

CHAPTER - IV

WEEKLY RURAL MARKETS-SPATIAL AND FUNCTIONAL UNITS

The weekly rural markets are the nerve centres of the economic, social and cultural activities of the rural life of rural India. The producers not only depend on these weekly rural markets for disposal of their produce for cash, but also for the procurement of inputs as well as the other products which they need. In the Rayalaseema region, as elsewhere in the other regions of Andhra Pradesh as well as of India, the goods and services of daily market are not available to majority of the rural consumers. The reason being that most of the villages are located far from towns. In rural India, the state of agriculture being subsistence, peasant has something to dispose off, and having limited wants to satisfy. The weekly markets, thus, have developed

to provide an opportunity to the rural people to save their produce and to satisfy their limited demands.

A gathering of buyers and sellers of commodities at a particular location on a particular day is termed as weekly market (also called periodic market). In the words of Hodder " periodic market is a public gathering of buyers and sellers of commodities meeting at an appointed time or customary location at regular intervals.¹ Bromely has also expressed the same opinion.²

WEEKLY MARKETS

In Rayalaseema, weekly markets are common throughout the region as in other regions of the State of Andhra Pradesh. The number of weekly markets in the district of Anantapur, Cuddapah, Chittoor and Kurnool are 88, 67, 86, 95 respectively. Only two are bi-weekly markets namely Gorantla in the Anantapur district and Punganur in the Chittoor

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1. Hodder, B.W., "Distribution of Market Centres in Yovuvland", Skottish Geographical Magazine, Vol. 81, 1965, P.48.
 2. Bromely, R.J. "Traders Mobility in Systems of Periodic and Daily Market", Geography and Urban Environment, Vol.III, 1980, P.134.

district; and all other markets are weekly periodicity. The location of all the weekly markets has been exhibited in Fig. 4.1.

The spatial pattern of weekly markets in the Rayalaseema region, based on nearest neighbour analysis in the Kurnool district to 0.77 km in the Anantapur district, while the distribution pattern of weekly markets in other two districts which measured in co-efficient of variation lies in between the above two values.

In regard to the weekly market existence, the question which arise is why such a varied distribution pattern emerged in spite of similar geo-economic conditions exist in neighbouring districts. The reasons for such distribution pattern of weekly markets are :

1. Two or more participants meeting at the same location, at the same time, are apt to transact more if the time of their visits are different.
2. The growth of weekly markets remained static except change in site.
3. The demand is at the lowest level and unable to support the weekly markets.
4. The lack of perception towards weekly market is the primary cause for the rural market's non-existence.

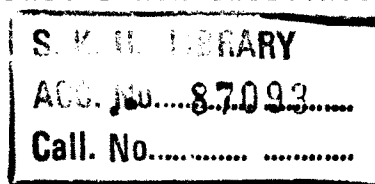
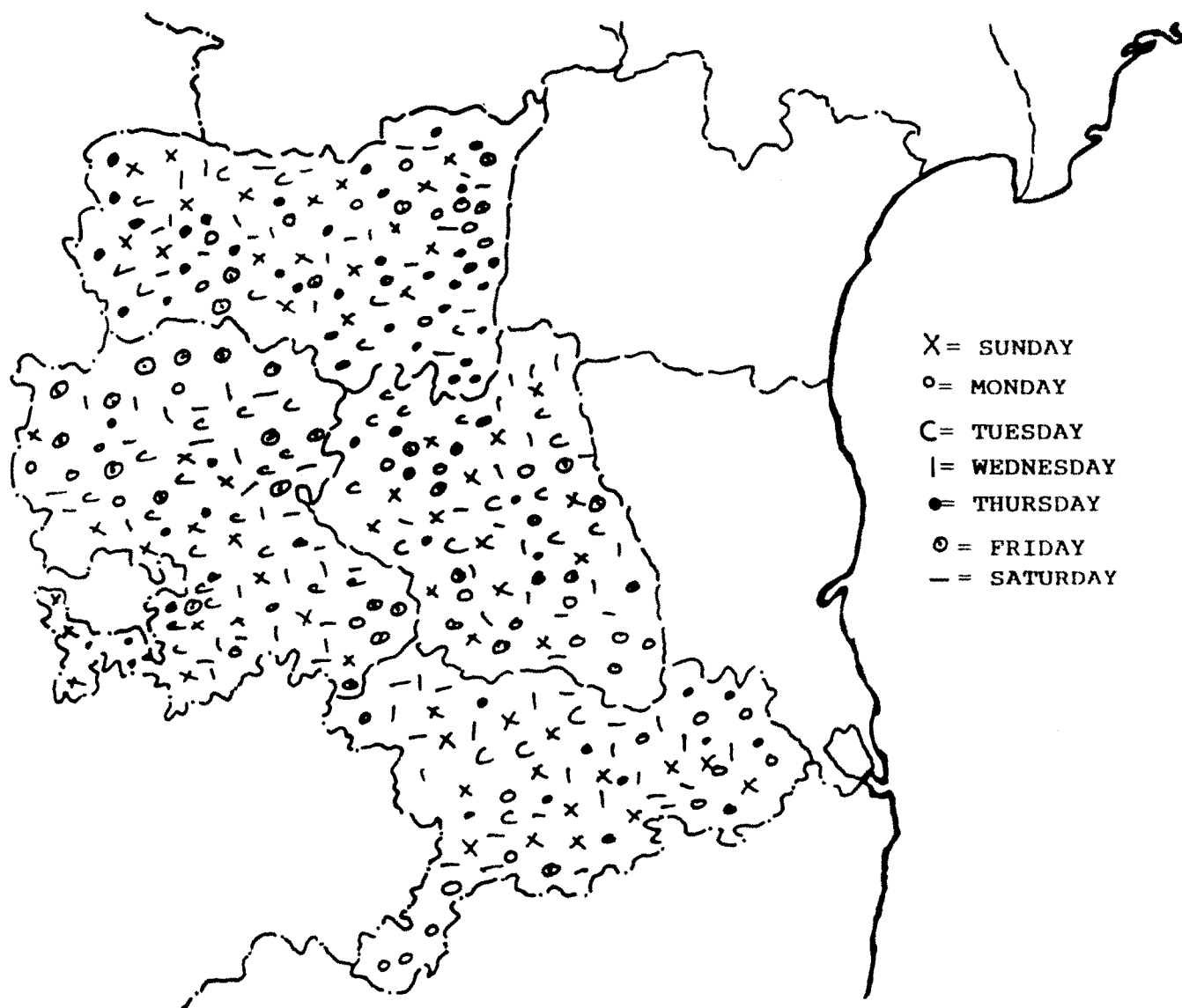


Fig. 4.1: LOCATION OF WEEKLY RURAL MARKETS IN RAYALASEEMA REGION



5. The existence of weekly markets are found on historical factors; and the marketing calendars are determined on the socio-cultural basis in the origin.

LOCATIONAL PATTERN

The weekly rural markets are both spatial phenomena having temporal aspect as well. In other words, the distribution pattern of weekly rural markets is a phenomenon in time and space. This time and space relationship has been referred as a spatio-temporal synchronization, also called simply synchronization. The weekly rural markets are organised in space and time in such a way as to get an optimal sequence for those who used the services of them. The weekly rural marketing in the four districts of the Rayalaseema region is exhibited through figures which presented as:

FIG. 4.2 : MARKET SYSTEM IN ANANTAPUR DISTRICT

Fig.4.2 shows that in the seven day market system operating in the Anantapur district, theseven day rural markets are Kodikonda (Sunday), Gorantla (Monday), Tadimarri (Tuesday), Pamudurthi (Wednesday), Hemavathi (Thursday), Amarapuram (Friday) and Gowrivaripalle (Saturday).

FIG. 4.3: MARKET SYSTEM IN CUDDAPAH DISTRICT

The seven day marketing system in the Cuddapah district is shown in Fig. 4.3. In this system, the market days are Mudumpadu (Sunday), Chakrayapeta (Monday), Kondapuram (Tuesday), Galiveedu (Wednesday), Erradoddi (Thursday), Chinnamandyam (Friday) and Kavalipalle (Saturday).

FIG. 4.4: MARKET SYSTEM IN CHITTOOR DISTRICT

Fig.4.4 shows the seven day marketing system operating in the Chittoor district. It shows that there is a continuous weekly market system in the Chittoor district. The markets are Basavapalli (Sunday), Narasingarayanipet (Monday), Varthuru (Tuesday), D.Brahmanapalle (Wednesday), V.Kota (Thursday), Sadum (Friday) and Gudipalle (Saturday).

FIG. 4.5: MARKET SYSTEM IN KURNOOL DISTRICT

Fig.4.5 shows that there is a continuous weekly marketing system in the Kurnool district. The markets are Sunkesula (Sunday), Laddagiri (Monday), Santazatur (Tuesday), Veldurthi (Wednesday), Prathakota (Thursday), Chintakunta (Friday) and Peapalli (Saturday).

