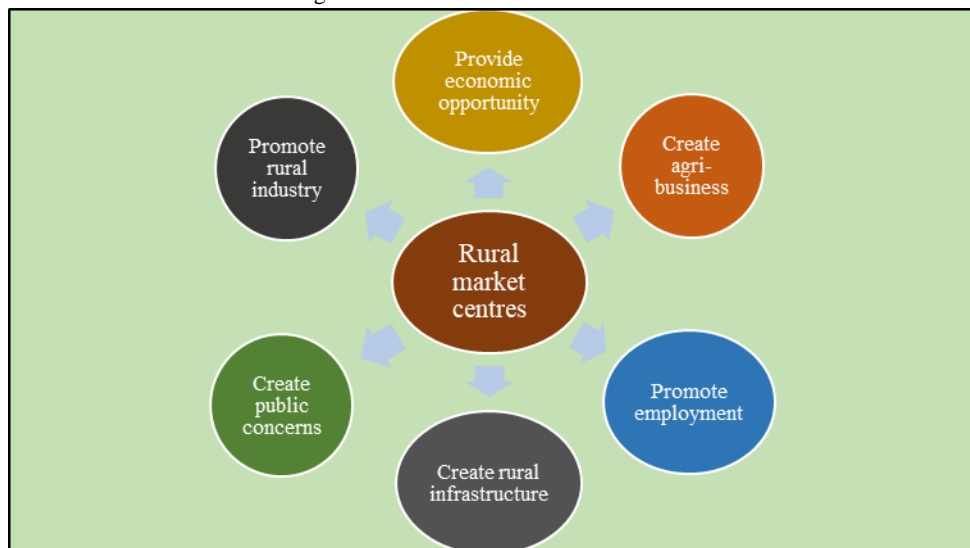
To study the impact of rural market on rural develop a stratified random method has been used for the selection of the rural markets on the basis of market economic function and the spatial distribution of the market centre in the study area. In this way, 112 rural market centers have been selected within 12 comprehensive development blocks (C.D block.)

The spatial distribution of market centers varies from block to block and as well as the physiographical unit, due to spatial variation of the transport network. Nearest Neighbour Analysis Method has been used to identify the location pattern of the market centre.

Various statistical tools like chi-square, co-relation, regression, are used for hypothesis testing. All tools are used

to identify the relation between observed and expected values.

Fig 1: BENEFITS OF RURAL MARKET



Based on field survey

BENEFITS OF RURAL MARKET:

There are some positive impacts seen due to rural market centre development in the rural area. Rural market centres create various occupations, economic resources and much more tax for the country.

Rural market centres create financial activities in rural areas due to inter-state trade and local trade.

Rural market centres grow processing industries, especially the agro-based industry, cottage industry, handicraft, brickfield and pottery, etc.

Many parts of rural society through the economic point of view will be benefited from rural market centres. The work would be undertaken by a different part of society. Some people are responsible for small and medium business development. Farmers are benefitted by direct selling of their agro-based products to the customer. Transport workers are also benefited from rural market centres due to carrying various goods from one place to another.

NEAREST NEIGHBOUR ANALYSIS METHOD:

Nearest Neighbour Analysis Method was first designed by plant ecologist Clark and Evans (1954) who was concerned chiefly with explaining the distributed pattern of various species of plants and trees on the surface of the earth. The geographers used this technique to people, industry transport systems, settlements and other items to explain the location pattern. The analysis is based on the ratio between the observed and actual mean distance that might occur under random conditions. The principle followed by this method is straight-line measurement of distance separating point from its nearest neighbours in the space.

The observed or actual mean distance is presented as the mean nearest distance of appoints of phenomena concerned from their nearest neighbouring location. It is calculated as:

$$D_a = (\sum d_1) / N$$

Where, D_a = actual mean nearest neighbouring distance

$\sum Sd_1$ = the sum of distance from each point to its own nearest neighbours.

N = the number of points or in the pattern of locations.

