

Farmer-sellers and Markets: Understanding their Participation and Sustainability of Trade in Rural India

Dr. Mohammad Muqet Khan^{1,*} Dr. Tanveer Asif²

¹Department of Geography, Jamia Millia Islamia, New Delhi, India

²Department of Geography, Aligarh Muslim University, Aligarh, U.P., India

*Corresponding author: mmuqetkhan84@gmail.com

Abstract: The paper analyse the role of farmer-sellers in rural trade of the study area. Their socio-economic condition decides their nature of work participation in the rural markets. For the study, sellers are broadly classified into farmer-sellers and traders. The present categorization has been done keeping in mind the nature and type of market participation in the study area. It is observed in the selected rural markets that the share of farmer-sellers is large as compared to other type of sellers. Due to the agrarian nature of the study area and their higher proportion in the selected markets, they have been selected for the study and classified as farmer-sellers. The study is based on primary data collected through field survey in Eastern Uttar Pradesh. Thirty one rural markets have been undertaken for the detailed field work, whereas, fifty per cent farmer-sellers from each selected rural markets were interviewed.

Keywords: Farmer-sellers, Socio-economic condition, Rural markets, Work participation.

INTRODUCTION

Rural marketing is a type of marketing in which activities are planned according to the needs and requirements of the people living in the rural areas. Marketing is the

process of identifying the needs and wants of the consumers, then prepare that particular product or service in order to satisfy them, keeping in consideration the benefits of the organization. This concept applies to every type of marketing, whereas when we talk of rural marketing the emphasis is to be given on the rural areas. The focus remains on the people who are living in the remote areas, and the marketing activities should be planned accordingly. A lot of focus is required to be given on the rural markets because these markets are the 'tomorrow's markets' (Bhagyashree, 2021; Khan and Khan, 2012).

These markets are attended by peoples of different religions and castes and at the same time also belong to the different social as well as economic classes and strata (Thakur, 1997). The proportion of market participants by different categories reflects the socio-economic profile of the surrounding areas (Khan et al., 2003).

The farmer-sellers are those who are farmers and attend one or two nearby markets to sell their surplus agricultural produce such as food grains, vegetables, pulses, oilseeds, fruits, etc. They are part-time sellers with agriculture as their main occupation. It is found in most of the rural markets that the number of local farmer sellers is large as compared to other sellers. Study shows the variation in the percent share of farmer-sellers according to the type of market, i.e., daily and periodic. In periodic markets, the proportion of farmer-sellers is higher as compared to the daily markets (Khan and Khan, 2014).

The visit of these farmer-sellers to the rural markets is of multi-purpose nature in the sense that in return they make purchase of required goods after selling their produce. Thus, they have the dual nature of selling and buying. In the rural markets, they generally do not bother about the demand price for commodities and many times sell their commodities to the buying traders. Sometimes these farmers sell a major quantity of the marketable surplus of food grains in their respective villages at a much lower price to middlemen or contractors than what they can obtain in the wholesale markets. The

farmer-sellers of the villages lying near the district boundary also visit market centres of neighbouring districts of the study area (Khan, 2018).

OBJECTIVES, DATABASE AND METHODOLOGY

Taking into consideration the large share of farmer-sellers in rural markets, study has been made to understand their socio-economic characteristics and trade. The study is based on primary data collected through field survey in 2014 using stratified random sampling technique. Out of the total rural markets (205) of the district, 15 per cent markets (31 rural markets) which are spread all over the study area have been undertaken for the detailed field work, on the following basis: (a) accessibility, that is, along the road or away from the road (within 10-15 km) (b) Nature of the market, that is, daily or periodic. To understand the role of socio-economic condition of farmer-sellers in their participation and trade, a detailed assessment of five selected indicators pertaining to: gender and age, caste, income, landholding and education have been made. For the detailed study, 50 per cent farmer-sellers from each selected rural market were interviewed.

STUDY AREA

The Ambedkarnagar district in North Indian State of Uttar Pradesh has been selected as study area, taking into consideration its agricultural base as well as presence of large number of rural market centres. The area is very backward in infrastructure as well as in industrial development. More than 90 per cent population of the district depends upon agriculture for their livelihood. It forms a part of the Ghagra sub-basin of Ganges basin and lies between 26° 09' N and 26° 40' N latitudes and between 82° 12' E and 83° 05' E longitudes (figure 1). The total area of the district is 2,361 sq km, which supports a population of 2,026,876 persons. About 91 per cent population lives in villages and it mostly depends on rural market centres. Administratively, the district has been divided into four tehsils (subdivisions) and nine development blocks. It has total 1,780 inhabited villages, 7 town areas and 205 rural markets.

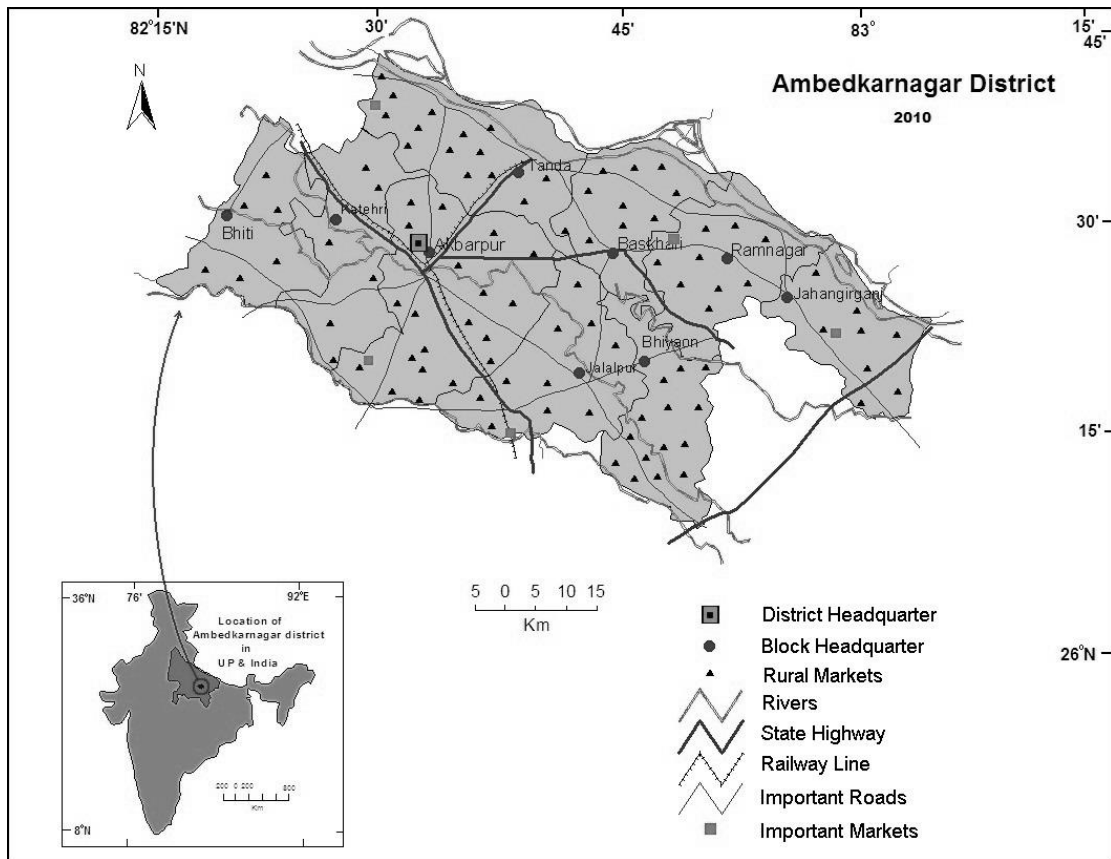


Figure 1

UNDERSTANDING FARMER-SELLERS:

Farmer-sellers are the most vital component of the rural markets in the study area owing to their higher proportion in the selected rural markets as compared to the other full-time and part-time sellers.

i. Gender and Age-wise Distribution and Proportion of Farmer-sellers

The study attempts to analyse the participation of male and female farmer-sellers of different age group in selected rural markets of the study area. Table 1 and figure 2 shows that the male farmer-seller constitute 76.84 per cent of the total farmer-sellers attending the rural markets, where as the average share of female sellers is 23.83 per cent. The high proportion of female farmer-seller in the selected rural markets is due to the fact that males are mostly engaged in the fields for the cultivation of crops, and the females usually opted to assist them by visiting the near-by rural markets to sell off their

surplus produce and to make the purchase for their daily needs. The female sellers generally travel a short distance and attend only the surrounding rural markets within a radius of 2-4 km. The share of female sellers varies among different markets and ranges between 34.62 per cent in Deoriya to 16.22 per cent in Bhati. The proportion of female seller is very selective in rural markets; they mostly dealt in vegetable trading.