Fig. 4.2: MARKETING SYSTEM
IN ANANTAPUR DISTRICT

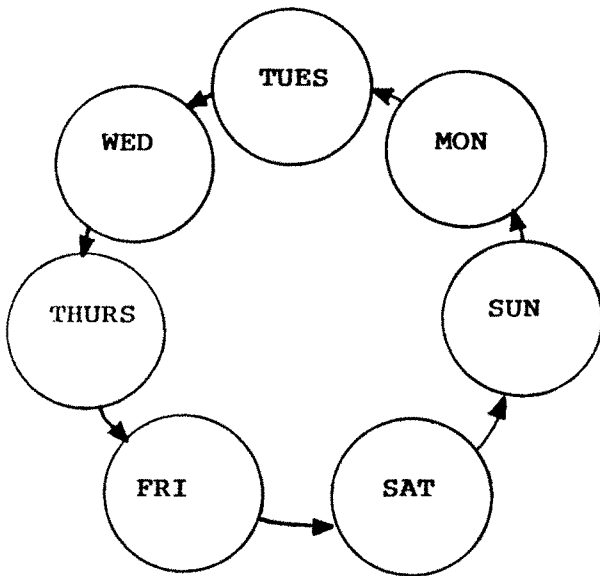


Fig. 4.3: MARKETING SYSTEM
IN CUDDAPAH DISTRICT

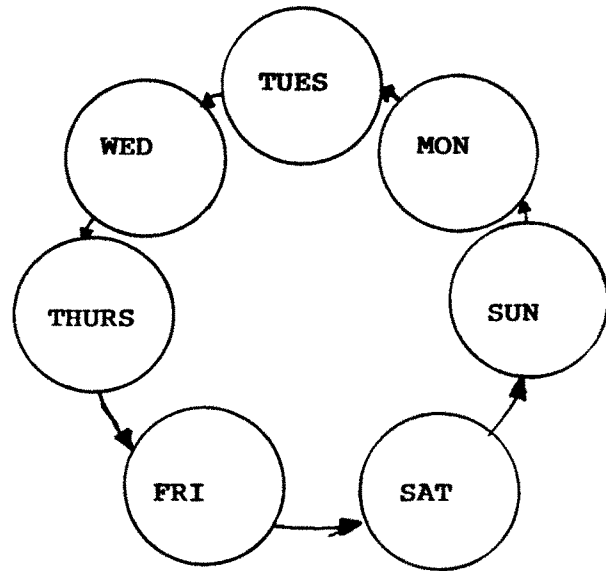


Fig. 4.4: MARKETING SYSTEM
IN CHITTOOR DISTRICT

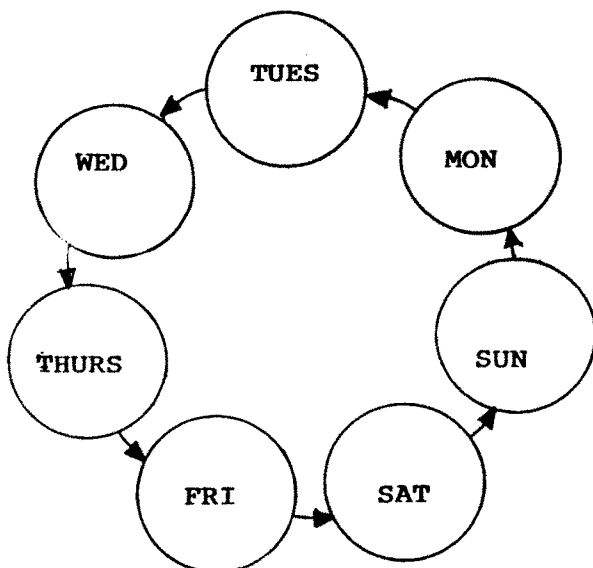
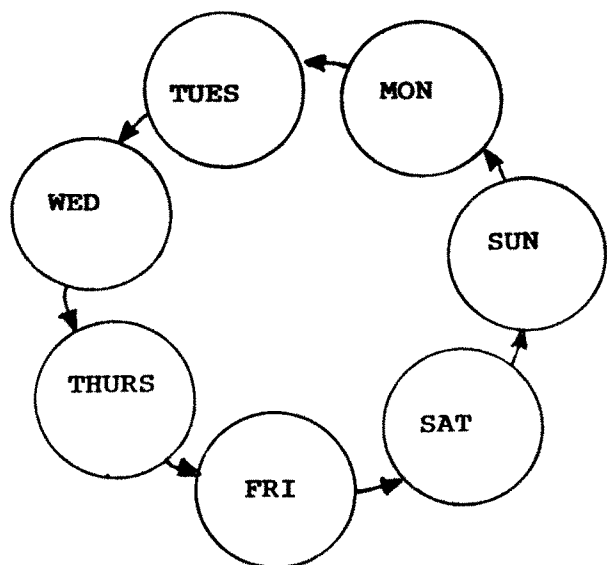


Fig. 4.5: MARKETING SYSTEM
IN KURNOOL DISTRICT



SPATIAL INTEGRATION

The length of markets meet varies from 1 to 14 days between different cultural areas of the country. In practice, in most cases, the markets meet once in a week which is termed as weekly markets. This term is also very much applicable in rural marketing in the Rayalaseema region. Such weekly markets, also called periodic markets are not open every day but only once every few days on a regular scheduled basis. The reason for this is that the per capita demand for goods sold or purchased in the market is small. And the market area is also limited by the primitive transport technology. Therefore, the aggregate demand is inadequate to support permanent shops or stalls. It is quite worthsharing the opinion of Berry. He has said : "Businessmen adjust by visiting several markets on a regular basis; and by accumulating the trade of several market areas they are able to service".³

In brief, it can be concluded that the socio-economic cultural factors very much determine the marketing system of the rural peasants. An attempt is made to examine the various aspects of weekly rural markets and

3. Berry, B.J.L., "Geography of Market Centres and Retail Distribution ,Prentice Hall, New Delhi; 1967, P.93.

to discuss the distribution pattern in terms of spatial and temporal aspects.

DISTRIBUTION OF WEEKLY MARKETS

To understand the rural market as spatial and functional unit, the district is selected as a unit although a little inter-district movement also exists. The spatial pattern of rural markets in the Rayalaseema region is based on market-shift; and spatial-linkages that have been generalised and depicted in figures. The analyses of rural marketing which followed a seven day system in the region as a spatial and functional is as follows:

ANANTAPUR DISTRICT

The Anantapur district is having a seven day marketing system which operates in a circular pattern (See Fig.4.2) The participants (trader, purchaser, or seller) move from one market to another. The weekly markets which are working in the Anantapur district are presented in Table 4.1.

TABLE 4.1
WEEKLY MARKETS IN ANANTAPUR DISTRICT

DAY	WEEKLY MARKET	NUMBER OF MARKETS
Sunday	Kuruvalli, Peruru, Penukonda, Lepakshi, Moransanapalle, N.P.Kunta, Nallamada, Nallacheruvu, Amadagur, Gandlapenta, Parigi, Bommanahal, Narpala, Kodikonda, Agali	15 (17.05)
Monday	Dandinahierahal, Hirehal, Gummagatta, Kokkanti, Bukkapatnam, Yadiki, Gorantla, Kundurpi, Gooty, Nuthimadugu, Nasanakota	11 (12.50)
Tuesday	Kanakondla, Motaruchntapalle, Kuntimaddi, Inagaluru, Reddipalle, Mohammadbad, Chennekottapalli, Dhanunicheruvu, Settur, Chilimenahall, Vidapanakall, Tadimarri, Beluguppa, Brahmasamudram	14 (14.90)
Wednesday	Obuladevaracheruvu, Kodur, Somandepalle, Pamudurthi, Gudibanda, Amadagur, Gandlapenta, Allapalle, Thummalakuntlapalle, Bandlapalle, Thippepalle, Pulagarupalle, Maddemadugu	13 (14.78)
Thursday	Hemavathi, Guttur, Puttur, Gedikunta, Peddapapur, V.R. Palle, Uravakonda, Atmakur	8 (10.09)
Friday	Kanekal, Pamidi, Yellanur, Kanaganapalle, Tadimarri, Talupula, Kondakamarla, Amarapuram, Kuruvapalle, Venkatapuram, Daburuvaripalle, Jowkalakothapalle, Panthulacheruvu, Mukkandlavaripalle, Veeraobanapalle	15 (17.05)
Saturday	Vajrakarur, Nyamaddala, Tanakal, Chilamathur, Gowrivaripalle, Rolla, Godduvelagala, Chalamalakuntlapalle, Pandulakuntla, Udumulakurthi, Kurli, Alampur	12 (13.63)
Total		88 (100.00)

Source : Directorate of Census Operations, Andhra Pradesh, Hyderabad, 1991.

Figures in parentheses are percentages to total.

Table 4.1 shows that, in seven day marketing, the weekly rural markets operating are more in number on Friday and Sunday 15 each followed by 14 on Tuesday.

CUDDAPAH DISTRICT

In the seven day marketing system operating in the Cuddapah district (See Fig.4.3), the number of weekly markets working on Sunday are (14) followed by Monday (13), Tuesday (12), Wednesday (8), Thursday (8), Friday (8), Saturday (5). The day-wise weekly rural marketing pattern of the Cuddapah district is presented in Table 4.2.

Table 4.2 discloses that the number of weekly markets working in the Cuddapah district are 14 on Sunday which are more compared to any other market day in the district, followed by Monday (13), Tuesday (12). The location of markets working on Sunday to Tuesday carried out comparatively better market as they figuratively more and their marketing have wider potentiality. This establishes a good ring or a circuit.

TABLE 4.2
WEEKLY MARKETS IN CUDDAPAH DISTRICT

DAY	WEEKLY MARKETS	NUMBER OF MARKETS
Sunday	Sambepalle, Mudumpadu, Chennur, Simhadripuram, Vallur, Khajipet, Pendlimar, C.K.Dinne, Yerraguntla, Veerapunayanipalle, L.R.Palle, Peddapalle, Getukadapalle, Balijapalle	14 (20.89)
Monday	T.SunduPalle, Chakrayapet, Ramapuram, KothaPalle, Pullampet, Nandulur, Penagalur, Obilli, Kodur, Chitvel, Obulavaripalle Sidhout, Atlur	13 (19.40)
Tuesday	Badvel, Munnelli, Narasapuram, Lingala, Chapadu, Duvvur, Kamalapuram, Kamalapuram, Kondapuram, Kalsapadu, Peddareddigaripalle, BodisanavandlaPalle	12 (17.92)
Wednesday	Surabhu, Galiveedu, Gollapalle, Veerapalle, Kondur, G.K.Palle, Madigapalle, Besthapalle	8 (11.94)
Thursday	Brahmana Erradoddi, Devapatla, Kanampalle, Kesapuram, Gutukadapalle, Kesapuram, Pullampet, Pulivendla	8 (11.94)
Friday	Cinnamandyam, Vempalle, Buruzupalle, Sadiagattupalle, Araveetivandlapalle, Devalampalle, Vontimitta	7 (10.44)
Saturday	Buttigavaripalle, VaddePalle, Kavalipalle, ChreloPalle, Chigirepalle	5 (7.47)
	Total	67 (100.00)

Source : Directorate of Census Operations, Andhra Pradesh, Hyderabad, 1991.

