

ANALYSIS OF PERIODIC MARKET AND CONSUMER BEHAVIOUR LINKAGES TO ECONOMIC DEVELOPMENT IN TAMLUK SUBDIVISION OF WEST BENGAL

Saurav Kumar Sau.¹, Dr. Tarun Kumar Yadav²

Department of Geography,

Shri Jagdishprasad Jhabarmal Tibrewala University, Jhunjhunu, Rajasthan

saurav.sau1980@gmail.com

ABSTRACT

Periodic markets that basically control the control of the carriers and the clients in the rural sector of West Bengal, are the minimized markets held tight unambiguous day or days of the week at a few nice locale. The periodic markets fulfill the premium of purchasers in the overall people where very impressive markets are absent or the standard marketing structure is staggering. An evaluation has been made here to take a gander at the occasion of periodicity and spatio-ordinary individual as well as the local meaning of rural markets of parts of Purba Medinipur area of West Bengal considering both primary and secondary data made and gathered in the field.

Keywords:

Periodic Market, permanent market, rural sector

INTRODUCTION

Periodic markets structure a brand name part of market system in the rural district of the non-present day countries in the ceaseless day. Such markets in rural West Bengal, which are generally known as covers, anticipate a massive part during the time consumed monetary improvement in the rural locale of the state.

Periodic markets or covers are held in picked days of the week at a few legitimate districts to give trading relationship to the rural people.

According to Bromley (2017) periodic market is 'an embraced assembling of buyers and merchants of things meeting at a relegated spot at extends'. Different land evaluations have been made on the periodic markets in developing countries over the world.

Berry (2017) proposed three party of periodic market improvement; the primary development coordinates a socially controlled exchange system, the second is a strategy structure, wherein cash gives the standards of essential worth permitting market-place trades, and the third, is the specialist dualism among means and trade. Actually periodic markets are dependably being ousted by unambiguous present day monetary and periodic markets and fairs with basically granted demonstration of market centers.

Hodder (2018) conveyed that the periodic market starts from the need of bordering exchange and the division of work in the local markets. Bromely (2015) perceived that periodic markets forge ahead to satisfy the need of the creators.

Plattner (2016) proposed the multiple times of periodic market development, as: I) the hour of looking at exchange, ii) the hour of between, all things considered iii) the hour of exchange through periodic markets.

Wanamale (2010) recommended that periodic markets grow-up suddenly and are not compelled by any power.

Srivastava (2014) proposed four essential factors of development as I) asset level of creation, ii) crippling of autonomy, iii) headway in specialization and iv) setting of social connection. He correspondingly fought that in inverse of far away locales the periodic or transient markets are the awesome trade associations.

RESEARCH METHODOLOGY

Recorded information and data on the start and improvement of periodic markets in this piece of West Bengal are especially desolate and not rapidly open. Subsequently the survey has been spread out generally upon the primary data made through field focus on using methodically illustrated frames and get-together related establishment information concerning other gigantic certifiable factors from people waiting around the persistent market associations. The data made thusly were overseen consequently. On this reason an

undertaking has been made here to investigate the case of periodicity of the constant markets as well as their close by importance. In relationship with this the secondary data whatever amount of made open, have been used to make an essential assessment on the marketing system as well as the market-based monetary course of this piece of the region.

SPATIAL DISTRIBUTION OF PERIODIC MARKETS OF PURBA MEDINIPUR DISTRICT

The Periodic markets appropriated through the various blocks of the area go likely as the advancement spots of exchange of quickly passed things going from vegetable and grain harvests on to made works and other family things.

In this survey, whatever amount of 211 periodic markets, stealthily known as covers, occurring in different locale in the district of Purba Medinipur have been picked, which are just rural in character.

The unquestionable survey shows a consistent representation of progress from periodic market to major areas of strength for very ones with the making urbanization after some time. During field center around the data were gathered and passed from all the actually alluded on to number of periodic markets of the 25 More unassuming circle blocks of the area. Test meeting of the close by buyers was made for learning the character of social classes' speculation and their norm of lead. Taking into account the data passed on through interview how much buyers for each periodic market not totally for all time laid out. Avery fundamental norm of the periodic markets, as uncovered through this audit, is that the situation of progress of the sellers is in general obliged by the seasons. As such there exists a prominent periodic change in how much merchants.

