



Local Market and Environment: A Case Study of Goilkera Block in West Singhbhum District in Jharkhand

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Keywords : Rural Market, Tribal Market

Introduction

Rural local markets play a very important role in the life of rural lives particularly the tribes. Market is the place where people gather to share their cultural and social role and responsibility. Culture is the cumulative concept that encompasses knowledge, belief, customs, practices and any other habits acquired by people as members of society. Culture, in effect, provides the framework within which individuals and households function. Rural market is a centre of social, cultural and economic development of the people specially the tribal. People negotiate in the Local Market or Hats of Goilkera blocks which are periodic markets. Periodic markets mean that people assemble at a particular place at least once a week in order to buy and sell products.

The local market is a place for the sale and purchase of different goods among the people resided in the periphery of the market. Generally local market/ hat caters to the needs of a minimum of 20 to maximum of 40 villages from where an average of 2000— 3000 persons come to buy a daily necessity and services. The buyers and sellers of the villages assemble to buy and sell their goods and commodities. It is a market where the different types of commodities are bought and sold. Mostly the consumer goods, food grains, vegetable, cloths, etc are the commodities that are exchanged by the buyer and sellers. It is a market where goods are sold in small quantity directly to the consumer. There is an exchange of goods for money at the same time. It is a Primary market where the producers of goods sell their farm products to the consumer. It is the market where goods are purchased for final use or consumption. The retailers sell their goods to consumers.

These markets are usually for direct sales of small quantities of produce by farmers to village traders and rural consumers. Rural primary markets often form part of a network arranged on a periodic basis, such as on a specific day of each week. They are commonly organized at a central place in a village or district centre or beside a village's access road. Markets have long been a familiar and essential feature in the landscape of Jharkhand. Traditionally it is a place where people meet and greet each other. Markets are also a centre point for all kinds of traditional festivities. In the commercial context this was the only place where local traders and farm producers could buy, sell or exchange their products. The life of a village farmer is very tough, as she has to leave his house early in the

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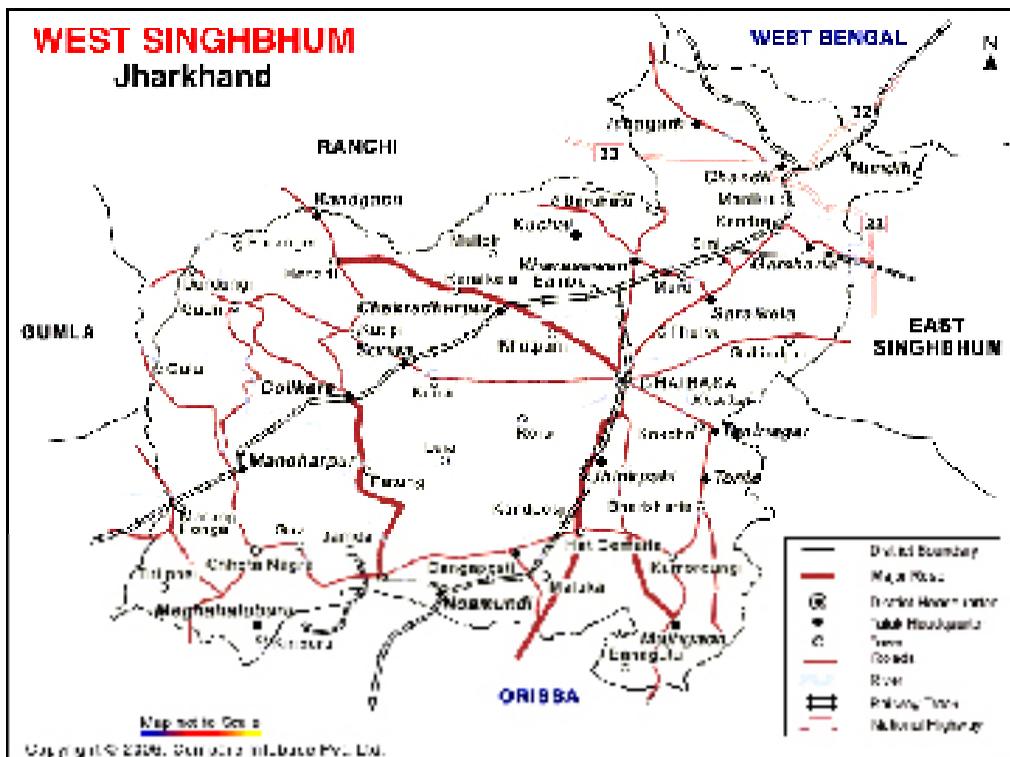
morning with the days' produce and travel by different means of transportation / by feet, to market with his produce. By the time he would reach the nearest market it would have already been half the day. The other way out is to market the produce through a middleman who would take away the maximum profit and give nominal amount to the farmer. Small farmers (esp. women) had no takers since the middle-men are always interested in a bulk quantity. Present paper analyses the local market environment in West Singhbhum district of Jharkhand.

