

Chapter-3

Origin and Development of Periodic Market Centres

3.1. Introduction:

The market centres being an area of intense human activity are very much affected by the environmental and human aspects. Change and improvement in transport and communication, population growth, urbanization, social, economic and environmental changes influence the market centres operating in any region (Dash, 2007). One of the objectives of the study is an attempt to trace the origin and development of market centres in the study area. Concepts thought to bear on the genesis of markets include: "subsistence oriented" vs. "Market oriented" trade and the significance of currency systems; the importance of "polity primacy" in the allocation of resources in a society; the relationship between the market- place and the "market principle;" and elements such as ecological and cultural complementarity, population thresholds, and distance variables (Bromely, 1965). Few periodic markets trace a market system developing from a simple peasant exchange system to complex regional commercial exchange system. Rural periodic markets came into being as a result of the organization of rural markets. Periodic market in the various towns and villages are as old as the settlement. Some markets are located in the vicinity of the place, while some are strategically located in the center of the community; others are located on a neighborhood basis. Historically, it is not easy to know the exact date and when these periodic markets came into being, because a lot of factors are responsible for the emergence of markets in rural areas.

Skinner in 1964 presented a model regarding the evolution of market centres .It begins with a region that supports only small peasant markets, population growth give commercial impetus to the region, requiring peasants to specialize in order to meet subsistence needs and providing for more market centres whose flow must be articulated. When periodic markets first originated, exchange of goods required a mutually convenient time and place and one party or both had a trade. The time and place for commercial gathering had to be standardized because potentials traders and consumers had to know where and when to meet.

3.2. Theories of Origin:

One of the prime objectives of this study is to investigate the possible and the relevant factors of origin of periodic market places in Uttar Dinajpur District. It is

pertinent to examine the prevalent theories on the origin of periodic market places and match them with the present and former market places. At present there are two main theories in the field which throw the light on the factors of origin of periodic market places. Those are:

1. The endogenous theory, i.e. the individual propensity to barter commodities.
2. The exogenous theory, i.e. springing up of periodic market places as a result of the well established and regular inter regional or international exchange system along frequented routes or paths operating for long.

Social versus economic casual forces has much relative importance around the market centres. And those caught upon it, tend to neglect the interrelation of social and economic forces in market evolution (Smith, 1975). It will be helpful to consider at some length the central idea of the above theories. The endogenous theories consider being orthodox, which sets out the individual propensity to barter, stemming from the necessity for local exchange, division of labor and local markets, and finally the necessity for long distance or at least external exchange or trade links. To put it in other words the starting point reveals local exchange and local market places, only a few of which can attain a status of important market places, associated with long distance trading, because of some fortunate circumstances. Barter exist among the most isolated and inaccessible societies, and the wordless exchange of goods made without whiteness in the further most reissues of jungle of Asia, America and Africa is the evidence of an economic need (Hodder, 1965). As confidence grows between individuals exchanging their respective goods, local markets spring up; and in more advanced countries wide use may be made of money in the more important markets.

The exogenous theory on the origin condition of periodic market places reverses the above sequences of events, indicating that trade with its associated phenomena can hardly arise within a community, for trade, it is claimed is “an internal affair involving different communities” (Hodder, 1965). Market places solely can’t be grown into existence with part of the demands of purely individuals or local exchange. Markets are primarily induced by external exchange of complementary products. In accordance with this view point’s marketplace are not the starting point, but rather the outgrowth of long distance trading, which in its own right, is the result of division of labour and variable location of goods nearby or distant region. The true sequence of events in the light of the arguments will embody.

- Trade routs
- Marketplaces as a network of tracks or road develop.

Table No. 8 Initiation of Barter economy

Subsistence Level existence	Nothing to trade	No marketing system	
Subsistence level existence	Small surpluses	Silent trade mutual exchange of gifts	
Self contained and self sufficient village communities	Little complementary production of dominance of firming	Vertical trade Transit inter-regional exchange system	Seasonal or Annual exchange system enroot

Source: Mackey and Smith, new Zealand geographical society, 1974

The existing periodic marketing system in Uttar Dinajpur District in general is an outgrowth of recognizable modified patterns of past marketing systems, consequent on the evolutionary changes in socioeconomic variables. Marketing in Uttar Dinajpur District may be drawn back to dim antiquity of the land. Marketing activities has gradually evolved unknowingly when people started exchanging gifts among them. With the increase of population, the growth of civilization and man environment interaction an overall diversified development pattern might have issued. Several stages of socioeconomic development patterns could be distinguished. The market activity has been instituted by the factors like

- a. Exchange of gifts for maintaining and strengthening of social intercourse.
- b. Weakening of self sufficiency.
- c. An increase in specialization and segmentation of labour and
- d. Subsistence level of output.