Figures in parentheses are percentages to total.

CHITTOOR DISTRICT

In the Chittoor district which follows a seven day marketing (see Fig. 4.4), the Saturday and adjacent day are more markets to that of other markets in a week (Table 4.3).

TABLE 4.3
MARKETING PATTERN IN CHITTOOR DISTRICT

DAY	WEEKLY MARKET	NUMBER OF MARKETS
Sunday	C.R. Kandriga, Basava Palle, Kandur, Somireddipalle, Gandupalle, Veligallu, Bommasamudram, Peddasamireddipalli, Ramasamudram, Budikayalapalli, Mudivedu, Yellutla, Angallu, Chandragiri, Somayapuram	15 (17.45)
Monday	B.Narasingarayanipet, Aragonda, Ramakuppam, Tavanampalle, Thamballapalle, Kalikiri, Lakkanapalle, Kurabalakota, NimmanaPalle, Rompicherla, Pachikapalam	11 (12.79)
Tuesday	Puthalapattu, Varthuru, Chowdpalle, Sankarayalapeta, Punganur,	5 (5.81)
Wednesday	Paturu, Penmuru, D.Brahmanapalle, Ankireddipalle, Kosuvaripalle, Kalakada, Nuthanakalva, Mahal, Marrispadu, Gandaboyanivaripalle, Agraharam, Gummasamudram	12 (13.95)
Thursday	Puttur, V. Kota, Rayalpet, Kotala, Pattamvandlapalle, Renimakulapalle, Thunmiri, P.T.Samudram, Kadirayacheruvu, Chintaparathi, Ellamanda, Bhakarapet, Kallur	13 (15.11)
Friday	Sadum, Peddaupparapalle, Sompalle, Molakalacheruvu, Gurrankonda, Jillelamanda, U. Agraharam, K. Ramireddigaripalle, Kavetigaripalle, Vaddipalle, C.T. Samudram, Yetavakili	12 (13.95)

Table cont...

DAY	WEEKLY MARKET	NUMBER OF MARKETS
Saturday	Polavaram, Bonalapalle, Rallabodugur, Gudipalle, Irikipenta, chembakur, Venkatagiri, Baireddipalle, Kalicherla, Burakayalakota, Kannemadugu, Vagalla, Tarigonda, Medikurthi, Peddamallela, Yerrivaripalem, Reddivaripalle, Tukkivakam	18 (20.95)
	Total	88 (100.00)

Source: Directorate of Census Operations, Andhra Pradesh, Hyderabad, 1991.

Figures in parentheses are percentages to total.

KURNOOL DISTRICT

A seven day marketing pattern of the Kurnool district is exhibited in Fig. 4.5 in which participants move in a star like movement. The market cycle operates from Monday to Sunday. The weekly marketing in seven day marketing system are presented in Table 4.4.

TABLE 4.4
MARKETING PATTERN IN KURNOOL DISTRICT

DAY	WEEKLY MARKET	NUMBER OF MARKETS
Sunday	Remata, Edururu, ulchala, Peddapadu, Basavapuram, Nizzur, Mangalpadu, Sunkesula, P. Kothapadu, G.Singavaram, Lakshmipuram, Salkapuram, A.Gukulapad, Parla, Pamulapad, Owk, Bethamcherla, Siruvella	18 (18.96)
Monday	Laddigiri, Ramallakota, Tuggali, Holalagundi, Bathulurpadu, Ratana, Hussainpuram, Buruzula	8 (8.42)
Tuesday	K.Nagulapuram, Santazatur, Kosigi, Ennakandla, Peddamarriveedu, Pasupula, Krishnagiri, K.Palle, Katikavanikunta	9 (9.47)
Wednesday	Pulakarathi, Rampuram, Nandavaram, Veldurthi, Alur, Nagaladinne, Yerraguntla	7 (7.36)
Thursday	Polakal, Prathakota, Gadivemula, Allagadda, Mallevemula, Chagalamarri, C.Charuvu, Peddavangali, R.Nagulavaram, Chandlu, Chilakur, Nellagatla, Gopalapuram, G.Zambuladinne, Mandalur, Alamur, Muthalur, Narasapuram, Mittapalle, Bachepalle, R.Krishnapuram, Yadawada, Obulampalle, Peddakandla, Gubagundam, Devarapuram, S.Lingamdinne, Palasagaram, Kotakandukur, Muthyalapadu, Chinnabodanam, Gadigenur, Settiveedu, Maddur	34 (34.79)
Friday	Gudur, Chintakunta, Halvi, Yerikalacheruvu, Kappatralla, Koilakuntla	6 (6.32)
Saturday	Kodumur, Peapalle, Gonegandla, Mahadevapuram, Gangavaram, Chennur, Sambavaram, Thellapuri, Pasurupadu, Gosapadu, Jillela, Kanalapalle, Govindapalle	13 (13.68)
Total		95 (100.00)

Source : Directorate of Census Operations, Andhra Pradesh, Hyderabad, 1991.
Figures in parentheses are percentages to total.

Table 4.4 indicates Thursday markets are more numerically accounting 34 which is not only higher number in the district but in other districts of the entire Rayalaseema region. It infers from the same day (i.e., Thursday) business, that operations in the rural marketing of the district is much higher.

THE FUNCTIONAL PATTERN

The locational pattern of weekly rural marketing will have its impact on the functioning of weekly markets. The relationship between the location and the function, in the sense sequential functioning of adjacent markets is greatly enable the marketing pattern towards sound and healthy through enabling many participants without much loss of time and money. Therefore, the efficiency of marketing and benefits of the participants would very much depend on the sequential pattern of marketing system.

The locational pattern of weekly markets in the Rayalaseema region based on market shift and spatial-linkages has been depicted in Fig. 4.2 to 4.5. The seven day system operates in a star like pattern , and a trader can move from one market to another The consumers/traders of adjacent market have option to visit nearby market apart

from their own market. While the villages located in central part have option to visit any of these markets depending upon their contact and connectivity. The conditions in six day system also more or less same to the seven day system, but in this case spacing becomes wider.

The five and four day systems form a close link between markets; and the market area overlaps each other. The three day system is found either in triangular form or in a linear pattern. The triangular form suits better to both, the trader and farmers. The best example of this system can be seen in the Kurnool and Chittoor districts of this region, in which seven periodic markets have formed three triangles.

Thus each market have direct link with at least two markets. In linear system, a trader and a farmer has to move one market to another, and return to his base by a longer route. The two day linkage system is common feature in the region under study. Similarly, isolated markets are not having the same day adjacent market system can also be seen in the Anantapur district. In this system, both traders and farmers have option to visit market of their choice. Some time these markets are also competitive markets. In brief, weekly markets, though, periodic in

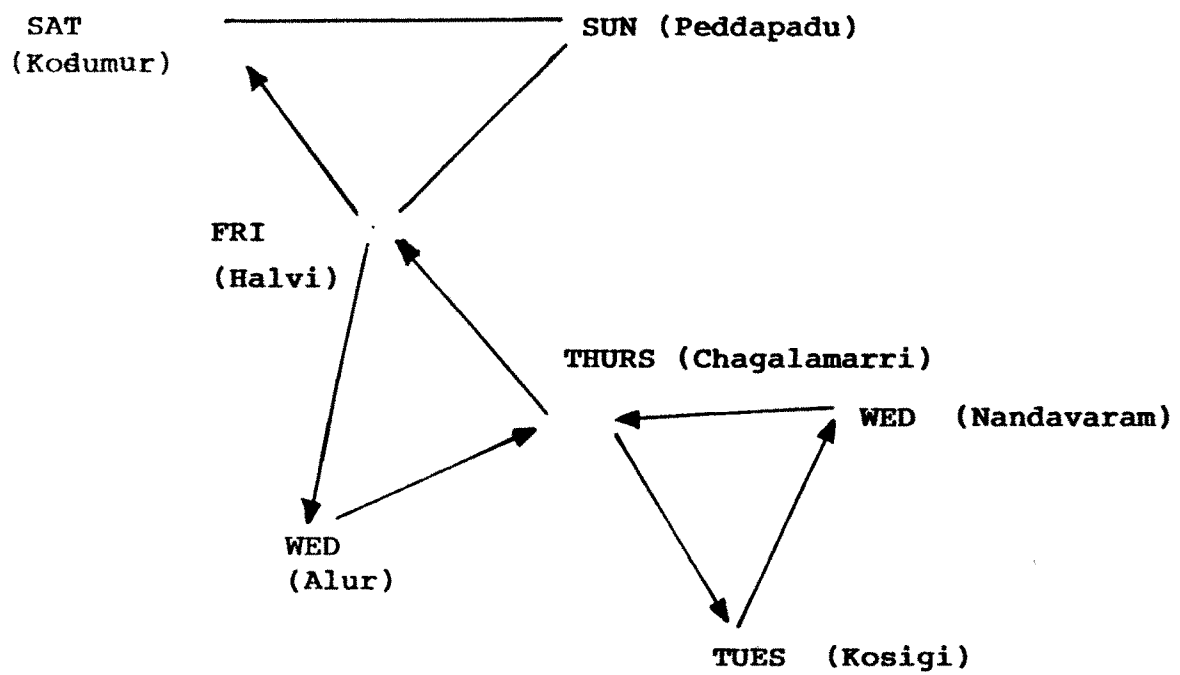
nature forms a spatial system which is the product of geo-economical conditions of the Rayalaseema region and serve the rural people in fulfilling their economic and social demands. Functional pattern of rural markets can be seen in Fig. 4.6 to 4.30.

