Chapter-I

Introduction
CHAPTER 1

INTRODUCTION

1.1 Introduction:

This thesis deals with the analysis of Spatial Distribution of Periodic Market Centres in the National Capital Region (NCR) of India. The present study is an endeavor to find out the present existence of periodic markets and their location and pattern of distribution in the region. The present study gives an idea about commodity structure and seller-buyer behaviour of rural and urban periodic markets, which are surveyed in different part of NCR.

1.2 Meaning and Concept of Periodic Market Centre:

A periodic market is a trading market held on one or more days of each week and on the same days of the week, once or twice in a month and sometimes in a year. The markets served by the traders (sellers and suppliers) can be seen as serving the neighborhoods. The periodic markets are necessary, as one settlement alone would not provide the necessary customers for the traders although there is enormous variation in the way traders work within periodic market systems. Another way of explaining such a system is to note that a repeated movement of traders nearer to their customers may be more efficient than the infrequent movement of individual customers to a permanent market. The periodic markets also bring extra shopping opportunities to the inhabitants of rural areas (Geography Dictionary 1992, 1997, 2004). In peasant societies, markets are periodic in the sense that they are not open for trade every day. The difference between periodic and the modern market is of degree of business and trade rather than of kind. Moreover, the contrast between permanent and periodic markets may be as great within peasant economies as it is between less developed and developed economies. For example, within the common seven-day market week found in India, large periodic markets normally meet one or more additional times during the week, until in the largest markets there is some activity on every day of the week. The distinction between periodic marketing in a peasant society and marketing in a developed economy is not the fact of
periodicity. Many of the vendors in peasant periodic markets are mobile. Their activities, which occur in many larger markets on a major market day could be spread more evenly throughout the week and support several full-time sellers. Yet the fact remains that in many large markets, periodicity is as striking as in some of the very smallest markets. One reason suggested for this is that the person who sells in the market place is also often the producer. In many cases, this dual role virtually debars selling on a continuous basis. This apparently contrasts with a developed market system, in which firms adjust to smaller demand by reducing the variety of goods offered rather than the length of time they are offered. Less attention has been paid to this characteristic than to the facts of periodicity and vendor mobility. The components of periodic markets in trading systems are the elements in a large variety of temporal relationships. Symanski (1974) has discussed some of the variables which enter the definition of market periodicity. Some goods are traded over long distances between different ecological zones. In spite of heavy transport costs, they are carried by vendors on their local market rounds and sold in a distant, large city market every week. The range of different goods offered creates a hierarchy of periodicities. The villages may have one or more minor market days in addition to the major weekly market. The vendor and buyer periodicities differ; and a given (large) village may lie on several vendor circuits. The time dimension involved in the analysis of periodic markets introduces a bewildering complexity of systems not found in usual location analysis. Because of this complexity and the lack of information, little attention is paid to these characteristics of periodic market systems.

1.3 Nature and Characteristics of Periodic Markets

The periodic markets are identified by their nature and status of periodicity as well as the name of market site. The status of market is determined by the market day at a particular place on a particular time periods - week, months, quarters and so on. A periodic market has the gap of period between two market days which provides market status. By status we mean that the market may be daily, weekly, bi-weekly, monthly or quarterly. Somewhere the markets are organized on six monthly basis. The six monthly or this type of markets are like a fair which are organized on religious or social occasions. A periodic market is an authorized gathering of buyer, sellers and commodities who meet at an
appointed place at particular intervals of time and period. The meeting could be daily, between once every two days, once or twice in a week and once or twice in a month. In practice most of periodic markets meet once or twice in a week (Smith 1972, Tinkler 1973 and Symanski, 1973, 1974). It is the result of processes of a long period of time of different economic and political system; from the era of dependence to independence, from exchanging goods in barter system to modern monetary system. These market places have their intimate association with the informal and traditional sector of society. Trade routes stimulated, fostered and promoted the birth of periodic market place along them or in their immediate proximity (Tamaskar 1985).

Haats are weekly markets where villagers from not only that village but also the surrounding villages assemble to buy and sell goods. The products traded in these markets include crop produce, vegetable, milk and other perishable and non-durable goods. In addition to these locally manufactured non-durable products, some durables like utensils and furniture, toys, etc. are also sold. These *haats* are developed over a long period of time as there were many villages that did not have fixed location of retail shops. The villagers came to the haats not only to do shopping outside the village or to sell produce and buy goods and services but also for recreations. The *haats* serves as the place for gathering and socializing for the villagers (Sanal Kumar Velayudhan 2008).

Street markets are identified as informal markets which have higher sociological values and low economic gains. Location of streets and size of the market play a critical role in establishing the socio-economic thrust among the customers in the area. Pro-active customers’ patronage the trade in street markets and represent powerful socio-economic hierarchies based on gender, age, class. The consumer behaviour and informal economic activity within the urban lower middle class demography in urban areas are closely related. Street vendors tend to offer innovative products in major emerging markets, targeting the consumers falling largely in the middle class demographic segments (Mcbride and Gillespie, 2000).

1.4 Functions of Periodic Markets:

In those rural areas which are at some distance from urban centres and have a low intensity of demand, periodic markets provide a logical focus for commercial activities.
Producers, farmer cum traders and consumers concentrate their commercial activities at a particular place on one or two days each week, and they provide a convenient agglomeration of services giving a reasonable range of facilities on market day (Bromley 1975). Each goods or services of markets may have two ranges; the inner area containing the threshold population and the outer area bounded by the range of goods or services. The range of goods and services is the maximum distance an individual travels to obtain given goods or services.

The periodic market is an emergence of interdependent functions and services among buyers, sellers and suppliers. This interdependence builds interrelations and forms the functional association on that particular place. The functional association plays a key role as foundation stone in functional complex.

Even though the definition of market place refer to ‘buyers” and “sellers”, the question of their identification remains unsolved. Several categories of sellers, they might be farmers and non-farmers on market place, (Smith, R.H.T 1971, 1972), the sellers who visit one or two periodic market places, weekly, and who either cultivate or engage in craft activities during the remainder part of the market week. These categories of sellers are related to periodic market places, which are hardly, within a range of three to six kilometers from their home places.

Periodic market has a specific character, which will be special character of that market; its central goods and central services would be differing from permanent market. Economic activities of periodic markets are reflected by geographical and economic condition and social structure of the region, thus the market place is the face of regional economic standard. The central goods and central services influenced by their status of periodicity, and their characteristics will vary from place-to-place and day-to-day.

Central service and central goods play a major role in development of a periodic market centers. It is clear that market place is generally a central place for the region in particular time periods. We can see its centrality on the basis of its location, the rural periodic market has rural hinterland and rural people living in agricultural system of primary economic activities and they have lesser needs unlike urban people.