The age structure of the farmer-sellers has also shown the variation in the number of sellers in different age groups. The mature groups (30-50 years) of farmer-sellers were found in larger proportions (47.26 per cent) in the selected rural markets. Under this age group of farmer-seller, male sellers constitute 33.31 per cent as well as female sellers occupied 13.95 per cent share. The share of male sellers represented in the selected markets with a varying proportion between 39.13 per cent in Birhar to 27.27 per cent in Jalalpur. The share of female sellers also varied from market to market and ranges between 9.09 per cent in Pahetipur and Rampur Sakarwari to 20.69 per cent in Lorepur Tajan. The high proportion of female farmer-seller in the selected rural markets is due to the fact that males are mostly engaged in the fields for the cultivation of crops. Women are free and usually opted to assist them by visiting the near-by rural markets as a part-time trader to sell off their surplus agricultural produce and to make the purchase for their daily needs. These female sellers usually travel a short distance and attend only the surrounding rural markets within a radius of 2-4 km. They generally belong to lower socio-economic strata. The visit of women from low socio-economic strata is not due to no restriction of *pardah* (veil) rather it is due to the small amount of produce which they can easily carry with them. The high caste people generally have large landholding and produce large marketable surplus which cannot be transported by a single person and required a vehicle and is generally sold at big markets for better profit. Further, the high caste people do not allow their women to work in the fields which are quite common in low castes who want to save the labour cost. Thus, the involvement of women is more based upon socio-economic conditions rather than social taboos.

The adult groups (18-30 years) of farmer-sellers were found in second largest proportions (39.70 per cent) in the selected rural markets. Under this age group, male sellers constitute 33.97 per cent as well as female sellers occupied 5.73 per cent share with total farmer-seller. The share of male sellers in the selected rural markets varies between 40.91 per cent in Rampur Sakarwari to 22.73 per cent in Nag Jalalpur. The share of female sellers also varied from market to market and ranges between 9.09 per cent in Indaipur, Nag Jalalpur and Bandipur to 2.70 per cent in Bhati. The low participation of adult female sellers is mainly due to the fact that females of this age group are not usually permitted to go to the market place for business and public contacts. The juvenile (under 18 years) and senile (above 50 years) population are found in very low proportion in the rural markets with a share of 3.49 per cent and 9.56 per cent respectively. The proportion of sellers under these age groups are very low because the juvenile population is inexperienced in marketing activities while the senile population does not want to visit markets due to their health and old age. The juvenile population usually engaged in education while the senile population undertakes some light economic activities in the study area.

ii. Caste-wise Distribution and Proportion of Farmer-sellers

The social attributes play an important role in the determination of economic activities in the study area. The composition and structure of sellers are deep rooted in the social stratification of cast system prevailing in the area and the division of labor is based on social hierarchy (Khan et al., 2003). The caste wise study of the farmer sellers in the selected rural markets shows that most of these sellers are belong to backward and scheduled castes and together share 80.23 per cent of the total farmers-seller (table 2). The *OBC (Other Backward Castes)* occupied the highest proportion with 60.30 per cent, followed by *SC (Scheduled Castes)* with 19.93 per cent and *HC (High Castes)* with having 19.77 per cent of the total farmer-seller.

Table 1. Gender and Age-wise Distribution and Proportion of Farmer-sellers

S. No.	Selected Markets	Juvenile Population (Under 18 years)				Adult Population (18-30 years)				Mature Population (30-50 years)				Senile Population (Over 50 years)				Total				Total Farmer Seller	
		Male		Female		Male		Female		Male		Female		Male		Female		Male		Female		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%				
1	Mijhoura	1	2.13	0	0.00	18	38.30	2	4.26	16	34.04	6	12.77	3	6.38	1	2.13	38	80.85	9	19.14	47	100.00
2	Bhiti*	2	5.41	0	0.00	15	40.54	1	2.70	12	32.43	4	10.81	2	5.41	1	2.70	31	83.78	6	16.22	37	100.00
3	Jalalpur	0	0.00	0	0.00	7	31.82	1	4.55	6	27.27	3	13.64	2	9.09	3	13.64	15	68.18	7	31.82	22	100.00
4	Pratappur Chamurkha*	2	3.64	0	0.00	22	40.00	2	3.64	18	32.73	6	10.91	4	7.27	1	1.82	46	83.64	9	16.36	55	100.00
5	Khemapur	2	4.88	0	0.00	13	31.71	2	4.88	12	29.27	7	17.07	2	4.88	3	7.32	29	70.73	12	29.27	41	100.00
6	Pahetipur*	2	6.06	0	0.00	12	36.36	1	3.03	11	33.33	3	9.09	2	6.06	2	6.06	27	81.82	6	18.18	33	100.00
7	Lorepur Tajan	0	0.00	0	0.00	8	27.59	2	6.90	10	34.48	6	20.69	2	6.90	1	3.45	20	68.97	9	31.03	29	100.00
8	Rampur Sakarwari	1	4.55	0	0.00	9	40.91	1	4.55	7	31.82	2	9.09	1	4.55	1	4.55	18	81.82	4	18.18	22	100.00
9	Kasaruwa*	3	3.26	1	1.09	35	38.04	5	5.43	30	32.61	10	10.87	6	6.52	2	2.17	74	80.43	18	19.56	92	100.00
10	Bariyawan*	2	4.08	0	0.00	19	38.78	3	6.12	16	32.65	5	10.20	3	6.12	1	2.04	40	81.63	9	18.37	49	100.00
11	Khaspur	3	5.17	1	1.72	21	36.21	3	5.17	19	32.76	7	12.07	3	5.17	1	1.72	46	79.31	12	20.69	58	100.00
12	Rasoolpur Mubarakpur*	2	2.60	1	1.30	31	40.26	3	3.90	25	32.47	8	10.39	5	6.49	2	2.60	63	81.82	14	18.18	77	100.00
13	Uthrathu	1	2.38	0	0.00	15	35.71	2	4.76	14	33.33	6	14.29	3	7.14	1	2.38	33	78.57	9	21.43	42	100.00
14	Herapur Mundera	1	2.17	0	0.00	16	34.78	4	8.70	15	32.61	7	15.22	2	4.35	1	2.17	34	73.91	12	26.09	46	100.00
15	Hanswar*	2	4.35	0	0.00	18	39.13	2	4.35	15	32.61	5	10.87	3	6.52	1	2.17	38	82.61	8	17.39	46	100.00
16	Baskhari*	1	2.17	0	0.00	17	36.96	3	6.52	16	34.78	7	15.22	2	4.35	0	0.00	36	78.26	10	21.74	46	100.00