HYPOTHESIS

The periodic markets are organised in space and time to provide an optimal benefit to the participants. The more proximity in space, the more separation in time. This view has been examined based on the temporal and locational spacing by the days of the week. The same day markets have almost invariably more spatially separated than the market places with other temporal spacings.

The relation of spatio-temporal of weekly markets in the Rayalaseema region is examined with the help of distances calculated. With the help of markets occurring on the same day, adjacent day, one day and two days interval, the actual distance between them are determined; the arithmetic mean for each day as well as for each district and for the region as a whole are obtained. In other words, for Sunday markets, all Sunday markets were joined with a nearest Monday and Saturday markets. The values so

Fig. 4.6: TRIANGULAR MARKETING SYSTEM IN KURNOOL DISTRICT



STAR LIKE MARKETING SYSTEM

Fig.4.7: ANANTAPUR DISTRICT

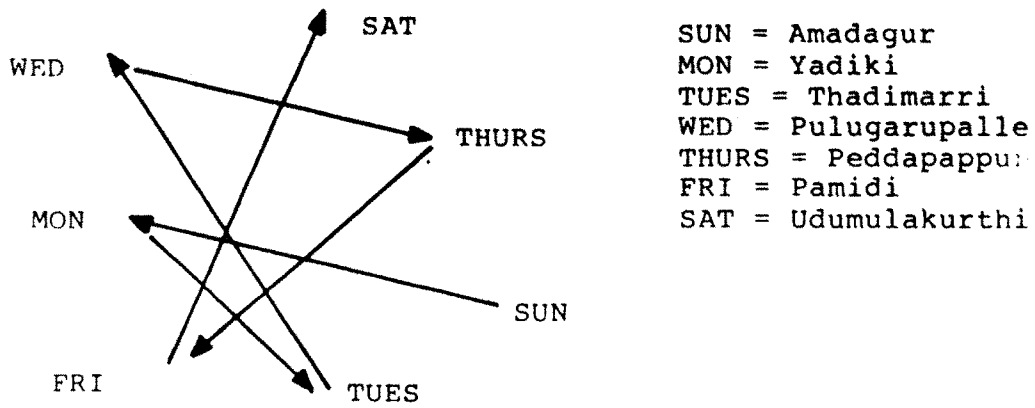


Fig. 4.8: CUDDAPAH DISTRICT

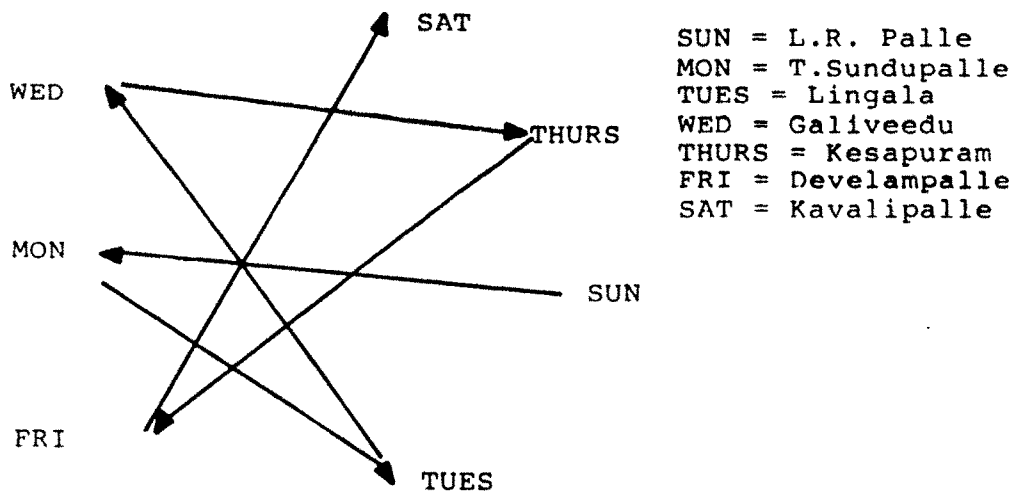


Fig. 4.9: CHITTOOR DISTRICT

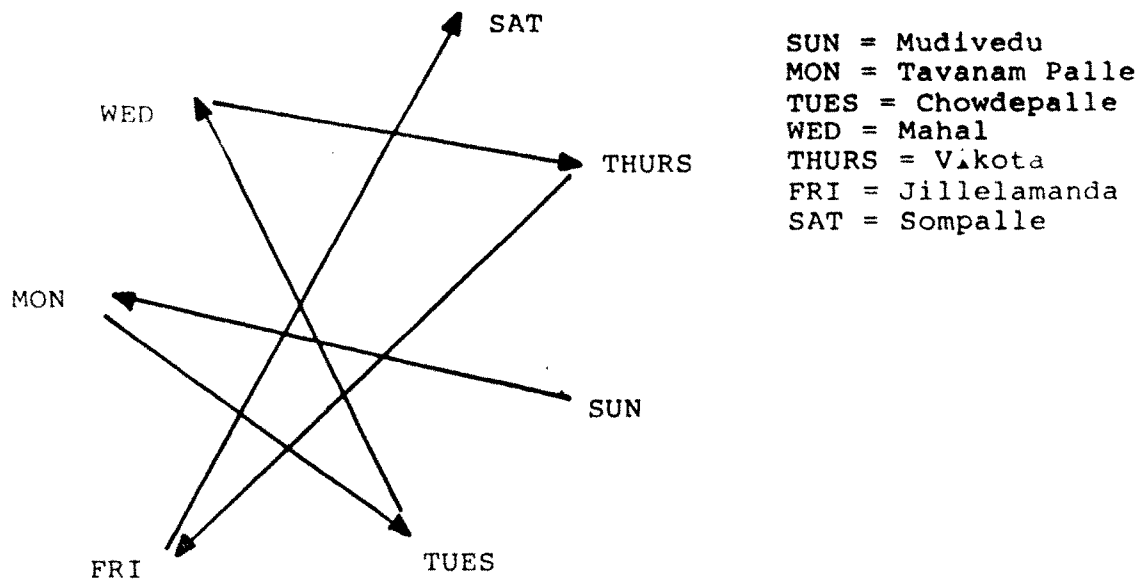
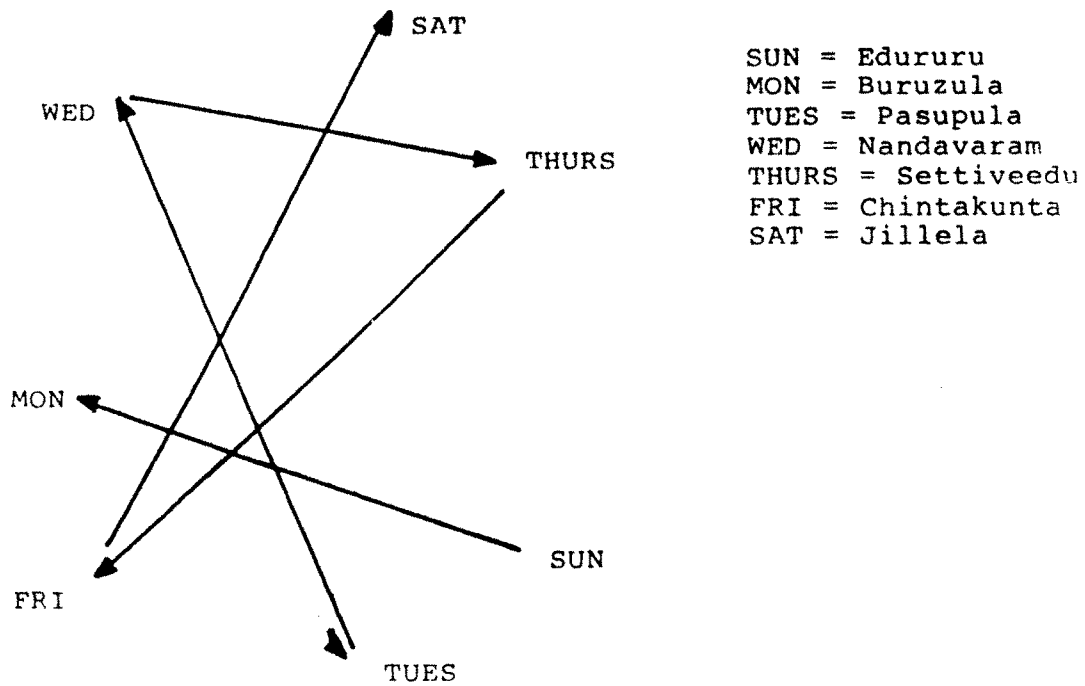