The central service of periodic market revolves around the economic functions. There are three types of economic functions in periodic markets which are (i) local exchange, (ii)
internal trade (iii) central place function (Eighmy 1972). Local exchange meditates family surplus and deficit (Gadam, 1985). It is based on small scale division of labour, and requires no more than a subsistence economy. The services that are available at the periodic market place are simple and ordinary in nature. Internal trade at periodic market places facilitates distribution of commodities of local surplus and this involves participants who play no role in local exchange. As internal trade begins to dominate local exchange at a market site, the services performed by the market place tend to become complex. The central place functions are the interrelation of local exchange and internal trade system and result of its accordance. Central place function is the ground of market complex and key face of particular market place.¹

In growth of functional association the size and distribution of threshold population of settlement is very important. A threshold population is minimum population needed to justify the provision of certain goods or services. This may be expressed crudely, in population numbers of settlement. M. G. Bradford and W. A. Kent (1977) give threshold populations of 7000 for a main post office and 15000 for a library, but purchasing power may be a better benchmark for commercial goods or services. The threshold population may vary regionally and certainly vary nationally. The threshold population for a periodic market is much lower than other established markets.

Although, a periodic market is organized for years at a particular place, yet we can’t deny that threshold population is necessary for a market centre. Who will buy the goods? how much goods should be supplied? which type of goods should be sold? These are decided by the distribution, density and size of population and the geographic and economic conditions give answers to such type of questions.

In general, the rural population does not have similar needs as the urban population. Usually rural population has access to only needy goods and services. Consumers visit the market to access their needs like vegetables, grains, fruits, clothes, etc. In these markets they easily find mechanics of related services.

¹ D.A. Gadam. Ibid p. 179.
1.5 Linkages of Periodic Markets:

Often the periodic markets make cycle of the whole week on different places in particular region. This cycle gives opportunity to avail the need of people of the whole region and provide employment for sellers for the whole week. In general the market places and days are changed, their location and sites are changed but sellers are not changed. An unidentified and unorganized group of sellers move day to day and place-to-place in a particular region. Thus a group of merchants and sellers find out employment in whole week, however, there some limitations in distance of movement of sellers. The distance is a major determinant in this circumstance because distance affects the cost of goods in the market. The region which is served by market centres, have many settlements situated on different distances from the market centre. Economic distance is determined by time and fare from the distance of market centres to the site settlement (Christaller 1966, p.22). Often the sellers might be attaining the farther market if he/she has information that the demand of particular goods is very high. “Economic distance is equal to geographic distance, converted into freight and other economically important transportation advantages or disadvantages. The economic distance leads to the formation of spatial organs; it plays a very important role in formation of functional and spatial organization of central functions and functional association among the market place, rural settlements and population. Thus the distance is decisive factor in movement of buyers and their type of movement. Distances among the places affect character of movements. Both sellers and buyers have their own character and type of movement. Even as there is the cycle of market and market day in the whole of region so both, seller and buyers have their own type of movement. The number and standard of markets decides the type and pattern of movement. That shall be (a) Monocentric (b) Polycentric (Radial) (C) Polycentric (the random movement version) (d) Mono-Polycentric models (simultaneous radial and random movement). These patterns of travel movements show the number of market places and their character of central goods and central services and also the physiographic condition of the region. Geographic barriers play both as hurdle and promoter in the trip model and travel pattern as a river, forest or swamp can divert the trip models. The linkages and trip patterns have some limitation, which are governed by physical
characteristic of the region and availability of transportation and mode of transport actions. The trip pattern and linkages among isolated settlements should differ from a clustered region, a flood prone village that interlinks in mono-centric pattern with rest of the villages of dry area. A market centre, which is situated in central part and in urban areas confirms that the particular market must have interlinks in polycentric pattern with rest of the settlements in the region. Thus the geographic condition and the terrain of the region affect functional association and spatial integration of the region.

A market is based on the supply and demand model; the supply and demand is based on the linkages between buyers and sellers. Two types of linkages act as determinants in linking between sellers and buyers. These linkages search the origin and destination of goods and services, from where the goods come to be sold and where they go to be consumed. The sellers procure goods from different sources as from suppliers or farmers through their own efforts. After gathering of goods, they sell their goods in the markets. Such types of linkages are compliment in total system of selling and buying chain in that particular region. Linkages are indirect actors in the formation of functional association of market complex. These linkages are promoters of services and the standard of services in particular market places.

Transportation and communication affect the establishment and development of the market place in a significant way. Not only lack of transportation and communication but their availability, mode and means affect all developmental processes in any region. Transportation is a mode, which gives speed and physical movement to goods and other substances. It consumes time; time is the gist of development. Think before one hundred fifty years, bulls and horses were major sources of transportation. When railways and roadways developed, the speed became many times more. Thus the mode of transportation influenced the supply of goods to the market centres. Buyers are influenced by the transportation system. A buyer uses the cycles or motorcycle to assess the market facilities. Somewhere the market places are not affected by transportation system when there is local exchange in dominating position. Transportation is the means which provides speed and movement in goods and service whilst the communication provides momentum and movement in information and ideas. Communication creates a
ground for active players of markets, especially for sellers and suppliers. On the basis of communication, the movement of goods and services are determined.

Increasing impact of globalization on the developing countries has affected the socio-economic and cultural paradigms in urban areas and consumer’s behaviour is significantly influenced by the street markets which demonstrate ethnic trade practice. Vending in street markets is considered as parallel leisure place particularly where people tend to move to suburban location in order to experience the difference from the routine shopping. Street market may be considered as the bottom of the pyramid market structure where most consumers reside in the semi urban and look for farm fresh agricultural products and low priced consumer goods. The access of consumer of this demographic segment to the larger retail outlets is limited not just because of high prices, but also by inadequate fresh consumer goods and food products as compared to street markets. The street market in urban settings may be considered as ‘socially responsible distribution centres with initiatives that provide consumers with market access for goods and services that they can benefit from by either buying or selling, thus neutralizing the disadvantage they suffer due to inadequate physical links to large outlets, information asymmetries and weak bargaining power.

Attending of market by seller and consumer depends on the information about markets, so we have to know that-

(a) Sellers would have complete information about the location and timing of all market places, which are within the range of their visit.

(b) Their objective would always be to find the least-cost set of periodic market places in terms of distance traveled.

(c) The routes sellers follow between market places are always linear.

The information about market system is very important both for sellers and consumers. Therefore a system has been developed called MIS (Market information system).
1.6 Components of a Marketing Information System:

Marketing Information System (MIS) is intended to bring together disparate items of data into a coherent body of information. An MIS is, as will shortly be seen, more than raw data or information suitable for the purposes of decision making. An MIS also provides methods for interpreting the information the MIS provides.

