

A Rural Marketing System of the Adi (A case study of Ngopok village, East Siang District, Arunachal Pradesh).

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Abstract: The Adi having own language, religion, culture and custom mainly lives in the rural area. Agriculture is the main occupation of the people with rice as staple food. Besides, paddy they produce different cash crops like Take (Ginger), Tasing (orange), pitu (green leafy vegetables), O-mri (papaya), Enge (yam), leafy vegetables), O-mri (papaya), Enge (yam), Sibol (king chilli), lemon, Tabat cane), (sugar Sibol (king chilli), lemon, Tabat (sugar Tapa (pumpkin), Makung (cucumber), etc.,. Previously they used to do rural marketing through barter system to meet their ends. At present the people sell their products through different means of marketing system. The village people sell their products in the rural market and also to the market of Pasighat town, the headquarter of East Siang district. The rural marketing of the people are very unique. The village sell their products to the Jariyon (business middle man). In this context Jariyon system needs to be understood, the concept, the system of function, profits etc. The rural agricultural practices of the people, types of rural marketing system and the changes in the marketing system are taken into consideration.

Keywords: Adi people, Dolung Kona, Dolung Arik Inam, Aggie Kosinam, Bepari, Jariyon.

1. INTRODUCTION:

The Adi is one of tribe of the Arunachal Pradesh. They belong to *Tani* group and inhabited in the central zone of Arunachal Pradesh. The area is bounded by China in the north, the Galo in the west, the Mishmi in the East and the plains of Assam in the South. At present the Adis are found in the district of East Siang, Siang district, Upper Siang district and Lower Dibang valley, Shi Yomi and Namsai District of Arunachal Pradesh.¹ The Adis have many sub tribes such as Minyong, Pasi, Padam, Komkar, Bori, Bokar, Milang, Pailibos etc. However, an attempt is made to understand the rural marketing system of the people of Ngopok village. In Ngopok village the inhabitants are mainly belong from Padam a sub tribe of the Adi. The Solung is one of the festivals of the people. The rural marketing system of Ngopok village is called *Dolung Pesikorat Konam* or *Dolung Ane Bazaar Konam*.

Dolung Arik Inam (Rural Agriculture Practice):

The people of Ngopok village practice Jhum cultivation or the shifting cultivation to produce their crops. Besides shifting cultivation, they also practice permanent agricultural field where they cultivate different crops in a

rotation system along wet rice cultivation.

In Jhum cultivation, mix crops like millet, paddy, cucumber, pumpkin, yam, beans etc are cultivated. Previously the villagers produced all these crops for their self-consumption, now with improved road connectivity they produce all these crops in a large scale as cash crops. The people of Ngopok cultivate *Takeng* (ginger), mustard seeds, *Tabat* (sugarcane), *Totok* (Sesame) etc.²

Dolung Bazar Konam (Types of Rural marketing):

The villager's sale their crops through different means like (a). *Through Bepari*, (b). *Aggie Kosuna*, (C). *Through Jariyon*. In this paper it has been tried to examine how the people of Ngopok village practice the marketing of the cash crops for their sustainable economy. The following are the three types of rural marketing system practice by the people of the Ngopok village.

2. Rural marketing through Bepariman:

This is one of the simple ways to sell the crops. In these types of marketing the *Bepariman* or the customer comes to the village and contact the household who wish to sell their crops and visits the *Arik* (agricultural field) to examine the crops to settle the price. The term *Bepari* is brought from Hindi which means business man. The *Bepariman* (business man) comes to village to purchase the crops in back village people sales their crops. Generally, they fix the cost of crops in terms of per kilogram, like 1kg of *Takeng* (Ginger) at the rate of Rs.30. But the villager's sale the crops like ginger in quintals mostly. Thus, the owner earns Rs.3000 from one quintal of ginger. Sometimes a family earns about four to five lakhs from the *Bepariman* in a year from the ginger crops. However, the rate of the *Takeng* (ginger) depends on the production of the crops. The others crop like orange, pineapple, chillies etc. are also sold in the same manner. In this type of marketing, crops are sold in greater scale. Selling of ginger crops are done once a year.³