17	Hussianpur	1	2.94	0	0.00	12	35.29	2	5.88	11	32.35	5	14.71	2	5.88	1	2.94	26	76.47	8	23.53	34	100.00
18	Indaipur	0	0.00	0	0.00	7	31.82	2	9.09	8	36.36	3	13.64	2	9.09	0	0.00	17	77.27	5	22.73	22	100.00
19	Makrahim	0	0.00	0	0.00	8	30.77	1	3.85	9	34.62	5	19.23	2	7.69	1	3.85	19	73.08	7	26.92	26	100.00
20	Acchti	0	0.00	0	0.00	7	28.00	2	8.00	8	32.00	5	20.00	2	8.00	1	4.00	17	68.00	8	32.00	25	100.00
21	Birhar	1	4.35	0	0.00	7	30.43	1	4.35	9	39.13	3	13.04	1	4.35	1	4.35	18	78.26	5	21.74	23	100.00
22	Jahangirganj	0	0.00	1	2.63	10	26.32	3	7.89	13	34.21	7	18.42	2	5.26	2	5.26	25	65.79	13	34.21	38	100.00
23	Padampur Chauraha*	1	3.33	0	0.00	11	36.67	1	3.33	10	33.33	4	13.33	2	6.67	1	3.33	24	80.00	6	20.00	30	100.00
24	Deoriya	0	0.00	1	3.85	7	26.92	2	7.69	9	34.62	5	19.23	1	3.85	1	3.85	17	65.38	9	34.62	26	100.00
25	Manguradela	1	3.57	0	0.00	8	28.57	2	7.14	9	32.14	5	17.86	2	7.14	1	3.57	20	71.43	8	28.57	28	100.00
26	Nag Jalalpur	1	2.27	1	2.27	10	22.73	4	9.09	15	34.09	8	18.18	3	6.82	2	4.55	29	65.91	15	34.09	44	100.00
27	Saidapur	1	2.56	1	2.56	9	23.08	3	7.69	14	35.90	7	17.95	2	5.13	2	5.13	26	66.67	13	33.33	39	100.00
28	Malipur*	2	4.08	0	0.00	16	32.65	3	6.12	18	36.73	6	12.24	3	6.12	1	2.04	39	79.59	10	20.41	49	100.00
29	Amburpur	1	3.33	0	0.00	8	26.67	2	6.67	10	33.33	5	16.67	2	6.67	2	6.67	21	70.00	9	30.00	30	100.00
30	Bandipur	1	4.55	0	0.00	6	27.27	2	9.09	7	31.82	4	18.18	1	4.55	1	4.55	15	68.18	7	31.82	22	100.00
31	Bhiyaon	0	0.00	0	0.00	7	26.92	2	7.69	9	34.62	4	15.38	2	7.69	2	7.69	18	69.23	8	30.77	26	100.00
Total		35	2.91	7	0.58	409	33.97	69	5.73	401	33.31	168	13.95	74	6.15	41	3.41	919	76.84	285	23.83	1,204	100.00

Source: Field survey.

* Daily Permanent Markets

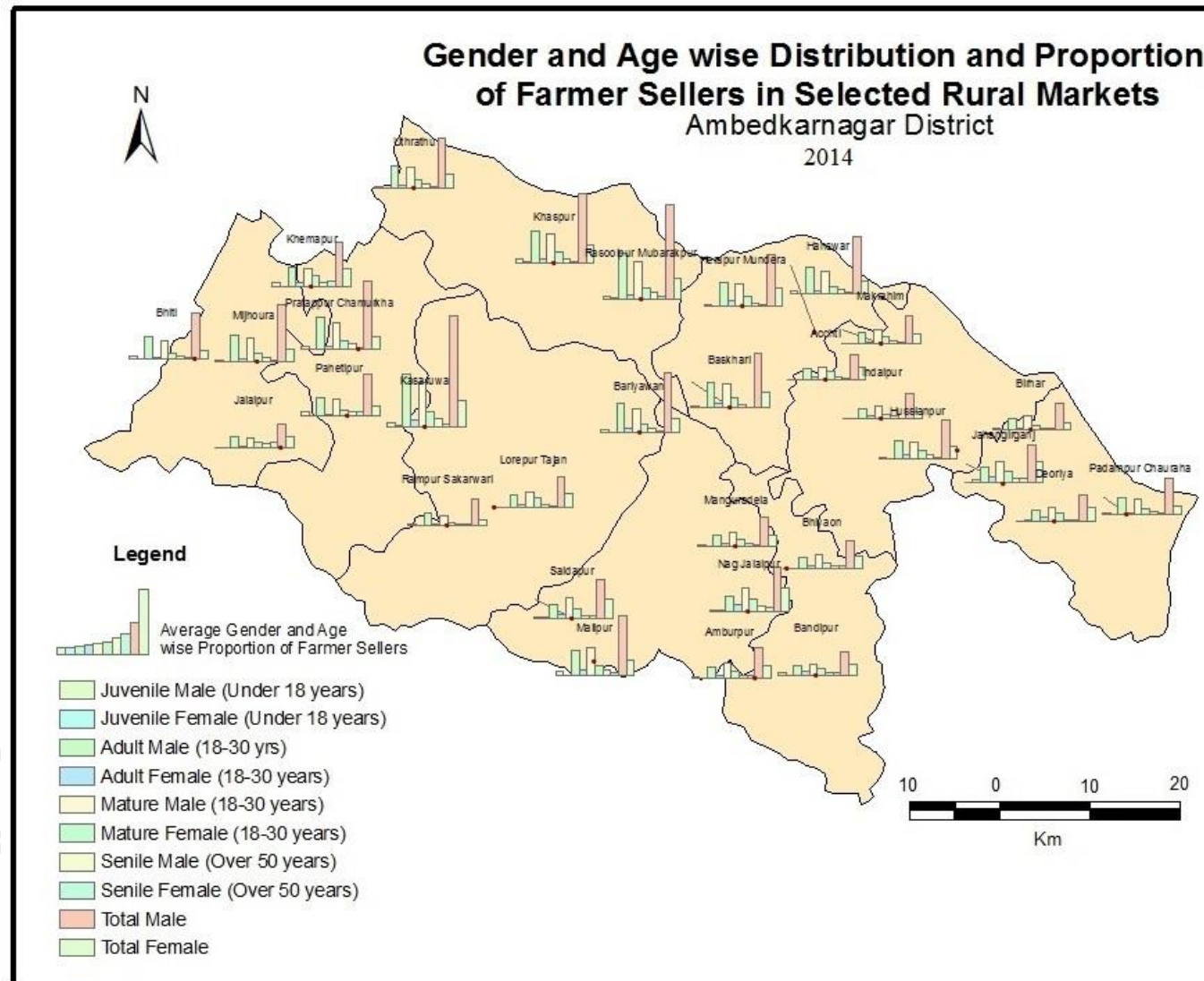


Figure 2

The pattern of participation of farmer-sellers in the daily and periodic markets of the study area presents a dissimilar scenario. The backward and scheduled castes participate in rather larger proportion in periodic markets than in daily markets. The share of OBC in the periodic markets ranges between 69.57 per cent in Birhar and 55.17 per cent in Lorepur Tajan, whereas in daily markets they share 57.58 per cent in Pahetipur and 50 per cent in Baskhari. Similarly, the share of SC in the periodic markets varies between 31.03 per cent in Lorepur Tajan and 17.39 per cent in Birhar, whereas in daily markets their share varies between 26.09 per cent in Baskhari and 7.79 per cent in Rasoolpur Mubarakpur (figure 3).

