

**A GEOGRAPHICAL STUDY OF PERIODIC MARKET PLACES IN KALIYAGANJ BLOCK, UTTAR DINAJPUR DISTRICT, WEST BENGAL****RANJAN ROY\*TAMAL BASU ROY\*\*****\*Asst. Professor, Geography and Applied Geography, North Bengal University****\*\*Research Scholar, North Bengal University****Email:tamal\_raiganj@rediffmail.com**

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**Abstract:** The main purpose of this study is to assess the importance of periodic market centers in rural and urban milieu and some basic aspects viz. market evolution impulse, pattern of spatial distribution of market centers, periodicity, and marketing functions and also to delineate the corresponding service area of some higher order market centers, gradation of weekly, biweekly tri-weekly market center. In addition the paper also highlights an intricate correlation between market occupying area and population served by each market centers and the transportation technology which is the most triggering factor for the growth of market places and their interdependence also change the forms and structure of the market area.

**Key Words:** Pattern, Evolution, Periodicity, Influence area, Population.

**Introduction:** Rural weekly markets are centers for exchange of common goods and services, in both cities and the countryside, all over the world. Held at a regular time and place, these markets link small towns and their surroundings to create grassroots-level networking trade systems throughout the developing world. For impoverished and less-industrialized economies, periodic markets are the logical and appropriate places for peasant families to obtain goods and information. Organized in a rational manner, a region's several periodic markets require spatial and temporal integration to work smoothly. Meeting days are distributed among the seven days of the market week, with schedules taking into consideration the convenience of both traders and consumers. Diverse services are available at each market, including the buying and selling

of local perishable and fragile commodities such as vegetables or earthenware pots; and employment opportunities are available for trading and other activities. Also, farmers can easily obtain fertilizers, seeds, insecticides and pesticides and rural weekly markets offer the raw materials for household-level industries, bringing development to rural areas. Kalyaganj block comprises rural population 190,019 with male population 51.47% and female population 48.53%. Among the total population cultivators occupies 40%, agricultural laborers occupy 43%, workers in household industries 2.4% and other workers category 14.6%. The physiographic general appearance of Kalyaganj block is flat, land is fertile and Tangan and Chiramati are the prominent river system passing through the block's western side. There are twenty three weekly market centers creating an integral marketing system.

### LOCATION MAP OF THE STUDY AREA

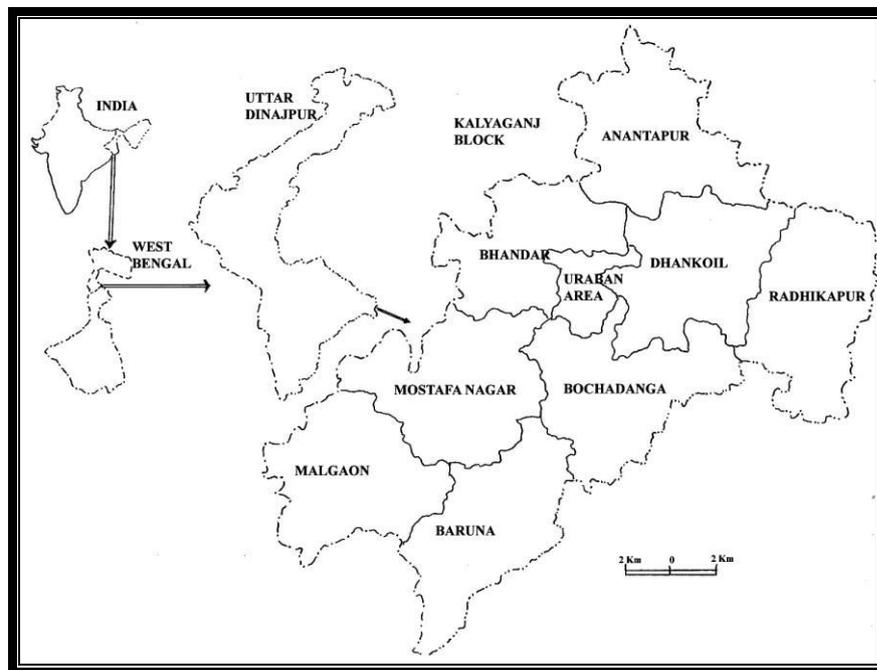


Figure: 1

**Objectives:** The main essences in this paper are to highlight and elaborate

1. Evolvement of weekly market centers since the beginning.
2. Periodicity of weekly market centers in Kalyaganj block.
3. To elaborate the Pattern of distribution of periodic market centers, a motivating factors for trade exchange and volume of trade.

