



ROLE OF WEEKLY MARKET IN RURAL DEVELOPMENT: A CASE STUDY OF KHERDI WEEKLY MARKET

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Introduction:

A weekly market is a gathering of buyers & sellers at an appointed place & time, usually between mornings to evening. These markets attract large number of buyers & sellers. The present study is based on spatial interaction between these two participants & role of them in the rural development.

Objectives:

Role of weekly market in rural development is studied with respect of following objectives:

1. To study the sellers & buyers of Kherdi weekly market.
2. To assess the role of Kherdi weekly market in the rural development.

Study Region:

A Kherdi weekly market is located at the centre /heart of the village in open space of the Kherdi village with access roads & adjoining the Grampanchayat office.

Data Collection:

Data collected mainly from primary & secondary sources.

- i. Primary data collected from Interviews of 70 sellers & 175 buyers of Kherdi weekly market, 49 Sellers of daily Kherdi market, interview of Grampanchayat members & Observations.
- ii. Secondary data collected from Gram Panchayat office of Kherdi, Ratnagiri District Census Handbook, 2011 & GIS software.

Research Methodology:

Entire research work is based on primary data & to some extent secondary data. To analyze the available data some cartographic technique like simple bar graphs & divided circles used at appropriate places & some data analyze in tabulation form in this work.

Study of Kherdi Weekly Market:

2011 census estimates that 69 per cent of the country's population living in villages. Maharashtra is the most urbanized state in the country but Ratnagiri district is one of the most rural district in the state. Kherdi weekly market in Chiplun tehsil of Ratnagiri district holds the major share of sellers & buyers of its rural part which helps rural development of surrounding area.

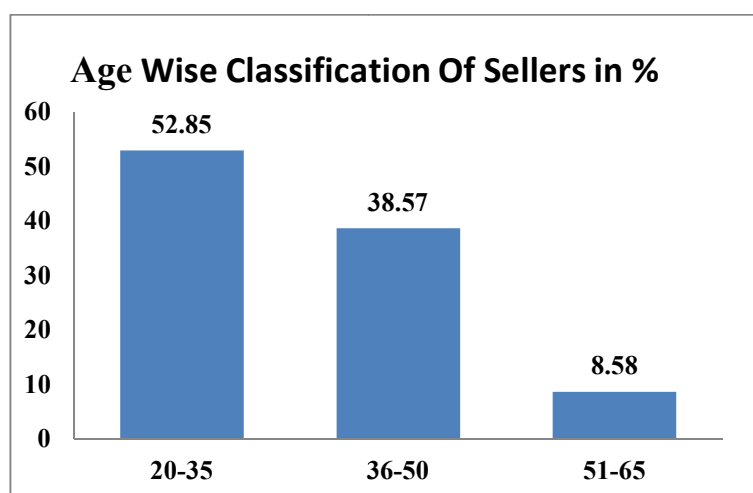


From the study of 70 sellers of Kherdi weekly market it is found that

No. of Places	percentage
Chiplun & Kherdi	40
Other places	60
Total	100

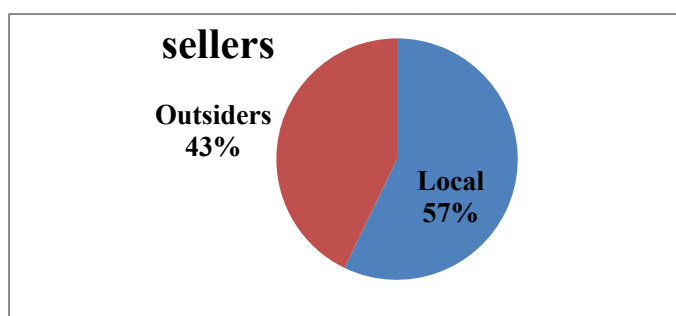
Out of 164 villages in Chiplun city, 10% of villages were benefited by Kherdi weekly market in one single day.

Sellers of weekly market- Total no. of surveyed sellers in Kherdi market were 70. Description of sellers is as shown in various tables and graphs.



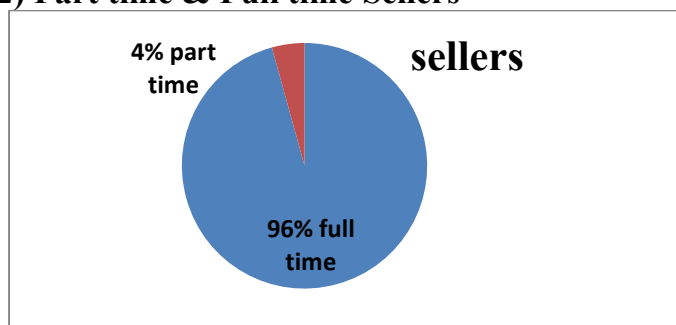
There are predominantly 52.85% of Sellers between age group of 20-35 which is the impressive figure because of participation of young & adult people.