Table 2. Caste-wise Distribution and Proportion of Farmer-sellers

S. No.	Selected Market	High Castes		Other Backward Castes (OBC)		Most Deprived/Scheduled Castes (SC)		Total Farmer Sellers
		No.	%	No.	%	No.	%	
1	Mijhoura	5	10.64	28	59.57	14	29.79	47
2	Bhiti*	9	24.32	20	54.05	8	21.62	37
3	Jalalpur	4	18.18	13	59.09	5	22.73	22
4	Pratappur Chamurkha*	14	25.45	31	56.36	10	18.18	55
5	Khemapur	5	12.20	25	60.98	11	26.83	41
6	Pahetipur*	8	24.24	19	57.58	6	18.18	33
7	Lorepur Tajan	4	13.79	16	55.17	9	31.03	29
8	Rampur Sakarwari	3	13.64	15	68.18	4	18.18	22
9	Kasaruwa*	25	27.17	52	56.52	15	16.30	92
10	Bariyawan*	15	30.61	28	57.14	6	12.24	49
11	Khaspur	6	10.34	38	65.52	14	24.14	58
12	Rasoolpur Mubarakpur*	27	35.06	44	57.14	6	7.79	77
13	Uthrathu	5	11.90	27	64.29	10	23.81	42
14	Herapur Mundera	6	13.04	29	63.04	11	23.91	46
15	Hanswar*	15	32.61	25	54.35	6	13.04	46
16	Baskhari*	11	23.91	23	50.00	12	26.09	46
17	Hussianpur	5	14.71	22	64.71	7	20.59	34
18	Indaipur	3	13.64	15	68.18	4	18.18	22
19	Makrahim	4	15.38	17	65.38	5	19.23	26
20	Acchti	3	12.00	15	60.00	7	28.00	25
21	Birhar	3	13.04	16	69.57	4	17.39	23
22	Jahangirganj	4	10.53	25	65.79	9	23.68	38
23	Padampur Chauraha*	9	30.00	17	56.67	4	13.33	30
24	Deoriya	3	11.54	16	61.54	7	26.92	26
25	Manguradela	4	14.29	19	67.86	5	17.86	28
26	Nag Jalalpur	7	15.91	28	63.64	9	20.45	44
27	Saidapur	5	12.82	25	64.10	9	23.08	39
28	Malipur*	16	32.65	28	57.14	5	10.20	49
29	Amburpur	4	13.33	19	63.33	7	23.33	30
30	Bandipur	3	13.64	15	68.18	4	18.18	22
31	Bhiyaon	3	11.54	16	61.54	7	26.92	26
Total		238	19.77	726	60.30	240	19.93	1,204

Source: Field survey.

* Daily Permanent Markets

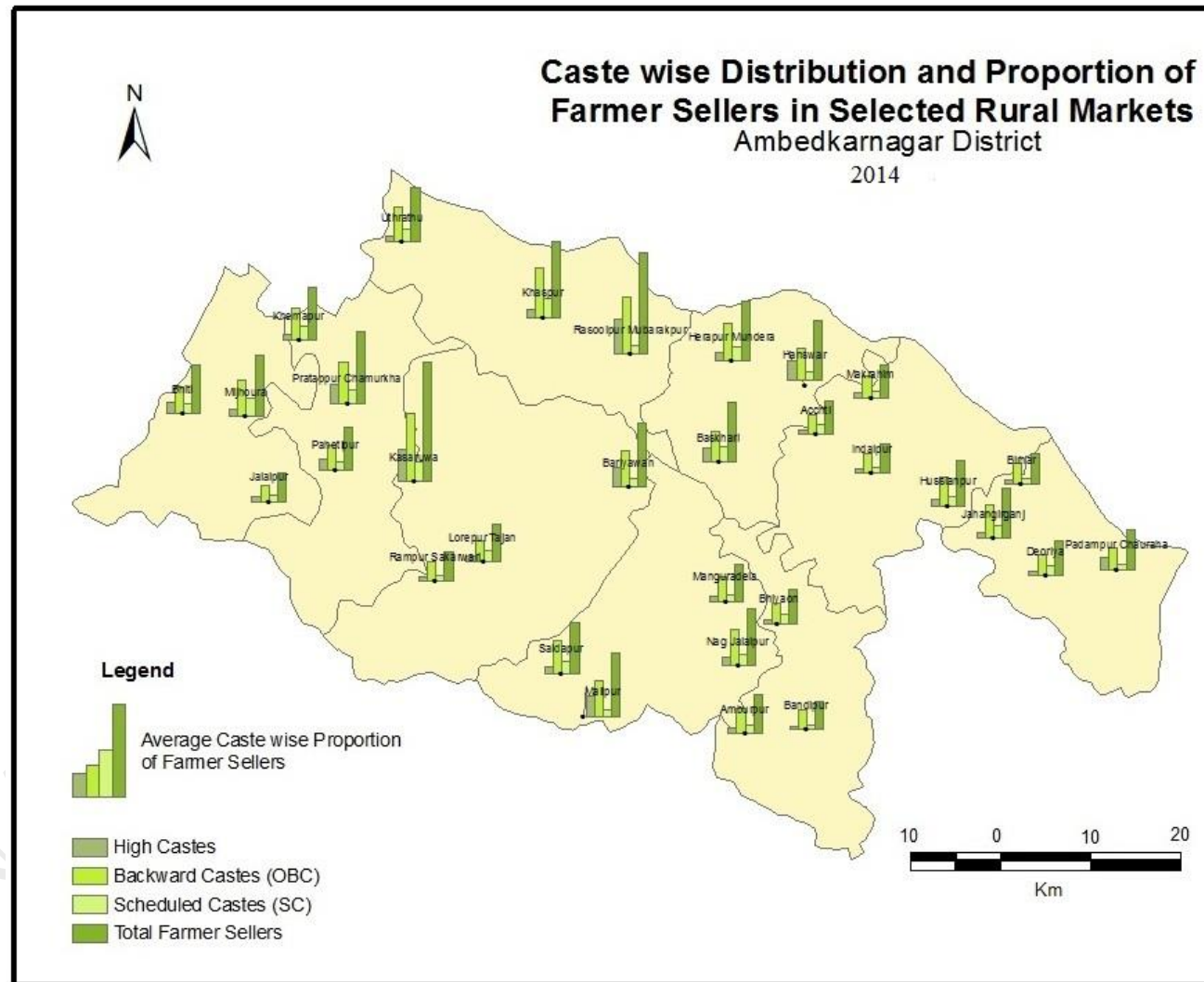


Figure 3

The socially high castes farmers-sellers are represented in low proportion in the rural markets and their share remains 19.77 per cent. Their proportion in selected markets varied between 35.06 per cent in Rasoolpur Mubarakpur and 23.91 per cent in Baskhari. The pattern of participation of high castes farmer-sellers in the daily and periodic markets is also different. The survey of the markets highlighted that the high castes farmers-sellers participate in rather large proportion in daily markets than in periodic markets. The share of high castes farmers-sellers in the daily markets varies between 35.60 per cent in Rasoolpur Mubarakpur and 23.91 per cent in Baskhari, whereas in periodic markets their share varies between 18.18 per cent in Jalalpur and 10.34 per cent in Khaspur. The high castes commonly do not prefer to work as a seller in small periodic markets which are held in a particular day/days of the week. They usually enjoy the high social status in the market tributary area due to their large land holdings, high rate of employment and high income.

iii. Income-wise Distribution and Proportion of Farmer-sellers

Income has been found an important feature in determining the proportion of farmer-sellers in selected rural markets of the study area. Study reveals that the farmer-sellers who have monthly income ranging between Rs 1,000-5,000 are found in higher proportion i.e. 76.74 per cent (table 3). Further their share among different markets varies between 88 per cent in Achti to 67.27 per cent in Pratappur Chamurkha. The sellers who are earning more than Rs 5,000 per month share low proportion i.e. only 23.26 per cent of the total farmer-sellers in the markets, with highest proportion of 32.73 per cent in Pratappur Chamurkha and the lowest proportion of 12.00 per cent in Achti. The high income group farmer-seller is usually not interested in selling their marketable surplus in small markets due to the low demand and price of goods in these markets. They mostly prefer to visit the regulated

markets or town markets. Study does not found any farmer-seller with having monthly income less than Rs 1,000.