4. Maximum range and threshold of traders and consumers to support the evolvement of market centers.
5. Gradation of Periodic market centers in Kaliyaganj block.
6. A simulation of Periodic market places and transportation technology within the block.

**DATABASE AND METHODOLOGY:** An excellent combination of primary and secondary data has been incorporated in this paper to highlight the geographical analysis of weekly market centers. In the present work various statistical and quantitative techniques have been employed for analyzing various aspects of cattle market centers the quantitative techniques of nearest neighbour techniques are employed to investigate the attributes of periodic market centers and spatial distributional pattern of periodic market centers in Kaliyaganj block. In addition an intensive fieldwork was carried out for gathering the information regarding service and influential area of some higher order market centers and applying of cartographic and statistical technique has made the explanation very lively.

**Initial Market Evolvement Impulse in Kalyaganj Block:** Location of market like other economic activities on geographic space is a result of combined effect of both physical and human factors. In this study the initial market evolvement impulse indicates the very first factors which are responsible for the starting of market operation on specific site and exclude other factors which combined help to run the establishment permanently. Periodic Markets are important for wider area of exchange, normally perform three functions viz. local exchange, internal trade, and central place services.

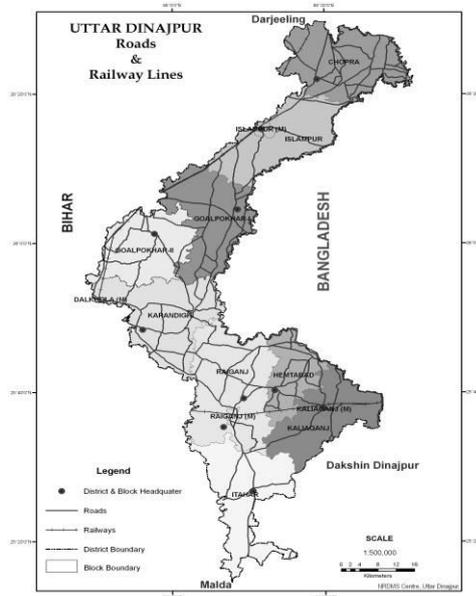
After an intensive field survey it has been noticed that all the 23 periodic market centers in different G.P originated on the basis of two factors viz.

**1. Indigenous Factors:** The Periodic market centers of Anantapur, Baruna, Bhandar, Bochadanga, Malgaon and Mostafanagar G.P developed as a result of internal demand for exchange of goods and services among the local communities. Among the indigenous factors *Personal Influence, Population Pressure, Surplus Production* was the prime determinants for initial evolvement of market centers.

**2. Exogenous Factors:** In Dhankoil and Radhikapur G.P Dhankoil and Radhikapur Market Centers as being larger one and with greater accessibility in comparison to others made a stimulus for incursion of long distance traders and consumers not only locally but also for international based trader. As these market centers are situated at border area international

traders also assemble in these market centers. **Communication Facilities and transportation facilities** make the convenience for long distance attendant.

**Figure: 2 UTTAR DINAJPUR DISTRICT ROADS AND RAILWAY MAP SHOWING AN INTRICATE RELATIONSHIP BETWEEN MARKET EVOLVEMENT AND TRANSPORT**



**Periodicity of Weekly Market Centers:** Periodicity is an essential element of the local indigenous market structure of most underdeveloped countries. These markets are not open on all days but marketing function is limited on specific day or days. In the region under study Sunday markets are most popular and are held at 7 Centers, followed by Tuesday, Saturday, Wednesday, Friday and Thursday with 6 and 5 numbers respectively. Only single day market periodicity occur in Dhankoil Hat which has large extent of service area and attract long distance trader as it is specialized in cattle marketing within the block(Table-1).

