

A STUDY ON PROBLEMS AND PROSPECTS OF WEEKLY SANDY MARKETS IN VISAKHAPATNAM CITY, ANDHRA PRADESH.

Dr. Paluri Venkatappala Naidu

M.Com., M.Phil., Ph.D.
Research Scholar, Department of Commerce
and management studies,
Andhra university, Visakhapatnam.

J.NAGENDRA RAO

Research Scholar, Department of Commerce
and management studies,
Andhra university, Visakhapatnam.

Prof. M. UMADEVI MBA., Ph.D

Professor, Department of Commerce and Management Studies,
Andhra University, Visakhapatnam, Andhra Pradesh.

Dr. K.V. Ramana Murthy MBA, MA (English), (LLM), Ph.D., FDP - IIM Ahmedabad
Assistant Professor, Dept. of Commerce & Mgt. Studies,
Andhra University, Visakhapatnam, Andhra Pradesh.

Abstract

Marketing is a place where the buying and selling of goods and services. The sandy's (santhalu) full fill the daily stock requirements of the local people. The present paper will find out to the various problems faced by the sandy's sellers. Generally, the sandy's are conduct open mass area or street roads. In this sandy very helpful for house holders for purchase the verity of goods and services. In this sandy's Specially for vegetable and other home requirement items are available. The present study finds out to the various problems faced by sandy's in selected areas of Visakhapatnam city.

Key words: Marketing, goods, sandy's, sellers and buyers, problems.

Introduction

Agricultural marketing is essential for spurring economic growth. It is beneficial for both producers and consumers, promoting optimal resource utilization, output management, increased farm incomes, extended markets, and growth of agricultural-based industry, as well as increasing national income through value addition and job creation. India is a highly varied country in terms of its climate and agriculture, making traditional farming the main activity of the economy. This

industry is subject to numerous risks and uncertainties. Sandy's markets, however, are faced with numerous inherent issues related to agricultural marketing, such as difficulties in accessing and reaching them, small and fragile landholdings, traditional production methods, low use of modern inputs, transportation obstacles resulting from the hilly terrain, lack of regulated markets, inadequate market information, and lack of post-harvest infrastructure. As such, bolstering Sandy's markets and encouraging online trading could be immensely helpful in addressing the marketing problems.

The present study identifies the strength and weakness of sandy in Visakhapatnam city. The sandy's are a market place for to meet the buyers and sellers. In this sandy's all type of marketing activities are happened like sellers to buyers and buyers to meet the multiple buyers. The sandy's are generally organise one specific day in a every week. Sandy's is a place for sell for verity of goods. In this sandy's invites all class of people. Specially in low income group of people. This sandy's faced to competitive problems like transport, storage, protection, sanitation, price fixation etc. The sellers are generally coming from various places. The sellers are used current measures and weights for the products. In this sandy's are controls by the local big traders.

Nature Weekly Sandy's Markets

This weekly market is an ancient settlement located in a historical place. It consists of vendors and customers of commodities who come together to engage in economic activities. Farmers bring their goods while small traders purchase special items from the village market to distribute to their local communities. It is difficult to determine the exact origin and when the weekly markets emerged in the rural area due to a lack of records. However, they likely began when goods needed to be exchanged and both vendors and customers could meet at a designated time and place. These markets have traditionally operated at regular, fixed intervals since imperial times.

Opportunity of trading activities:

The business of all trading activities in sandy's held in one specific day in a week. The sandy's are held near or central place for the residence of many house holders. Generally, below 05 kilometres. Thesmall sellers are attending to the this sandy'sand sold their goods. There collect and sold the different verity of goods. The traders come day before and select their place for their convince. And also, the traders are different nature like cloth, vegetables, doles, mistiness business etc. The sellers not only sell the goods but there buy the goods from the other traders. The traders are also mention good relation with the other traders. The traders also discus and share the information of the goods and also there agrees to fix the prices of some specific goods. Hence the traders earned the income their spend the requirements like home needs, their savings,

tomorrow investments, health, children education etc. In this sandy's helps for self employment opportunity for first stage of starting a business.

Key features of sandy's:

The key features sandy's is not same for all sandy's its different from one place to another place.

The general features of sandy's like:

1. Sandy's held on one day rest of seven days.
2. Sellers changes their trading places their own interest.
3. Local panchayet collect rent for use the trading place.
4. The price is changed from one sandy's to another sandy's.
5. Majority of the Local households are participating in this sandy's.