The income-wise proportion of farmer-sellers in the daily and periodic markets of the study area reveals a different scenario. The farmer-sellers earning Rs 1,000-5,000 per month are in higher proportion in periodic markets than in daily markets. Their share in the periodic markets ranges between 88 per cent in Achti to 77.27 per cent in Rampur Sakarwari, whereas in daily markets they share between 70 per cent in Padampur Chauraha and 67.27 per cent in Pratappur Chamurkha. The higher proportion of low order income group farmer-sellers in the periodic markets is mainly due to the fact that they mainly belong to the lower social and economic strata of the society with having marginal land holding and meager agricultural surplus. They usually find these periodic markets best place for their sale and quick return because the commodities of low range and local production are usually exchanged in these rural periodic markets.

Contrary to it, the proportion of sellers earning more than Rs 5,000 per month is higher in daily markets. It varies between 32.72 per cent in Pratappur Chamurkha and 30 per cent in Padampur Chauraha, while in the case of periodic markets the share varies between 22.73 per cent in Rampur Sakarwari and 12 per cent in Achti. The high income group farmer sellers are in high proportion in daily markets due to availability of good marketing facilities, high demand of crops of high quality and price, and higher and quick return in daily markets (figure 4).

Table 3. Income-wise Distribution and Proportion of Farmer-sellers

S. No.	Selected Market	Less than Rs 1,000 per month		Rs 1,000-5,000 per month		More than Rs 5,000 per month		Total Farmer Sellers
		No.	%	No.	%	No.	%	
1	Mijhoura	-	0.00	39	82.98	8	17.02	47
2	Bhiti*	-	0.00	25	67.57	12	32.43	37
3	Jalalpur	-	0.00	18	81.82	4	18.18	22
4	Pratappur	-	0.00	37	67.27	18	32.73	55
5	Chamurkha*	-	0.00	32	78.05	9	21.95	41
6	Khemapur	-	0.00	23	69.70	10	30.30	33
7	Pahetipur*	-	0.00	24	82.76	5	17.24	29
8	Lorepur Tajan	-	0.00	17	77.27	5	22.73	22
9	Rampur Sakarwari	-	0.00	64	69.57	28	30.43	92
10	Kasaruwa*	-	0.00	34	69.39	15	30.61	49
11	Bariyawan*	-	0.00	49	84.48	9	15.52	58
12	Rasoolpur	-	0.00	52	67.53	25	32.47	77
13	Mubarakpur*	-	0.00	36	85.71	6	14.29	42
14	Uthrathu	-	0.00	40	86.96	6	13.04	46
15	Herapur Mundera	-	0.00	31	67.39	15	32.61	46
16	Hanswar*	-	0.00	32	69.57	14	30.43	46
17	Baskhari*	-	0.00	28	82.35	6	17.65	34
18	Hussianpur	-	0.00	19	86.36	3	13.64	22
19	Indaipur	-	0.00	22	84.62	4	15.38	26
20	Makrahim	-	0.00	22	88.00	3	12.00	25
21	Acchti	-	0.00	19	82.61	4	17.39	23
22	Birhar	-	0.00	32	84.21	6	15.79	38
23	Jahangirganj	-	0.00	21	70.00	9	30.00	30
24	Padampur Chauraha*	-	0.00	21	80.77	5	19.23	26
25	Deoriya	-	0.00	22	78.57	6	21.43	28
26	Manguradela	-	0.00	36	81.82	8	18.18	44
27	Nag Jalalpur	-	0.00	31	79.49	8	20.51	39
28	Saidapur	-	0.00	34	69.39	15	30.61	49
29	Malipur*	-	0.00	25	83.33	5	16.67	30
30	Amburpur	-	0.00	18	81.82	4	18.18	22
31	Bandipur	-	0.00	21	80.77	5	19.23	26
	Bhiyaon	-	0.00					
Total		-	0.00	924	76.74	280	23.26	1,204

Source: Field survey.

* Daily Permanent Markets

* 1 USD = 60 INR (2014)

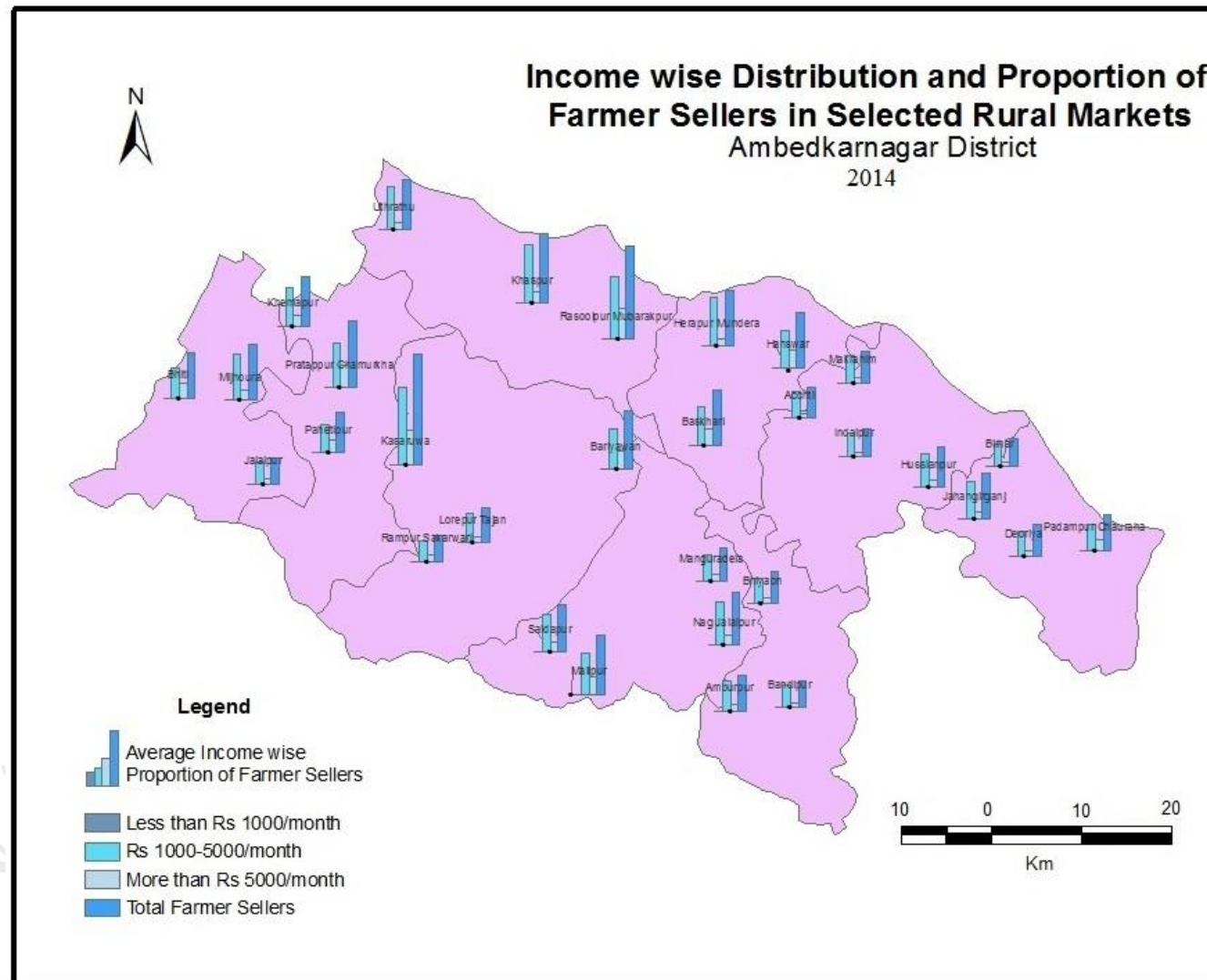


Figure 4

iv. Landholding-wise Distribution and Proportion of Farmer-sellers

Size of land holding and participation of farmer-sellers (crop producer sellers) in the rural markets has inverse relationship, i.e., higher concentration of farmer-sellers belong to lower size of land holdings. Table 4 shows the holding wise participation of farmer-sellers in selected rural markets of the study area. It indicates different categories of landholders such as landless and marginal farmers (below 1 hectare), small farmers (1-2 hectares), semi-medium farmers (2-4 hectares), medium farmers (4-10 hectares) and large farmers (above 10 hectares). The study shows that 88.20 per cent farmer-sellers belong to marginal and small categories of landholders having less than 2 hectares land, whereas only 11.79 per cent are from semi-medium, medium and large landholders. The landless were not present in the selected markets.

