

Rural Development through Central Places in Siwan

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Abstract – Social background which includes distribution and density of population, growth of population, literacy, evolution of settlements and distribution and density of settlements. The district of Siwan comes under one of the densest parts of Bihar where distributional pattern of population at micro level is not uniform. The distribution of population is closely attached with the nature and fertility of soils. It is important of their compositional differences. The eastern, northern and middle parts of the district have better soil fertility and, therefore, population concentration is higher in these areas, while southern and western parts are affected with diara lands where soil fertility is lower due to sandy soils.

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INTRODUCTION

Development implies overall positive change in the physical quality of life, both for rural and urban areas of **Siwan** district in Bihar. This positive change encompasses economic as well as social aspects. Therefore, economic growth with equitable distribution of gains through central places in an area contribute much to rural development. Keeping these aspects in view the concentrates on the impact of innovation and mobility, impact of political innovation and impact of innovation on rural development. The need for proper interaction between the centre and surrounding rural areas naturally plays an important role in the process of rural development. The growth of market centres has been the phenomenon which plays an important role as the motivation of interaction.

Innovative factor promotes mobility and ultimately integrates the surrounding areas. Mobility depends on certain development like transport and communication, economic status of consumer, number and variety of goods and services at the centre, adopted or imported innovation, etc. Economic status of the consumer has impact on the range of mobility. It has been found during the survey that low income group people are restricted to convenience goods and seldom visit central places for shopping goods.

The service villages contain a large number which have the rural vocational base with the rudimentary sort of functions. Most of the goods and services provided by this group of central places have low threshold and are of daily use, such as grocery, vegetables, betel, general store items, etc. Such goods and services are basic to the people who reside in villages. Basically they provide convenience

goods, sometimes shopping goods at certain centres. The centres which are located on transport routes have better opportunity to develop and impact of innovation is seen.

Commercial activity is one of the vital forces of development in an area, particularly in agricultural region. Since the district of **Siwan** comes under predominantly an agricultural area, various level central places are the point of commercial activities where agricultural produce are traded. Besides commercial activities, such centres act as point of innovation and diffusion.

The service villages perform function of convenience goods which need the minimum threshold because of low range of goods and services. These centres are numerous and survive even on village level consumers. These functions are very common and are of daily use.

Innovation is one of the important motivating factors for the society that affects the consumer behaviour for patronizing a centre to obtain desired goods. The sellers or marketers are frequently uncertain about the goods and services that influence the consumers, but they understand consumers through the daily experience of selling goods to consumers.

Culture is the most basic cause of a person's wants and behaviour, this exerts the influence on consumer behaviour. A consumer's behaviour is also influenced by social factors, such as the consumer's small group, family, and social roles and status.

CONCLUSION:

The density is not uniform considering block level population concentration. The district of **Siwan** shows a poor literacy figure in comparison to other areas of the state. As the district comes under a backward economy region, it observes prevalence of poverty on account of low per capita land as well as income. Most of population is devoid of education due to poverty and the children are engaged in some manual work at the early age. This scenario is more intense in the rural areas and, therefore, children are devoid of schooling.

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