Types of sellers - 1) Local & Outsiders



There are 57% of Sellers coming from local areas near Kherdi market. It has provided source of earning for many peoples.

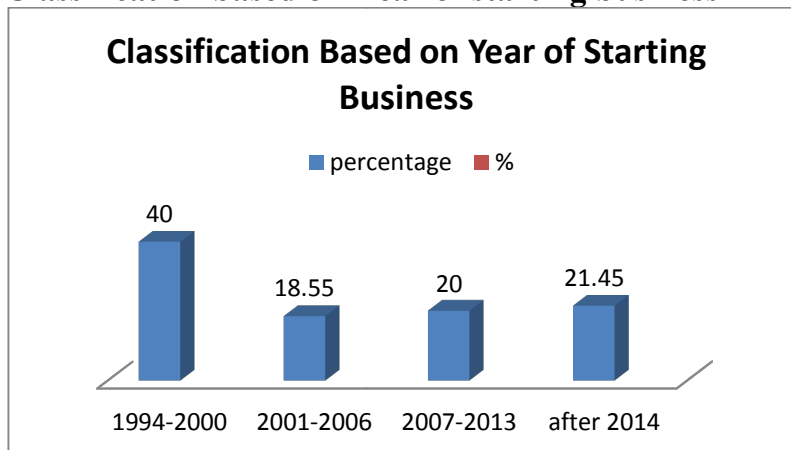
2) Part time & Full time Sellers



There are 96% of sellers in weekly market who sell for

**3) Regular & Irregular Sellers**

Regular	In %	Irregular	In%
64	91.42	6	8.58

Classification based on Year of starting business

Number of sellers always increased in the market from starting period, it indicates growth of the weekly market.

Based on Modes of Transport of Sellers

Modes of Transport	No. of Sellers	Percentage
Tempo	45	64.29
Truck	08	11.42
Rickshaw and tam-tam	09	12.85
other	08	11.42
Total	70	100.00

The table shows that maximum sellers come & bring their goods by tempo (64.29%) & truck (11.42%). Sellers bring their goods by truck & tempo by partnership. It reduces the individual expenses of sellers.

Share of Annual Income of Sellers from Weekly Market

Amount in Rs.	No. of Sellers	Percentage
Less than 100000	45	64.28
100001-200000	18	25.73
200001-300000	05	07.14
More than 300001	02	02.85
Total	70	100.00

90.10% sellers have income up to 2lakh from alone Kherdi Weekly market. Income above 2 lakh is earned by 09.90% sellers.

Table of Other weekly market sellers

Other weekly markets	Percentage of sellers
One	27.16
Five	17.14
Ten	31.42
More than ten	24.28
Total	100.00

79% of sellers went in other weekly market also to share their goods. Whereas 31.42% of sellers went in 10 other weekly market to sell their goods. This shows that sellers prefer to sell their in weekly markets rather than local markets.



Buyers of weekly market: Total 157 buyers were surveyed on the field work & it is found that,

Buyer Coming To the Market From

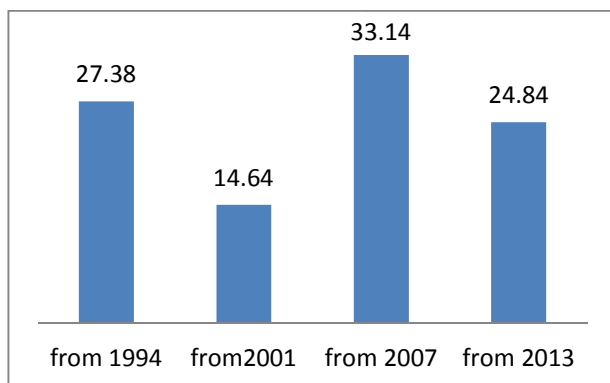
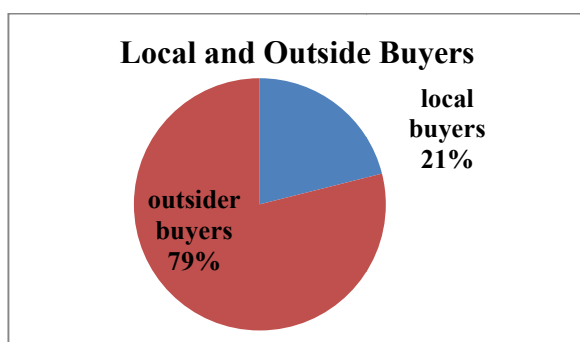


Figure indicates that from 1994 no. of buyers is increasing. Many buyers always come to market from the starting period of the market years. That creates opportunities to unemployed youth.