Aggie Kosinam (Self marketing system):

In the *Aggie Kosinam* marketing system, the villager sale their agricultural products in the allotted market meant for them. The word *Aggie* means self and *kosinam* means to sale. These types of marketing are done in a small scale. The *Ane* (village women) sales their crops by making *Asut* (part) to make easy understanding to the customer, they called the *Asut* as *Bhag* which is a Hindi term. The *Dolung Ane* displays their crops by making *Asut* or *Bhag* on a plastic sheet or a small piece of cloth spread on the ground for sale. The *Dolung Ane* sales their crops like *Makum* (cucumber), watermelon, chillies, pumpkin, *Leipatle* (spinach), ginger, mix green Leafy vegetables, brinjal, lady finger, ash gourd beans, tomato, carrot, orange, lemon etc. The price for one *Bhag* at this period is Rs. 20. Some crops like cucumber, pumpkin, watermelon, ash gourd etc. are sold in piece system. In piece system, they sale the one small *Makum Ate/* (one piece of cucumber) at the rate of Rs. 20. The medium size of cucumber at the price of Rs. 30 per piece. However, the *Botena Makum* means big one is sold at Rs. 50 per piece. Likewise, the pumpkin, ash gourd, bamboo shoots etc. are sold in *Atel* system or per piece system.

The village women sales the local dry *Ango* (fish) in *Asut*. They also sales the local dry fish which are prepared by them through smoking the fresh fish. The fishes are procured from the Siang River and *Sikang* River. They sell the dry fish by making *Bhag*. The one *Bhag* of small dry fishes are sold at the rate of Rs. 800. However, the big sizes of dry fishes are at the cost of Rs. 1000 per *Bhag*.⁴ In this system the individual *Ane* sit in the market to sale her products from morning to evening as per her convenient time and according to their respective interest. The following table shows the items of *Bazar kona* system into *bhag*, piece system, *muthi* system.

Table No.I.

Vegetable sales in <i>Bhag</i> system	Vegetable sales in Piece system	Vegetable sale in <i>Muthi</i>
Local green leafy Vegetable, bindi, pettu, zinjer, chilli, beans, maize, brinjal, local onion, kopu (local brinjal), orange, lemon etc.	Makum (cucumber), ash groud, groud, pumkin, bamboo shoots, papaya etc.	Laipatta, (green leafy vegetable), beans, gam oying (green leafy), marshang, coriander etc.

Sources: Through Scheduled Interview.

3. The Jariyon System:

The people of Ngopok sales their agricultural crops to vegetables vender. These vegetables vendors are called

as *Jariyon* by the village people. The Adi people called the market as bazaar which is a Hindi word and they called the buyers or purchaser as the *Layon*. So, the term *Jariyon* is the combination of the two suffix words- bazaar and *Layon*. It is the combination of *Zar* the suffix of bazaar and *yon* the suffix of *Layon*. If the two suffix words are combine together it become as *Zariyon*, which means the buyers or purchasers. Since in Adi language, often pronounce the words containing the "Z" sound with a "J" sound. Thus, the word *Zariyon* becomes *Jariyon*. These *Jariyon* are the permanent vegetable vendors. These *Jariyon* are mainly found in Pasighat town.⁵

4. Transaction between the *Dolung Ane* and the *Jariyon*:

The *Dolung Ane* comes with their local vegetable to sales to the *Jariyon* in Pasighat Bazaar. Their vegetables are made either in *bhag* (part), *Muthi*, or bundle which are sold to the *Jariyon*. They sales their one *bhag* vegetable at the cost of Rs.10 to the *Jariyon*. The *Jariyon* sales that same one *bhag* of vegetable at Rs.20. Sometimes the *Jariyon* divide one *bhag* of the vegetable into two *bhag* and they will sale each *bhag* at Rs. 20. Thus, the *Jariyon* make their earning just double of the investment.