Background

West Singhbhum is one of the twenty-four districts of Jharkhand state. It came into being in 1990, when the old Singhbhum district was bifurcated. Chaibasa is the district headquarters. The district is bounded on north by Khunti district, on the east by Saraikela Kharsawan district, on the south by Keonjhar, Mayurbhanj and Sundergarh districts of Orissa and on the west by Gumla district of Jharkhand and Sundargarh district of Orissa. Geographically, the West Singhbhum district is situated between north latitude $21^{\circ} 58'$ and $23^{\circ} 56'$ and East longitude 85° & 86° . The district forms part of the southern fringe of the Chhotanagpur plateau and is highly upland tract.

Goilkera is one of the administrative blocks of West Singhbhum district. Block is situated in north latitude $22^{\circ} 30' 44''$ and East longitude $85^{\circ} 22' 16''$. It has an area of 1,21,537.26 hectare. Block has 166 revenue villages with 76535 populations. 73.5% population is Schedule Tribe and only 1.72% is Schedule Cast. Ho, Munda, Oraon are the main tribes inhabited in the block. Literacy of the block is only 26% as per census 2001.

Map-1



The altitude varies 205 to 610 meters above mean sea level with hills and hillocks, valleys and rivers. The average elevation (altitude) is 244 meters above mean sea level. Agriculture is the main stay of the economy of the block. However, the agriculture is mainly for subsistence and it is yet to be taken up on a commercial basis due to lack of irrigation and other infrastructure bottlenecks.

There are five P'S which plays an important role in rural marketing product, price, packing, place and promotion. Regarding product, now a day's people of Goilkera block are accepted new technology introduced by several reputed company in urban area. High verity cosmetic item, Cellular phone and other electronics item used by the villagers. Some reputed companies move to rural market with their product. If the product is related to some status-symbol mentality, then surprisingly the villagers are paying amount for that. Price is another most important aspect affecting rural markets. Due to the limited resources, the villagers are very sensitive regarding price. They are not ready to pay the high prices which his urban counterpart pays for the local products. His earnings are much lower and thus his demand also belongs to a different form the urban people. Though, they can pay a little extra for better quality. Packaging is also an important aspect for the people of the block. As the literacy of the block is only 32.76 %, where male literacy is only 47.285 and female is 18.24% only. Thus when they do watch television and other advertisement and go to the shopkeeper for any specific product, then they don't ask for any brand but try to recognize the product by its packing. The attractive packaging of big companies makes a lot of difference in reaching the final decision for the customer. The promotion always creates a real challenge in rural markets. Villages have thin population density and wide spread over remote areas. But Television, cinema and radio work very well in rural market. The Newspapers still have limited access in villages but they directly reach the influential and rich families of the village. Users of these mediums also do mouth publicity for the products, making it more acceptable by the villagers. Hats, mela and cultural festivals give another opportunity to reach the customer directly. Local market, as a place is different from a urban market. The general marketing theories can't be applied directly in the rural market. Most of the village's products reach the nearest town. But due to lack of transportation and communication facilities these products doesn't reaches the potential rural consumer. Some of them villagers purchase these products from urban market.