**Table-1: NUMBER OF MARKETS ON DAYS EACH WEEK IN KALIYAGANJ BLOCK**

DAYS	NUMBER OF MARKET MEETINGS
Sunday	7 (20%)
Monday	1 (2.85%)
Tuesday	6 (17.14%)
Wednesday	5 (14.28%)
Thursday	5 (14.28%)
Friday	5 (14.28%)
Saturday	6 (17.14%)
Total	35 (100%)

Source: West Bengal State Marketing Board & Computed by author

**Pattern of distribution of periodic market centers in Kaliyaganj Block:** The distributional pattern of market centers in the Kaliyaganj block exhibit the value 1.62 which is citing the tendency of general distribution of periodic markets in the district is random to regular distributional pattern.

**Table-2: Table showing the pattern of distribution of periodic market centers in Raiganj subdivision**

RAIGANJ SUBDIVISION (BLOCKS NAME)	ro(kms)	re(kms)	Rn value	Pattern of distribution
Raiganj Block	2.69	0.26	1.42	Random regular
<b>Kaliyaganj Block</b>	<b>4.06</b>	<b>0.19</b>	<b>1.62</b>	<b>Towards regular</b>
Itahar Block	2.94	0.23	1.38	Random regular
Hemtabad Block	1.96	0.34	1.38	Random regular

Source: Computed by author

**Coverage distance of Consumers and traders:** Market centers evolve because of the economic activity of exchange which results from the processes of production, distribution and consumption. Exchange transaction is located at convenient points within the block in order to carry out their business activity. Thus the importance of a market centre is dependant upon producers and consumers, who in turn are dependent upon the land on which they live. Therefore the trade area depend on the spatial context, the area of land from where inhabitants interact with the particular point of focus or market centre, in other words is known as the trade area of market centre. The study reveals that the nature of goods and services determine the range of market. Thus the range of perishable goods e.g. green vegetables, seasonal local fruits, have limited range of supply. The limitation of perishable goods require some clarification that the buyers or sellers of these articles do not travel as big a range as that traveled by the buyers of the cloth, grocery, gold and cattle etc. Truly rural people normally travel 2 to 3 Kms for purchasing such perishable items. In case of Dhankoil hat and Kunor Hat maximum participants come from long distance (10-15 Km) for

purchasing or selling of cattle. These are the only two markets where the people have the opportunity to buy or sell their cattle in reasonable amount. (Figure-3)

