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## PERIODICITY OF RURAL MARKETS CENTERS IN BAGALKOT DISTRICT OF KARNATAKA STATE.

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### ABSTRACT

The attempt has been made in this paper to discuss the periodicity of rural markets and the traders travel pattern in the Bagalkot District of Karnataka is the main consideration. The study area has 6575 Square Kilometres with population of 1889752. The study region extends between 15° 48' to 16° 46' North Latitude and 74° 58' to 76° 18' East Longitude. The area comprises with 614 settlements, and 15 urban centers, 137 periodic markets have been functioning six talukas. The periodic market is a place where the buyers and sellers are meeting to each other and exchange the required goods and services in a given time at a particular day in a week. These markets are serving the interior rural markets for their livelihood both traders and consumers. The periodicity is reference to the marketing meetings held in a week and depends upon the nature of markets. The periodicity is largely depends upon the spatial and temporal characteristics of markets perform their functions in cycle on a geographical space. Therefore, the aim of the present investigation is to study the periodic market meetings and traders travel pattern of the markets performing their functions. The simple statistical method has been employed and accordingly the frequency of market meetings has been calculated and discussed. The 137 periodic markets are the main base for rural economy, where local people and products are actively participated along with the traders. Therefore, the traders travel pattern is largely depends upon the market meetings. As a result, the periodicity of the markets gaining much significance added to the knowledge in the marketing geography.

**Keywords: Periodicity, Rural Markets and Market Meetings, Traders Travel Pattern.**

**INTRODUCTION:**

The economic activities of any geographical region is depends upon both rural and urban. Since, the present investigation is confined to study the rural markets and periodicity of the Bagalkot district and accordingly discussed. The periodic market is a place the buyers and sellers are meeting to each other and exchange the required goods and services in a given time at a particular day in a week. The periodicity is reference to the marketing meetings held in a week and depends upon the nature of markets. The periodicity is largely depends upon the spatial and temporal characteristics of markets which perform their functions in cycle on a geographical space. The periodicity plays an important role in the rural markets and determined the rural economy. It enable the region having greater number of market centers to achieve the threshold and demand otherwise and it resulted into an efficient allocation of marketing activities and opportunities within the area encompassed by periodic cycle. There are scholars who have discussed the periodicity in different geographical locations as discussed in this context in brief. **Hodder (1965)** has opined that the periodicity is an essential element of local indigenous market structure of most under developed countries as it was of medieval Europe **Goods (1972)** has observed that, the distribution of market periodicity and market networks presents a complex array of functional district in a kaleidoscopic pattern of place time inter relationship. (**Tinkler, 1973**) opined that Market periodicity is that phenomenon whereby in a set of market, any particular market is held on certain days in advance. **Fagerland and Smith (1974)** prepared the preliminary map for showing the locations and periodicities of some markets in Ghana. **Mulimani (2006)** has stated that the periodicity provides an adjustment with agricultural system. Only one marketing day in a seven day week means six rest days or days of other agricultural activities and rural people get sufficient time for relaxation as well as for preparation for the next visit to market. **Mulla and Mulimani(2016)** have observed that, the periodicity varies from region to region, influenced by regional, cultural, economic and religions diversity and is beneficial to the traders as well to the consumers. Therefore, the mentioned references are the guidelines to pursue on the similar manner.

**STUDY AREA:**

Bagalkot district is being the study region and is one of the northern districts of Karnataka. It covers an area 6575 Square Kilometres with population of 1889752. It has 11<sup>th</sup> rank in terms of geographical area and 11<sup>th</sup> position in terms of population in the State. The study region positioned 15° 48' to 16° 46' North Latitude and 74° 58' to 76° 18' East Longitude. The area comprises with 614 settlements, and 15 urban centers, 137 periodic markets have been functioning six talukas namely, Bagalkot, Badami Hunagund, Jamakhandi, Mudhol. The density of the population in the district is 288 Square kilometer stands at 16<sup>th</sup>rank in the State along with 68.82 percent literacy and is placed at 23<sup>rd</sup> rank in the state. The elevation is 610 meters above the mean sea level. It has warm and dry climatic characteristics witnessed with less rainfall. The Krishna, Ghataprbha and Malaprabha rivers are flowing in the study region and are non-perennial in nature. Due to the Upper Krishna Project, part of the district has irrigation facilities and accordingly agricultural activities are predominant. The black and red soil is responsible for different types of the crops being grown in the study region. (Fig No 1)

