

PERIODIC MARKETS AND RURAL DEVELOPMENT: A CASE STUDY OF HAVERI DISTRICT

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ABSTRACT

The attempt has been made in this paper to study the role of periodic markets in rural development. The spatial distribution of periodic markets and their functions are responsible for spatial interaction. As a result, the present paper aimed to identify the served and un-served area/ settlements by the periodic markets based on their functions. The market and market functions have become so effective with the efficient channels of distribution, when the surplus and deficit areas have been linked by the market.

At present, there are 61 periodic markets in study area and each market has different types of functions and served area of various sizes. Therefore, it is the need of the hour to deeply study the periodic market functions, market mechanism and served and un-served area of each periodic market to reduce the spatial gaps and take the un-served area in to the fold of served area by proposing new periodic markets in the study region. This is the another dimension of rural development.

Key words: Market Mechanism, Market Functions, Spatial Gaps, Served and Un-served area.

INTRODUCTION

Markets are the most widespread exchange system and play dynamic role not only in the rural socio- economic development but also performed the significant role in the regional level. The role of markets in rural development planning is the need of the hour to study. Therefore, the academicians, planners and social scientists use these periodic markets in formulating their regional development strategies as nodes or hearts of diffusion of development impulses. These nodes are created functional landscape features which have been imposed upon the evolved periodic markers (Mukerji, 1988).

In developing countries like India, the periodic market centre are the farmers first contact point with the marketing channels and considered as the nerve centres of the economic, social and cultural activities of the rural life of the country. The producer farmers not only depend on these markets for disposal of their produce for cash, but also for the farm products which they do not produce themselves. As a centre of diffusion, they play a significant role in the habitate, economy and life of the people and act as basic building blocks of the complex market place exchange system of modern world. Development of market centres implies the economic development. The growths of market centres always follow the development of agriculture, transportation and industries. Market towns are economically most viable and represent the regional pattern of development because market towns provide trade and commerce service to the region, act as nodal centre for transportation and serve as a growth centre by providing various services to the region.

Thus, marketing system as well as social structure is always in a state of change both in terms of space and time. Whatever change has occurred in the social structure is the result of multiple factors. Among them marketing is also one of the most important factors and it provides an opportunity of interaction between rural population and urban environment. As a result, the attempt has been made in the present paper to deal with the role of periodic markets in rural development of Haveri district.

REVIEW OF LITERATURE

Many scholars and geographers have been focused on the various aspects of markets, but little

attention has been paid on the role of periodic markets in rural development. In the present study the attempt has been made to review some of the relevant literature related to the problem selected.

Fogg (1932): focused on the village, tribal and towns market and some consideration concerning their development in the Spanish and international zones of Morocco. Deshpande (1941), studied about the market villages and periodic fairs of Bombay Karnatak. Hodder (1961), contributed significantly to the field of marketing geography by throwing light on the rural periodic markets in a part of Yorubaland. Taylor (1968): concentrated on spatial aspects of Kinya's rural development strategy in spatial aspects of development. Bromley (1971), throws light on the markets in developing countries and in (1987), examined the periodic markets and their role in rural development policy. Eighmy (1972), has observed in the case of west Nigerian periodic markets – the lowest order central places. Later on pointed out that the evolving transport nets extend the reach of metropolitan centres, rudimentary urban places evolve from their rural matrix and technological innovations diffuse across areas and down the urban hierarchy. The specific observation has been made by Wanamali (1981), on tribal economies and also studied about the spatial behavior patterns of urban-rural interaction, rural service centres in India, market centres and their distributions and in (1987), focused on the periodic markets, periodic marketing and rural development in India with special reference to Singhbhum district. The most effective and exhaustive work has been done by Dixit (1979), highlighted the market centres and their spatial development in the Umland of Kanpur. Hugar (1982), analyzed the role of weekly markets in the development of rural areas of Gadag taluk and in (1984), concentrated on spatial analysis of market system in Dharwad district. Saxena (2004), observed role of market towns in regional development of Rajasthan state and focused on regional planning,

STUDY AREA

The study area has typical topography with semi-malanad and maidan characteristics and located between $14^{\circ} 17'$ to $15^{\circ} 14'$ North latitude and $75^{\circ} 1'$ to $75^{\circ} 42'$ East longitude (Fig.1). It has an area of 4848.00 square kilometers with a total population of 1439116, as per 2001 Census. There are 698 settlements and have been distributed on geographical space with 9 Towns and 19 Hobalies in seven talukas. The field survey is conducted in 2011 reveals the fact that, there are 61 periodic markets functioning in the study region.