The origin and persistence of periodic markets are explained in terms of the needs of producers, the traditional organization of time, inertia, and comparative advantage. Producers often wish to purchase or sell in the marketplace on only one or two days per workweek in order not to interrupt their production schedule. The week customarily has days set aside for work, rest, ceremonies, and commerce; such temporal

patterns may be ordained by civil or religious agencies. Authorities may fix market days and locations, although the initial stimuli for foundation are usually the development of social stratification, the division of labor, and long-distance trade. Both part-time trading and designation of special days for commerce encourage the foundation of periodic markets. After markets have been established, inertia and comparative advantage maintain periodicity long after daily operations would be economically viable. Socioeconomic factors play a vital role in the origin and development of periodic markets in Uttar Dinajpur district. The district has witnessed with the post independence origin of periodic markets and internal demand of goods and services. According to the various theories regarding the origin and development of periodic market, orthodox and unorthodox theories are significant. Low per capita income and low density of demand led to the development of periodic markets. Simultaneous local and internal demand for exchange of goods and services also played a vital role regarding the origin of periodic market. Seller's part time trading pattern was another case for the evolution of periodic markets. Only the itinerant traders and vendors follow long distance routes and helped in developing few periodic markets as a combination of the result of both indigenous and exogenous factors. In orthodox view date back to Adams Smith's 'Wealth of Nation' According to this set of theories the periodic markets, which has developed as a result of internal and local exchange within the village. On the other hand unorthodox view explains that surpluses within the village are not sufficient to encourage marketing activities which leads to the inclusion of long distance traders in the periodic market with external stimuli. It is noteworthy to mention that markets with high accessibility and connectivity always lead to flourish the volume of trade in the market centres.

Market activity has gradually evolved with the increasing demand and self-sufficiency of human beings. In the beginning a form of barter might have evolved without knowingly when people started exchanging gifts among themselves. The surplus production on one hand and subsistence production on the other necessitated exchange. At such exchange system nodal points were established along the areas of different resources. At these nodal points participants gather at a fixed time to facilitate exchange of goods. The initial exchange was in kind which gradually grew into monetary exchange. The market activity strengthens the social relation, weakening of self sufficiency, and increase in specialization and subsistence level production (Reddy. S, 1994). As a result the entire

process of development of periodic markets and its combined interplay of internal and external factors led to the socioeconomic development of the region.

It is very difficult to estimate the origin year of periodic markets as there is any specific secondary records availability. Data collected from various sources like Block Development Office, Panchayet Samity office and questioning old age people attending periodic markets for long time witness that 30 periodic markets originated after independence leaving the only appearance of 13 markets before independence. Among the 43 sample periodic markets 26 periodic markets developed as a result of internal demand and the rest of the 17 markets developed as a result of the combined interplay of internal and external trading activities.

As the district whiteness a glimpse of agricultural and horticultural activity these marketplaces serve as outlets for rural product such as grains, vegetables and items of handicrafts from their service areas and some exotic and imported goods from adjacent urban centres. Few periodic market centres like Dhankhoil, Maharaja, Kamalabari, Panjipara, Durgapur originated during the pre independence era as a result of maintaining the prestige, dignity and honor of the elite and high cast group viz. Zaminder. They always prefer to compete with their rivals by setting up periodic markets. As a result the spatio-temporal synchronization reflects a conflicting nature of development of a periodic market center as they don't match with the highly integrative approach 'proximity in place implies separation in time.

With the transition of time external stimuli were incurred from long distance traders who care to see some large scale periodic markets. As a result incursions of urban manufactured items lead to subsequent development and eventually bring prosperity in rural trading activities of periodic markets. Cross tabulation analysis methodology mainly adopted in this study reflects the nature of origin and development of periodic markets.

**Table No. 9 Origin and Development of
Periodic Market Centres in Uttar Dinajpur District**

Origin/ Development	Orthodoxy Development	Both orthodoxy and Unorthodoxy Development(No. of Market centres)	Total
	(No. of Market centres)		
Pre independence	2	11	13
Post independence	24	6	30
Total	26	17	43