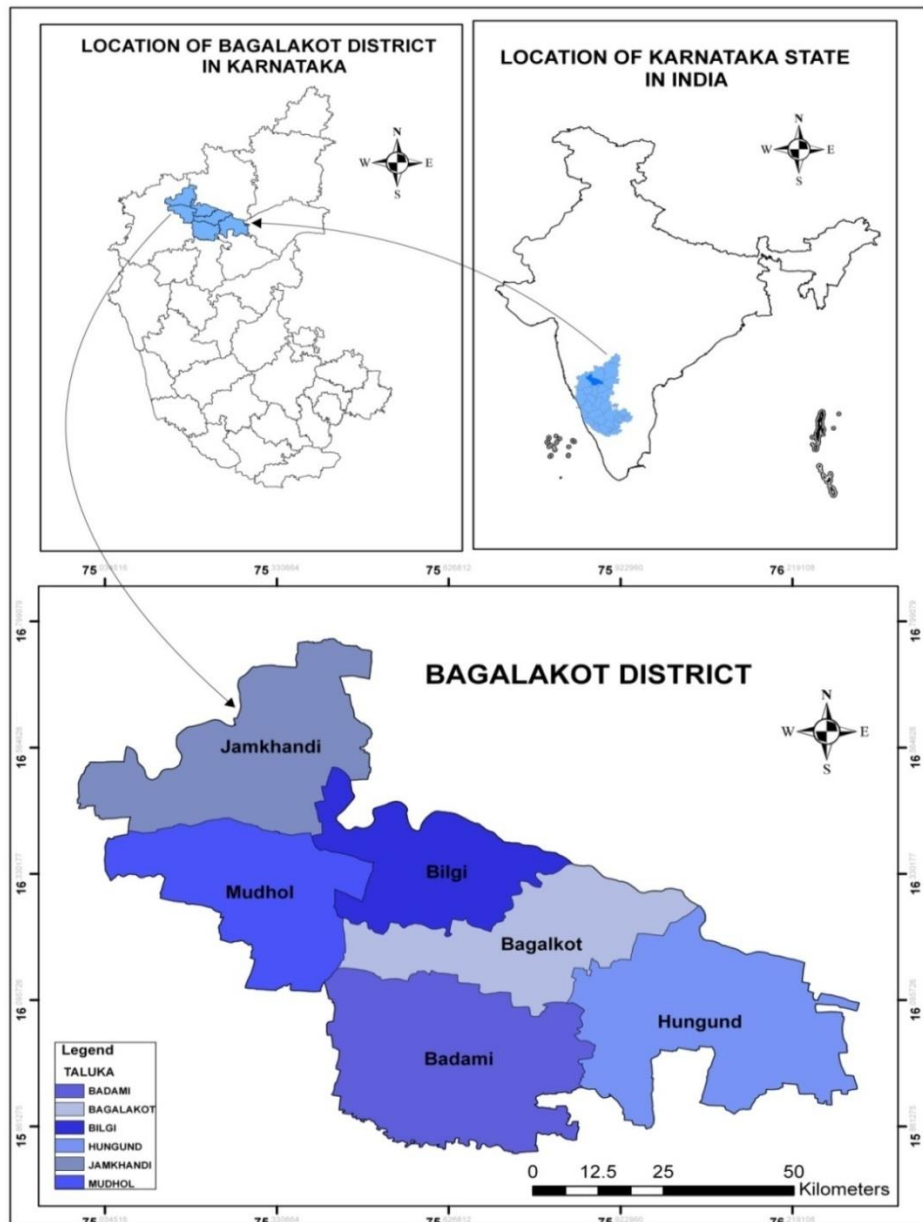


Fig. No. 1

**OBJECTIVES:**

The present study has two fold objectives and as follows:

1. to study the market meetings and discuss periodicity of markets in the study area.
2. to analyze the traders travel pattern of markets.