Fig. 4.10 KURNOOL DISTRICT



6 DAY MARKETING SYSTEM

Fig. 4.11 ANANTAPUR DISTRICT

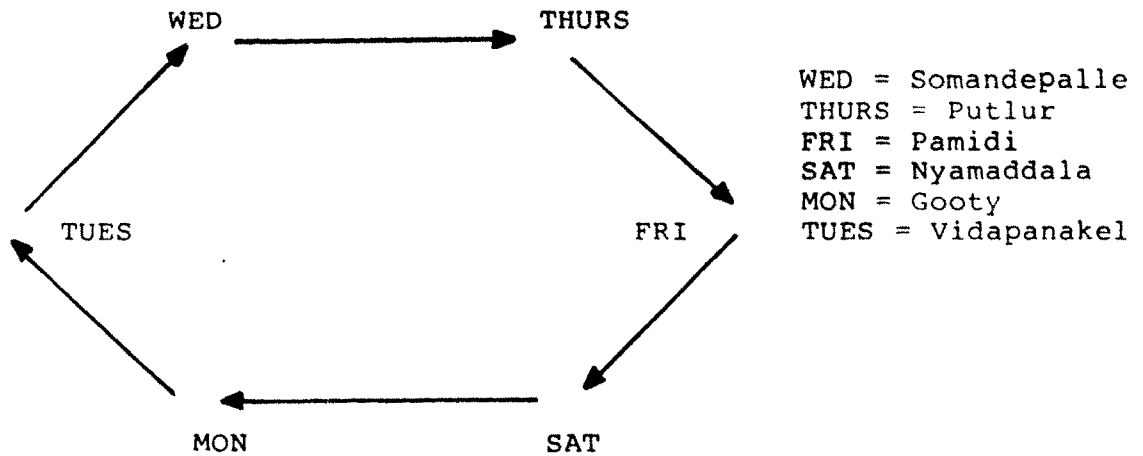


Fig. 4.12: CUDDAPAH DISTRICT

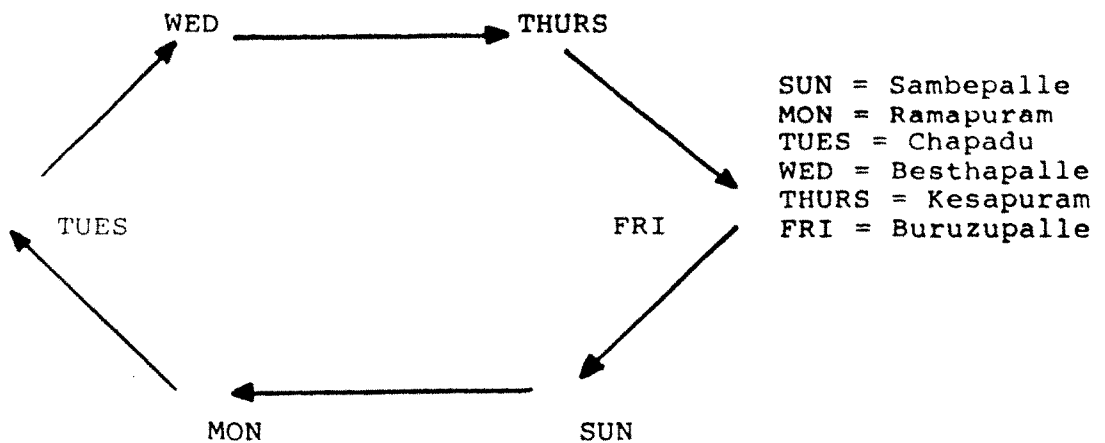


Fig. 4.13: CHITTOOR DISTRICT

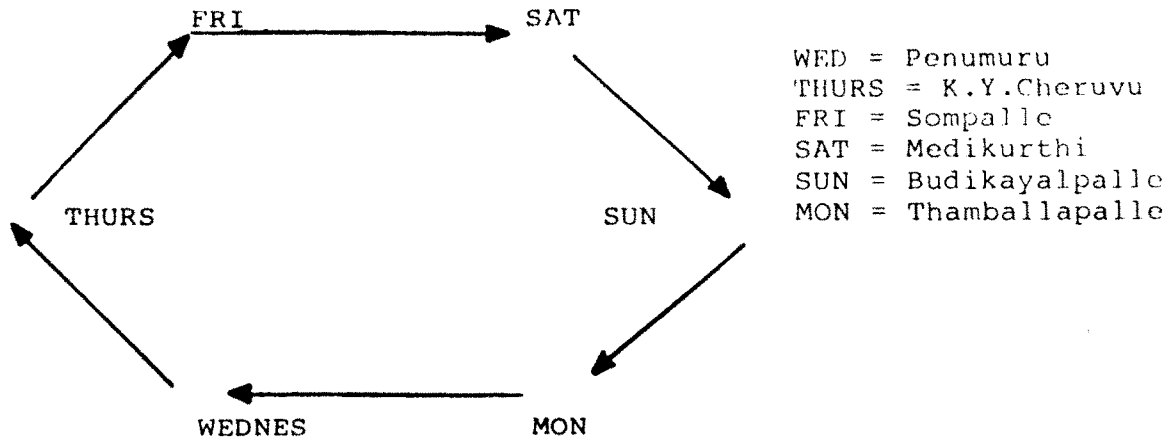
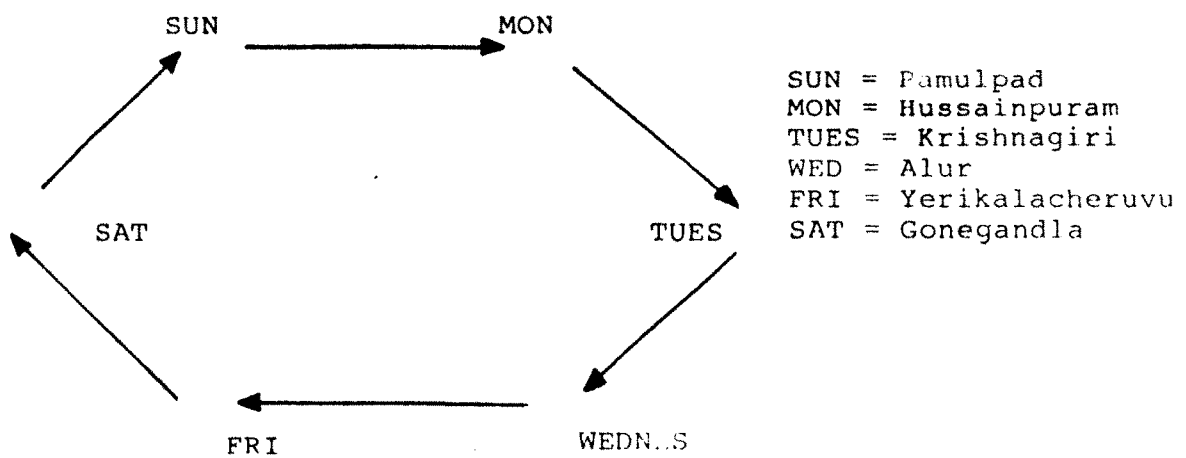


