
Weekly Market and Rural Marketing: An overview

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1. INTRODUCTION

The Primary focus of the present study is on periodic (Weekly) markets, because periodicity location, space-time arrangement and nearness to the rural population have made periodic markets a unique distribution and service system in many parts of the country. This study is an attempt to assess the role of weekly markets in rural marketing. For this purpose, **two** sample weekly markets are selected for the study purpose from Aurangabad District. Periodic markets are the characteristic feature of the rural marketing in the state. In spite of rapid Urbanisation and development village shops, periodic markets play an important role in rural life of the villagers in the region. Periodic market functions are performed by two institutions i.e. Weekly markets and annual fairs. A weekly market is a weekly assemblage of local traders organised facilitate retail operations in rural area.

2. HISTORY

A periodic **market is a public** gathering of buyers and sellers of commodities meeting at an **appointed or** customary location at regular intervals (Holder, 1965, 1948, Bromely, 1980, 23). Although, **the** length or market meeting varies by different cultural areas of the world from one to fourteen days. But in most cases markets meet once in a week, thus known as “weekly markets as in case of the region under study. In Marathwada Region periodic (weekly) markets are locally known as “Attawadi” Bazaar and are the nerve centers of the economic, social and cultural activities of the rural life of the people. The markets in the region are well organised as they are regulated under the Maharashtra Agricultural produce marketing (Regulation) Act, 1963. There is a market Committee for each regulated market which comprises of 18 Members, Ten of which are selected from the agricultural it constituency represented through different Institutions.

3. DISTRIBUTION OF WEEKLY-MARKETS

In Marathwada region, weekly markets are not common throughout the region in eight Districts; weekly markets have their existence in the region. These are Aurangabad, Beed, Parbhani, Hingoli, Osmanabad, Latur, Nanded and Jalna. The number of weekly markets in each district varies from 129 in Beed District 109 in Nanded District, 94 in Osmanabad District 55, in Latur District 157 in Parbhani District, 92 in Jalna District and 144 Markets in Aurangabad District.

The location of all the weekly markets, based on nearest neighbour analysis indicated that in seven districts, most of the markets are located on rail, bus head or at place well connected with pucca roads or near at kuccha road. Their working hours vary from eight to ten hours. The variation in periodicity is a common feature of the periodic markets and in a region one can find markets held once, twice, thrice, once in ten days, etc. But in Marathwada Region there is very little variation in market day periodicity. Because most of the markets are held once a week only six places are having biweekly markets.

4. STRUCTURE OF WEEKLY MARKET

In a periodic market four distinct groups of functionaries can be identified. These are producer, sellers, traders (it nary traders as well as shop Weepers) and consumer buyers and commercial buyers. The producer sellers are farmers, and the commodities usually brought to the market Place ,for’ disposal are vegetables, poultry and other agricultural produce-in small quantities:).

5. OPEN MARKETS

In the early development of market trading, open markets were simply common in which transactions for profit were permitted under rules established by a king or other sovereign” authority. Similar open markets and fairs

were operating in France, Holland and in the Hanseatic cities. By the eighteenth century, open markets had diminished sharply. The main street of settlement either a single or cross road has been used as site at weekly markets in 32% of the markets. This is more common in large villages and towns, where permanent shop also provide additional facilities of marketing to rural people.

6. ARRIVALS IN THE MARKET

Most of the markets are primary in nature, the bulk of the market arrivals being agricultural produce from villages within a radius of 10-15 miles, the produce is brought to the markets from villages in bullock-carts, trucks or tractors trolleys. The market committees have been empowered under the Maharashtra Agricultural produce marketing (Regulation) Act to obtain from the licenses and to maintain complete information of arrivals.

7. MARKETING PROCESS

Throughout the Marathwada Region marketing process in weekly markets is common. Basically, the marketing system in these markets is simple and direct. The profit is the motive of both traders and consumers, therefore, there is much hanging in prices and one can see too much variations of the prices. The whole marketing system is still traditional and in absence of Government Supervision the weights and measures used are not standard one. The exploitation of rural people by traders and their agents is a common practice. The commodities traded at the weekly bazaars include grocery articles, stationery, cutlery goods, - cloth, readymade clothes, food grain, cattle vegetables, fruits, sweetmeats, mats and footwear's.