**HYPOTHESES:**

It is hypothesized that,

1. The trader travel pattern is largely depends upon the market meetings.

**DATABASE:**

The present study has been based on both primary data and secondary sources of information. The primary data has been collected through the framed questionnaires and fixed from the direct interview method of each market held in a different days in week. On this basis of collected information the market wise tabulation has been prepared and accordingly, the market meetings have been identified. Based on the market meetings the traders travel pattern has been discussed.

**METHODOLOGY:**

The simple statistical method has been employed and accordingly the frequency of market meetings has been calculated and discussed by the analytical method.

**ANALYSIS****MARKET MEETINGS:**

The system of periodicity is directly related to the agricultural system of the study area. It has been observed in the study area that 137 markets have been performing marketing activities in 177 meetings held in different market place on different market days in six talukas of study area.

**Table No: 1. Market Meetings in Bagalkot District.**

SI No	Name of the Talukas	No of Market Centers	Week Days							Total No of Market Meetings
			S	M	T	W	T	F	S	
01	Badami	21	4	5	4	5	6	2	2	28
02	Bagalkot	09	01	03	03	03	03	1	1	15
03	Bilagi	15	03	03	03	06	02	02	03	22
04	Hunagund	21	04	06	04	04	05	03	03	29
05	Jamakhandi	42	07	09	07	10	07	02	06	48
06	Mudhol	29	04	08	08	05	03	04	03	35
	<b>Total</b>	<b>137</b>	<b>23</b>	<b>34</b>	<b>29</b>	<b>33</b>	<b>26</b>	<b>14</b>	<b>18</b>	<b>177</b>

Source: Computed by the authors, 2018.

The table 1 reveals the fact that, the highest marketing meetings of 48 held in Jamakhandi taluka by forty two market villages followed by Mudhol of 35 with 29 market villages. Hunagund and Badami taluks have 29 and 28 markets meeting each in a cycle. Bilagi and Bagalkot taluks have 22 and 15 market meetings respectively. The least of market meetings held in Bagalkot taluk due to the influence urbanisation of daily markets are so active rather than the rural markets.

**Table No: 2 MARKET PERIODICITY.**

SI No	Name of the Talukas	No of Periodic Markets	Bi –weekly market	Daily Markets	Total No of Market meetings
01	Badami	21	01	6	28
02	Bagalkot	09	-	6	15
03	Bilagi	15	01	6	22
04	Hunagund	21	02	6	29
05	Jamakhandi	42	-	6	48
06	Mudhol	29	-	6	35
	<b>Total</b>	<b>137</b>	<b>04</b>	<b>36</b>	<b>177</b>

Source: Computed by the authors, 2018.

As per as the nature of markets are concernered, the table no 2 clearly indicates that there are four Bi-weekly markets and 36 daily markets have been functioning in a week with 177 market meetings held in the study area. (Fig.2)

As far as the market meetings of the market day are concernered, Monday is being the highest of 34 market meetings held mainly reason is that, it is an important day for the farmers as well as agriculture labours they are not working the field and off the agricultural activities due to the long practicing the traditions and customs. Wednesday has occupied the second place with 33 market meetings were held which the mid day of the week with spatial interval. Similarly, Sunday has held 28 markets also gaining much significance due to the holidays of all officials and educational institutions. It is also being the worship days of the Christian community assemble in the churches to perform the cultural rituals also rather than Hindu religious also. As a result, 29 and 26 market meetings were held on Tuesday and Thursday days. Similarly, Friday meetings are hardly 14 which is the least in the market week. But, Saturday, has 18 market meetings were held due to the half of the working days proceed so far in the study area.