The expected or theoretical mean distance in a random pattern is computed by a mathematical expression.

$$D_e = (1/2) \sqrt{A/N}$$

Where, D_e = the expected mean distance

A = the area of the territory, and

N = Total no. of points in the pattern

The nearest neighbouring measure (R_n) is obtained by the following expression

$$R_n = D_a / D_e$$

Where,

R_n = departure from randomness in the context of nearest neighbour

D_a = observed mean distance

D_e = expected mean distance

The value of R_n varies from zero indicating clustered patterns possible from each other. This situation results in the formation of a regular hexagonal pattern but if the values are one, the pattern is completely random.

In the present study, such an analysis is made to measure the distributive pattern of periodic market centres in the study area at block levels. Every market has been linked with nearest neighbours by linear distance. Thus, D_a , D_e , and R_n values are calculated.

Table 1: Spatial Distribution of Market Centers in Coochbehar Districts

Sl No.	Name of the Blocks (C.D.)	Number of Rural Markets	Area in sq. Km.	$\sum Sd_1$	DA	DE	RN
1	Tufanganj-I	10	317.00	51	5.1	2.81	1.81
2	Tufanganj -II	7	265.69	33	4.71	3.08	1.52
3	Cooch Behar-I	10	361.17	48	4.8	3.10	1.54
4	Cooch Behar-II	11	385.38	57	5.18	2.95	1.75
5	Dinhata-I	12	279.67	60	5	2.41	2.07
6	Dinhata-II	11	246.98	52	4.72	2.36	2.0
7	Sitai	5	160.82	30	6	2.83	2.12
8	Shitalkuchi	10	262.51	47.3	4.73	2.56	1.84
9	Mathabhnga-I	11	319.39	59.9	5.44	2.69	2.02
10	Mathabhnga-II	11	309.99	55.6	5.05	2.65	1.90
11	Mekhaliganj	7	302.7	36.7	5.24	3.28	1.59
12	Haldibari	7	152.38	34.7	4.95	2.33	2.12

Source: Based on Field Survey, 2017-18

Table 1 reveals the fact that almost all the blocks are having a tendency of approaching towards a uniform pattern of distribution of market centres. The district as a whole has a tendency of approaching towards a uniform pattern of distribution of market centres with the Rn value of 1.85. This is mainly for developed transport network in the rural area. Rn values differ in each block due to various reasons. In Tufanganj block (C.D-I) Rn value is 1.81, Tufanganj-II (C.D.) Rn value is 1.52 and Cooch Behar-I (C.D) block Rn value is 1.54. On the other hand Rn value others C.D. blocks respectively in Cooch Behar-II block Rn value is 1.75, Dinhata-I (C.D) block Rn value is 2.07, Dinhata-II (C.D.) block Rn value is 2.0, Shitalkuchi block Rn value is 1.84, Mathabhnga-I and II (C.D.) blocks Rn values are 2.02 and 1.90 respectively. In Mekhaliganj block Rn value is 1.59. Rn value of Haldibari is 2.12.

MAJOR PROBLEMS IN RURAL MARKET CENTRE:

The rural market centres are positively correlated with the integrated rural development of Cooch Behar district which is an economically very backward area. Agriculture is the main economic activity in this area. Till now this area is facing the problem like marketing of agricultural commodities. Though only 17% GDP of our country comes from the agricultural sector, agriculture is the backbone of the Indian economy. Overall rural development depends on agricultural growth and the better market of agricultural commodities. Integrated rural development is a complex phenomenon and challenge for society. The market is closely associated with dynamic rural development because all economic activities of rural areas are associated with rural market centres. At present we have identified some problems associated with the rural market centres.

The main problems of rural marketing of cooch behar district are as follows:

Market management in the study region is not satisfactory. Most of the market centres are managed by the Non-elected committee. It is observed that the market management view about policy implementation is not professional. The promotion of the marketing system in the study region is required a modern and systematic marketing management approach. The development of market management depends on the common system of market management. All the market centres suffer from a lack of enforcement of rules and regulations. The market management committee has ignored market development and feature planning. It is observed that nobody is to check the operation in the market which has slowly become exploitative and unfriendly to the producer and the farmer.