Necessity Of the Local Market

Formal markets in rural areas play an important role in improving agricultural marketing. Increase retail competition in a convenient place, where farmers can meet with consumers. Traders who buy produce from farmers for transport to urban markets experience significant costs in travelling from farmer to farmer to buy small quantities. Farmers are also at a disadvantage because they are more or less forced to accept the price the trader offers. They cannot compare the price they are offered with the prevailing local price because there is no comparable market. Even if they have access to information about the prices in urban markets they cannot really use that knowledge to negotiate with traders because they have no realistic idea of the costs faced by the traders in travelling to their farm or village.

Markets, on the other hand, provide a location where all buyers and sellers can meet. Consumers can see the range and prices of produce on offer and make choices based on their preferences and income. Sellers can take their produce to one location rather than having to go from door to door. They can see how much of a particular product is on offer; compare the quality of their produce With that of other sellers, and set their prices accordingly. In order to achieve such benefits, however, markets must be situated in locations acceptable to both sellers and buyers. Existing market sites, or places where buyers and sellers meet informally on a plot of land at the side of the road.

Box - 1

Directory Of Rural Markets In Goilkera Block

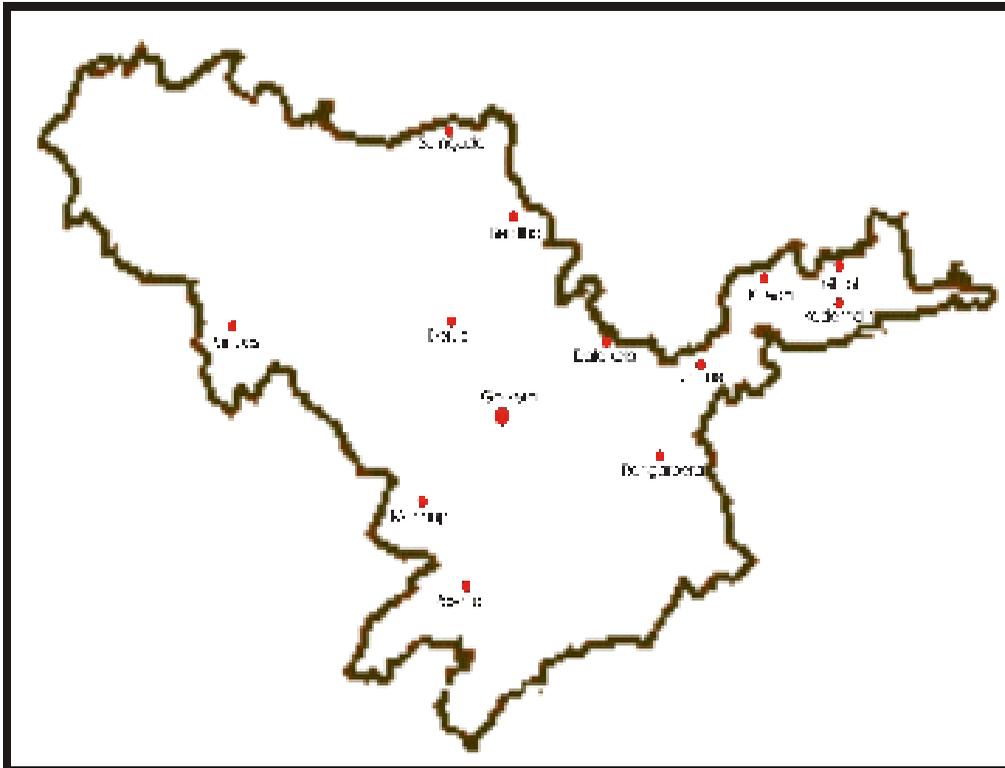
S. No.	Name of Rural Market(s)	Frequency	Market Day	Main/Incoming Commodity/Products	Main/Outgoing Commodity/Products
1	Godlvaro	Weekly	Tuesday & Friday	Rice, Pulse, Gur, Chill, Potato, Jambh, Onion, Tea, Ginger, Other Vegetable, Apple, Bih, Cloth, Roadside Commerce, Minor Farm products, Fruit, Oil, Kerosene oil, Wheel Rikshan Equipment, Tobacco, Bag Com-Hellum, Soap, Detergent and so on daily useable things.	Cereals, Oil, Fruit, Mixture, Honey, Jodfruit, Minor Farm Product (oil seed) Lignite etc.