Source: Field Survey 2012-13

**ORIGIN AND DEVELOPMENT OF PERIODIC
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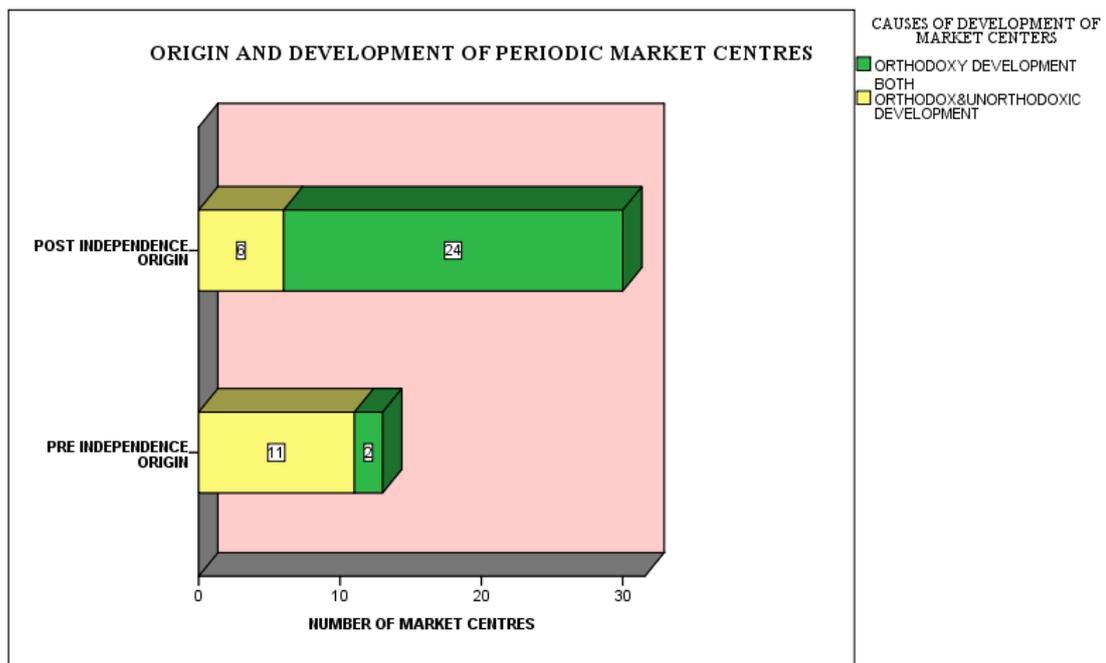


Figure No. 13

Researches show that socioeconomic factors have played a vital role in the location of Uttar Dinajpur District's periodic markets. History reveals that the majority of

larger periodic markets today are held in those villages that were once the residential seats of powerful landlords. During India's pre-independence era, the permission of this elite, high-caste group, known as Zamindars, was needed for any socioeconomic decision made by the peasants who tilled the land. Uttar Dinajpur District's periodic markets have emerged partly as a result of the prestige, competition, and family feuds among the Zamindars, and partly from natural needs, especially since independence. Since 1947, this area has witnessed a breakthrough in farming huge surpluses and outputs have been recorded. New markets were needed to sell this surplus. Once a road network was built, markets sprang up to meet the needs of agriculture and rural industry.

The post-independence, revolutions in farming have led to a shift in the type and quality of processed goods traded in Uttar Dinajpur District's periodic markets. Earlier handicrafts used to be the major product sold in this market but during the centuries of British rule, handicrafts moved into the international market from the local, village-level markets. For example Dhankoil Haat in Kaliyaganj Block always experienced as a centre of penetration of Dhakai Jamdani saris from erstwhile East Pakistan nowadays known as Bangladesh. Also, industrial modernization has led to a drop in the production of handicrafts and a resultant drop in the self-sufficiency of local villages, as their residents increasingly turn to cash-based jobs in modern factories. Factory-made cloth, cosmetics, farm chemicals and machinery and industrial raw ingredients dominate, in place of the handicrafts of earlier centuries. Uttar Dinajpur District's periodic markets bring together the region's agricultural products at the most local level of agricultural trading. In addition to the buying and selling of farm improvements such as pesticide and fertilizer, marketable crop surpluses are bought and sold in these markets. Periodic markets in Raiganj block like Kamalabari, Maharaja, Mohiniganj, Bilaspur accounts for the sale of 90 percent of the area's surplus vegetable production. Mohiniganj has been bifurcated from Maharaja Market centre to cater the needs of huge gathering of consumers and traders in a single periodic market. Additionally, these periodic markets are famous for trading unique scented Tulai Panja rice.

Cattle are also another product for generation and development of periodic markets. The study reveals the fact those periodic markets occupying a larger area has combined with cattle periodic markets. Cattle which are used as an indispensable part for

agriculture are mainly purchased or sold in these periodic market centres. Though all the periodic markets are not attached to the livestock market, but traders or consumer is willing to travel the long distance for purchasing or selling of cattle. As a result, periodic markets grow and flourish with a full vigor.

Conclusion:

So it can be concluded that origin of periodic markets can be broadly classified in pre independence and post independence time. In pre independence, it was the needs of the inhabitant of rural area which encourages in the origin of periodic markets and subsequently with the advancement of transport and improvement of agriculture and simultaneous incursion of urban based goods led to the development of periodic markets in the post independent era. The flow of goods from urban to rural areas and vice-versa has led to stronger linkages between urban areas and village: the rising demand for industrially-made goods has percolated down to each and every rural resident through the periodic markets. This has led to profound socioeconomic change in rural areas.

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