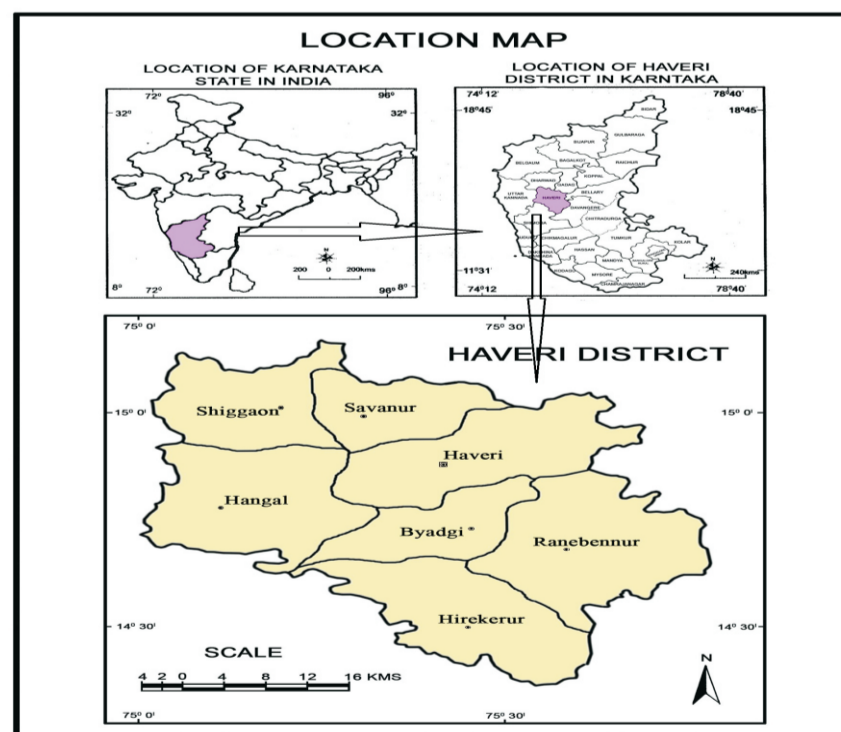


Fig. 1

OBJECTIVES

1. to study the functions of periodic markets in the study region.
2. to test the stain hypothesis that the proximity of space implies separation in time.

HYPOTHESIS

It is hypothesised that.....

1. the periodic markets are the out come from the locational characteristics.
2. the served area by each market is an indication of rural development.