Fig. 4.14: KURNOOL DISTRICT



5 DAY MARKETING SYSTEM

Fig. 4.15: ANANTAPUR DISTRICT

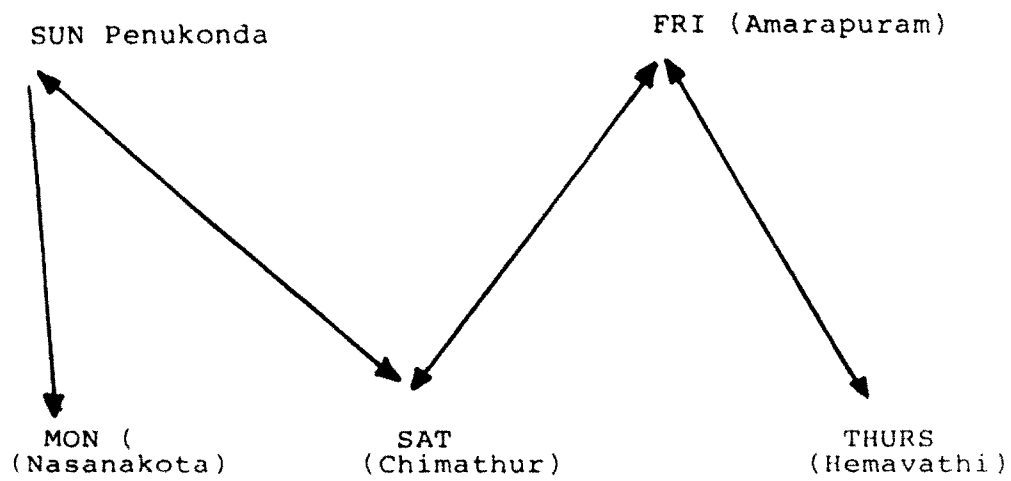


Fig. 4.16: CUDDAPAH DISTRICT

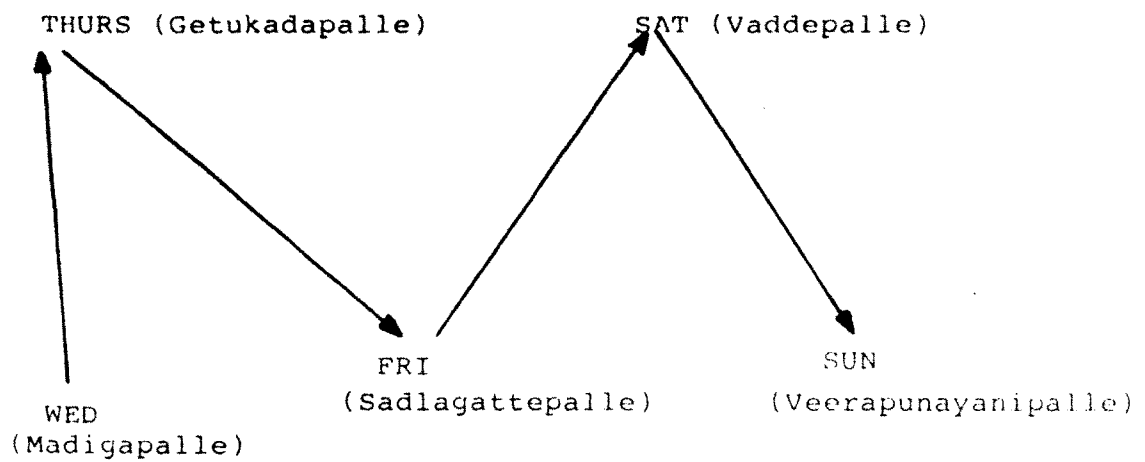


Fig. 4.17: CHITTOOR DISTRICT

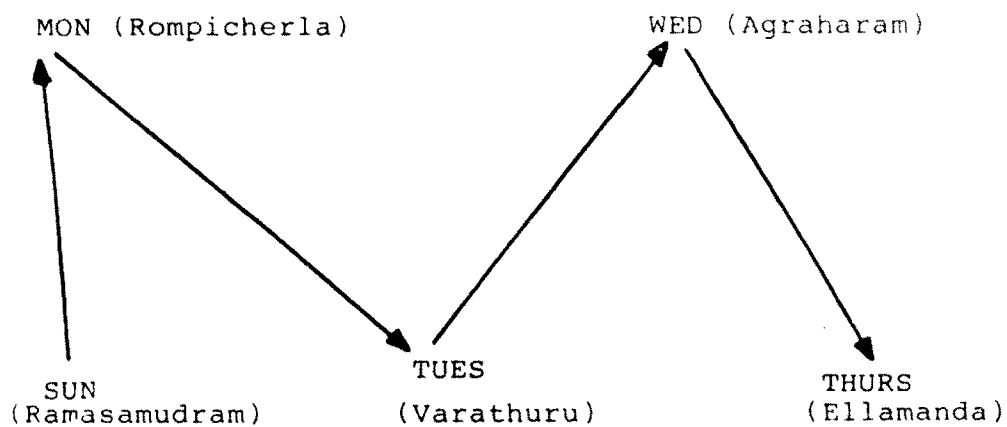
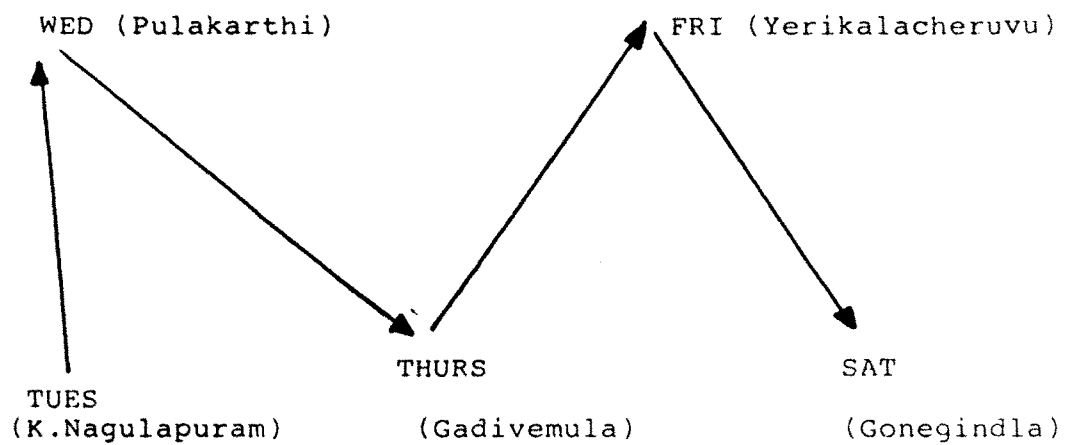


Fig. 4.18: KURNOOL DISTRICT



4 DAY MARKETING SYSTEM

Fig. 4.19: ANANTAPUR DISTRICT

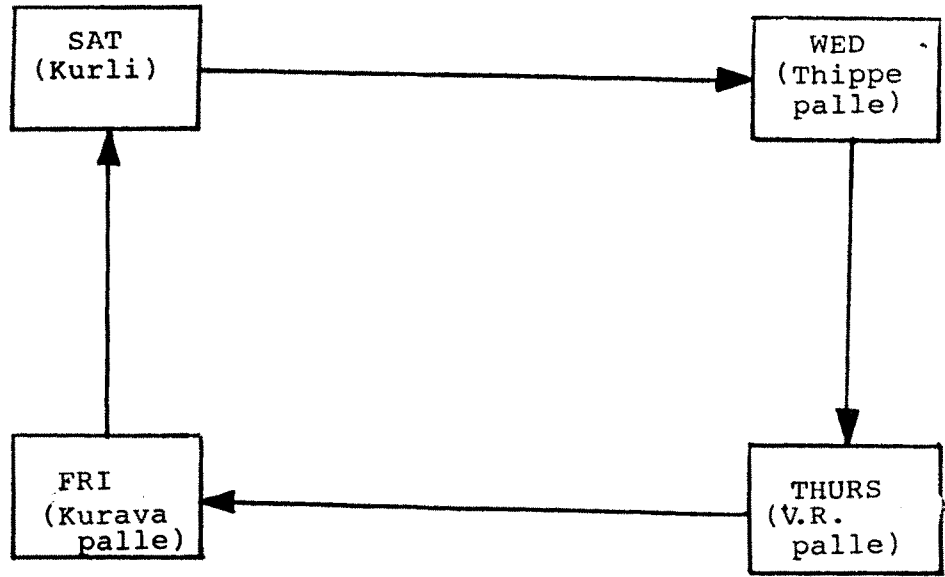


Fig. 4.20: CUDDAPAH DISTRICT

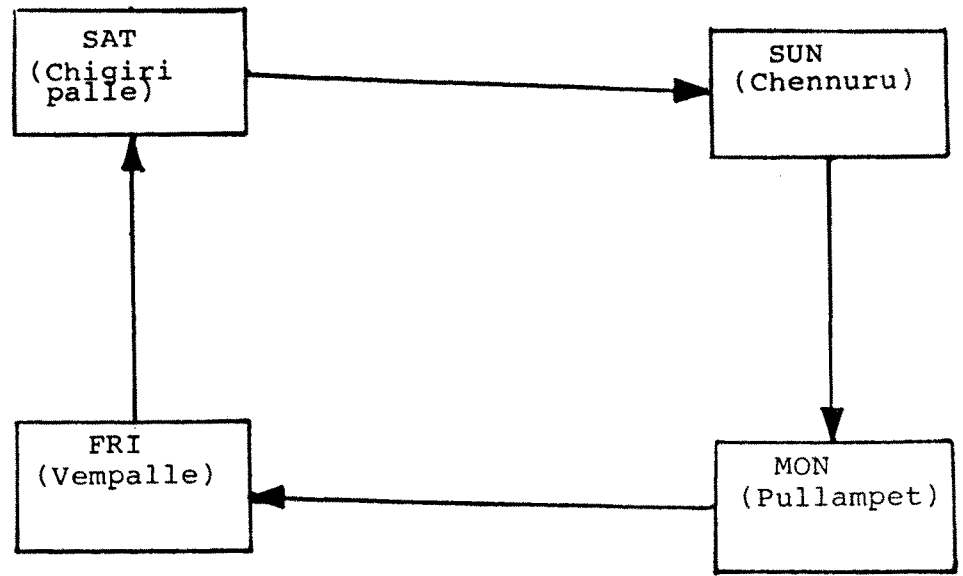


Fig. 4.21: CHITTOOR DISTRICT

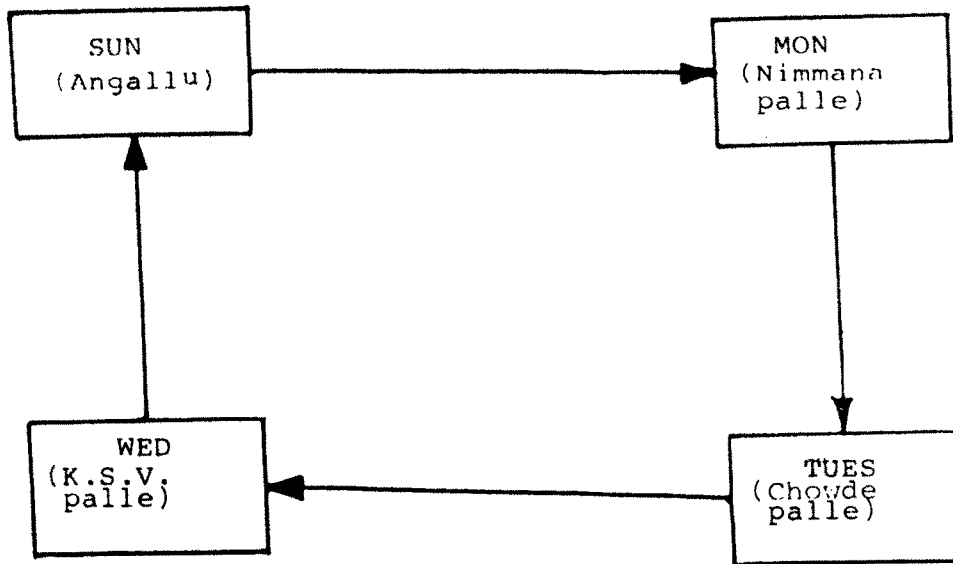
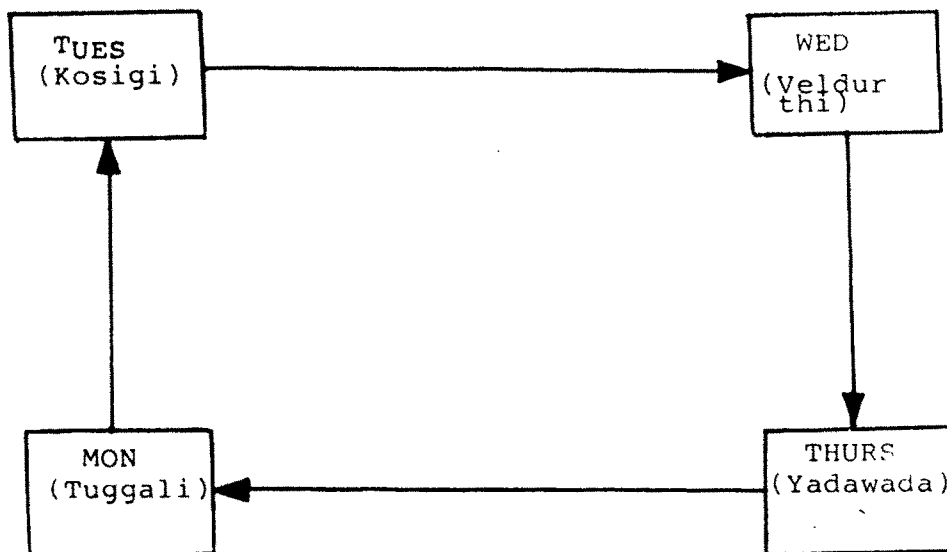


