

Chapter-10

Summary & Conclusion

The main objective of the aforesaid study is to explain the role of rural periodic market centres in regional economic development. The region selected for present study is Uttar Dinajpur District in West Bengal. The study is primarily based on primary data, collected directly from market place and market place participants, i.e. farmers/producers, traders, consumers and other persons engaged in marketing activities through well designed questionnaires. Some basic information has been procured from secondary sources.

Introduction part has analyzed in brief the earlier works on the periodic markets and developmental impact on their surroundings and why they concentrated themselves in study of periodic markets. In addition it has also mentioned about the periodicity of periodic markets, their weekly, biweekly and tri-weekly nature and their role in catering the services to surrounding populace in Uttar Dinajpur District. Uttar Dinajpur District lies between latitude 25°11' N to 26°49' N and longitude 87°49' E to 90°00' E, occupying an area of 3142 km² and a population of 3,000,849 in 2011. The district was bifurcated from erstwhile Dinajpur district and named as Dinajpur in accordance to keep the name of raja Danuj. The geographical background of study area gives a complete glimpse about the physiographic, climate, soil, drainage and agricultural characteristics of the district. The general topography is almost flat with an average slope 1.32°. The major flowing rivers in the district are Mahananda, Tangan, Nagar, Kulik. The district is bestowed with fine loamy soil which has dictated the district's agrarian base. The chief agricultural crops are predominated by Paddy, Jute, Sugarcane, Mesta, and Maize. The chief horticultural and fruticultural crops of the area are Rice, Oilseed (mustard), Wheat, Jute, Maize, Potato, Mango, Banana, Pineapple, Litchi, Papaya, Guava, Brinjal, Chillies, Cabbage, Cauliflower, Tomato, Peas, Ladyfinger, Turmeric, Ginger, Coconut, Arecanut, Betelvine, Makhana, Tejpatta, etc. In this agricultural viable environment rural periodic markets are transacting in great harmony.

The entire rural counterpart of the district region is being involved with periodic marketing activities and subsequent development. Origin and development of

periodic markets in the district indicates that these markets came into being existence in post independence era and evolved as a result of combined interplay of internal and external factors. The origin and persistence of periodic markets are explained in terms of the needs of producers, the traditional organization of time, inertia, and comparative advantage. Most of the periodic markets originated during post independence era. In this regard internal factor refers to the local area demand of periodic market as a disposal unit for small surplus production. On the other hand, external factors indicate the incursion of long distance traders and consumers due to advancement of transport. In this regard Skinner model highlighted the development of periodic marketing has been evolved through silent barter to subsistence to self sufficiency and to produce more marketing surpluses for disposal.

Spatio-temporal aspects of periodic markets in Uttar Dinajpur District mention about the general distribution of periodic markets and their periodicity characteristics. Nearest Neighbour Analysis result reveals that, the distributions of periodic markets are regular to randomly distribute in the majority blocks of the district rather than clustered pattern. Predominance of biweekly markets has increased the number of marketing days which has created some sort of cut in throat competition of marketing activities within the district. To study the spatial organization of market centres it is necessary to analyze the typology of periodic market centres in Uttar Dinajpur District. It shows that however periodic market centres are scattering throughout the every corner in the district but there are some sort of disparity in periodic markets in respect of estimated attendance, number of shops, market occupying area, and average influential range, number of commodities for sale, marketing hours etc. A significant relationship exists in between number of shops and number of estimated attendance in periodic market centres of Uttar Dinajpur District. It has been proved that variety of product and the services would create maximum participation in periodic market centres in Uttar Dinajpur District. Spatio-temporal sequencing of periodic markets in Uttar Dinajpur District does not follow the ideal rule i.e. market place in space should occur as far apart in time. As a result, this situation create either cut-throat competition among the nearest periodic market centres. Except Hemtabad block every blocks of the district does not show any indication of integrated spatio-temporal marketing organization.

The chief participants in periodic markets are traders and consumers. Before analyzing the behaviour of participants in periodic markets it has been proved through correlation analysis that centrality value and hierarchy of each periodic market centres has an influence on average influential range of each periodic market centres. Category of traders exposes a differentiation in behaviour. Traders visit periodic markets to earn the maximum profit whereas consumers visit periodic markets in respect of their own requirement. The choice in selecting periodic market centres of consumers based on their own requirement. Traders are broadly classified as part-time and fulltime category. Producer sellers occupy major portion in parttime category. Buying and selling sellers visit more periodic markets than that of the producer sellers. Perish ability, durability of goods also dictate the distance covered by traders from their residence. Service provider always visits maximum number of periodic markets. Itinerancy in periodic markets is individualistic in nature rather than aggregative because most of the traders return to home at the end of the day after completion of trading activities. Consumers, the participant in periodic markets in Uttar Dinajpur District have much wider choice in selection of periodic market according to their convenience and socio-economic status. They always select periodic markets as per their own requirement of goods. The chief purposes of the consumers remain in getting fresh product, cheap items, to make social interaction and availability of necessary commodities for visiting the periodic market places.