"A marketing information system is a continuing and interacting structure of people, equipment and procedures to gather, sort, analyse, evaluate, and distribute pertinent, timely and accurate information for use by marketing decision makers to improve their marketing planning, implementation, and control". ²

Figure 1.1 illustrates the major components of an MIS, the environmental factors monitored by the system and the types of marketing decision which the MIS seeks to strengthen.

Figure 1.1 Marketing information systems and its subsystems

Figure 1.1

Source: FAO Corporate Document Repository, Title: Marketing Research and Information System

The explanation of this model of an MIS begins with a description of each of its four main constituent parts: the internal reporting systems, marketing research system, marketing intelligence system and marketing models. It is suggested that whilst the MIS varies in its degree of sophistication - with many in the industrialized countries being computerized and few in the developing countries being so a fully fledged MIS should have these components, the methods (and technologies) of collection, storing, retrieving and processing data notwithstanding. It is noted that an MIS could contribute to spatial arbitrage and open up the possibility of temporal arbitrage. MIS can assist farmers in negotiations with traders on the basis of MIS. The farmers (sellers) will have options the option to sell their goods at farm gate, local markets, assembly markets or directly to the urban markets which is nearest from that place. Thus the functional association of rural market depends on the information system of markets; hence the particular market centre should be rich with information system. Communication is a source of exchanging the ideas and innovations. Earlier, exploring of ideas and innovations was very difficult but now a day it is one of the easiest tasks. Telephone mobile, internet and other communication technologies are available everywhere and we can proceed with our ideas to anywhere. To find the information of the new ideas, innovation and products, we can easily take information about them by information system thus the communication system is very much a governing factor in spatial organization and functional association.

The identity and existence of a market place is based on its service and function. This function is basic characteristic of a periodic market. Central function, services and goods are the phenomenon of a market centre on which is whole identity and character depend. The character of marketplaces varies from region to region and status to status. The character of primary services of a market place would not be same in same ranking of market centre of other region, and a character of weekly market could not be same as bi-weekly market.

In present time, the developmental processes are occurring in urban areas, which affect the rural areas, also, especially the rural region, which is situated near urban areas. Periodic markets of rural area of adjoining part of metropolitan region are affected by urban influence. Life style, standard of living, type of need and demand, efficiency and
desire of spending money all are affected by urban life. Supply potentiality and efficiency become stronger, networking of transportation and nexus of communication, density of population, penetration of migration provide the new dimension in development of periodic markets and functional association emerges in more complex formation.

1.7 Meaning of Commodity:
Since commodity is the centre point of marketing system which pulls the active players of markets. The importance of commodity in marketing system makes it necessary to describe and explain the meaning of commodity and its type.
A commodity is the form a product takes when the material means of existence are organized through exchange. Commodities have two values: their immediate use in satisfying some need or desire, and their use as vehicles of exchange. Money is simply a measure of the second kind of value, enabling different goods to be proportionate in the market. It is interchangeable, no matter who produces it. Examples are petroleum, notebook paper, milk or copper. Stereo systems, on the other hand, have many aspects of product differentiation, such as the brand, the user interface, the perceived quality etc. And, the more valuable a stereo is perceived to be, the more it will cost. In contrast, one of the characteristics of a commodity good is that its price is determined as a function of its market as a whole. Well-established physical commodities have actively traded spot and derivative markets.

A good is a physical product that can be used to satisfy some desire or need. It can be contrasted with a service which is insubstantial, whereas a good is a tangible physical product, capable of being delivered to a purchaser and involves the transfer of ownership from seller to customer. For example, an apple is a tangible good, as opposed to a haircut, which is an (intangible) service. A more general term that preserves the distinction between goods and services is 'commodities,' like a flashlight. Goods are any object that has utility for the consumer directly or indirectly. Goods are usually modeled as having diminishing marginal utility.

On the basis of durability the goods can be classified into two parts as Durable and non-Durable goods. Durable goods have a significant life span, often defined as three years or
more. Long-lasting merchandise such as televisions, hardware, furniture, or recording equipment; also called hard goods. Durable goods or a hard good is a good that does not quickly wear out, or more specifically, one that yields services or utility over time rather than being completely used up when used once. Most goods are therefore durable goods to a certain degree. These are goods that can last for a long time, such as radio, cars, and DVD players, and such big-ticket items should continue to be serviceable for three years, at least. Perfectly durable goods never wear out. An example of a durable good might be a brick. As a counter-example, most food items are not very durable. Durable goods are typically characterized by long inter-purchase times, the time between two successive purchases.

Non-durable goods or soft goods (consumables) are the opposite of durable goods. They may be defined either as goods that are used up when used once. Non-durable goods are purchased for immediate or almost immediate consumption and have a life span ranging from few minutes to three years. Examples of nondurable goods include fast-moving consumer goods such as cosmetics and cleaning products, food, fuel, office supplies, packaging and containers, paper and paper products, personal products, rubber, plastics, textiles, clothing and footwear.

1.8 Classification of Commodity which are Sold in Periodic markets:

Durable goods are grouped with long living goods of different types, which do not perish immediately. Metal made utensils and wooden made utensils of kitchen use, metal made hardware of garden tools and mason use and artificial and original jewelleries of silver, brass and steel. Antiques like photo-frame, lamps, furniture, handwork, potteries etc. There are some durable electronic goods are sold in periodic markets; DVD players, CD, irons, watch etc. Stationary like old and second hand books, papers and magazines are sold in these markets. Plastic sheets, plastic and jute ropes and other shoe items are sold in the markets.

Non-Durable goods are grouped with different type of commodities of short living goods which may perish after immediate use. Plastic made utensils of kitchen, boxes and
Earthen pots are sold in the periodic markets. Grocery items like rice, pulse, four, spices, edible oil, bitten rice, burnt grain, sugar, homemade detergent soaps are sold in the markets. Vegetables and fruits items include Potato, onion, garlic, chilli, green and seasonal vegetable and fruits. Tea, snacks Chhole Bhature, somose, Chawmin etc. are sold in the markets. Ice creams, cold waters, medicines, handmade local medicines and oils are sold in these markets. Different types of seasonal flowers are sold in the markets. Seasonal garments, different type of readymade wears, pieces of cloths, caps, spectacles, shoes, sleepers, belts, different type of cosmetics, pirated CDs, tooth brush, handmade shops, wooden coal, cloth pieces are sold in periodic markets.

Hair-cutting, body massage, ear-bugging, electronic repairing and astrology are the main services in periodic markets.