Review of Literature

Dr. Sunildro L.S. Akoijam, (2018), a marketer interested in entering the rural markets, I was intrigued by the potential challenges faced when marketing in rural areas as compared to urban areas. After researching the topic more deeply, I was particularly interested in the distribution challenges posed in rural India. I found that infrastructure is a basic requirement for the successful exploration of these markets, and the absence of such infrastructure is making distribution a difficult task. One of the oldest marketing channels in rural India is the haat, which has proven to be resilient against the modern day marketing landscape. Offering various products and services to rural consumers, these temporary markets play a vital role in the rural economy. Currently, empirical studies are being undertaken to understand the rural consumer buying pattern and behavior in rural haats. Overall, I found that while rural marketer is faced with an entirely different set of conditions and problems when marketing in rural areas, there are still viable options available. With the right research and planning, it is possible to successfully explore rural markets and tap into their potential.

Abhishek Kumar Sharma, Abhishek Kumar Singh, Ashish Kumar Yadav, Ayush Shukla, Kirti Krishan, Shubrat Katiyar, Md. Saleem Mir, Abhijeet Parmar, Niti Pathak, Asani Bhaduri, (2020). I have been visiting the hafta bazaar for many years and can attest to the fact that it is an integral part of the urban socio-economic fabric. Not only does it provide livelihoods to people, but it also contributes to the economy in numerous ways. It provides an array of household goods, organic products, textiles, stationery, home decorative items, fruit and vegetables and other necessities for regular use at affordable prices. However, it is facing a set of challenges, such as security concerns, corrupt administrative institutions that govern the

registration of stalls and exploitation through the imposition of illegal tariffs on sales. It is clear that a sustainable model needs to be developed and implemented for the long-term survival of the hafta bazaar. I believe that government support must be provided for the sustainable survival of this vital sector of the economy as it is crucial for the livelihoods of many people and the economic well-being of the country.

A.B. Chakreshwari,(2019),The marketing function is an integral part of any successful business. This function is concerned with the identification of demand for goods and services and the arrangement for supplying these goods through an efficient distribution network. Regular or daily markets and weekly markets are two distinct forms of marketing. Weekly markets provide a place of exchange for goods and services to local area residents at a fixed interval of time. These markets are very important to the local communities, as they provide an opportunity to purchase the commodities they need and also to meet friends and family. The nature and structure of weekly markets of Madhugiri Taluk, Tumkur District, Karnataka is a great example of the importance of these markets. These markets offer the local residents access to goods and services they need and serve as a social gathering place. The weekly markets in this region provide a great opportunity for economic and social development of the local communities

Statement of the problem

The statement of the problem for a study on the weekly market could involve identifying challenges or gaps in the current market practices. For example: "Investigating the impact of fluctuating weekly market trends on consumer behavior and businesses, with a focus on understanding the challenges faced by market participants in adapting their strategies to these dynamic conditions." This sets the stage for research that aims to address specific issues related to the weekly market and its implications for both consumers and businesses.

Objective of the study

- To study the concept of sandy's.
- To identify the sandy's socio economic back ground.
- To collect option of sandy's market from the sellers.
- To identify problems faced by the sellers.

Methodology

The present study based on the both primary and secondary data. The primary data collected from the both buyers and sellers on the both oral and planned questionnaire. The present study

covers selected areas of sandy market places in Visakhapatnam city. Researcher adopted stratified random sampling technique for present study. The questionnaire distributed total 100 members of buyers and sellers in sandy's in various places in Visakhapatnam city. The questionnaire disturbed both categories like buyers and sellers. The present questionnaire tabulated and analyzed suitable sample technique like percentage of mean.

Data analysis and Interpretation

The data collected from the sample respondent's data arranged systematically and presented in the tables under various headings.

TABLE: 1.1

Socio-Economic Profile

GENDER	PERCENTAGE	conclusion
Male	42.6	Compare the Both the male and female involved in weekly markets. But majority females 57% are visited regularly.
Female	57.3	
TOTAL	100	
AGE	PERCENTAGE	While comparing the majority of the respondents aged 44%, lest 14% aged involved in weekly sandy's.
20-30	14.6	
30-40	44	
40-50	23.3	
Above 50	18	
TOTAL	100	
MARITAL STATUS	PERCENTAGE	Majority of the respondents married 56%,diversied 7% are involved in weekly sandy's
Married	56	
Un married	22.6	
widow	14	
Diverse	7.33	
TOTAL	100	
EDUCATION QUALIFICATION	PERCENTAGE	The respondents are graduate 29%, lest 13% are schooling are participated in this sandy's
Illiterate	26.66	
schooling	12.6	
Graduate level	29.3	
Post graduate	18	
Others	13.3	
TOTAL	100	

