

1. DR. Md. Ibrar Sunny
2. Naina shukla**Utilization Of Haat Bazaar To Strengthen Agriculture Based Rural Economy**

University Department of Rural Economics & Co-operative Management, T.M.Bhagalpur University, Bhagalpur (Bihar), India

Received-08.02.2024, Revised-16.04.2024, Accepted-21.02.2024 E-mail: ibrarwarsi707@gmail.com

Abstract: : *Development of rural economy is still a challenge towards government, in lack of appropriate opportunities in villages youth from villages continue migrating towards cities in search of the arrangement of their livelihood. Although India is known as country of villages and agriculture but nowadays an ashamed scenario seen everywhere in county that Annadata (Producer of grain) become compelled to chose the way of suicide due to worst condition of finance. As Dadabhai Naroji opposed the drain out of economy from India is equally applicable in the country itself to maintain the balance of economy, it was seen that rural economy has been drain out from villages to cities. It should be treated through the development and promotion of indigenous pattern in such way that flow of economy would be increase from cities to villages. The rural areas of country are the hub of real production where all kind of natural resources and raw material produced and grown up but due to lack of appropriate policies these sectors didn't got their share. There are several functions which may be used as economy tool for villages by organized and channelized way of marketing including integration of agriculture with animal husbandry, fisheries, poultry, small industries and cottage industries including traditional artisans. 'It is well known that the before great industrial revolution India was the second largest economy after china due to its large series of small, medium and cottage industries where numerous workers were engaged in production to satisfy the need of the country at all in complementary basis with the suitable balance in import and export'.*

Key Words: appropriate opportunities, arrangement, agriculture, equally applicable, treated, indigenous pattern.

This will help the country to achieve self-reliance in strange conditions. The farm labors are migrating from villages seeking better life towards cities; it is affecting the agriculture based natural production of villages which will affect the national GDP in long perspective, nation needs to overcome the situation but it would not be possible by making policies only apart from policy an updated traditional marketing system is required. Here we will learn about the above mentioned purpose.

Rural population migrated from villages in the lack of employment opportunity in villages and surroundings. It would be reduced by channelization and develop linkage for the marketing of natural produce through multilevel employment model. Practicing value addition and packaging will definitely enhance the income of local traders and it would be functioned by improving the haat bazaar committees and involvement of self-help groups in an organized manner where trained, skilled and unskilled get their jobs accordingly. Total transformation will be achieved through integrated approach of farmers and traders and middleman without discrimination and mistreatment.

Importance of Haat Bazaar in Rural India- Haat Bazaar or rural weekly market is a place, where rural people can purchase all essential and required goods for their consumption hence haat bazaar has become an integral part of their life since ancient time. There are several misconception related to haat bazaar that it is a cheap and best place to get vegetables or it is place where any certain kind of necessary goods are available for sale.

But it was a place where all the required commodities were available for sale, purchase and exchange. In the adjoin countries of India the cities were named on the days it was functioned. Even after so many improvements and reforms in various sectors of economy the backbone of indigenous pattern of Indian trading haat bazaar couldn't get the required attention which it deserved. So it remains undeveloped but it must be facilitated with all the essential facility.

Some of Haat Bazaar were facilitated with the facilities of entertainment but most of don't have. Government policies which implemented to develop the basic infrastructure of Haat Bazaar were placed somewhere else where traders and farmers are not interested to shift due to unavailability of transportation facility and lack of customers because these infrastructure were developed on new places which are foremost away from original places and apart from reach of rural purchasers.

As haat bazaar is a rural market place so most of produce offered to sale in it belongs to agriculture and animal produce. There seasonal produced offered by local producers and traders which flows in large quantity and scale which



reduce its price through which farmers compelled to sale their produce on low price which reduce their profit and sometime the investment couldn't accomplish.

In the rural areas, there were no facilities for public warehousing as well as private warehousing. Rural farmers face the problems of storage of their produces. As they cannot hold their produce for long time they compelled to sale it as soon as possible which was a big reason for the farmers to got better price of their produce. The development of warehouses would provide an opportunity to local producer to hold their produce for the time when they got appropriate price of their produce.

The major different between urban market and rural haat bazaar was the availability of variety of goods, it was seen that in urban market several kind of product were developed by a single farm produce or mix of two or more farm produce which originally grown in rural areas with the help of mechanism and value addition. But the original places which are the production centers have converted into consumption centers of those goods. Although it can be prepared in the rural areas but due to lack of packaging and processing, mass consumers and extra labor the farmers avoided to develop their products. The life and activities in rural areas are still governed by customs, traditions on mutual understanding and people do not easily adopt new practices because of others or each-others.