The major share of agricultural commodities and rural household industry products are envisaged to continue to flow along traditional channels in years to come. The poor market infrastructure and facilities are also a major problem in a large number of market centres in the district. The market centres need to have proper modern physical market infrastructure facilities like cold storage, market yards, paved ground, market shed, parking, internal road and street, drainage, sanitation, drinking water, farmer and trader restroom for better marketing. The basic market physical infrastructure is also needed to handle the commodities arrival and the same time should have linkages with the market or trade centre where the dispatches have to be sent.

Commodities price, mainly the agro- commodity price is more important for farmer's socio-economic development. Farmers become more interested in market centres if they receive a high price for their agriculture products. Market information on agriculture, as well as rural industrial products market arrivals and suppliers, are much more important for all

small and marginal farmers at the same time for rural entrepreneurs. Agricultural commodities price information facilities such as display board, internet, and fax and landline telephone system are backward in the study area. Farmers of this area do not know what price they should fix for the products at the time of the transaction. A large number of farmers collect the first-hand information about the price of agriculture commodities from trader to the fellow farmer. Only 30% of rural market centres of Cooch Behar district are linked with the internet.

There is no agricultural commodities price display board in any market centres. Due to this problem farmers of this region do not receive a proper price for their products.

The rural seasonal migration is a big problem in the rural area of Cooch Behar which influence to rural marketing. It is observed that market participants have been low at the time of winter i.e. from November to February. Naturally total sale of rural market becomes slow down especially in 2nd and 3rd order market centres at the time of Rabi crop. It is not healthy for the rural economy in this area. Consumption of agricultural commodities is low which affects the farmer's income and their purchasing power.

Trading is the main function of rural market centres in the study area. At present existing periodic and daily markets, centres are run by dominant groups like middleman and rural rich businessman in a rural area, who is managing the market and developing the trading system. It is also observed that the vendors set by the outsiders are the inlets of general good to the villagers at the same time outlets of village producer to the various part of the district. The role of women and the marginal farmer is very nominal in market centres though they are the main producer of rural areas. The rural producers have to depend on broker or middle man for selling of their products and thus have to remain in low paid in periodic village market centres. For this reason, farmers and rural women are not economically sound in the study area.

The revenue collection system of the rural market centre is traditional. Most of the market centres use manual revenue collection methods. The Digital system of revenue collection in market centres is absent. For this reason transparency and accountability of market management is very poor.

Large numbers of people find it difficult to engage properly in markets function. It is also observed that poor people enjoy a lack of social and political power. They produce very small volumes of low-quality productions.

Shortage of specialized markets for agro-commodities like tobacco, rice, jute, tomato, green chili, jackfruits, banana and watermelons. It is a problem in the study area. Markets like Haldibari which have large arrival of tomato and green chili, Goshanimari in Dinhat-1 block of tobacco, Dwanhat of jute, New Mathabhanga of watermelon, Nishigunj of banana has no specialized markets. Till now, no focus to bring a good specialized market development in the district has been made.

The study reveals that there is an absence of grading and standard system in market centres. The grading and quality of agro-commodities in these markets is done by the trader based on their eye-observation, size, colour of vegetables, and jute and tobacco. Even in the big regulated market centres of the district, grading practice is conspicuous by its absence.

Access to banking credit is one of the majors' hindrances faced by the rural poor specially small and marginal farmers as well as traders. The banking system in this area is underdeveloped. Bank and other financial institutions are hardly providing small agricultural loans for harvesting. Credit for procurement packaging, transportation and storage for agriculture commodities is not sufficient for their requirement. Loan facilities for the new entrepreneur and small trader are not suitable. In the present system, the credit needs of the farmers are fulfilled by informal sources like microcredit (Bandhan and others) with high interest.

The rate of economic development is very slow in this region.

