

Chapter 8

Problems in Periodic Market Centres

8.1 Introduction

Each and every periodic market centres has its own specific problems concerned with the market infrastructure, its accessibility and also with its pattern of marketing transaction. These are the days of price rise souring all over the countries of daily required goods. In this situation, periodic market, play role as a nodal centre for delivering fresh items in front of rural communities. But instead of that it has been noticed during visiting of different periodic markets that these periodic markets are facing numerous problems which may hinder the growth of market centres with respect of regional level. Apart from the specific problems each periodic market centres are facing general problems prevalent throughout the district. These are as follows:

1. The district is facing land use changing problems. The agricultural and horticultural field is transforming into tea gardens which is the major concern for influx of agricultural and horticultural produce. During these days Goalpokhar-I, Goalpokhar-II, Chopra's periodic markets are facing the problems of scarcity of horticultural and agricultural products. As a result the sole purposes of the participants for getting cheap items are going to be tarnished.
2. Another crucial problem is location problems. With advent of urbanization era periodic markets are facing problems of site. Growth of population and expansion of the habitat has led to create a shortage of space for growth and development of periodic market centres in the district. Raiganj block is the citing example, because the town is spreading rapidly. As a result populating expansion has led to development of habitat on the outskirts of the town and has seized the prospects of expansion of rural periodic markets.
3. Peasant exploitation is another major problem prevalent in the district. In some interior region of relatively isolated within the district, the people had been slightly conversant with or conservative in the use of weights and measures of marketing purposes till recently. It has been noticed in Kamalabari, Dhankhoil, Durgapur and Panjipara periodic market centres that tribal vendors are selling the goods by lots and basketfuls. Being meek and of submissive nature, they are likely to be cheated by

others at times. Similarly, most of the simpleminded peasant class has been observed to yield tacitly to forestall by vendors of periodic market places of Uttar Dinajpur district for resale or bulking of goods for wholesale by the later. In other words, these peasants are easily convinced by these ill intentioned fore-stallers. So one should be bothered about hearing the term the Periodic marketplaces are the centres of peasant exploitation.

4. Infrastructure problems are so acute in periodic markets because of the notion regarding the temporary market need not for better infrastructure. In fact Dr. Saxena has mentioned in his study that periodic market also have infrastructure in the form of arrangement of shops, facilities of parking, social gathering, a place for the sale and purchase of cattle, etc. Periodic markets should follow some sort of morphology in which same category shops should congregate at a particular site for the convenience of customer and traders. But few periodic markets are bothered to follow such type of a systematic pattern. Most of the periodic markets are setting shops of different kind haphazardly. In this situation, it has been noticed that few small scale producer sellers are not having fixed site and are being ignored by the consumer because of detachment from their shopping communities. Parking space is very common problems in all the markets. A large number of bullock carts, other cattle, cycle used to reach in these markets remain scattered throughout the market. Sometimes mobile traders create problems in already congested markets. There are problems of drinking water for both participants and cattle, no place of social gathering, lack of emergency first aid facilities, check post etc.
5. The main participants of periodic markets are producer sellers, mobile traders, middleman and consumers. Although, periodic markets are beneficial to all the market participants, but there are certain problems which need rectification and improvement for proper functioning. The problems of each category of participants are as follows: Periodic markets provides opportunity for small farmers as well as tribes to sell small quantities of their products in these markets. They used to sell their first products and then purchase the required goods. Since those producer sellers are unorganized they are not getting their fair price. In this situation, consumers always try to cheat this innocent community regularly. Even the seller like earthenware, bamboo baskets or mats or other handicraft item does not get their fare of hard works. Cattle seller is always facing problems of middle man who try to purchase their cattle in Kamalabari, Maharaja, Mohiniganj, Durgapur, Kunor in a cheaper rate and selling

to urban markets in higher price. In this regard original cattle borrowers who have nourished them have become cheated by these communities.