8. SELECTION OF SAMPLES

It is not possible within a limited space and time to survey and deal with all the 780 markets in the region. The following two sample markets from Aurangabad District have been selected for analysis purpose. The first sample market is Adul Market and secondly, the largest weekly market, Bajar Savangi weekly Market.

9. ADUL WEEKLY MARKET

Adul is a medium size trading centre of the village in Paithan Taluka of Aurangabad District. Adul is situated at distance of 32 Km. from Aurangabad historical City. The village is located on Aurangabad-Bijapur Highway. Tuesday is the market day of Adul, near about 25 small wadi and village people attended the weekly market. It is observed from the table No. 1.1 that, the total no. of 292 traders attended the Adul Weekly Market of which 33.21% are the local traders. The transactions are mostly on cash basis rarely on barter. The total sale of Adul Weekly market in the year 2015-2016 is Rs. 17, 55,000/- Majority of the outside traders attended the weekly market. The weekly market is held more in the nature of a commercial activity.

Table No- 1.1: Average sale of the shop/stall in Adul weekly market

Sr.No	Type of shop	Local (inRs.)	Outside (in Rs.)	Total sale (In Rs.)
1	Kirana Shop	2500	3800	6300
2	Vegetables	600	400	1000
3	Fruit stalls	975	1600	2575
4	Meat/Eggs	200	400	600
5	Tea/restaurants	600	400	1000
6	Sweet Marts	200	800	1000
7	Pan stalls	250	150	400
8	Readymade Garments	1200	2400	3600
9	Cloth stores	1800	3500	5300
10	Shoes and Other leather shoes	800	1200	2000
11	Stationery.cutlary	900	1300	2200
12	Bangles and Toy articles	200	350	550
13	Hardware	200	450	650
14	Saloon shops	140	260	460
15	Others	3600	5400	9000
Total		14165	22410	36575

Source: Field Survey (2015-2016)

10. BAJAR SAVANGI WEEKLY MARKET

Bajar Savangi is a large size trading centre of the village in Khultabad Taluka of Aurangabad District. The Bajar Savangi is situated at distance of **65 kms. From Aurangabad Industrial City. It is** located at the Phulambri, Khultabad and Ajanta's Middle **central place. Friday is the market day** of Bajar Savangi. Near About **35** small villages and wadis were catered by the weekly market.

It is observed from the table no 1.2 that, the total No of 452 traders attended the Bajar Savangi weekly market, out of the total traders 42.92% are the local traders. The transactions are mostly on cash basis, rarely on barter. The weekly markets are held more in the nature of commercial activity. The total turnover of Bajar Savangi weekly market in the year 2015-2016 is Rs. 27,35,040. Majority (57.07%) of the traders attended the weekly market were outside traders.

In brief .there is too **much** variation in the number at weekly markets in the region. People from rural areas are fulfilling their economic and marketing needs **from** weekly market. The total marketing system is still traditional and weights and measures used are also not standard **one**. Thus, there is an *urgent* need to regulate marketing in weekly markets so the farmers producers can get suitable prices of their products in the markets, with the change in rural economy. The development of permanent shops in rural market and contact with urban centers has also changed the purchasing habits of the rural people. **But** the importance of the weekly market is still the same.

Table No- 1.2: Average sale of the shop/stall in Bajar Savangi weekly market

Sr. No.	Type of shop	Local (in Rs.)	Outside (in Rs.)	Total sale (in Rs.)
1	Kirana shops	3500	5800	9300
2	Vegetables	1000	1800	2800
3	Fruit stalls	1600	2800	4400
4	Meat/eggs	400	1200	1600
5	Tea/restaurant	1200	1100	2300
6	Sweet marts	800	1800	2600
7	Pan stalls	900	1200	2100
8	Readymade garments	1800	4400	6200
9	Cloth stores	2800	3400	6200
10	Shoes and Other leather shops	900	1300	2200
11	Stationery and Cutlery	1100	1800	2900
12	Bangles and Toy articles	300	480	780
13	Hardware	600	1200	1800
14	Saloon shops	300	600	900
15	Others	4400	6500	10900
Total	Total	21600	35380	56980

Source: Field Survey (2015-2016)

Table No- 1.3: Local and outside traders in selected weekly markets

Number of traders

Sr. No.	Market Place	Local traders	Outside traders	Total	% of local traders
1	Adul market	97	195	292	33.23%
2	Bajar Savangi Market	194	258	452	42.92%

Source: Field Survey (2015-2016)

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