OCCUPATION	PERCENTAGE	
Government	8.66	Majority 30 % of the respondents are business men to buy goods in sandy's.
private	22.66	
business	30.66	
self	28.66	
others	9.33	
Total	100	
FAMILY MEMBERS	PERCENTAGE	
Up to 2	16	Majority of four numbers of family members of the respondents are to buy a goods in sandays.
3 persons	27.33	
4 persons	34	
Above 4 persons	22.66	
TOTAL	100	
MONTHLY IN-COME	PERCENTAGE	
Below 10000	24.6	Majority 42% of the respondents are Income group Rs 10000-20000.
10000-20000	42	
20000-30000	20.6	
30000 and above	12.66	
TOTAL	100	

Source:PrimaryData

Table 1.2

Option of sandy's market from the sellers:

How long have you been visited in this sandy's					
Year	Male	percent	Female	percent	conclusion
1 to 3	16	29	23	51	Majority 51 % of the respondents are regularly visiting the sandy's last 1to 3 years.
3 to 6	21	38	10	21	
More than 6 yrs	18	33	13	28	
TOTAL	55		45	100	

Source:Primary Data

Table 1.3

Procure the stock			
Statement	Sample	percent	conclusion
Own production	31	31	Majority 42 % of the respondents are to Purchasefrom samesandy's.
Purchase from wholesaler	27	27	
Purchase from samesandy's	42	42	
Total	100	100	

Source:Primary Data

Conclusion

It concludes that females are regularly visiting the sandy's compare to the male respondents. The age grouped 30-40 are majority are involved in the sandy's compared to the rest of the age groups. And majority of the married persons are show more interest to visit the sandy's compared to the other material status. Least schooling qualification persons are show lees interest compared to the graduate qualification group. The business professionals are show more interest to involve the sandy's. Majority of the respondent's family group four members are show more interest to attend the sandy's regularly. Lest 12 % income group show less interest to visit the sandy's while compared to the 42 % of the income group it shows that less income group are show interest to visit the sandy's. While compared to the female seller the male seller is show the interest to sell the goods in the sandy's. And the majority of the sellers to colt the goods from the whole seller and to sell the goods in the sandy's

It is concluded that the sandy are generate the employment opportunities to the sellers. The local government to take insatiate to provide good place for the sandy's. In this sandy's is a place for to earn additional income for the sellers.

References:

Dr. Sunildro L.S. Akoijam (2018), "Exploring the Problems of the Rural Weekly Markets: A Study of Garo Hills Districts of Meghalaya", *International Journal of Management Studies*, Vol.-V, Issue -4(4), October 2018 [93].

Abhishek Kumar Sharma, Abhishek Kumar Singh, Ashish Kumar Yadav, Ayush Shukla, Kirti Krishan, Shubrat Katiyar, Md. Saleem Mir, Abhijeet Parmar, Niti Pathak, Asani Bhaduri., (2020), "Mapping Delhi's Weekly Markets: An Explorative Study of Hafta Bazaars", Indian Institute for Human Settlements Reprints and permissions: 5(1) 9-16, 2020.

A.B. Chakreshwari, (2019), "Analysis of Rural Weekly Market: A Case Study of Madhugiri Taluk, Tumakuru District of Karnataka State", *International Journal of Research in Social Sciences*, Vol. 9 Issue 5.

Ramavath Ravi ,2020, "Tribal Weekly Markets: A Case Study of Adilabad District of Telangana", Volume 5, Issue: 6 June 2016, ISSN No 2277 – 8179, Value: 69.48.

Ashish Kumar Gupta*, M. L. Sharma, M. A. Khan, S. Narbaria and A. Pandey, 2012, PROBLEMS FACED BY TRIBES IN COLLECTION AND MARKETING OF NON-TIMBER FOREST PRODUCTS (NTFPs) IN CHHATTISGARH, INDIA, Vol. 15 No. 2, 2015 pp. 789-793 ISSN 0972-5210.

Patel, K. S., K. A. Khunt, G. D. Parmar and D. B. Desai (2008). Growth and supply response of minor forest products in Gujarat. *Indian Journal of Agricultural Marketing*, 6(2): 105.

R.K. Yogi¹, Alok Kumar², A.K. Singh³ & Nirmal Kumar⁴, 2017, "Marketing Efficiency of Various Channels for Disposal of Natural Resins in Tribal Areas: A Case Study of Central and North Eastern Plateau Zones of India," Vol. 15, No.4, December 2017, Pp.7475-7492.