The scope of earning in the rural area of Cooch Behar district is very limited. Most of the people of Cooch Behar area are engaged in agriculture and allied activities. The per capita income is below the West Bengal state average. As a result purchasing power of the rural people is limited. They only consume a limited number of commodities. For this reason, the growth rate of trade is very low and badly affects the rural market business expansion.

The sewage and drainage system of the market centres is not hygienic. Most of the drainage has been constructed without proper master-plan. There are no sewage and drainage system in the second and third-order market. It was found that most of the drains are open and overflow of such drains in market-street and internal road at the time of monsoon create marketing problem.

Regarding the management of solid and semi-solid waste like bio-degradable, non-bio-degradable, rubbish, ashes, etc. facilities in the market centres are at the optimum level. In some cases, such garbage waste materials are inhospitable to producers and market users.

Narrow and serpentine street and road in the core centres of the market causes difficulties for loading and unloading of market transacted commodities.

The unhygienic fish, meat and animals in market centres are major's sources of environmental pollution in market areas. Lack of pure drinking water and sanitation facilities are also the biggest problems of proper market development in the study area.

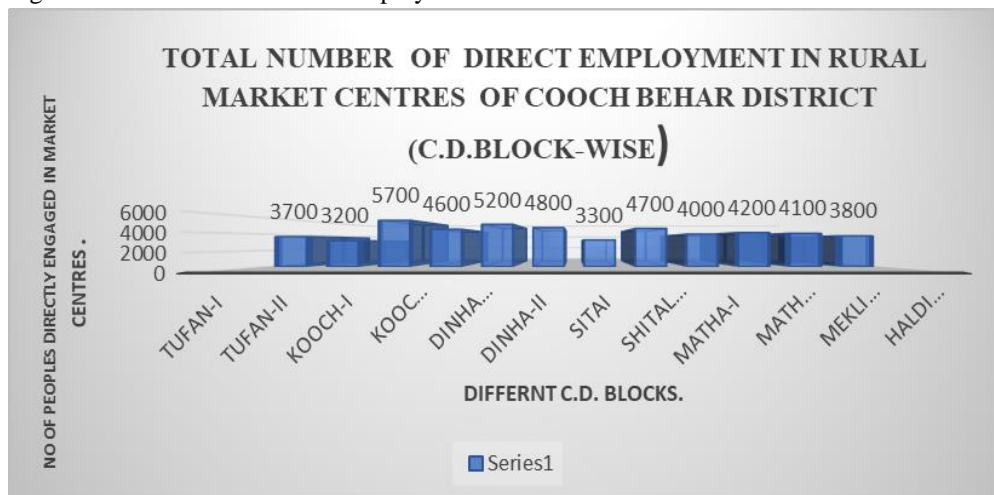
The storage facilities in market centres are not sufficient. Most storage facilities are established by the trader and private owner. The shortage of storage facilities is also a problem in rural trade centres.

IMPACT OF RURAL MARKET IN RURAL AREA:

The Rural market plays a vital role in the improvement of the living standard of rural people. All rural markets act as a primary functional centre in the countryside. The rural market is the primary service centre of rural society. Rural markets have great importance in the development of the study area. The economy of Cooch Behar primarily based on agriculture. The rural markets of the region are closely associated with the agrarian economy and play a vital role in rural development. Rural markets are the major service centres, where the buying and selling system is regulated by the local traders or market

authority. The study has clearly indicated that the significant role of rural market centres on rural development. It has also studied the positive and negative impact on rural life. It is found that a large number of shops are located in big rural market centres due to the growth of rural commercial activities in these centres. Large numbers of rural people are employed in different order market centre. It is the second-largest employment generation sector after agriculture in the study region. Industrial development is very backward in Cooch Behar district. So, rural people of Cooch Behar are naturally engaged in agro-based trade and commerce.