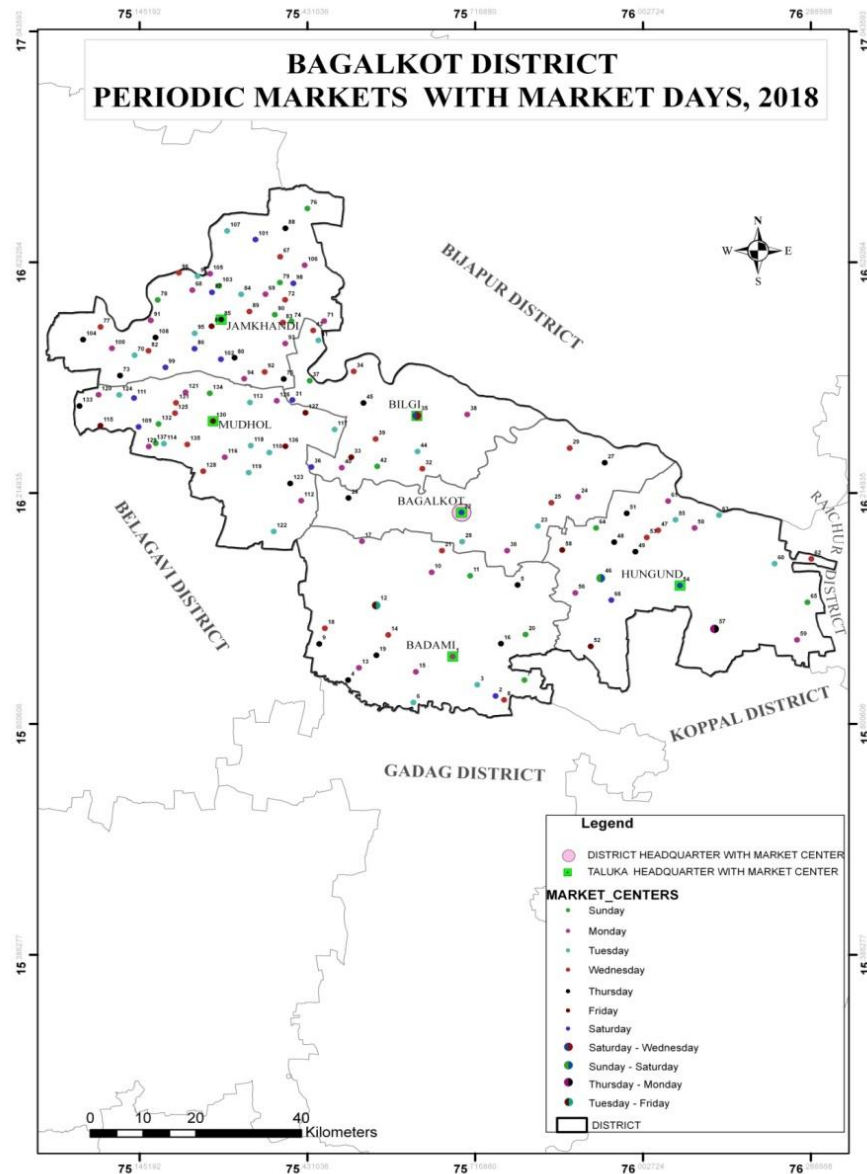


Fig. No. 2

**TRADERS TRAVEL PATTERN:**

The study of spatial and temporal characteristics of markets centers which leads to understand the existing market cycles. The market centers are interconnected with neighbouring markets which are held in different days and shifting to one market settlement to other market settlement to their convenient. Traders are one who performs the key role to provide the required goods and services to the needy people in the rural markets brought from the urban areas.

Traders are maximum visiting six markets in week and one day is off for them for the purchasing the required products. They have a movement in a week cycle from their home town. The available transportation and convenient from the home town is the main base for attending the markets. Since, these periodic markets are short time markets places and no permanent shelter for the sale transactions permanently. Therefore, the traders have to move from one market to another market for their sale transaction. In view of this the hypothesis the trader travel pattern is largely depends upon the market meetings has been confirmed (fig.3).