Fig. 4.22: KURNOOL DISTRICT



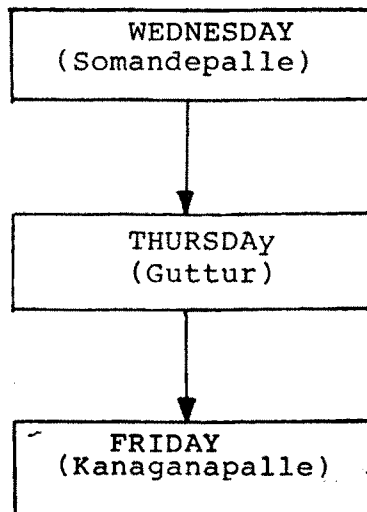
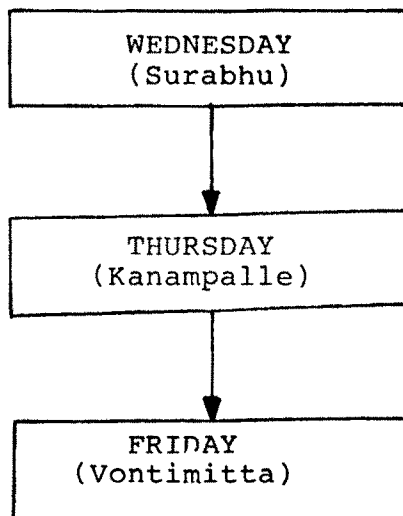
3 DAY MARKETING SYSTEM:**Fig. 4.23: ANANTAPUR DISTRICT****Fig. 4.24: CUDDAPAH DISTRICT**

Fig. 25: KURNOOL DISTRICT

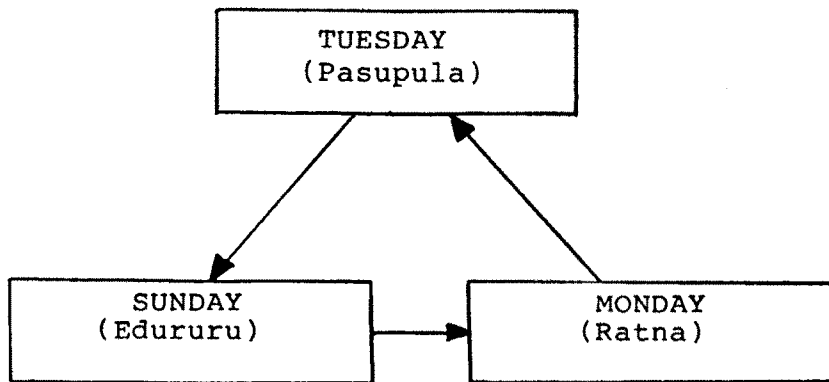
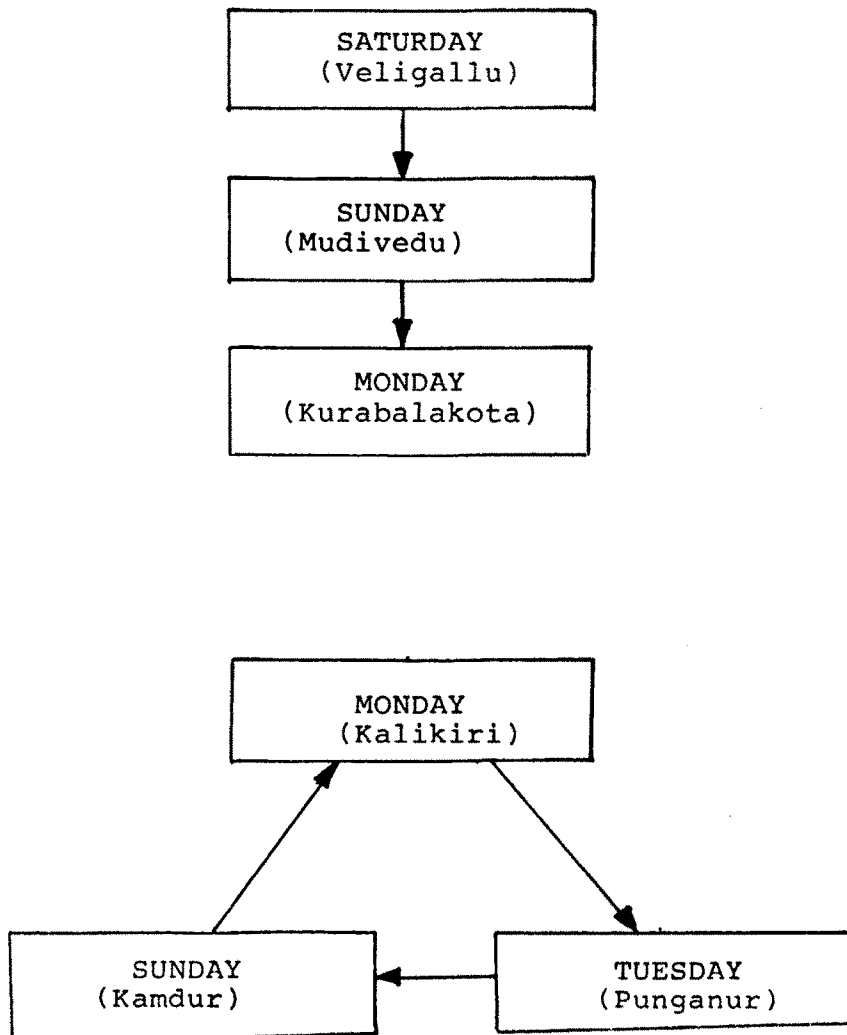


Fig. 26: CHITTOOR DISTRICT



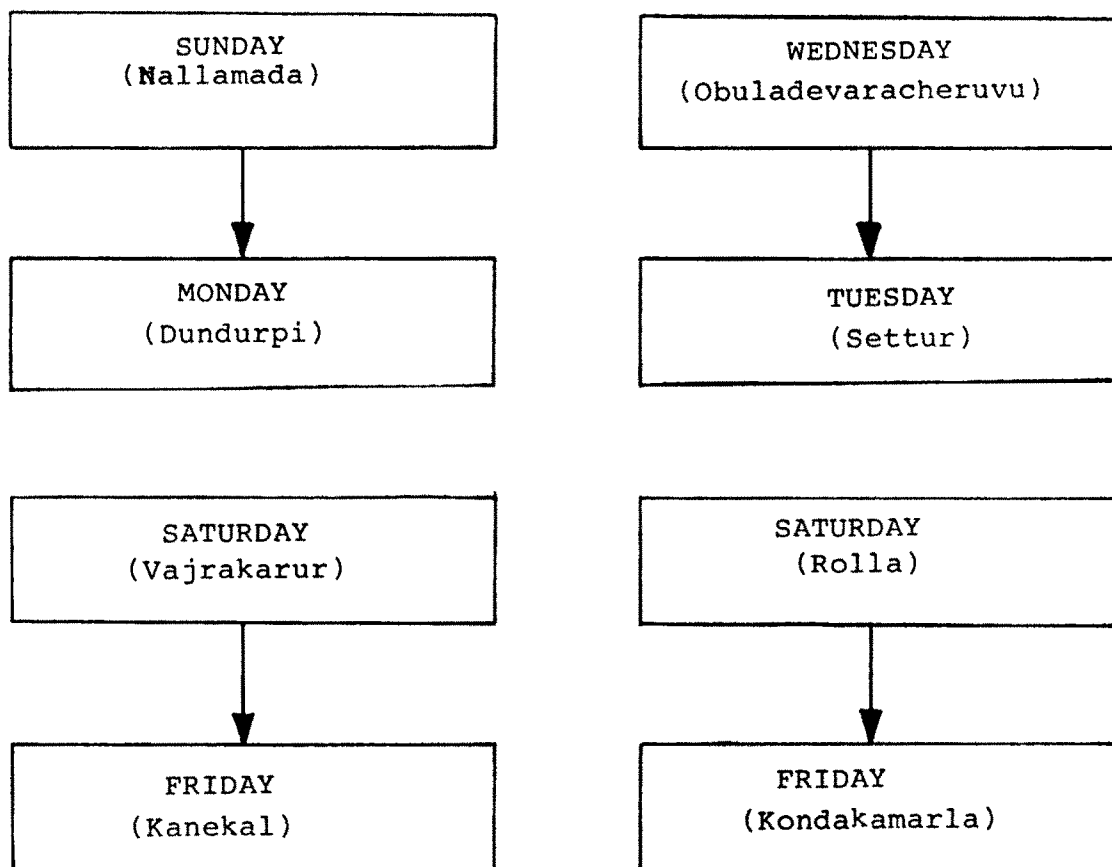
2 DAY MARKETING SYSTEM:**Fig. 4.27: ANANTAPUR DISTRICT**