<table>
<thead>
<tr>
<th>Table 1.1 Classifications of Commodities of Periodic Markets</th>
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*Source: Classified by author*
LOCATION MAP

INDIA

NCR

DELHI

Fig. 1.2
1.9 Study Area:
The study area of present study is National Capital Region. The location map indicates location of study area in India. The details and descriptions of region and its constituents are in following lines.

National Capital Region:
The National Capital Region comprises an area of 33,578 sq. km., covering the different part of states as NCT Delhi, Haryana, Rajasthan and Uttar Pradesh. Total population of the NCR is the 371 lakh with the density of 1105 persons/sq. km. In present location of the region, it is located between the latitude of 27° 03’ and 29° 29’ north and longitude of 76° 07’ and 78° 29’ east.

In early 70s, after detailed study and exercise the Town & Planning Organization of the erstwhile Ministry of Work and Housing got the boundary of NCR delineated with the area of 33,578 sq. kms. In the decade of 1970s the draft was prepared but at that time there was not any statutory mechanism available for the enforcement of this plan and it was virtually a document required to be voluntarily followed by the constituent States. In 1985 the NCR has been given statutory status by parliament through NCR Planning Board Act. In 1985 (Act 2 of 1985) with the common consensus of the legislatures of Haryana, Uttar Pradesh and Rajasthan it was given statutory status. It has the mandate for preparing the Plan for the development of the National Capital Region and for coordinating and monitoring the implementation of such Plan and for evolving harmonized policies for the control of land-uses and development of infrastructure in the National Capital Region so as to avoid any haphazard development of the region.

1.9.1 Haryana: Haryana is the largest contributor in NCR in respect of area with 13,413 sq. km. According to the Census of India-2001, the population of the Haryana which is the part of NCR is 86.87 lakh and the population density is 648 persons/sq.km. The following districts and tehsils form part of NCR.

a. Faridabad District comprising of the tehsils of Ballabgarh, Faridabad.
b. Gurgaon District comprising of the tehsils of Gurgaon, Pataudi and Sohna
c. Jhajjar District comprising of the tehsils of Jhajjar, Bahadurgarh and Berikhas.
d. Mewat District comprising of the tehsils of Hattin, Taoru, Nuh, Ferozepur-Jhirka and Punahana.
e. Palwal with the tehsil of Hodal.
f. Panipat District comparing of the tehsils of Panipat, Samalkha and Israna.
g. Rewari District comprising of the tehsils of Rewari, Bawal and Kosli.
h. Rohtak District comprising of the tehsils of Rohtak and Maham and Gohana.
i. Sonepat District comprising of the tehsils of Sonepat, Gannaur and Kharkhoda.

1.9.2 Uttar Pradesh: Uttar Pradesh is the second largest contributor in terms of area in NCR with the area of 10,853 sq. km. and second largest contributor in respect of population with 115.70 lakh and density of population is 1066 person/ sq. km. The following districts and their tehsils form the part of the NCR.
a. Baghpat District comprising the tehsils of Baghpat, Baraut, and Khekra.
b. Bulandshahr District comprising of the Tehsils of Anupshahr, Bulandshahr and Khurja, Siyana, Sikandarabad, Shikarpur, Debi and Pahasu.
c. Gautam Budh Nagar comprising of the tehsils of Sadar, Dankaur, Dadri and Jewar.
d. Ghaziabad District with the tehsils Ghaziabad, Hapur, Garhmukteshwar and Modinagar.
e. Meerut District comprising the Tehsils of Meerut, Mawana and Sardhana.

1.9.3 Rajasthan: Rajasthan is the third largest contributor in NCR with the area of 7,829 sq. kms. According to census of India 2001, the population of Alwar is 29.93 lakh with the density of 382 persons /sq.km. The Alwar is the single district of Rajasthan is the part of NCR, the district is comprised with the tehsils of Alwar, Behror Mandawar, Kishangarh Bas, Tijara, Kot Kasim, Ramgarh, Bansur, Thanagazi, Rajgarh, Lachmangarh and Kathumar.

1.9.4 NCT-Delhi: The National Capital Territory is the least contributor in NCR in reference of area with 1,483 sq. km. The genesis of the National Capital Region lies in the recommendation of the first Master Plan for Delhi (MPD) notified in 1962 wherein, a
broad area consisting of the Union Territory of Delhi and a few ring towns around it was conceived for being developed as a metropolitan region to reduce the population pressure on Delhi. According to Census 2001 the population of Delhi is 138.50 lakh and the population density is 9340 persons/ sq. km.

Table 1.2 District Wise Area of NCR

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Physiographic Region and Districts</th>
<th>Area</th>
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<tbody>
<tr>
<td>1</td>
<td>NCT-Delhi</td>
<td>1483</td>
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<tr>
<td>2</td>
<td>Haryana</td>
<td>13413</td>
</tr>
<tr>
<td>i.</td>
<td>The whole comprising of District of Gurgaon and Mewat</td>
<td>2760</td>
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<tr>
<td>ii.</td>
<td>The whole of District Faridabad comprising the tehsils of Ballabgarh,</td>
<td>2105</td>
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<td></td>
<td>Faridabad, Palwal, Hathin and Hodel</td>
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<td>iii.</td>
<td>The whole of District of Rohtak comprising the tehsils of Rohtak and</td>
<td>1667.77</td>
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<td></td>
<td>Meham</td>
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<td>iv.</td>
<td>The whole of District of Sonipat comprising the tehsils of Sonipat,</td>
<td>2260.53</td>
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<td></td>
<td>Gohana, Gannaur and Kharkhoda</td>
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<td>v.</td>
<td>The whole of District of Panipat comprising tehsils of Panipat, Samalkhaand Israna.</td>
<td>1249.88</td>
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<td>vi.</td>
<td>The whole of District of Jhajjar comprising the tehsils of Jhajjar,</td>
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<td></td>
<td>Bahadurgarh and Beri</td>
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<td>vii.</td>
<td>The whole of District of Rewari comprising the tehsils of Rewari, Bawal and Kosi.</td>
<td>1506</td>
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<td>3</td>
<td>Uttar Pradesh</td>
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<tr>
<td>i.</td>
<td>The whole of District of Bulandshahar comprising the tehsils of Anupshahr,</td>
<td>3515</td>
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<td>Bulandshahar and Khurja</td>
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<td>ii.</td>
<td>The whole of District of Meerut comprising the tehsils of Meerut, Mawana and Sardhana</td>
<td>2566</td>
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<td>iii.</td>
<td>The whole of District of Ghaziabad comprising the tehsils of Ghaziabad,</td>
<td>1971</td>
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<td>Hapur and Garhmukteshwar</td>
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<td>The whole of District of Gautam Budh Nagar comprising the tehsils of Gautam Budh Nagar, Dadri and Jewar</td>
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<td>The whole of District of Baghpat comprising the tehsils of Baghpat, Baraut and Khekra</td>
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<tr>
<td></td>
<td>The tehsils of Alwar, Behror, Ramgarh, Mandawar, Kishangarh Bas, Tijara and Kot Kasim of district Alwar.</td>
<td>7829</td>
</tr>
<tr>
<td></td>
<td>Total area of NCR</td>
<td>33578</td>
</tr>
</tbody>
</table>