The individual category of marginal farmers is on top rank (67.52 per cent) among the total participation of farmer-sellers in the selected rural markets. It is followed by small farmers (20.68 per cent), semi-medium farmers (9.55 per cent), medium farmers (1.74 per cent) and large farmers (0.50 per cent). The proportion of marginal landholders varies market to market from 69.57 per cent in Birhar to 63.64 per cent in Jalalpur. These markets are the chief centre of attraction for the marginal farmers for the exchange of their agricultural commodities, and meeting places where they discuss the agricultural, political and regional issues (Ali, 2009). That is the reason that out of 31 selected rural markets, the share of marginal farmers is higher than that of average (67.52 per cent) in 17 markets, which ranges between 69.57 per cent in Birhar to 67.53 per cent in Rasoolpur Mubarakpur. It is point to note that the maximum range of participation of marginal farmers is found in small and medium size of periodic markets than the daily markets.

The participation of small landholders (20.68 per cent) is on second position in the selected rural markets. Their highest proportion (22.73 per cent) is found in three markets, namely, Jalalpur, Rampur Sakarwari and Bandipur, whereas the lowest share is in Indaipur (18.18 per cent). Fifteen selected markets witnessed more than average participation (20.68 per cent) by the small landholders. Their participation share ranges between 22.73 per cent in Jalalpur, Rampur Sakarwari and Bandipur, and 20.69 per cent in Lorepur Tajan and Khaspur (figure 5). The small quantity of surplus, higher transportation costs, limited accessibility, non-availability of regulated markets and perishable nature of some commodities compels the marginal and small farmers to sell their agricultural surplus in the nearby rural markets.

Table 4. Land Holding-wise Distribution and Proportion of Farmer-sellers

S. No.	Selected Market	Landless		Marginal Farmers (< 1 Ha.)		Small Farmers (1-2 Ha.)		Semi-Medium Farmers (2-4 Ha.)		Medium Farmers (4-10 Ha.)		Large Farmer (> 10 Ha.)		Total Farmer sellers
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
1	Mijhaura	-	0.00	32	68.09	10	21.28	4	8.51	1	2.13	-	0.00	47
2	Bhiti*	-	0.00	25	67.57	8	21.62	3	8.11	1	2.70	-	0.00	37
3	Jalalpur	-	0.00	14	63.64	5	22.73	3	13.64	-	-	-	0.00	22
4	Pratappur	-	0.00	37								1		
	Chamurkha*				67.27	11	20.00	4	7.27	2	3.64		1.82	55
5	Khemapur	-	0.00	28	68.29	8	19.51	4	9.76	1	2.44	-	0.00	41
6	Pahetipur*	-	0.00	22	66.67	7	21.21	4	12.12	-	-	-	0.00	33
7	Lorepur Tajan	-	0.00	19	65.52	6	20.69	4	13.79	-	-	-	0.00	29
8	Rampur Sakarwari	-	0.00	15	68.18	5	22.73	2	9.09	-	-	-	0.00	22
9	Kasaruwa*	-	0.00	62	67.39	19	20.65	7	7.61	3	3.26	1	1.09	92
10	Bariyawan*	-	0.00	33	67.35	10	20.41	5	10.20	1	2.04	-	0.00	49
11	Khaspur	-	0.00	39	67.24	12	20.69	6	10.34	1	1.72	-	0.00	58
12	Rasoolpur	-	0.00	52										
	Mubarakpur*				67.53	16	20.78	5	6.49	2	2.60	2	2.60	77
13	Uthrathu	-	0.00	29	69.05	9	21.43	3	7.14	1	2.38	-	0.00	42
14	Herapur Mundera	-	0.00	31	67.39	10	21.74	4	8.70	1	2.17	-	0.00	46
15	Hanswar*	-	0.00	30	65.22	9	19.57	5	10.87	1	2.17	1	2.17	46
16	Baskhari*	-	0.00	31	67.39	10	21.74	4	8.70	1	2.17	-	0.00	46

17	Hussianpur	-	0.00	23	67.65	7	20.59	3	8.82	1	2.94	-	0.00	34
18	Indaipur	-	0.00	15	68.18	4	18.18	3	13.64	-	-	-	0.00	22
19	Makrahim	-	0.00	18	69.23	5	19.23	3	11.54	-	-	-	0.00	26
20	Acchti	-	0.00	17	68.00	5	20.00	3	12.00	-	-	-	0.00	25
21	Birhar	-	0.00	16	69.57	5	21.74	2	8.70	-	-	-	0.00	23
22	Jahangirganj	-	0.00	26	68.42	8	21.05	3	7.89	1	2.63	-	0.00	38
23	Padampur Chauraha*	-	0.00	20	66.67	6	20.00	4	13.33	-	-	-	0.00	30
24	Deoriya	-	0.00	18	69.23	5	19.23	3	11.54	-	-	-	0.00	26
25	Manguradela	-	0.00	19	67.86	6	21.43	3	10.71	-	-	-	0.00	28
26	Nag Jalalpur	-	0.00	30	68.18	9	20.45	4	9.09	1	2.27	-	0.00	44
27	Saidapur	-	0.00	26	66.67	8	20.51	5	12.82	-	-	-	0.00	39
28	Malipur*	-	0.00	33	67.35	10	20.41	4	8.16	1	2.04	1	2.04	49
29	Amburpur	-	0.00	20	66.67	6	20.00	4	13.33	-	-	-	0.00	30
30	Bandipur	-	0.00	15	68.18	5	22.73	2	9.09	-	-	-	0.00	22
31	Bhiyaon	-	0.00	18	69.23	5	19.23	2	7.69	1	3.85	-	0.00	26
Total		-	0.00	813	67.52	249	20.68	115	9.55	21	1.74	6	0.50	1,204

