

Quadrant II – Transcript and Related Materials

Programme: First Year Bachelor of Commerce

Subject: Geography

Course Code: GEO-02/16

Course Title: Geography of Commercial activities

Unit: III- Locational Study of Wholesaling and Retailing

Module Name: Periodic Markets and their Role

Module No: 32

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Notes

- A “periodic market” is an authorised public gathering of buyers and sellers of commodities at an appointed place at regular intervals.
- Rural periodic market is an institutionalized activity occurring at a definite place and involving the meeting of people at a particular time, on an authorized public open space of buyers and sellers of commodities.
- These markets are held periodically on some specific day or days of the week or month at some fixed sites.
- Market centers are the places to which consumers travel to buy or exchange goods.
- Such markets are meeting places of consumers, producers, sellers and buyers.
- Their method of organization, operation and structuring differs from one geographical region to another.
- A periodic market provides goods to residents of rural areas where sparse population and low incomes produce purchasing power too low to support full-time retailing.

- The socio-economic lives of the local people are organized around the market centers as they set the regularity for the movement of goods and people.
- This implies that market operators consist of both local and outsiders.
- Commercial activities among rural dwellers are mostly carried out through periodic markets there by bridging the gap of socio-economic isolation associated with rural area as well as integrating peasant traditional societies into regional and national socio-economic systems.
- The dynamic development of market centers in the economic landscape is in response to increases in economic productivity, income and demand, population density and urbanization, as well as improved accessibility.
- Local periodic markets are places that villagers and farmers go for selling crops.
- The rural markets provide employment to the workers of unorganized sector and source of livelihood for nomadic traders who purchase the agricultural commodities from different places to sell in periodic markets.
- These markets are different from ordinary markets- it performs the dual functions of supplying consumer goods and collecting agricultural produce. Therefore, these markets have an important role in local development.
- Thus, each transformation in these markets may ultimately affect on villagers and farmers.
- Periodic markets in rural areas perform diverse socio-economic functions toward the integration of peasant economies into regional and national socio-economic systems.
- Periodic markets are points for bulking farm produce into large sacks for sale in urban markets.
- Periodic markets perform important functions in the development of rural communities in the developing countries.
- In developing country like India, the periodic market centre are the farmers first contact point with the marketing channels and considered as the centers of the economic, social and cultural activities of the rural life of the country.

- It is a common practice that periodic markets are held along roadside-crossing, ponds, temples, schools or other public places and also at central places where permanent shopping structures of different types are found.

Role of Periodic Markets

- The periodic market act as center point for significant development of the rural area.
- The functions of periodic markets in particular are directly related to the life style of the rural folk and the rural development.
- The local periodic markets have an important role in bringing development in its vicinity.
- These markets play an important role in the transformation of socio-economic conditions of their hinterlands.
- These market centers are an integral part of the marketing network and are free from the complexities of various rules and laws.
- Here, the farmers are able to get a higher remunerative return of their produce.
- It stimulates production and consumption, thereby accelerating pace of economic development in agricultural sector.
- Periodic markets are the livelihood for the development of the rural areas, particularly in backward rural areas, where the economy is mainly dependent on agriculture.
- The flow of commodities, people, ideas, skills, technology and sources of essential services and recreation from urban to rural areas and vice-versa has led to stronger linkages between cities and villages.
- Periodic markets have brought about rural transformation in two main basic ways.
- Firstly, they boost local economic growth, which stimulates production, trade and employment.
- Secondly, these improvements discourage the migration of rural residents to the big cities, by providing employment for the people of rural places.

- Periodic markets are invaluable socio-economic components of the rural space.
- From social and cultural dimension, the periodic market have effect on the villager's social situation, helps for women empowerment, increases interaction between towns and villages and popularises the local traditions amongst the visitors.
- In economic dimension, the local periodic markets produce jobs, income, decreases poverty.
- Commercial activities among rural dwellers are mostly carried out through these periodic markets.
- The growth of market centers always follows the development of agriculture, transportation and industries.
- These places play the role of commercial transactions and also of social spheres and hence their size determines the magnitude of importance.