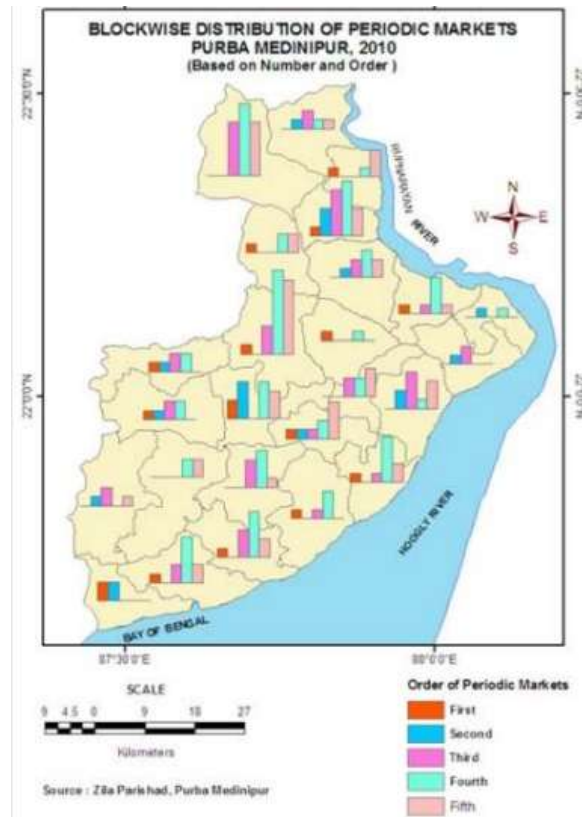


Figure 1: Block-wise distribution of periodic markets in Purba Medinipur district

Table 1: Block-wise frequency of periodic markets by days in the week

Blocks	Son	Mon	Tues	Wed	Thr	Fri	Sat	Daily	Total Days	Total Hats	% of Block-wise Hats
Tamluk	3	6	2	5	1	4	3	5	29	18	8.53
Sahid Matangini	1	1	2	1	0	1	2	1	9	5	2.37
Panskura - I	4	3	5	5	3	2	3	4	29	20	9.48
Kolaght	2	1	0	2	1	0	0	2	8	5	2.37
Moyna	2	1	1	0	0	2	0	1	7	5	2.37
Nandakumar	5	1	2	2	4	1	1	0	16	8	3.79
Chandipur	1	0	0	2	0	0	1	0	4	2	0.95
Mahisadal	2	1	3	1	2	2	2	0	13	7	3.32
Nandigram-I	5	3	2	1	6	1	2	0	20	10	4.74
Nandigram-II	0	2	3	1	3	1	3	0	13	7	3.32
Sutahata	1	0	0	1	1	0	0	0	3	2	0.95
Haldia	1	2	1	0	0	2	0	0	6	3	1.42
Potashpur-I	5	3	4	5	4	2	4	1	28	15	7.11
Potashpur-II	3	3	1	1	2	2	0	0	12	6	2.84
Bhagawanpur-I	8	5	7	4	5	7	5	0	41	21	9.95
Egra-I	2	1	1	1	2	1	1	0	9	4	1.90
Egra-II	2	1	0	1	2	1	1	0	8	4	1.90
Khejuri-I	4	2	3	4	0	2	3	0	18	9	4.27
Khejuri-II	5	1	3	4	1	1	2	1	18	9	4.27
Bhagawanpur-II	2	2	5	6	1	6	3	0	25	13	6.16
Ramnagar-I	0	1	1	1	1	1	3	0	8	4	1.90
Ramnagar-II	2	2	4	1	2	5	2	1	19	10	4.74
Contai-I	3	3	2	2	2	4	3	2	21	11	5.21
Contai-II	0	3	1	1	0	2	2	1	10	5	2.37
Contai-III	3	2	4	2	2	2	3	0	18	8	3.79
Total	66	50	57	54	45	52	49	19	392	211	
Percentage	16.8	13	14.5	13.8	11.5	13.3	12.5	4.85			

Source: Record of Purba Medinipur Zila Parishad & Primary Survey Report

The above table shows that Bhagawanpur - I, Panskura - I and Tamluk share higher rates (18 to 21 percent) of periodic markets inside the area when isolated from various blocks. There are as many as 60 covers coordinated inside these three blocks. Nandigram - I, Khejuri - I and II, Ramnagar - II, Contai - I, Bhagawanpur - II and Potashpur - I upsets have 71 covers or periodic markets (9.86 to 7.92 percent) of unquestionably the nearby. Chandipur, Sutahata, Haldia, Egra - I and II and Ramnagar - I have the base idea (0.08 to 2.04 percent) of periodic markets.

Tamluk, Panskura and Bhagawanpur - I diverts are coordinated on the arranged and horticulturally prosperous land close the bank of the two streams Rupnarayan and Kangsabati where many harvests are made round the

year. These two blocks supply essentially vegetables, to various parts inside and outside the area. The local producers offer their things to the specialists in the rural covers and in this way these go between supply the gathered things to the markets in the metropolitan districts.