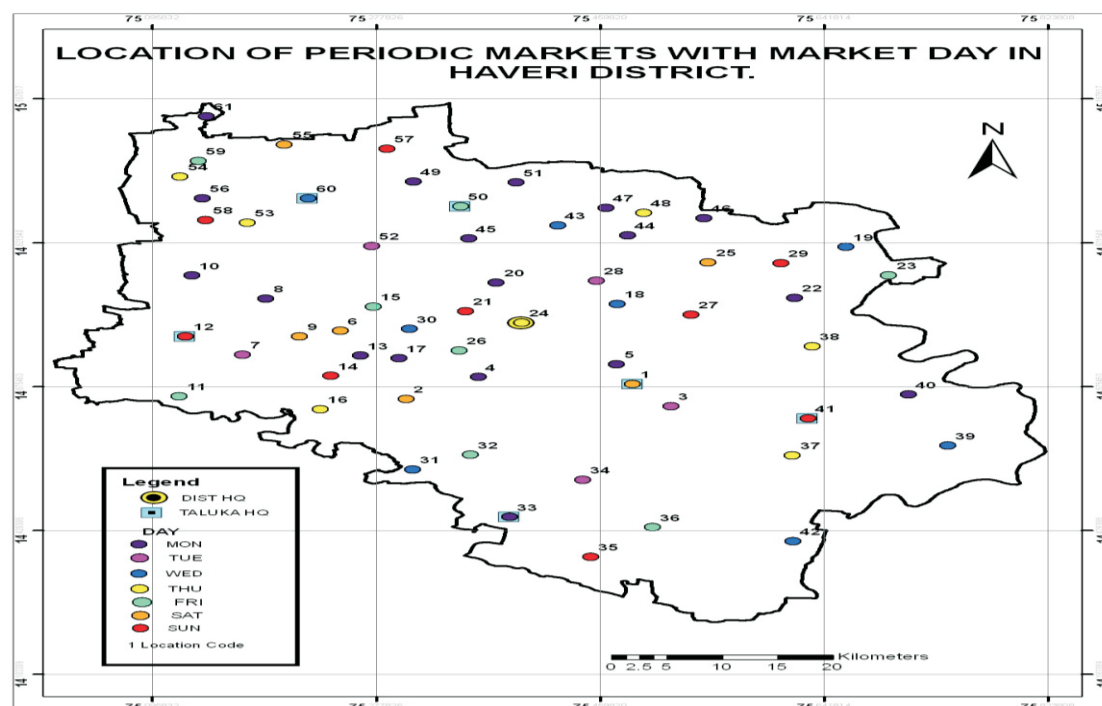
DATABASE AND METHODOLOGY

The present study is mainly concentrated on primary and secondary source of information. The primary information such as the market attendance, exchange of commodities/services, market functions and infrastructure of markets etc has been collected from the field survey on different market days of Haveri District. The secondary data related to the different villages located near the market centre has been extracted from the toposheet of 1:50,000 scale. The analytical method has been employed and accordingly the analysis has been made.

PERIODIC MARKETS IN RURAL DEVELOPMENT OF HAVERI DISTRICT

Today, the rural development is also one of the important aspects in the development of Indian economy. The rural economy is largely depends not only the agricultural productions but also on the rural agricultural markets. The functions of periodic markets are dynamic forces directly related to the life style of the rural folk in particular and the rural development in general. Hodder (1965 b), opined that, the markets are important elements of the social and economic landscape and the study of market is essential for the real understanding of the life of the communities and it reflects the socio- economic traditions of the people. The rural market in India is showing an impressive growth largely due to changing lifestyle patters, better communication network and rapid changing demand structure of the consumer of rural areas to which the study area is not an exception. Market towns are economically most viable and represent the regional pattern of development. It is a major factor in the differential growth of cities and in the changing socio- economic aspects of rural areas. Periodic markets perform important functions in the development of rural communities in developing countries. However, such development should be based on proper understanding of their functions and linkages. The study region is well served by the 61 periodic markets (Fig .2) and also helps to establish rural urban linkages and play the role for rural development.

Periodic markets provide an outlet for rural produce, a source of local supplies, and a focus for periodic service provision where a full range of fixed services would not be viable (Clark, 1968). In order to ensure a balance development process in rural as well as urban areas, it is necessary to provide basic services in rural areas to stimulate the rural economy and the levels of incomes and employment opportunities in the same. Such a development strategy requires the establishment of rural service centres as basic nodes to articulate the rural economy and to link it in to the national hierarchical order of settlements. The settlements which are rapidly emerging as central places are those which have markets on or near by them. Without market the settlement cannot grow to the expected level. Therefore, the spatial hinterland gap may exist between the settlement and market. The establishment of a successful periodic market in a suitable location provides a basis for the development of an integrated rural service centre incorporating both fixed and periodic service facilities and growing in to a substantial nucleated settlement. Without a market, many other services are unlikely to be established, and if they are, they may fail or languish for lack of custom (Taylor, 1968 and Bromely, 1987).



FUNCTIONS OF PERIODIC MARKETS

Analysis of market functions are very important aspects of marketing studies mainly to understand the magnitude of markets for spatial interactions. The importance of the market centre reflect the number of quality of functions if perform for a region. Therefore, the functions of periodic markets in study region are considered on the basis of locational characteristics. Generally, these periodic markets are located at the centre of the rural communities or in the very heart of the village in the open space or along access roads adjoining the Grampanchayat office or around any religious centre, where buyers and sellers meet at a specific time and day. It is observed in the study region that, the typical characteristics of semi-malnad and maidan region have paved the way for emergence of many periodic markets. As a result, the nodal centres and contact zones are responsible for emergence of periodic markets with heterogeneity in their functions.