Source: Field survey

*Daily Permanent Markets

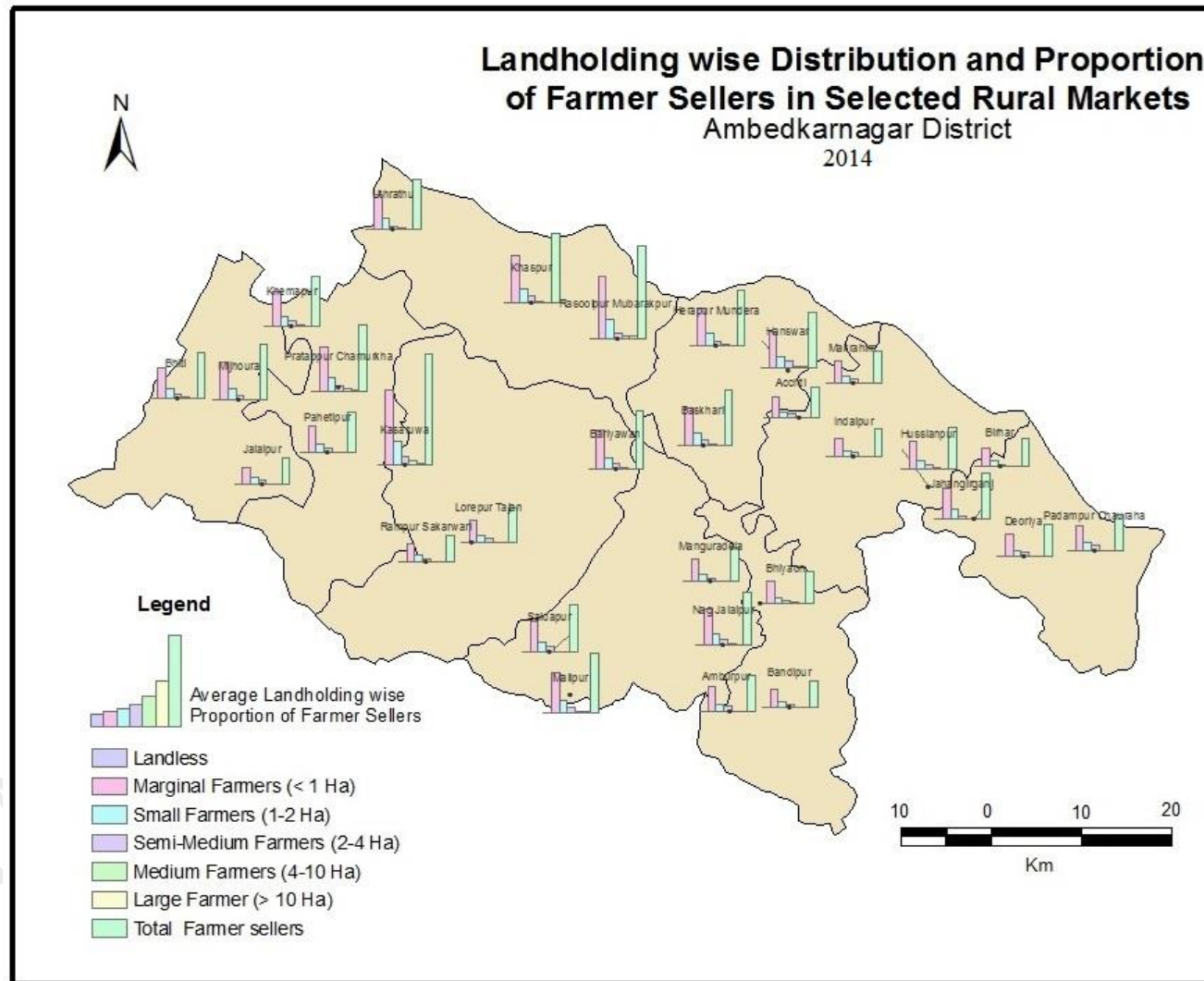


Figure 5

The present study also highlighted the lower participation of medium and large landholders in rural markets because they mostly prefer to sell their agricultural surplus in fields (farm-gate sale) or carry them to the regulated markets. Their share is merely 2.24 per cent to the total farmer-sellers in the selected markets.

v. Education-wise Distribution and Proportion of Farmer-sellers

Educational development among different socio-economic strata of the people brings social changes as well as economic prosperity. Table 6 and figure 5 shows the education-wise distribution and proportion of farmer-sellers in selected rural markets of the study area. Out of total farmer-sellers in different rural markets, 7.64 per cent farmer-sellers are found illiterate. The proportion of illiterate farmer-sellers is found to be high in periodic markets as compared to daily markets due to the higher participation of marginal and backward classes in these markets. The proportion of illiterate farmer-sellers in the periodic markets varies between 10.34 per cent in Lorepur Tajan to 7.14 per cent in Manguradela. Contrary to this, the proportion of illiterate farmer-sellers in the daily markets ranges between 6.67 per cent in Padampur Chauraha to 5.41 per cent in Bhati. Study shows that 81.23 per cent farmer-sellers are educated only up to high schools. While merely 11.13 per cent are having intermediate education.

The individual category of farmer-sellers who are educated from class 6th to 10th is on top rank (56.40 per cent) among the total participation of farmer-sellers in the selected rural markets. It is followed by farmer-sellers who are educated up to class 5th (24.83 per cent), and with intermediate education (11.13 per cent). The proportion of farmer-sellers educated up to class 5th varies market to market from 26.67 per cent in Padampur Chauraha to 22.73 per cent in Jalalpur, Rampur Sakarwari and Indaipur. The participation of farmer-sellers educated from class 6th to 10th (56.40 per cent to the total farmer-sellers) recorded highest proportion (61.54 per cent) in

three markets, namely, Makrahim, Deoriya and Bhiyaon, whereas the lowest share found in Bariyawan and Malipur (53.06 per cent).

The share of farmer-sellers educated up to intermediate is 11.13 per cent. They participate in rather higher proportion in daily markets than periodic markets. They witnessed more than average participation (11.13 per cent) in daily markets, which varies between 14.55 per cent in Pratappur Chamurkha to 12.12 per cent in Pahetipur. Their share of participation in the periodic markets is lesser than the average participation and varies between 10.71 per cent in Manguradela and 7.69 per cent in Makrahim, Deoriya and Bhiyaon. The farmer sellers with senior secondary education were in low proportion in periodic markets because the educated youth does not prefer trading activities and sometimes think it to be below their standard. Their share in daily markets was slightly higher due to better conditions as compared to periodic markets. The study also highlighted the absence of higher educated farmers in these markets.