2	Foolda	Do	Monday	Rice, Pulse, Gur, Paddy, Jambh, Onion, Other Vegetable, Apple, Oil, Roadside Commerce, Minor Farm products, Fruit, Oil, Kerosene oil, Bih, Wheel Rikshan Equipment, Tobacco, Bag Com-Hellum, Soap, Detergent and so on daily useable things.	Cereals, Oil, Fruit, Mixture, Honey, Jodfruit, Minor Farm Product (oil seed) Lignite etc.
3	Dama	Do	Sunday	Rice, Pulse, Gur, Paddy, Jambh, Onion, Chill, Other Vegetable, Apple, Mustard Oil, Cloth, Roadside Commerce, Minor Farm products, Fruit, Oil, Kerosene oil, Bih, Wheel Rikshan Equipment, Tobacco, Bag Com-Hellum, Soap, Detergent and so on daily useable things.	Minor Farm Products, Oil, Lignite, Oil, vegetable etc.
4	Changda	Do	Saturday	Rice, Pulse, Gur, Paddy, Jambh, Onion, Chill, Other Vegetable, Apple, Mustard Oil, Cloth, Roadside Commerce, Oil, Kerosene oil, Mustard Oil, Tobacco, Soap, Detergent etc.	Oil and Cook.
5	Jhilar	Do	Saturday	Rice, Pulse, Gur, Paddy, Jambh, Onion, Chill, Apple, Mustard Oil, Oil, Kerosene oil, Mustard Oil, Tobacco, Soap, Detergent etc.	
6	Kunda	Do	Tuesday	Rice, Pulse, Paddy, Jambh, Onion, Chill, Apple, Mustard Oil, Oil, Kerosene oil, Mustard Oil, Tobacco, Soap, Detergent etc.	Oil and Cook.
7	Gilpi	Do	Wednesday		
8	Dudhaha	Do	Sunday		
9	Kogada	Do			
10	Kodandh	Do	Wednesday		
11	Paripoo		Thursday		
12	Bangarbar		Tuesday		
13	Bardha		Sunday		

Goilkera Block Showing the Local Markets in Its Periphery

Goilkera market has full fill the requirement of nearly 50 villages of its periphery. Some of them are Kaira, kadamdih, Jhilarunga, Gamaria, Bara, Kaida, Amrel, Mohansal, Kurkutia, Kula, sarbil, Barai, Damaria, Dalaikela, Khajuria, Tamsai, Rangarbera etc . People of Mohanpur, Sonua, Chakradharpur block of the district assembled in that market for sale and purchase of vegetablr, fish, cloths, kithen utencil, stationary etc.