Source: NCRPB (National Capital Region Planning Board) Annual Report and Annual Account-2004-05)
National Capital Territory, Delhi

Introduction:

Delhi became the capital of British India in 1911. New Delhi was designed by Edward Lutyens in 1912-13. Delhi, the capital of India sprawls over 1483 sq km (148,300 ha) between latitudes 28° 24' 17' and 28° 28' 52' North and South West. It shares borders with the States of Uttar Pradesh and Haryana. Delhi has an area of 1,483 sq. kms, maximum length is 51.90 kms and greatest width is 48.48 kms. The temperature ranges between 18.7° C (mean minimum) and 40.3° C (mean maximum). The normal annual average rainfall is 714.6mm.

The River Yamuna and terminal part of the Aravali hills range are the two main geographical features of the city. The Aravali hills range is covered with forests are called the Ridges; they are the city's lungs and help maintain its environment. The river Yamuna is Delhi's main source of drinking water and a sacred river for most of the inhabitants.

Delhi was a small town in 1901 with a population 0.4 million. Delhi’s population started increasing after it became the capital of British India in 1911. The 2001 Census recorded 138.51 lakh population of Delhi with 3.85% annual growth rate and 47.02% decennial growth rate during 1991-2001. Delhi has attracted people from all over the country and its population today reflects the characteristics of almost every region.

According to the Population Census 2001, Delhi has been noted as the third most populated city in India. With the rapid pace of urbanization, the rural population continued to decline upto the level of 6.82% in 2001 as compared to the 47.24% of Delhi’s Population in 1901.

The Municipal Corporation of Delhi (MCD) and the New Delhi Municipal Corporation (NDMC) are the local government in Delhi responsible for ensuing safeguard of people and enforcement of various regulations.

MCD has all responsibilities of periodic markets as directions, regulations, safety and facilities. Therefore MCD is very important for urban periodic markets.
1.10 Regional Scheme of NCR:
In brief the study area extends to three states adjoining with NCT Delhi, and has above five hundred periodic markets. To find out actual conditions and situation of periodic markets, the geographical character of the study area and distribution of market centres as given in the topographical maps and regular field visits to periodic market sites, become an essential features of research.

R.L. Singh has regionalized India in several orders, where NCR is a part of four physiographic regions, as indicated below.

1.10.1 Punjab Plain. This region is constituted by the North- Western part of NCR is a western part of River Yamuna. This region is comprised by the Sonepat, Panipat, Rohtak and NCT Delhi and some parts of Gurgaon and Rewari. The prominent natural features of the region are Yamuna skirting it on the east with Uttar Pradesh. The sand dunes and barren low hills of Arawali chain and its outcrops in the west, flat topped prominent precipitous hills of the Arawali range enclosing fertile valleys and high table land in south- west are the prominent natural features of the sub region. The rest of the region is plain with a general slope from north-west to south-west. The Punjab plain can be divided in three sub regions according to their physiographic characters.

1.10.2 Eastern Haryana or Kurukshetra Plain. The region is constituted by alluvial of river Yamuna. The region is subdivided as followings:
   a. Yamuna Khadar,
   b. Bangar Tract,
   c. Western Kurukshetra (Panipat, Soneat).

1.10.3 Southern Haryana. This region is constituted by reversal slopes, hills and sandy soils. The region is subdivided as.
   a. Eastern Gurgaon,
   b. Arawali outliers and their associated gaps and depressions,
   c. Jhajjar and Mahendragarh tract.
   d. Delhi Metropolitan Region (DMR).
Study Area (NCR)

Division of National Capital Region and NCT Delhi* 


Fig. 1.3

1.10.4 Udaipur- Gwalior Region. Alwar which is in south western part of NCR is a north eastern part of Udaipur- Gwalior Region, is of hilly character. South western part of Alwar district is a hillock cover with dense forest and partly Sariska Tiger Sanctuary, and the sand dunes and barren low hills of the Aravali range and its outcrops in the west; the rest of region is plain. The Aravali tract is merged with Ganga- Yamuna plain in north-eastern parts areas.

1.10.5 Upper- Ganga Plain. This region is comprised by Meerut region a part of Ganga-Yamuna Doab, is formed by Meerut, Ghaziabad, Bulandshahar and Gautam Budh Nagar. Meerut Region is eastern part of NCR, covers the region between Yamuna and Ganga, constituted by the alluvial both of Khadar and Bangar, of Ganga, Yamuna and Hindan rivers and provides a seemingly featureless plain. This region is sub divided as following,
a. Yamuna- Ganga Doab,
b. Yamuna- Hindan Doab.

In brief following physiographic regions of NCR coverage:

1. **Ganga- Yamuna Doab.** The region is confined between Yamuna and Ganga rivers.
2. **Hindan- Yamuna Doab.** This region is confined the region between Yamuna and Hindan Rivers.
3. **North-Western Region.** The comprised by plain part of west of River Yamuna.
4. **South-Western Region.** The region is comprised by hilly part of south western parts.

1.11 **Objectives of the Study**

The study is undertaken with the following objectives in mind:

1. To find out the variation in the regional pattern of distribution, as well as the nature of periodicity of periodic markets in NCR.
2. To identify the functional specialization and functional variation among selected periodic markets in NCR.
3. To find out the seller-buyer behaviour both in urban and rural periodic markets.

1.12 **Data base:**

In present study, the secondary and primary data are used; primary data is collected from field through the market surveys of consumers and sellers based on a questionnaire.

Secondary data have been collected from Census of India; followings are the main sources of secondary data.

1.12.1 **Census of India.**


1.12.2 **Toposheets of Survey of India.**
53 D, 1:250000, ROHTAK, 1931
53 H 1:1250000, DELHI, 1975
53 L 1:1250000 MURADABAD, 1923

1.12.3 Gazetteers:
- District Gazetteers of Delhi, Rohtak, Faridabad, Gurgaon, Alwar, Bulandshahar, Meerut, and Ghaziabad districts.
- The Encyclopedic District Gazetteers of India, Northern Zone, Vol. 6, 1997.