The following table shows how much the *Jariyon* are earning from the products of the *Dolung Ane*:

Table No. 2

SI No.	Items	<i>Dolung Ane</i> sales to <i>Jariyon</i>	<i>Jariyon</i> resales	Profit earns by <i>Jariyon</i>
1	Green leafy vegetables	One muthi at Rs.10	one muthi at Rs. 20	Rs.10
2	Ginger	One bhag at Rs.10	One bhag at Rs.50	Rs.40
3	King chilli	One bhag at Rs.10/ 20	One bhag at Rs.50	Rs. 40/30
4	Lemon	4 pieces at Rs. 10	4 pieces at Rs.50	Rs.40
5	Ekkam patta	One muthi at Rs.50	One muthi at Rs.100	Rs.50
6	Cucumber	4 pieces at Rs.50	4 pieces at Rs.100	Rs.50
7	Fish	10 pieces at Rs. 800	10 pieces at Rs.1000	Rs.200

Source: Through Scheduled Interview.

Through the observation made from above table, it can be concluded that, the *Jariyon* are earning double profit from the every item which they purchased from the *Dolung Ane*.

It is interesting to note that *Dolung Ane* abstains from selling their product in the open market at Pasighat bazaar. According to the scheduled interview there are many reasons. One reason being that they come from village only to sale their product at the earliest possible time. Because they have to go back to their village by the evening. The other reason is that *Dolung Ane* came to *Jariyon* to sell their product only when they have surplus crops. It shows that they do not come to sale their product on regular basis but their sale is depended on the availabilities of the products.

Another problem being that non availability of transportation. Though the village is well connected to the district headquarter and the market of Pasighat but yet there is no regular transportation service. The only means of transportation to the people is the local Tata Mobile services.⁶

5. Challenges of the *Dolung Ane*:

Through the study it has been known that, the *Dolung Ane* faces some difficulties doing the marketing of their crops. The first problem is the good production of crops. If the harvest is good, they earn profits by selling their crops. But if harvest is not good, they are left with fewer crops for sales. The second problem is the transportation. There is no proper means of transportation for their crops to transport from village to town. The third problem is the long distance from the village to market. The *Dolung Ane* has to hire private vehicles to transport their crops to the market which is expensive for them. The most important factor is the paucity of time. Since they visit from the village to sales their crops at market. Therefore, they have a tendency to sale the crops as soon as possible to go back to their village before the dawn. Thus, the *Dolung Ane* sales their crops at the cheaper rate to the *Jariyon*.⁷

6. Findings:

It has been observed that the people of Ngopok village still practice convenient method of agriculture. They mainly follow three types of agriculture namely Jhum cultivation, Permanent cultivation and Wet Rice cultivation. But it is observed that the people employ Tractor and Power Tiller machine in their permanent agriculture now. Though they practice three types of rural marketing like *Bepariman*, *Aggie Kosinam* and *Jariyon*. It is found that the maximum profits are earned by the *Jariyon* with zero investment on producing the crops. There is no proper means of transportation to transport their crops from village to market. Through primary data observed that the male folk do not take interest in carrying out the rural marketing. Though the male folk helps in cultivating the crops but limits themselves in marketing.

7. Conclusion

Thus, for the sustainable economy the people of Ngopok village faces many hurdles to carry the rural market. But the rural marketing of Ngopok village carries significant social implications in contributing to economic development. It also helps in improving their living standards and in the preservation of their traditional culture and leads to the development of the inhabitants of the Ngopok village in particular. Since changes is the law of nature, in future changes in the agricultural practices and in the rural marketing system of the people of Ngopok village may observed with the impact of science and technology and dynamism of the market.

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