Marketing can't be flourished without proper road connectivity. Railway connectivity is not so viable within the district and uncongenial for traders to travel from outside the state. Degree of connectivity also ensures the future and prospect of periodic markets in near future. Graph theoretic measures of connectivity reveal the fact that Raiganj, Islampur and Chopra block's periodic market results more cyclomatic number which expresses the fact in future extension of connectivity in between periodic markets may create an integrative marketing system. Alpha, beta and gamma measure results that the district is not well connected with its immediate part. Inefficient connectivity has rendered the growth of periodic market in Goalpokhor-I, Goalpokhor-II, Chopra, Itahar blocks. Physical accessibility of periodic markets from metal road is also not so viable in these blocks that urban traders would incur into these markets. The sole purpose of periodic markets is confined in fulfilling the local needs only. Relative accessibility to periodic markets has increased the prosperity of some periodic markets

as they are closer to their adjacent towns. It has bring some variation in the structure of commodities within the periodic markets.

Internal trade is of great importance in a nation's economic activities, and the bulk of the rural share of it passes through these periodic markets. Rural people with initiation of modern agricultural technique have been encouraged to grow a maximum volume of the same product which they produced before for subsistence purpose. In fact, rural periodic markets are related to regional ecology and are the products of geographical environment. Unlike other forms of marketing, rural marketing is simple but effective and plays a vital role in the rural regional economy. Rural periodic markets has created a grass root level marketing transaction that they can dispose the agricultural, horticultural and craft products in front of the larger population. Larger periodic markets perform vertical and horizontal trading activities.

The different order of periodic markets ranges from Kamalabari, Durgapur, Patiraj and Dhankhoil to Hatia and Shyampur. A wide range of items are sold in these markets, which not only cater the necessities to the poorest among the rural folk, but also collect and export rural craft to the urban markets. These markets serves as nodal centres for the sale of various bulky and rural craft products like baskets, ropes, mats, and earthenware. The tools and other equipment needed by the cultivators to till the land are also supplied to the rural people through these periodic markets. At many large periodic markets, livestock are important. Wholesale transaction precedes retail trade in some periodic markets. There is also seasonal fluctuation of attendance with maximum after harvests and festivals, and minimum when the villagers are busy on their fields. Temporal characteristics are closely related to the participant's behaviour. On the basis of their different functions and attributes the markets are categorized into four hierarchy level in which some markets gives the services larger than it. Larger markets have a variety of goods and services which attract a large number of participants. Small markets are the centre of horizontal exchange as it serves its immediate local community. Some periodic markets positioned at higher grade cater to perform within a vast catchment area. Some markets with small in size and services included in this periodic market service area. It has been observed that these market play as feeder market for larger markets and vice versa. The survival of these small markets remains in the local community. These markets chiefly consist of local and perishable goods and article of daily use. Vegetable and Kirana shops are generally common in

these markets. On the other hand higher order markets collect the locally produced items and manufactured goods and distribute them to urban market centres and long distance markets. An excellent vertical flow of goods are happened in the district. As a result, region with scanty of production of required goods are compensated by the supply of goods of surplus region through these periodic market centres. Periodic markets in the district comprise of ordinary and livestock items. Larger periodic markets are associated with livestock markets apart from ordinary markets. It is the markets of gathering of wholesaler and retailer also. Attendance in periodic markets is not uniform in nature. Some periodic markets attract a large number of participants from its surroundings and some are the gathering of smaller population. It is largely depend on the variety of products and range of services disposed at market centres. Periodic markets perform two ways of its trading transaction, i.e. vertical and horizontal. Red chili, a product which is very much popular to Dhankhoil periodic market is transacted to nearby urban market centres and other part of the district. During summer some local and outside fruits are also outside fruits are gathered in these marketplaces from which local consumers can procure the items.

Instead of having opportunity to visit numerous periodic markets the people of Uttar Dinajpur are facing and creating problems. Unorganized way of marketing has created some problematic issues which the people are facing regularly. Though the market is the convenient channel of disposal of product but it is prevalent in the market centres that some marketing community is being exploited by others. Maximum problems arises from transportations issues. Unavailability of transport and unmetalled road has created maximum hurdle for reaching out of participants to periodic market places. Haphazard development of shops and scarcity of parking area has created congestion in market area. Small sellers are being exploited regularly in the periodic markets. As the district has not integrated spatio-temporal arrangement of periodic market centres the small periodic markets are struggling for their survival in terms of competition with larger periodic markets in its vicinity.

In Uttar Dinajpur District periodic markets play a vital role in bringing different communities to closer to each other. But unfortunately, no organized planning has been initiated for the development of these market places. It is needed some organized planning to motivate the indigenous marketing activity. It is the source of bridging gap in between urban markets and rural market centres and for higher level of

market centres. So concise planning is needed to bring the prosperity of periodic market centres.