1.13 Methodology:
Methodology refers to more than a simple set of methods rather it refers to the rationale and the philosophical assumptions that underlie a particular study relative to the scientific method. Methodology often refers to anything and everything that can be encapsulated for a discipline or a series of processes, activities and tasks.

1.13.1 Nearest Neighbour Analysis:
The following quantitative methods have been used in the text to study the spatial distribution pattern of periodic markets, N.N.A. has been applied. Much of pioneering work of this kind in geography has been done by King and Dacey. ³

The formula of Nearest Neighbour Analysis (N.N.A.) is as follows:
\[ R = \frac{\bar{D}o}{\bar{D}r} \]
Where ‘R’ is the index of nearest neighbour points.
\[ Do = \sum \frac{D_i}{N} \]
Where

$D_{o}$ is the mean distance between the nearest neighbour points in the specific region.

$\Sigma D_1 = \text{added values of nearest neighbour distance between the points}$

$N = \text{is the number of points in the area.}$

$D_{r} = \frac{1}{2\sqrt{N/A}}$

Where

$D_{r} = \text{expected mean distance between the points in specific region.}$

$N = \text{is the number of points in the area.}$

$A = \text{is the area of region.}$

The ‘$R$’ value has three constants, if the ‘$R$’ value comes as ‘0’ then the distribution is deemed to be clustered, if the ‘$R$’ value is close to 1, the distribution of points is Random and the ‘$R$’ value is nearer to 2.1491 the distribution of points considered to be even.

![Fig. 1.4](image_url)

And on the basis of the N.N.A. values, the distribution pattern is identified the significance of $R$ value is determined by the Standard error of the expected mean distance as:

$\sigma \ D_{r} = 0.26136/\sqrt{N^2/A}$

Where $0.126136$ is the constant
To test the significance between $\bar{Dr}$ and $\bar{Do}$, the formula will be used which is following:

$$Z = \frac{\bar{Do} - \bar{Dr}}{\sigma \bar{Dr}}$$

The ‘Z’ value gives the level of significance, we match the calculated Z value with the ‘t’ tabulated and on that basis, the level of significance is determined.

1.13.2 Graphs like bars and pie diagrams have been used to show the variables of buyers and sellers.

1.13.3 Correlation: The correlation is one of the most common and most useful statistics. A correlation is a single number that describes the degree of relationship between two variables. Correlation method has been use to show the relationships among the variables of buyers and sellers.

1.13.4 Sampling has been used in data collection from the field. Sampling is the part of statistical practice concerned with the selection of individual observation intended to yield some knowledge about population of concern, especially for the purpose of statistical inference. In sampling method, all members of a group (population or universe) have equal and independent chance of being selected. After investigating the requirements of research and type data, Simple Random Sampling Method has been applied for survey in the research.

Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of
being included in the sample. Every possible sample of a given size has the same chance of selection.

In the present study the samples are taken by 'simple random sampling' method. To conduct survey of Urban Periodic Market, the sites are selected from the MCD vendor zones. There are twelve vendor zones in Delhi and one market is selected from the every vendor zone except south zone, from this vendor zone three markets are selected to conduct survey. In all 14 periodic markets are selected for field survey which from 6.27% sample total from 223 markets. There are many factors are affecting in the selection of the market centre for survey; such as accessibility, market area and localities. To conduct survey of Rural Periodic market, the sites are selected from the districts of NCR. There are 14 districts are the part of NCR, one rural market is selected from every district. Sonepat and Faridabad have no rural periodic markets. Therefore 12 rural periodic markets have been selected for the field survey. In all 12 periodic markets are selected for field survey which from 3.96% sample total from 303 markets. There are many factors are affecting in the selection of the market centre for survey are accessibility, market area and location.

There are two sets of questionnaires (see Appendix 1) used in the survey first one is for the sellers and second one is for the buyers. Twenty sellers and twenty buyers were considered for detailed questionnaires to the filled up in every surveyed market.

1.13.5 To find out the commodity flows of the markets, the surveys of two markets of CPWD colony of Vasant Vihar, New Delhi and Misra Garhi, Ghaziabad have been undertaken. There are 100 buyers and 100 sellers from each market from whom primary data have been collected by filling up a questionnaire.

1.13.6 To show the study area, location map, location maps of periodic markets and nearest neighbour analysis maps have been prepared by simple cartographic method.
1.14 Research Questions.

1.14.1 What is the pattern of spatial distribution and density of rural periodic markets and what factors are responsible for such distributional pattern and existence as well as density of rural periodic markets in NCR?

1.14.2 What are the regional variations in trends, characteristics and periodicity of periodic markets in National Capital Region?

1.14.3 What are the functional specializations and functional variations of selected market places?

1.14.4 What are the patterns and characteristics of consumers and seller behaviour and how do they play their role in functional specialization and functional variation of markets.

1.14.5 What is the future of periodic markets in view of rapid expansion of urban centres and modernized marketing system.

1.15 Research Design:

The present study has been divided into five chapters including the present chapter. The salient aspects of the study, methodology and analysis of each of the chapters have been discussed below:

The first chapter introduces the study and gives the framework of study. The emerging issues of markets in the study area have been discussed on policy level where literature review provides the intellectual backing. Every research has an objective and this study is no exception hence there is also the objective of study which proves the aim of study. Methodological aspects should be clear in research which makes a solid ground for a scientific set-up of study. Therefore the methodology; quantitative and qualitative have been used in present research. In social sciences, without data the research could not be fruitful and authentic, so for authenticity, many set of data has been used both secondary and primary. For the primary data the author has visited the several periodic markets. The study area (National Capital Region) is comprised by four state with different physiographic character has been divided into four physiographic regions therefore the regional and sub-regional level analysis have been attempted to show the perfect position
of distribution of periodic markets, rural settlements and population. The physiographic regions of NCR based on the map of NATMO (2000).

The second chapter titled ‘Spatial Distribution of Rural Periodic Markets’ discusses the regional and spatial distribution of periodic markets which have been depicted in the Toposheets, NATMO maps, Census of India and other sources. The main objectives of the study are focused on the distribution of rural settlements and rural population in terms of groups of Population Classes, types of distribution of rural settlements in specific areas and influence of physical and cultural factors on the distribution of rural settlements and rural population. To find out the general condition of rural periodic markets in NCR, the data base of Census of India, 1991: State District Profile, 1991 of several district of UP, Haryana and Rajasthan are used. For the actual condition of periodic markets in rural areas of NCR, primary survey conducted on market level. The data which is found by the questioners is used to illustrate the commodity structure and commodity flow of the markets. To analyse the type of distribution of rural settlements the N.N.A. (Nearest Neighbour Analysis) has been used and to show the regional distribution of rural periodic markets the Toposheets of Survey of India and NATMO maps are used. To find out the rural population size and market area the average and percentage methods have been used. Here the bar diagrams and pie diagrams have been used to represent the size, commodity structure and buyer-seller behaviour of the periodic markets.

