

ABSTRACT

Rural markets have strong potentials which lead to an increasing growth course that culminates into sustainable development in rural areas. However, instances of poor market integration due to poor policies and poor market conditions have hampered growth especially within the surroundings. This research aimed at finding out the role of rural markets on the hinterlands, to identify the challenges affecting development of linkages between markets and the hinterland and to recommend solutions for improving the linkages between the markets and the hinterland. The research narrowed down to Funyula market in Funyula rural centre. The market provided readily accessible outlets for produce from the hinterland. The hindrances to hinterland development included the lack of capital resources, poor accessibility and lack of infrastructure to support the production and sale of agricultural produce. It was evident that the potential for the Funyula hinterland to support Funyula market had not been fully exploited. This led to the market relying on supplies from external regions thereby denying the development of the hinterland. Solutions to challenges faced at the market and in the hinterland included coordination of programmes for both urban and rural development.