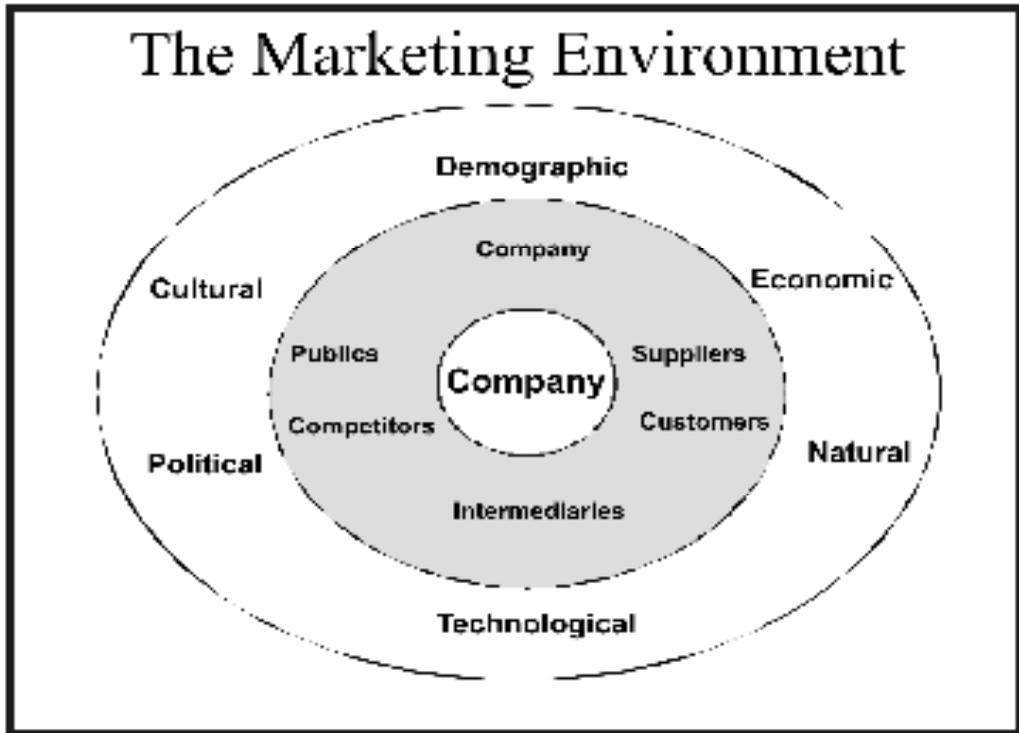
Map - 2

Goilkera Block Showing The Local Markets And Its Periphery



Marketing Environment

The marketing environment, which includes competitive, economic, political, legal and regulatory, technological, and socio cultural forces, surrounds the customer and affects the marketing mix. The effects of these forces on buyers and sellers can be dramatic and difficult to predict. They can create threats to marketers, but can also generate opportunities for new products and new methods of reaching customers. Environmental issues need to be taken into account at an early stage to ensure that any positive impact is maximized and any negative impact is either prevented or reduced to a minimum. A well-formulated market development should not have a negative effect on the environment or on the local population. Any negative impact can be reduced, but at a cost. It is better, therefore, that the potential impact is Marketing activities do not take place in a vacuum.



The forces of the marketing environment affect a marketer's ability to facilitate exchanges in three general ways. First, they influence customers by affecting their lifestyles, standards of living, and preferences and needs for products. Because a marketing manager tries to develop and adjust the marketing mix to satisfy customers, effects of environmental forces on customers also have an indirect impact on marketing. variables—product, price distribution, and promotion—are factors over which an organization has control; the forces of the environment, however, are subject to far less control. But even though marketers know they cannot predict changes in the marketing environment with certainty, they must nevertheless plan for them. Because these environmental forces have such a profound effect on marketing activities, public markets can become the heart and soul of a community, its common ground, a place where people easily interact, alive with social and economic activity.

Conclusion

Rural markets are for marketers with perseverance and creativity. The market is extremely attractive with its vast potential but also provides challenges. It is a classic case of risk return situation. It is a high risk area but with the promise of a large customer following as the prize for those who succeed. The key to reducing the risk is to understand the market, the consumer need and behaviors. A marketer needs to understand that rural consumers are not a homogeneous lot. The rural market is not synonymous with the farmer. The consumer groups here differs by occupation, income, social and cultural grouping. The rural marketer will find it useful to identify consumer groups who require

products purchased in the urban market. Upgrading rural markets is one way to improve access to marketing opportunities

Refrence

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