In rural areas, importance and gravity of market depends on their rural service centres where it is organized, here the size of settlement means the population and area of settlements. Generally markets organized in comparatively in larger settlements, are called rural service centre and small settlements provide them service area. The size of settlement where markets are organized is a determinant factors are variety of goods and services, available in the market. Locally they find demand and other settlements provide additional demand. In this chapter, the distribution, size, periodicity and spatial distribution of periodic markets are dealt on the physiographic level. The chapter deals the consumer-seller behaviour and commodity structure of surveyed markets of different districts of study area.
The third chapter titled 'Spatial Distribution of Urban Periodic Markets in National Capital Territory' deals the distribution of periodic markets in NCT Delhi. It discusses the periodicity of markets and commodity structure of selected markets which are surveyed in different vendor zones of NCT. There are fourteen market sites, selected from twelve Vendor zones. Details of market places are explained on the basis of data which are collected from the primary survey and observations of market places. To analyze and represent the commodity structure of the periodic markets in NCT the pie diagrams, bar diagrams have been used. The Topographical maps of Survey of India and NATMO maps are used to analyse the type of distribution of urban periodic markets. To find out their distribution the N.N.A. (Nearest Neighbour Analysis) has been used.

The fourth chapter titled 'NCR- Rural Periodic Market: Network and Linkages, a case Study' gives details of buyers profile, sellers profile and the pattern of commodity flow based on the data collected from 100 buyers and 100 sellers in the markets. Bars and pie diagrams have been used to present data. Simple correlation coefficients have been worked out among variables like age, origin distance from the market, mode of transportations and carriers, and types of commodity; purchased and sold. This chapter is based on the market of Misra Garhi Ghaziabad is held on every Wednesday of week in evening time.

Fifth chapter titled 'NCT- Urban Periodic Market: Network and Linkages, a case Study' studied the detailed analysis of network and linkages in the urban periodic market of CPWD Colony Market, Vasant Vihar, New Delhi which is held on every Wednesday of week in evening time. It Deals the pattern of interaction of buyers and sellers and the network and linkages formed in the process of commodity flow, have been identified and discussed. The bars and pie diagrams have been used to show the statistical data. Simple correlation coefficient technique has been applied to study the form of relationship among variables like age, origin distance, mode of transportations and carriers and types of commodity purchased and sold.

Sixth chapter is summary and conclusion study, it concludes the study and summarizes the results and findings of research.
1.16 Review of Literature

Man always wants to live at favourable site with better transportation, accessibility and connectivity, human has been harnessed the resources of the well-considered place, which he knows better. The interior qualities of resources of the favourable site as good soil, favourable climate or mineral resources have often determined the location of settlements, Bylund Erik (1960) is of the view that the rural settlements are simple agglomeration of houses at favourable sites of specific facts, Singh Rana, P. B. (1976) says that the village is usually predominant within a certain region and its root is very distinct which belongs with typically agriculture and other land uses. The settlements of rural areas have some requirements and for fulfillment of their requirements, the markets evolve traditionally. A market does not originate the suddenly but this is a result of historical process. A market is authorized public gathering of buyers and sellers of commodities meeting at on appointed place either daily or at regular interval. Market places are sites with social, economic, cultural interaction and other references where there are a number of buyers and sellers and where prices offered and paid by each other in movement of goods, people, money, ideas and so on between places, Hagget (1965) feels that the market can't be developed in the lack of spatial interaction, further he is explains that- if the size and spacing of markets in the region is regular then the tendency of concentration of activities take advantage on the basis of location of particular market, these two conditions provide better connectivity among markets and the degree of connectivity which forms a base for spatial interaction, Saxena (1980).

Nearest-neighbour statistics applied on one type of patterned ground, mound fields, in order to describe the pattern quantitatively, adapted a technique that was devised by Clark and Evans (1954); their procedure was primarily developed to describe the distribution of vegetation, but the nearest-neighbour technique has been used in various other geographical studies of pattern. These other uses include describing the spatial distribution of towns and grocery stores. Previous attempts to describe polygonal ground quantitatively have emphasized the number of sides, polygon diameters, and the intersection angles of the outlining fractures. The technique discussed here uses the vertices and intersections of fractures outlining polygons as points to evaluate the randomness or regularity of the pattern. The nearest-neighbour procedure has never been
used to describe polygonal ground. Besides describing the patterned ground, nearest neighbour analysis may also be useful in understanding the climate, material, and processes that formed the pattern. The nearest-neighbour statistic, $R$, represents the degree to which an observation departs from a predicted random distribution (Clark and Evans 1954).