Being a low income level segment rural areas confound in seeking products of low price, after establish in urban market multi-national companies started to target the rural consumers and the small pack and pouch packing became popular in rural areas due to attractiveness and people's desire of using the product of famous brand. It is impossible to naturally produce the different brands of a grain, vegetable or fruits but the products having the ingredient of said composition may easily developed but the customs worked as barrier to change the mindset of farmers and rural producers hence the required enhancement of consumers didn't released.

Problems Associated with Haat Bazaar- Being a temporary market haat bazaar kept away from the modern requirement and enhancement where more than 60% of visitors faces the problem related to parking facilities. Rajesh kumar who is a permanent trader of Baraundha told that during functioning himself and other traders park their auto about 1 kilometer away from haat bazaar because some time ago one auto were stolen and remained unfound till the date of interview, this is not only the story of one market but it happened in almost all periodic markets from where bicycle, motorcycle and other kind of stuffs have been stolen. It is a serious issue which is weakness of haat bazaar and happens in lack of security and parking facilities. It would be arranged by gram panchayat and local administration.

Practice of modern marketing patterns should be incorporated in indigenous patterns of marketing to compete with MNCs but due to lack of proper and efficient source of finance and techniques local producers didn't using the packaging of product. Sukhlal Nishad, a trader of Majhgawan haat bazaar told that others are not using the packaging if someone will use packaging the cost of produce will definitely increase but the buyers of haat bazaar are seeking the cheap produce in this case it will become difficult to sale the produce in large quantity. Another issue was that there were no facilities of packaging whether it would be developed at haat level by haat bazaar committee.

The number of villages in Chitrakoot region is more than 1000. Again, the villages are not uniform in size. Nearly 60 per cent of the villages have a population of less than 500 persons, which account for 20 percent of the rural population. About half of the total rural population is still living in villages with an average population size ranging from 1000- 5000 persons, which can be considered as medium sized where about 50% were engaged in traditional farming and remaining 50% were doing all other operations related to requirement of villages.

The haat bazaar of Chitrakoot region were functioned in anarchical ways where there was lack of committee, society and groups hence it was not organized. The persons involved in functioning the haat bazaar didn't have the ideas to promote or develop the atmosphere, they tried to make their hold on market forever and in this way development of channels of collection and distribution found tuff to implement.

The zones for specified produce could be convenient for customers but it was not specified so the buyer who is seeking for a particular product had to spent more time which could be easily precise by haat bazaar committee or other authorities involved in operating haat bazaar and collecting charges from traders and farmers.

Suggestion for Improvement- There is need and demand of strengthening the traditional patterns of service to control the pricing, ensure the better price to real producers and to supply the qualitative products to consumers. This can't be achieved through making policies and regulations from capital of central and states at all, this can be only possible by the innovative strategies for promotion of HAAT BAZAAR including maximum number of the local production with the modern techniques and marketing fundamentals based on international standard.

Most successful and developed nations of the world have been developed the patterns suitable for maximum population



and built on the same handful of time-tested management principles and developed their nation as a center of production then they started seeking the consumers in other nations. Given that, it's hardly surprising that core management processes like capital budgeting, strategic planning, and leadership development vary only slightly from one country to another due to the customs and lack of long sightedness.

Although we sometimes affix the big standards and parameters to chronically underdeveloped countries, the truth is that every nation has more than a bit of alternatives and its own strength lurking in its policies, implementation processes and performance. Every nation is bounded with their culture, values, beliefs, customs and tradition, the development of the trade and economy varies from country to country due to their available resources and balance in import and export.

It is not bounded with the size of population but bounded with the utilization of resources in better way applying appropriate techniques and best management practices. China has the largest population in size and become the producer of all kind of goods which is exported to almost all countries. Italy and Singapore are small in population size but falls in developed countries with their indigenous pattern.

India is second largest country in population size and achieved growth in economy even after slavery of centuries but disparity in all segments can easily seen due to lack of proper utilization of resources in organized way and neglecting the indigenous pattern. As per the economic survey of India 2018 the 90% of economy is consumed by 10% of people. Slums in the cities grown up due to migration at large scale from villages, this happened even after many social beneficial schemes launched by government of India for rural sector.

Conclusion- Haat bazaar were neglected in government policies and suffering from various kind of subsidence like basic infrastructure, approach roads, transportation facilities, connectivity, safety and security, source of finance, modern techniques, machineries and skilled human resource.

These subsidences made the haat bazaar compelled in achieving growth in respect to other sectors. In the current scenario of recession in generating employment in all big sectors haat bazaar may be proven better to provide and generate employment for more people at local level by treatment of the hurdles of haat bazaar and channelized them in a systematic manner and management practices.

The management of haat bazaar in this century isn't different from previous centuries so there is need to be more innovative and less custom and tradition bound to improve, enhance and explore the potential of haat bazaar to develop the economic status of the area which provide better income to farmers and employment opportunity at large scale.

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