Fig. 2: Total Number of Direct Employment in Rural Market Centres of Coochbehar Districts



Source: Field Survey and computed by Researcher 2017-18

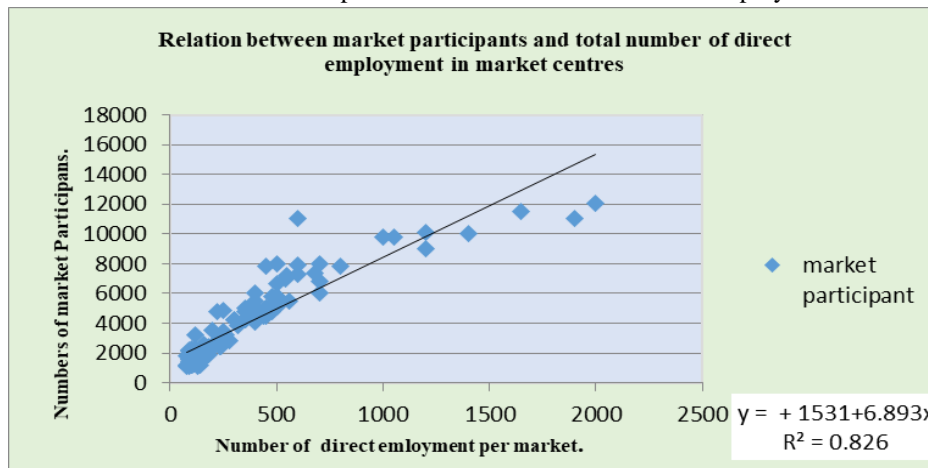
Fig-2 Shows that a large number of people in this district are engaged in the rural market centres for their livelihood. More than 50000 rural people are engaged in the rural market centre of Cooch Behar district.

Table 2: Association Between Market Participants and Employment (Chi-square Test between Market Participants & Number of Employment)

	Rv	X	TV5%	TV1%	Significant/ insignificant	HO/H1	df
No. of Employment in MC		88.41	9.49	13.28	significant	HI	4

Source: Field Survey and computed by Researcher 2017-18

Fig. 3: Relation between Market Participants and Total number of Direct Employment in Market Centre



Source: Field survey and Computed by Researcher 2016-17

Fig -3 shows that a total number of market participants and numbers of direct employment in the market centre: The regression co-efficient has been computed between the total number of market participants (Y) and total numbers of direct employments market centre (X1) the second variable is treated as the independent variable because of that influence the first variable. In general, a large number of market participants are attracted to those markets where generated large numbers of employees. The co-efficient (b) is 6.893x and the regression equation is $y = 1531 + 6.893x$. This points out that due to the per unit increase in total employment in the market centre, there will be a 6.893units increase in market participants. Intercept (a) shows the minimum average number of market participants, In this case, it is 1531 which means the number of market participants on average is 1531 and the regression coefficient shows variation above or below this constant figure.

The co-efficient of determination (r^2) is 0.8262 which means 82.62% of the total variation in Y is being explained by x.

MAJOR FINDINGS:

Most of the rural market centres are distributed uniformly of various location in the district

- Low selling price (received by the farmer) of agro-commodities is a major problem in rural market Centre
- Rural market is second largest sector after agriculture has been providing large employment in rural areas in the district.

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CONCLUSION:

The present study has indicated the significant role of rural markets in rural development. It has also studied in detail several problems and inadequacies which the market participants both farmers and traders, generally, face in the transaction of agricultural and allied commodities through the existing rural market system. The rural market is growing faster than urban, all over the country but their consumption level average is low till now from the urban counterpart. Overall rural development and balance economic growth depend on integrated rural development which closely related to proper agriculture marketing and rural industrial development. The rural economy can't grow without proper rural marketing. Overall prosperity and welfare of rural society depend on agriculture marketing, rural infrastructure, and rural industrial development. Cooch Behar one of the backward region in our country, therefore proper rural marketing may be the game-changer to increase the standard of living of rural people in this region.

It is clear that in the above discussion the rural market has great potential in this district. From the entire discussion, it can be concluded that there is a lot of scope of development of the rural market in Cooch Behar district.