Spatial interaction among various attributes as parish, producers and sellers frame an existence of market that market is a force of social dissolution and site of exchange between dissimilar people. Rural market serves as key economic hubs in rural hinterland and remodeled the rural space. Market day emerges as a temporal ‘hub’ in which local activities are conducted at a radically accelerated pace and everyday household routine is forsaken for new economic activities, new extra- local links and new mode of pleasure, Perry (2000). The evolution of a market or practicing exchange on the sake of goods or money is the budding of a central place because that is surrounded by rural settlements in a particular region, which are served by the market the market place is mainly the centre of the region or central settlements. The goods and service, which are produced at the central place and the served by the market centre, are called central goods and central services respectively. Their magnitudes is a basic requirement to develop a market place, which acts as organ in centrality of market place; the magnitude of market might be due to its goods and service where geographical distance is turned into economic distance, Christaller (1966), Dixit (1985). Any place could not be a central place because a central place has some requirement as threshold population; range of goods etc. but it varies region-to-region and place-to-place. This variation becomes a foundation stone in hierarchical models of central places in other word market places in a particular region. Instead of variation in ratio between threshold and range values show that in any part of the area of study. These variations determine the degree of centrality of market places, the centrality of a settlement or the number of services supported solely by tributary population indicates its importance in the provision of goods and services for a tributary population. Consequently centrality is a difference between the inner range of value for a service and the population of the place providing it. The larger difference between the two, the greater the centrality of the places, Johnston (1966). The regional physiographic characters determine the population distribution and density and the nexus of spatial
integration and spatio-functional organization, thus the regional physiographic characteristics determine the situation, location and distribution of market places in a particular region. A site is a place on minute scale but it has also regional relationship of varying orders. A market place may be older than the site and it may be antecedent to the place, the market place and the site are totally unrelated. Periodic market place is an origin of intimate association with the informal and traditional sector, Jamkar (1985). The place of market site is located within the area produced by intersection of the locality. The periodic markets of India are a part of its old historical tradition. By status a periodic market may daily, weekly, biweekly, monthly and so on. Generally the site of a market place is situated at most favourable site both for sellers and buyers in terms of accessibility and connectivity the grid intersection of roads and corridors are most probable site for location of market places, Mukharjee (1970, 1985). Income yielding capacity of an individual weekly market place depends upon it favourable site, amidst some productive region with relatively high density of population in its service area, efficient transport linkages and infra-structural facilities of agglomeration of men, materials and services. The site of weekly market and general characteristics of weekly market have motive factors; commercial mechanism, commodity structure and services, Tamaskar (1985). It is obvious that the transportation system gives the movement and circulation to the goods, economy and population this movement and circulation gives the pulse of life and foundation of functional association in market centres. It is not important only transportation but also mean and mode of transportation and quality of networking system, Berry (1959), Srivastava and Tiwari (1985). The transportation system makes attention mainly on circulatory pattern of itinerant sellers who operate within an extensive network of periodic market places. The travel pattern of mobile sellers or market cycles reveals their varieties associated with sellers in the region, Gedam (1985). Association between the volume of consignment of food and the number of stages involved in the exchange processes from producer to consumer. Deficiency in flows of information and transportation and market facilities required in order for trader to adjust to difference in supply and demand conditions, Wanamali (1979, 1980) Symanski, Bromley (1974) and Bromley, Guod (1975), The behaviour of consumer is depended upon choosing of selection of site of market place is influenced by distance
between market place and native thus consumer wants to assess the nearest and more suitable site of market centres therefore growth of market is based on the regional consumer behaviour, which is generally influenced by distance. Distance is a major player in consumer behaviour and frequency of supply in rural market because often quoted that the geography is a discipline in distance Singh R.P.B (1976). That distance imply inherently in all the phenomena of distribution and dispersion means that distance determines the distributional pattern of rural settlements. Distance is based upon the facilities of means of transportation, a mode of transportation, can reduced or enlarge the distances between consumers. The distance and networking among several settlements and the market make the nexus of interlocking networks, which is joint participant of standard market in two or three intermediate marketing system, of intermediate markets in two or three central marketing system and so on, which articulates the little local rural economy centered in each market particular region, Wood (1975). The traditional and spontaneous channels of marketing networking system of produces and agricultural products are generally supplied in periodic markets in rural areas, Wanmali, S. (1980). The supply of required goods and demand make the complex system of man’s space organization is keen to reduced the gaps between rich urban and poor rural in gainful commercial economic activities though has transcended the simple and subsistence village economy system. He says that the network spatial organization is based on three aerial components; production space, marketing node, transportation and communication link in space. Interaction potential model with a nodal distances and market mass for the rural marketing process in understanding the magnitude of both inter and intra regional development and disparities, Saxena (1985), the marketing node, transport and communication are the important for community development, because rural market performs as important functions in development of rural communities in developing countries. However such development should be based on proper understanding of their functions and linkages; since these attributes are hierarchically organized. Rural markets help to establish rural-urban linkages, which are crucial for rural development because of the complementary roles the urban centre plays in. The linkage pattern of served region and rural-urban linkages help in emergence of organizational characteristic of space, where organization is a complex construct it refers to the qualities that characterize a
living being an organism, where the functional interdependence among parts are connected and coordinated in a systematic an orderly structure. Organization may be positive or negative; a spatial system may become more organized, gaining coordination of parts and interdependence, or it may become less organized. Rajgopal (2009) explores the influence of street markets in urban geo-demographic settings and analyzes vending patterns. Increasing globalization on the developing countries has affected the socio-economic and cultural paradigms in urban areas and consumer's behaviour is significantly influenced by the street markets which demonstrate ethnic trade practice. Vending in street markets is considered as parallel leisure place particularly where people tend to move suburban location in order to experience the difference from the routine shopping. Street market may be considered din as bottom of the pyramid market structure where most consumers reside in the semi urban and look for farm fresh agricultural products and low priced consumer goods. The access of consumer of this demographic segments to the larger retail outlets is limited not just because of high prices, but also by inadequate of fresh consumer goods and food products a compared street markets. The street market in urban settings may be considered as 'socially responsible distribution centres with initiatives that provide consumers with market access for goods and services that they can benefit from by either buying or selling, thus neutralizing the disadvantage they suffer due to in adequate physical links to large outlets, information asymmetries and weak bargaining power (Smith 1972). Velayudhan (2008) studied that Haats are a feature of the Indian rural markets. These are weekly markets were villagers from not only that village but also the surrounding villages assemble to buy and sell goods. The products traded in these markets include crop produce, vegetable, milk and other perishable. In addition to these locally manufactured non-durable products and some durables like utensils and furniture, toys etc. are sold. Unbranded and branded consumer non-durable and durables of low value are also sold in these markets. These haats are developed over along period of time as there were many villages that did not have fixed location of retail shops. The villagers came to the haats to not only shopping outside the village not only sell produce and buy goods and services but also for recreations and as a place for gathering and socializing. Street markets are identified as informal markets which have higher sociological values and low economic gains. Location of streets and
size of the market play a critical role in establishing the socio-economic thrust among the customers in the area. Pro-active customers patronage the trade in street markets and represent powerful socio-economic hierarchies based on gender, age, class consumer behaviour and informal economic activity within the urban lower middle class demography in urban area are closely related.

1.17 Hypotheses:
The following hypotheses have been formulated and tested during the study:
1. Periodic Markets are the need of society, despite urban development
2. Functions of periodic markets are contingent on the local need.
3. Periodic markets are the specialized markets.

1.18 Conclusion:
Present chapter is the introduction of the thesis, which deals with the theoretical aspects of the study. Area of study and its descriptions, objectives of study, data bases, research methodology, research questions, research design, literature review and hypothesis are the main constituent of the present chapter.

The chapter has dealt the theoretical aspects of periodic markets; its meaning, characteristics, functions and linkages. The chapter also studied the market information system, commodity and its classification. To show the impact of research in society, it is important to deal with the study area and its constituents. Objective give meaning to any study, therefore, it is necessary to give details of objective of study. Data base prove the authenticity of information which are collected by author from different sources. Research methodology proves appropriate techniques to justify the objective of study; therefore, the research methodology has been also dealt in this chapter. Research question is the assumption of study therefore an appropriate research question must be raised in a study, thus research questions have been dealt in present chapter. Research design is the structure of study, which is dealt in present chapter and literature review is the theoretical support of study therefore it is also dealt in the present chapter. In last the hypothesis of this study has been dealt in present chapter. Next chapter deals with the nature and significance of periodic markets in NCR.