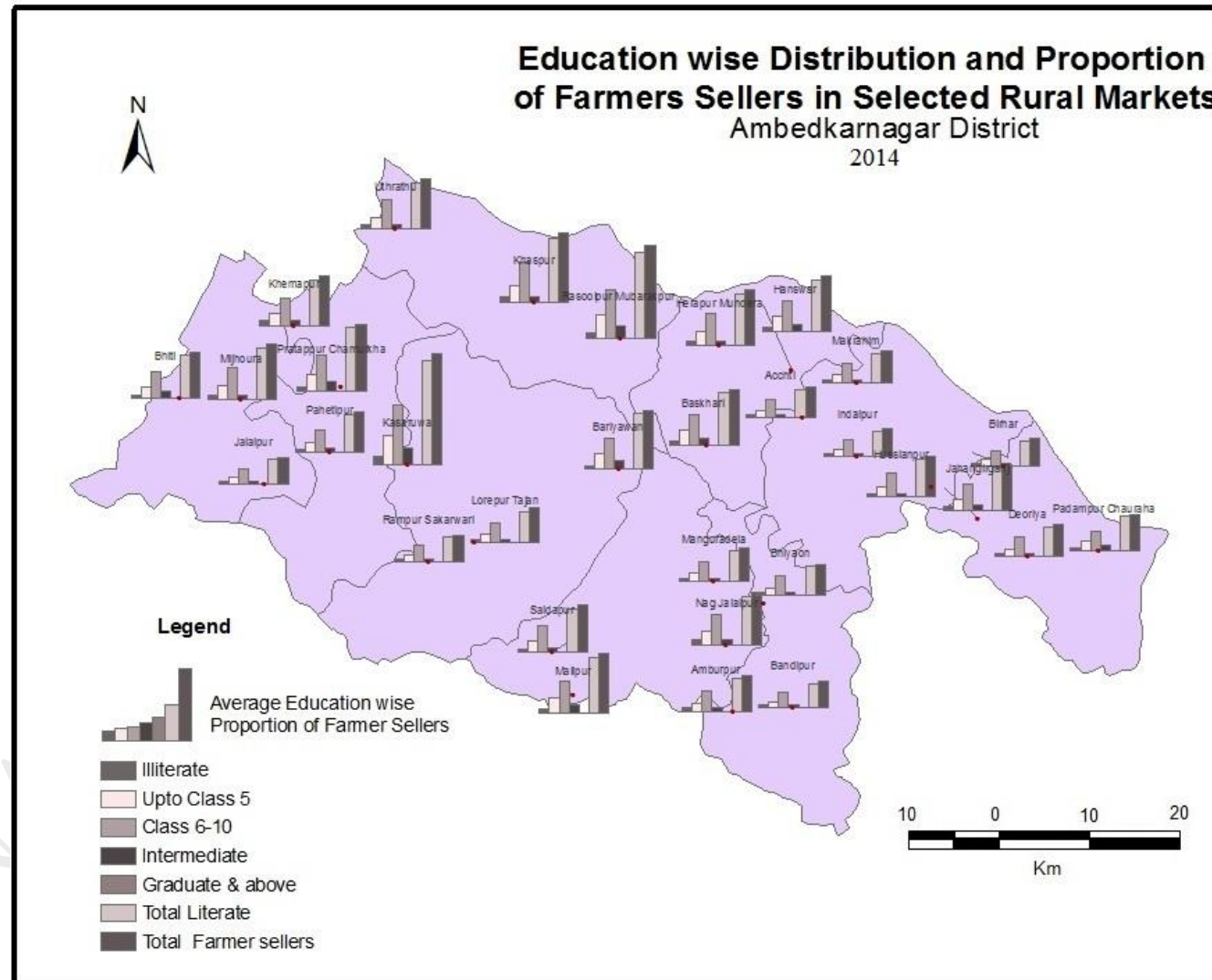


Figure 6

Table 5. Education-wise Distribution and Proportion of Farmer-sellers

S. No.	Selected Market	Illiterate		Up to Class 5		Class 6-10		Intermediate		Graduate & above		Total Literate		Total Farmer sellers
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
		1	Mijhoura	4	8.51	12	25.53	27	57.45	4	8.51	0	0.00	
2	Bhiti*	2	5.41	9	24.32	21	56.76	5	13.51	0	0.00	35	94.59	37
3	Jalalpur	2	9.09	5	22.73	13	59.09	2	9.09	0	0.00	20	90.91	22
4	Pratappur Chamurkha*	3	5.45	14	25.45	30	54.55	8	14.55	0	0.00	52	94.55	55
5	Khemapur	4	9.76	10	24.39	23	56.10	4	9.76	0	0.00	37	90.24	41
6	Pahetipur*	2	6.06	8	24.24	19	57.58	4	12.12	0	0.00	31	93.94	33
7	Lorepur Tajan	3	10.34	7	24.14	16	55.17	3	10.34	0	0.00	26	89.66	29
8	Rampur Sakarwari	2	9.09	5	22.73	13	59.09	2	9.09	0	0.00	20	90.91	22
9	Kasaruwa*	6	6.52	24	26.09	49	53.26	13	14.13	0	0.00	86	93.48	92
10	Bariyawan*	3	6.12	13	26.53	26	53.06	7	14.29	0	0.00	46	93.88	49
11	Khaspur	5	8.62	14	24.14	34	58.62	5	8.62	0	0.00	53	91.38	58
12	Rasoolpur	5	6.49	20	25.97	41	53.25	11	14.29	0	0.00		93.51	
	Mubarakpur*											72		77
13	Uthrathu	4	9.52	10	23.81	24	57.14	4	9.52	0	0.00	38	90.48	42
14	Herapur Mundera	4	8.70	11	23.91	27	58.70	4	8.70	0	0.00	42	91.30	46
15	Hanswar*	3	6.52	12	26.09	25	54.35	6	13.04	0	0.00	43	93.48	46
16	Baskhari*	3	6.52	12	26.09	25	54.35	6	13.04	0	0.00	43	93.48	46
17	Hussianpur	3	8.82	8	23.53	20	58.82	3	8.82	0	0.00	31	91.18	34
18	Indaipur	2	9.09	5	22.73	13	59.09	2	9.09	0	0.00	20	90.91	22
19	Makrahim	2	7.69	6	23.08	16	61.54	2	7.69	0	0.00	24	92.31	26

20	Acchti	2	8.00	6	24.00	15	60.00	2	8.00	0	0.00	23	92.00	25
21	Birhar	2	8.70	6	26.09	13	56.52	2	8.70	0	0.00	21	91.30	23
22	Jahangirganj	3	7.89	9	23.68	22	57.89	4	10.53	0	0.00	35	92.11	38
23	Padampur Chauraha*	2	6.67	8	26.67	16	53.33	4	13.33	0	0.00	28	93.33	30
24	Deoriya	2	7.69	6	23.08	16	61.54	2	7.69	0	0.00	24	92.31	26
25	Manguradela	2	7.14	7	25.00	16	57.14	3	10.71	0	0.00	26	92.86	28
26	Nag Jalalpur	4	9.09	11	25.00	25	56.82	4	9.09	0	0.00	40	90.91	44
27	Saidapur	3	7.69	10	25.64	22	56.41	4	10.26	0	0.00	36	92.31	39
28	Malipur*	3	6.12	13	26.53	26	53.06	7	14.29	0	0.00	46	93.88	49
29	Amburpur	3	10.00	7	23.33	17	56.67	3	10.00	0	0.00	27	90.00	30
30	Bandipur	2	9.09	5	22.73	13	59.09	2	9.09	0	0.00	20	90.91	22
31	Bhiyaon	2	7.69	6	23.08	16	61.54	2	7.69	0	0.00	24	92.31	26
Total		92	7.64	299	24.83	679	56.40	134	11.13	0	0.00	1,112	92.36	1,204

Source: Field survey.

* Daily Permanent Markets

CONCLUSION

India is a land of agriculture and basically it resides in the villages. This population makes its both ends by cultivating, selling the agricultural product, processing of agricultural products and allied activities. The rural markets act as a lifeline for the farmer-sellers who mostly belong to the marginal and small section of the society. These markets are the main source of income for these sellers. Increased incomes and improved education and awareness levels have made farmer-sellers to seek a better quality of life. The specific changes taking place in rural purchasing patterns and habits with faster economic growth, the purchasing power of rural trader-cum-consumers has gone up tremendously. Farmer-sellers are becoming more knowledgeable about the availability of different works in rural markets. Therefore, efforts should be made to improve the socio-economic conditions of farmer-sellers and sustainable development of rural trade.

REFERENCES

- Ali, M. (2009), *Geography of Agricultural Marketing at Grass Roots Level*, Pacific Publication, New Delhi.
- Bhagyashree S., *Rural Marketing in India*,
<https://www.economicdiscussion.net/marketing-management/rural-marketing-in-india/31957>, Accessed on 12.03.2021.
- Himachal Pradesh University, *Rural Marketing*,
<http://icdeolhpu.org/downloads/course-%20MM%2004.pdf>, Accessed on 12.03.2021.
- Khan M.M. and Khan, N. (2014), Transformation of Socio-economic Status of Rural Traders in North India: A Case Study, *Transformation of Socio-Economic Space of Europe and Asia in Post-soviet Era*, (eds.) N. I. Bykov et al., Publisher of Altai State University, Barnaul, Russia, Vol. 2, pp. 161-178.

Khan, M. M. et al. (2018), *Rural Markets and Rural Transformation: The Changing Rural Realities*, R. P. Publications, New Delhi.

Khan, N. and Khan, M.M. (2012), Marketing Revolution in Rural India: Emerging Trends and Strategies, *Journal of Business Administration and Education*, Vol.1, No.1, pp. 34-56.

Khan, N., et al. (2003), Market Participant's Behaviours in Rural Market Centres in North India: A Study in Cultural Geography, *Asian Profile*. Vol. 31, No. 3, pp. 239-255.

Thakur, R. N. (1997), *Periodic Markets: Implications for Rural Development*, Rajesh Publications, New Delhi.