**SPATIAL EXTENTION OF CATCHMENT AREA  
OF DHANKOIL HAT**

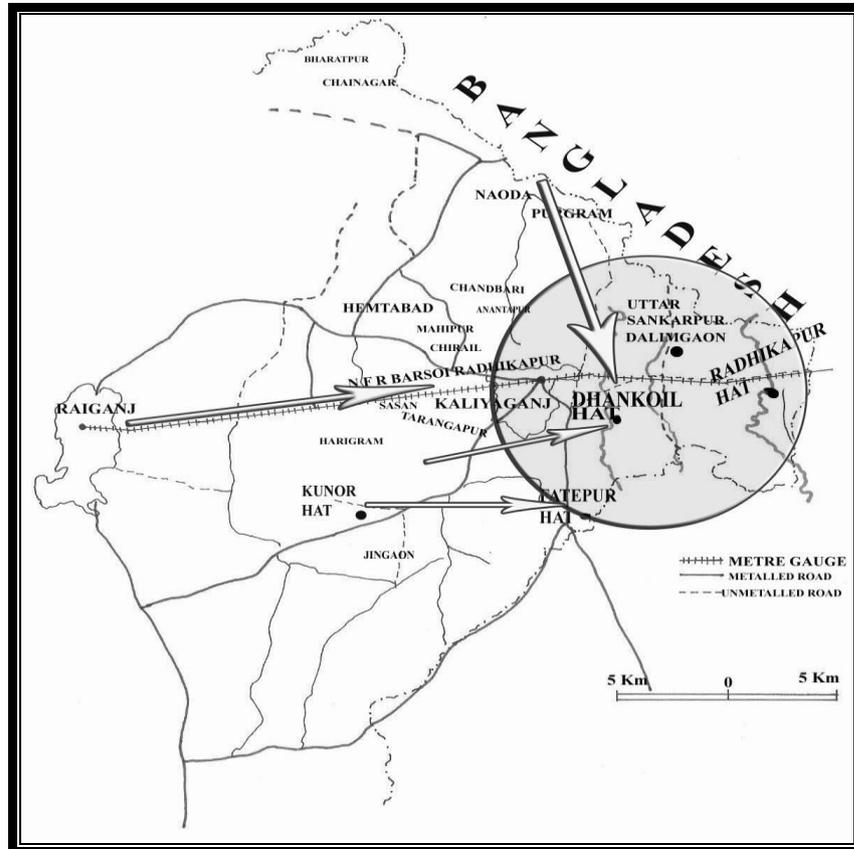


Figure: 3

**Gradation of Periodic market centers on the basis of Population Served and Market Area:** One of the most important perspectives of the study is the gradation and grouping into tiers of size classes, which in other words is termed as the study of hierarchy. The following parameters have been chosen to determine the order of Hat market centers within Kaliyaganj Block. Twenty-three market centers have been divided into groups namely on the basis of Population and Area. In addition population engaged in tertiary activities, estimated average attendance, marketing functions, major commodities, periodicity, road and railway accessibility, shop openings has been taken into consideration for gradation and hierarchy of market centers.

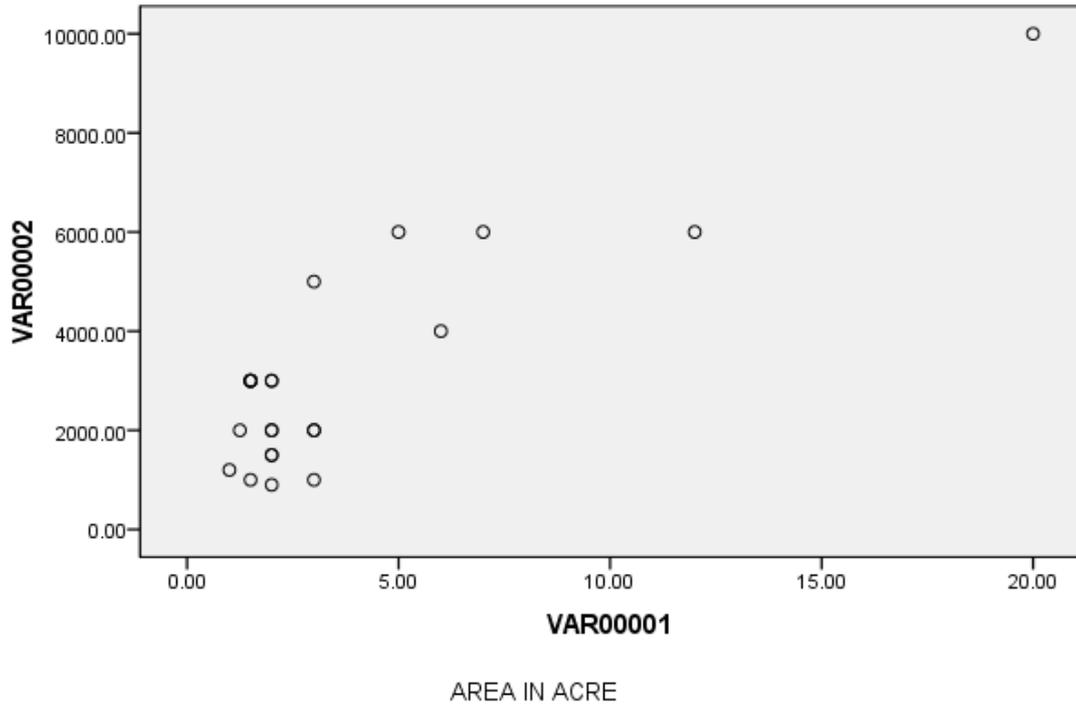
**Table-3 POPULATION AND AREA OF DIFFERENT PERIODIC MARKET CENTERS IN KALIYAGANJ BLOCK**