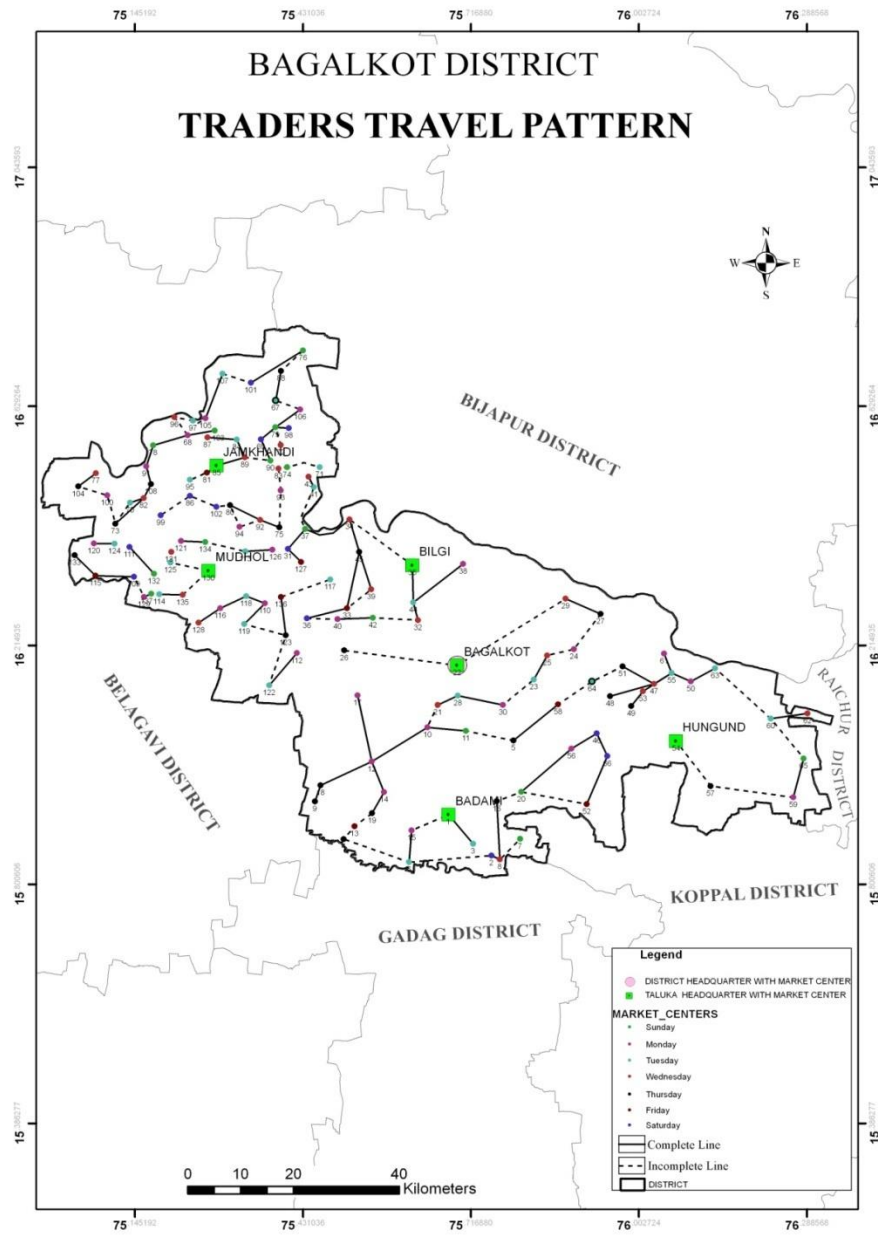


Fig. No. 3

**CONCLUSION:**

The study has concluded that 137 periodic markets have been functioning and 177 market meetings were held in a week. The periodicity has an interval of these markets directly reflected the traders travel pattern. Hence, the periodic markets were functioning not only by local participants but also the traders bought the commodities from the farthest place rather than the nearest of rural market place. These markets were emerged not only on the physical characteristics but also the socio-economic need of the people with religious background.

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