6. Other major problems being concentrated regarding the participants' day to day problems which they are facing. Periodic markets are the excellent gathering of local and outsider traders who assemble in these markets on a periodic basis. But it is noticed that each and every market day they are overcoming a number of hurdles with their own effort. Some periodic markets outsider traders do face to reach with overcoming a lot of hurdles on the way for just merely of lack of accessibility. It is very much needs saying that road side markets with convenient accessibility have sprung up more rapidly than that of inaccessible market centres. Apart from the accessibility they are also facing the problems of mode of travel, space for display of their products, on the cordial attitude of local traders etc.
7. Another problem regarding the spacing of periodic markets in respect of temporal interval. It has been proofed that marketing activity is more integrated where periodic markets are spatially closed, but temporally more in the distance because it would survive all the periodic market centres from cut and throat competition. But it is not applicable in every corner of the district. As a result, participants are becoming confused to attend which periodic markets; he would like to take part of it. Simultaneously, if periodic markets, with small in size, attendants and incoming products occurring on the same day spatially closed to bigger periodic market become fade day by day and its growth prospect would be diminished and it would once become abolished from the marketing atmosphere.
8. Consumers are the main and the largest participants of the periodic market. In fact, periodic markets are primarily meant for the fulfillment of the demands of consumers scattered in several villages located around these market centres. The problems associated with the consumers are (1) Price variation, (2) Variations in good quality of goods, (3) High rate of interest charged by traders in the commodities. In fact the consumers are also the victim of the traders but this is not the serious problem and gradually due to literacy and awareness this problem has become less and less.

Problems of Participants in Periodic Market centres

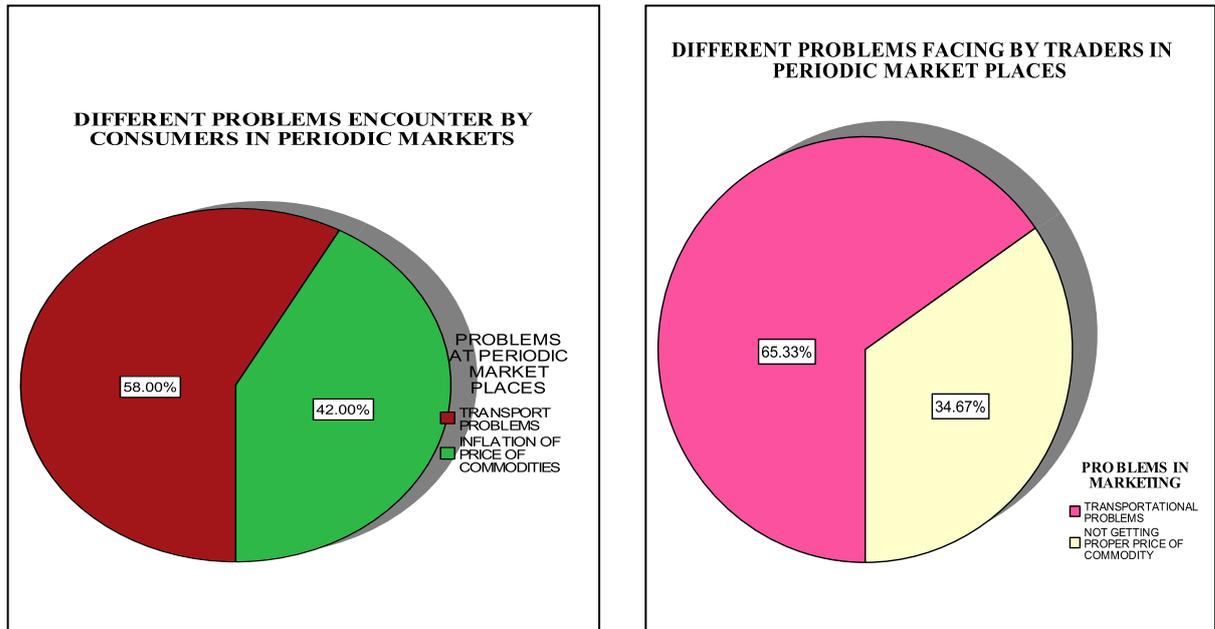


Figure No. 64

Instead of having numerous problems associated with sellers and consumers in periodic markets the chief participants of these market centres are overcoming these problems in a cautious manner regularly. They are finding their own way to overcome these hurdles. But, as these periodic markets are the sole marketing transaction centres for rural community it is the responsibility of marketing authority to watch and mitigate the problems. To bridge the gap between urban and rural periodic markets, Govt. should take the policy in collaboration with local administrative body to improve periodic markets morphological & transportational conditions.