All the seven talukas including district headquarter, performs the wholesale and retailing activities in the market attracting both buyers and sellers from the surrounding villages or the immediate vicinity of the village. The essential verities of commodities of ruralites are brought for sale in the market places and are mainly cloths, readymade garments, food grains, vegetables, fruits, ornamental goods, bangles, stationary items, spices and other finished / manufactured goods. These market places serve as convenient channels for distribution of agricultural and other products and for providing services of artisans and craftsmen. All the 61 periodic markets are well server by the mobile traders who brought seasonal commodities, specialized products including vegetables, fruits and sweets. Apart from this, the producer sellers, service sellers and the part time traders equally take part in the marketing activities and plays their vital role as an important market functionaries. The balance between all the market functionaries leads to effective functioning of the market centers.

SERVED AND UNSERVED AREA BY THE PERIODIC MARKETS

Market centre cannot function in isolation, its dependence on the surrounding area is unquestionable (Saxena 1974). It means that larger the market area, greater will be the area of influence. Infact, the market is a geographical area from which a market draws its customers and offers retail as well as other services. It is an area of demand, includes existing or potential buyers of goods and services within the clearly defined geographical limits. It is clearly indicates that, the villages that comes under the serving area of one market can also be under the influence of some other market but on a different day.

The size and shape of the market centre is vary according to the size and location of the respective market centres in relation to other markets. The study region has 4848 square kilometers of total geographic area, out of which 3413 square kilometers (70.40%) of area is served by the 61 periodic

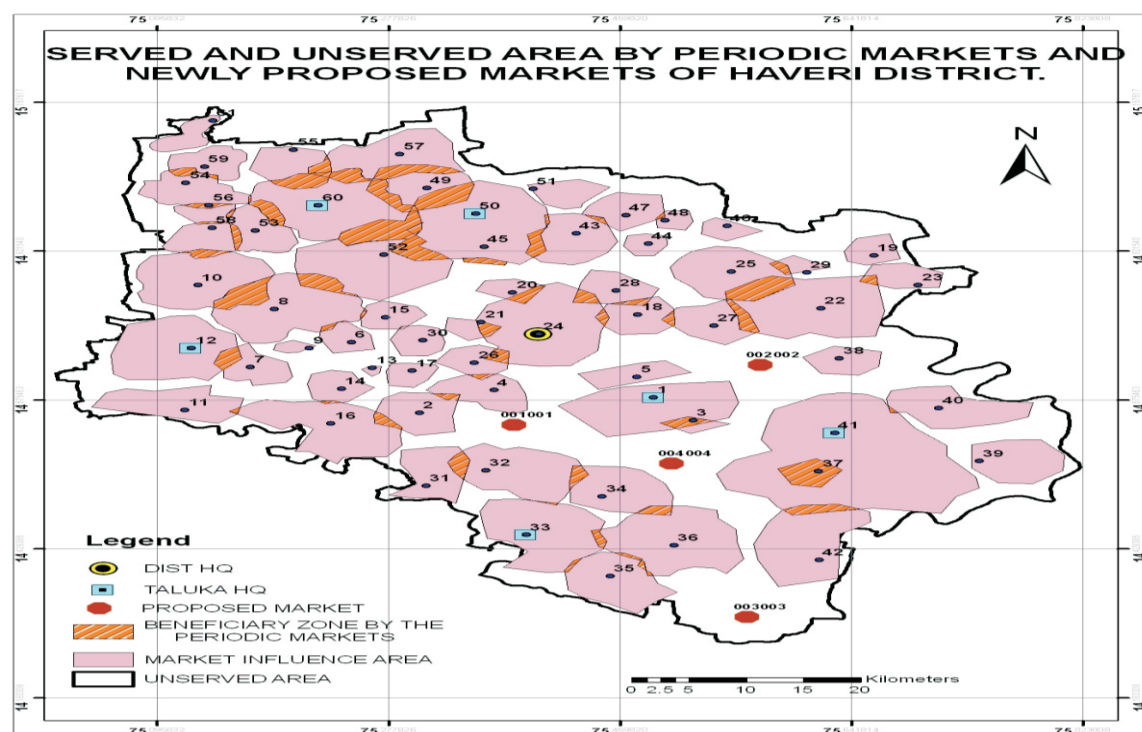
markets and remaining 1435 square kilometers (29.59%) of area is unserved. In the study region 111 settlements have served by more than one market and have option to visit nearby markets apart from their own market. The villages which come under the influence of more than one market are considered as command area with alternate market facility. It is also observed that Ranebennur is the biggest market in the study area and has large area under influence. About 14 villages are come under the served area of Ranebennur market followed by Haveri, Savanur, Bankapur and others. (Table No.1 and Fig.3).