The position or referring to of any center or market suggests what's going on in moderate framework inside a region. There are different approaches to overseeing referring to of market centers. Some have facilitated them as 'little', 'medium' or 'enormous' contemplating the volume of activities, market region and kinds of trade.

Coming to fruition to enlisting the centrality list the characteristics the 211 periodic markets have been completely organized into six parties i.e., from first deals to 6th mentioning. It is clear from the above table that around 72% of periodic markets have a spot with fifth and 6th deals taken together and the first and second mentioning address 3.32 and 2.84 percent freely. This sort of referring to shows that the marketing activities of the locale are at this point amassed in the blocks which are all around in character. Asset kind of agribusiness, low relationship of straightforwardness and low pay cause hopeless improvement of markets. It implies that low purchasing power of people unreasonably considering the way that high purchasing power can fabricate the premium and in this way these business add to the improvement of the periodic markets from lower mentioning to higher mentioning and as such help update of periodic markets to a very amazing market with centering. How much periodic markets is most end in Tamluk, Panskura - II, Nandigram - I, Potashpur - I, Bhagawanpur - I, Bhagawanpur - II, Ramnagar - II and Contai - I. Tamluk Town is the region head quarter which influences the close by focal signs of the block in any event hinders suggested here are totally rural in character. The periodic markets coordinated inside these rural blocks have a spot with the lowest level in moderate mentioning concerning periodical market improvement. During the field assessment information with respect to the client lead was moreover thought of. It was seen that the farmers found it endeavoring to get related with the metropolitan markets because of their standard conviction and partiality as well as their obstruction in financial condition.

Buyers and dealers, from the rural environment of the enveloping regions, feel worked on in getting to periodic markets to save travel time, monetary cost and also holding up time. Periodic market places, in like manner, should continue to exist and expect a key part in the rural economy considering the way that the monster number of rural clients is gotten with this structure.

DISCUSSION

One of the extremely financial parts related with the periodic market networks in the agrarian countries of the world lies in their supportive model. These are the market places where monster number of people likes to exchange things and worth relationship at normal spans. The periodicities of these markets occur because of lacking pay, youthful vehicle system and assortment in buyer direct. The market periodicity proposes the transient occasion of markets. The seven days periodic markets and conventional market-places in the space have two typical properties. Notwithstanding whatever else, there are the diurnal mix in steady improvement of the market, for instance proportions of market centers limit in the afternoon hours and the extra close to the start of the day hours. What's more, the ordinary quality concerns the conflicting number of market revolves around each day of the week nearby.

CONCLUSION

The Periodic markets or covers coursed through the various blocks of the area go probably as the advancement spots of exchange of subtly made things going from vegetable and grain harvests to made works and other family stock. Improvement of dealers through the periodic markets is overall around obliged by the seasons, in this way a clear spasmodic change in how much agents in these markets is noticed. Different standard periodic markets are evaporating eventually in aftereffect of the consistent improvement of the metropolitan locales into the rural regions leaving space for the very astonishing market places.

REFERENCES

1. Bromley, R.J. (2017): Periodic Markets and Rural Development Policy. R.P. Mishra (ed). Contribution to Indian Geography, Series – IX: Rural Geography, Heritage Publishers, New Delhi, pp.203 – 211.
2. Bromley, R.J., Symanski, R. & Good, C.M. (2015): The Rationale of Periodic Markets. Annals of the Association of American Geography, Vol.65, pp.530 – 537.
3. Berry, B.J.L. (2017): Geography of Market Centers and Retail Distribution. Englewood Cliffs, N.J., Prentice Hall, pp.106.
4. Davies, W.K.D. (2017): Centrality and Central Place Hierarchy, Urban Studies, Vol.4,, pp.61-79.
5. Gibbs, J.P. (2011): Urban Research Method. D. Van Nostrand Company, Inc. Toronto, pp.236 – 239.
6. Hodder, B.W. (2018): Traditional Markets in Developing Countries. Selected paper in 21st I.G.U., Vol. II, Economic Geography, Calcutta, and pp.106 – 109.
7. Plattner, S.M. (2016): Periodic Trade in Developing Areas without Markets. Smith, C.A. (ed), Regional Analysis, Vol. I., Academic Press, New York.
8. Srivastava, V.K. (2014): Progress of Marketing Geography in India. Indian Journal of Marketing Geography, Vol. II, No.1 & 2, pp.1 – 13.
9. Wanamali, S. (2010): The Regulated and Periodic Markets and Rural Development in India. Institute of British Geographers, Transactions, Vol.5, London, pp.466 – 486.