	<b>HAT MARKET</b>	<b>POPULATION</b>	<b>AREA IN ACRE</b>
1.	DHANKHOIL	10000	20
2.	DALIMGAON	3000	1.5
3.	MONOHARPUR	3000	1.5
4.	SGHARULLYA	3000	1.5
5.	DHUKURJHARI	3000	2
6.	BHELAI	3000	1.5
7.	KULAITORE	3000	2
8.	MAHARAJA	1200	1
9.	SAHEBGHATA	2000	2
10.	KUNOR	4000	6
11.	HAT KALIYAGANJ	1000	3
12.	SAPRAGACHI	2000	1.25
13.	USHAHARAN	5000	3
14.	FATEPUR	6000	7
15.	MAHESHPUR	2000	3
16.	CHANDOI	6000	12
17.	RAMGANJ	2000	3
18.	RADHIKAPUR	1500	2
19.	CHAKDILAL	1000	1.5
20.	SHIBKALI	1500	2
21.	DHANIPUKUR	2000	2
22.	KHAILYADR	900	2
23.	BAGHAN	6000	5

**Source: Kaliyaganj Block Development Officer**

From the table 3 it can be said that the market centers those are larger in area can attract considerable number of population. A correlation analysis has been framed in between area of 23 periodic market places and population served by those market places in Kaliyaganj block by simple scatter diagram. The diagram shows clearly that as Dhankoil, Kunor and Baghan periodic market centers contain much larger area than the rest others so they can absorb a considerable number of market participants. Inversely small area containing market centers can avail small number of participants.

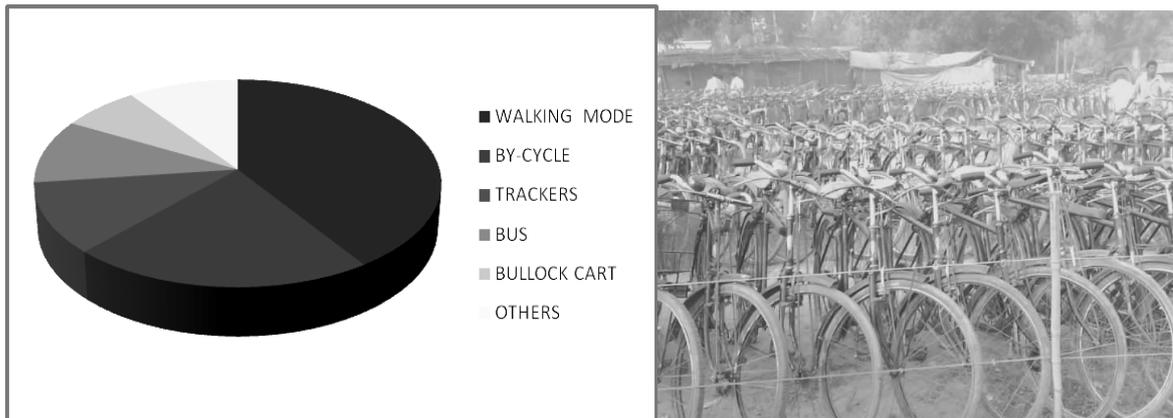
**RELATIONSHIP BETWEEN AREA AND POPULATION SERVED IN MARKET PLACES**



**Figure:4**

**TRANSPORTATION TECHNOLOGY AND PERIODIC MARKET PLACES IN KALIYAGANJ BLOCK:** Apparently there is a close relationship between the levels of transportation technology and levels of marketing activity at market places. It is interesting to note that poor accessibility, poor connectivity and deplorable condition of roads have led to abolition of some periodic market places in Kaliyaganj block. Though rural people from the adjacent part are attending their closest centre through walking nearly 5-6 km instead of having local vehicle to save the transportation cost but perishable items, earthenware are carried out to the market centers by by-cycle and trackers. Long distance traders in Dhankoil and Radhikapur hat can avail rail transport. Consumers are also attending the market centers through walking, by-cycle and for corresponding higher order market centers by motor vehicle and bus.

**PIE GRAPH SHOWING DIFFERENT MODE OF TRANSPORT  
USING BY TRADERS AND CONSUMERS  
PHOTOGRAPH SHOWING A CYCLE STAND IN A PERIODIC MARKET PLACE**



**Figure:5**

**Conclusion:** Though the weekly market exchange system is facing some identified problems viz. lack of transportation link, limited demand in rural areas, low income, perishable nature of commodities etc. but it is unfortunate that no direct action plan has been drafted for the rural weekly market development. The planners may say that rural marketing and periodic marketing is apart of agricultural development and much have been done in this field. In conclusion it may be said that thus rural weekly market centers plays a vital role in small farmer well being and development and in turn controls the local and regional development pattern.

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