Table No. 1 : SERVED AREA BY THE PERIODIC MARKETS

| Sl. No. | Market Centres | Market Day | No. Of Village Served by the Market |
|---------|-------------------|------------|-------------------------------------|
| 1 | Byadgi | Sat | 10 |
| 2 | Chikbasur | Sat | 8 |
| 3 | Kadarmandalgi | Tue | 3 |
| 4 | Kaginelli | Mon | 10 |
| 5 | Motebennur | Mon | 4 |
| 6 | Adur | Sat | 9 |
| 7 | Akki-alur | Tue | 10 |
| 8 | Balagalpeth | Mon | 10 |
| 9 | Balambid | Sat | 3 |
| 10 | Bomanhalli | Mon | 10 |
| 11 | Chikkounshi-Hosur | Fri | 11 |
| 12 | Hangal | Sun | 10 |
| 13 | Herur | Mon | 2 |
| 14 | Kusnur | Sun | 8 |
| 15 | Naregal | Fri | 7 |
| 16 | Tilavalli | Thu | 10 |
| 17 | Uppunshi | Mon | 8 |
| 18 | Agadi | Wed | 5 |
| 19 | Belavigi | Wed | 4 |
| 20 | Devageri | Mon | 3 |
| 21 | Devihosur | Sun | 4 |
| 22 | Guttal | Mon | 8 |
| 23 | Havanur | Fri | 4 |
| 24 | Haveri | Thu | 13 |
| 25 | Hosaritti | Sat | 9 |
| 26 | Kabbur | Fri | 6 |
| 27 | Kanavalli | Sun | 7 |
| 28 | Karajgi | Tue | 9 |
| 29 | Neglur | Sun | 2 |
| 30 | Sangur | Wed | 5 |
| 31 | Chikkerur | Wed | 8 |
| 32 | Hansbhavi | Fri | 9 |
| 33 | Harekerur | Mon | 9 |
| 34 | Kod | Tue | 7 |
| 35 | Masur | Sun | 11 |
| 36 | Rattihalli | Fri | 10 |
| 37 | Halageri | Thu | 5 |
| 38 | Honatti | Tue | 4 |

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|----|---------------|-----|----|
| 39 | Karur | Wed | 4 |
| 40 | Medleri | Mon | 6 |
| 41 | Ranebennur | Sun | 14 |
| 42 | Tumminkatti | Wed | 11 |
| 43 | Hattimattur | Wed | 8 |
| 44 | Heremarlhalli | Mon | 4 |
| 45 | Hurlikoppi | Mon | 4 |
| 46 | Ichangi | Mon | 4 |
| 47 | Kadkol | Mon | 5 |
| 48 | Kaliwal | Thu | 3 |
| 49 | Karadgi | Mon | 8 |
| 50 | Savanur | Fri | 13 |
| 51 | Yalvigi | Mon | 5 |
| 52 | Bankapur | Tue | 12 |
| 53 | Chandapur | Thu | 6 |
| 54 | Dhudshi | Thu | 6 |
| 55 | Herebendigeri | Sat | 6 |
| 56 | Hosur | Mon | 3 |
| 57 | Hulgur | Sun | 9 |
| 58 | Konankeri | Sun | 5 |
| 59 | Kunnur | Fri | 5 |
| 60 | Shiggoan | Wed | 11 |
| 61 | Tadas | Mon | 10 |

Source: Field survey and personal computation (2011).



Conclusion:

It is concluded in the light of the present study that, the identification of served and unserved area of the periodic markets and functions of periodic markets is the main observation and are responsible for spatial interaction and rural development. Therefore, the attention is also paid to identify the number of settlements served by all the 61 periodic markets and also the number of settlements served by more than one periodic market in the study region. In addition to this, the attempt has been made to identify the unserved area with settlements to reduce the spatial gaps and take them in the fold of served area by proposing new periodic markets from temporal point of view. As a result, the markets have been proposed at Chinnikatti, Badapanahalli, Anaji and Guddada-Hosahalli on Wednesday, Wednesday, Tuesday and Saturday respectively (Fig.3). If the proposed markets are to be established, hope so the area will have to enjoy the marketing facilities and also another dimension of rural development. Therefore, it is a need of the hour, to strengthen the marketing activities by providing the necessary requirements to the proposed markets.

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