Local and Outside buyers



78.98% buyers are from outside the Kherdi. It means majority of outside buyers visited the weekly market. So there is a great scope for sellers to sell the goods.

Total Expenditure of Buyers on goods

Expenditure in Rs.	No. of Buyers	Percentage
100-500	90	57.33
501-1000	67	42.67
Total	157	100.00

57.33% of people do expenditure in weekly market between 100-500 Rs. & 42.67% buyers have spent 501 to 1000Rs.

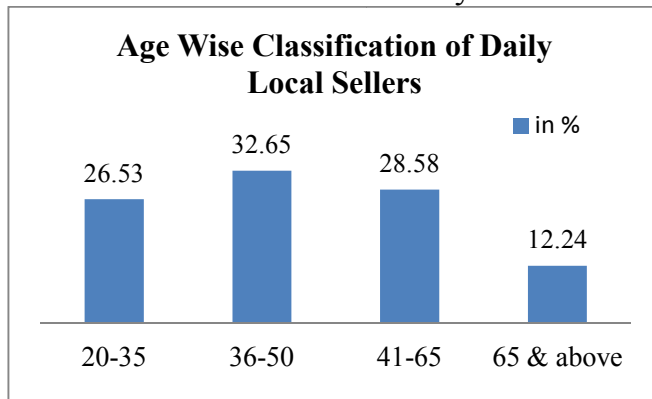
Means of Transport

Modes of Transport	No. of Buyers	In %
Walking, Bicycles & Two wheelers	105	66.88
ST, Auto, Tam-Tam	52	33.12

The mobility of buyers depends on available transport facilities for buying. Very little buyers come from S. T. Buses. It shows the necessity of S. T. Buses in the day of weekly market

Kherdi Market Local Daily Sellers:

Total 49 local sellers were surveyed.



Most of the Sellers in Local market is in between age groups of 20 – 35 & 36 – 50 years respectively i. e. the efficient working age group.

Local sellers and outside sellers in Kherdi Daily Market

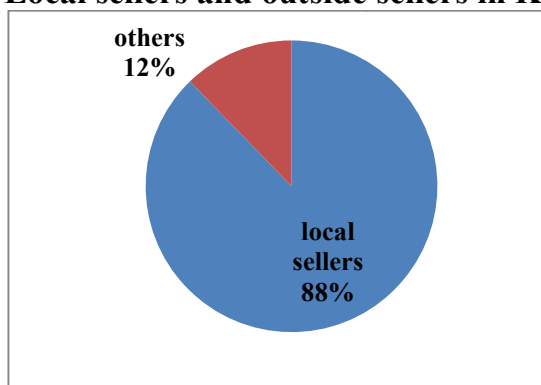


Figure indicates that dominance of local sellers (88%) in the market. Very few are from the outside of Kherdi.

Conclusion:

From the survey of sellers of weekly market it is concluded that

- Participation of young & adults are more in selling.
- Sellers coming from local areas near Kherdi weekly market. It provides source of earning for many peoples.
- Full time sellers are more than part time sellers in market.
- 91.42% sellers are regular while very few sellers are irregular.
- Number of sellers always increased in the market from starting period, it indicates growth of the weekly market.
- Sellers bring their goods by truck & tempo with partnership. It reduces the individual expenditure of sellers.
- 90.10% sellers have income up to 2 lakh from alone Kherdi Weekly market.

From surveyed buyers, it is found that

- From the beginning number of buyers is increasing. Many buyers always come to market from the starting period of the market years. That creates opportunities to unemployed youth.



- 78.98% buyers are from outside the Kherdi. It means majority of outside buyers visited the weekly market. So there is a great scope for sellers to sell the goods.
- 57.33% of people do expenditure in weekly market between 100-500 Rs. & 42.67% buyers have spent 501 to 1000Rs.
- Very less buyers come from S. T. Buses. It shows the necessity of S. T. Buses in the day of weekly market.

From survey of Local Daily Sellers Kherdi Market it is concluded that

- Dominance of the Sellers in Local market is in between age groups of 20 – 35 & 36 – 50 years respectively i.e. young & adults' age groups.
- Local sellers are more (88%) in the market. Very few are from the outside of Kherdi.

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