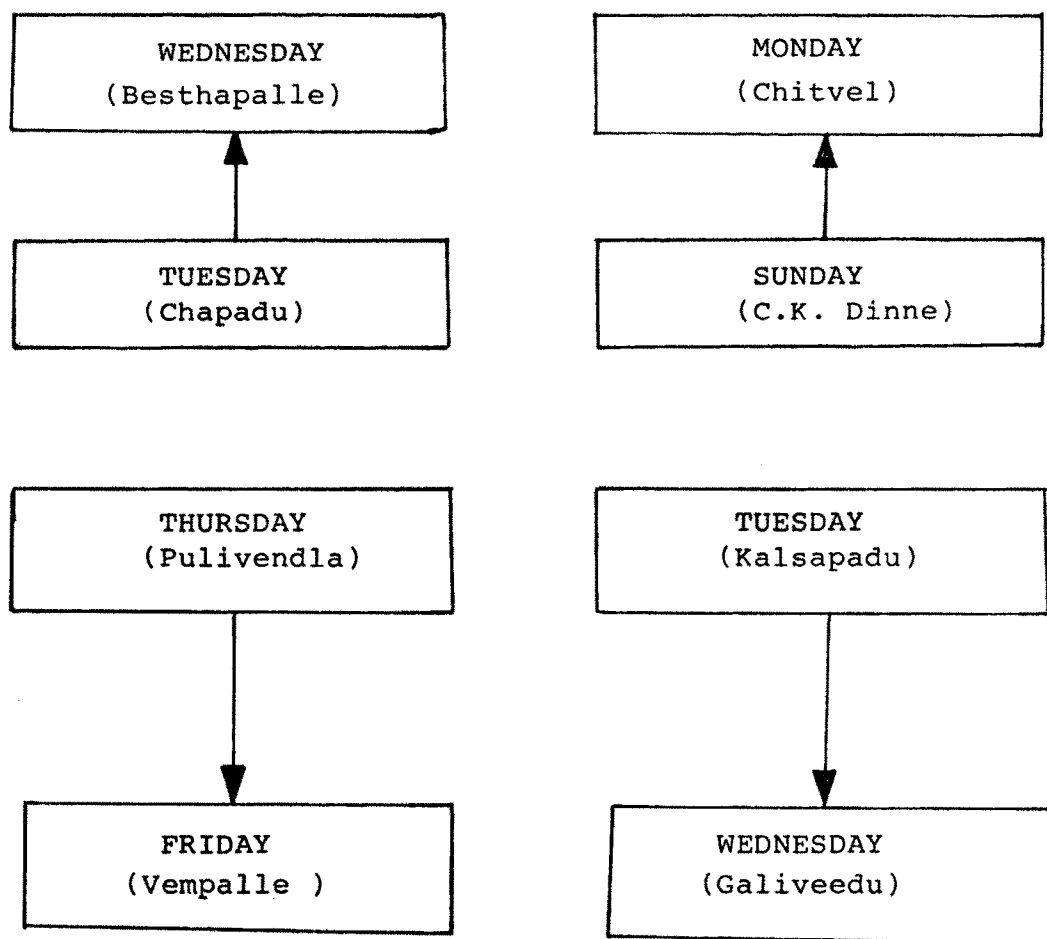
Fig. 4.28: CUDDAPAH DISTRICT

Fig. 4.29: CHITTOOR DISTRICT

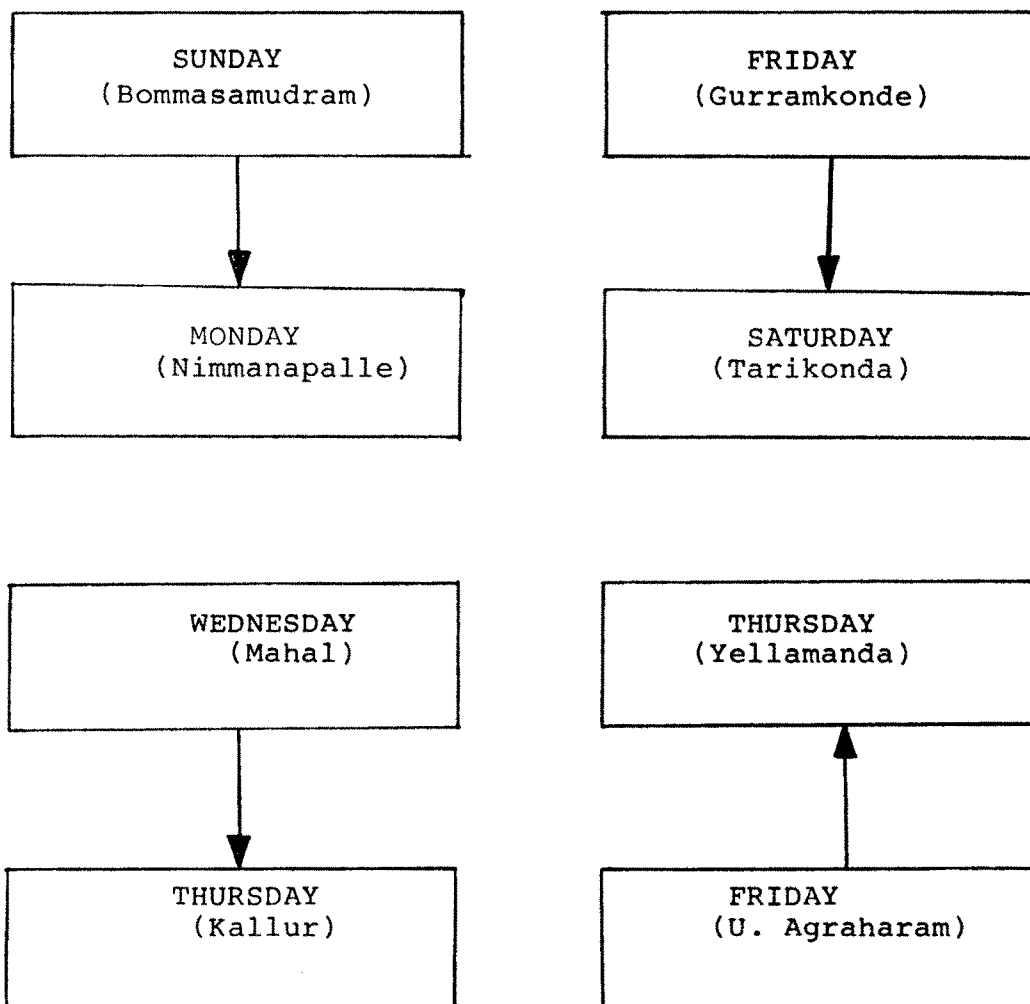
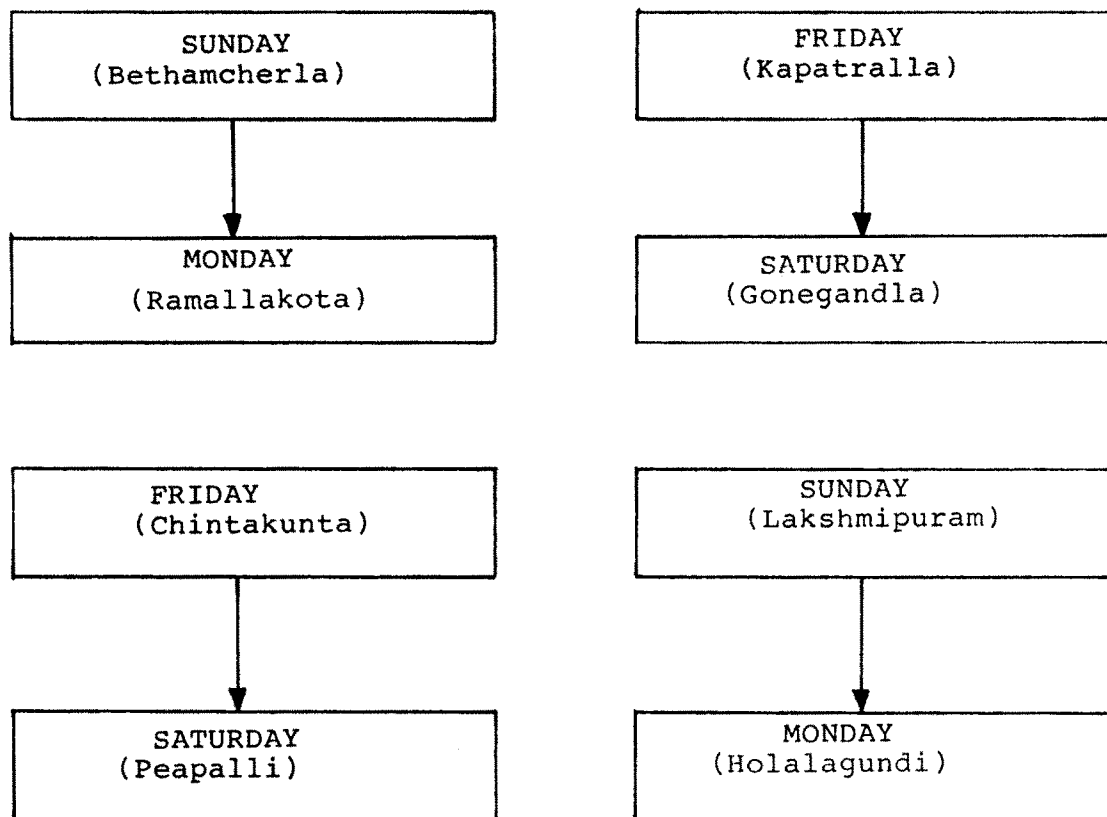


Fig. 4.30: KURNOOL DISTRICT



obtained are tabulated and graphs for each district as well as for each day are drawn for analysis and interpretation.

As per the methodology described above the calculations are made and the results of analysis are presented in Table 4.5

TABLE 4.5
TEMPORAL AND LOCATIONAL SPACING
(BY THE DAYS OF THE WEEK)

(in Kms)

Days	Mean distance between the markets			
	Same Day	Adjacent day +/-1	One-day before or other +/-2	Two-days before or after +/-3
Sun	24.10	18.15	26.50	22.25
Mon	26.25	25.45	22.45	21.08
Tues	30.40	25.95	19.80	15.40
Wed	36.75	18.15	17.50	19.75
Thurs	40.50	17.14	21.72	21.09
Fri	30.65	14.80	18.7	14.70
Sat	28.90	14.20	17.98	16.05
Average	31.08	19.12	20.66	18.61

Source : Records of Rural Markets.

Table 4.5 picturises that, for the region, the same day markets are located with mean distance of 31.08 Kms. For the adjacent day (i.e., plus or minus one day) the average distance is worked out to 19.12 Kms. The average distance in the case of 2 days pre or post adjacent day is at 20.66 while for 3 days market, it is 18.61 Kms. From this average, it can be concluded that the proximity in space implies separation in time. In other words, the same day marketing has been at more dispersion, implying difficult for the participants to participate in effective transactions. Here, some markets of the same day in the existing pattern would need to reallocate to the adjacent day conveniently keeping in view and to account so as to take as minimum as possible the distance to be travelled by the participants. The temporal and locational spacing of the weekly markets by the days of the week in the Rayalaseema region as a whole is exhibiting in Fig. 4.31 to 4.37.

The graph exhibits also confirm that the same day markets located wider than adjacent and other markets. The mean distance curve of Tuesday is perfect and smooth on account of decrease in distance from the same day to pre- and post-3 day markets. The Monday markets too have same

Fig. 4.31

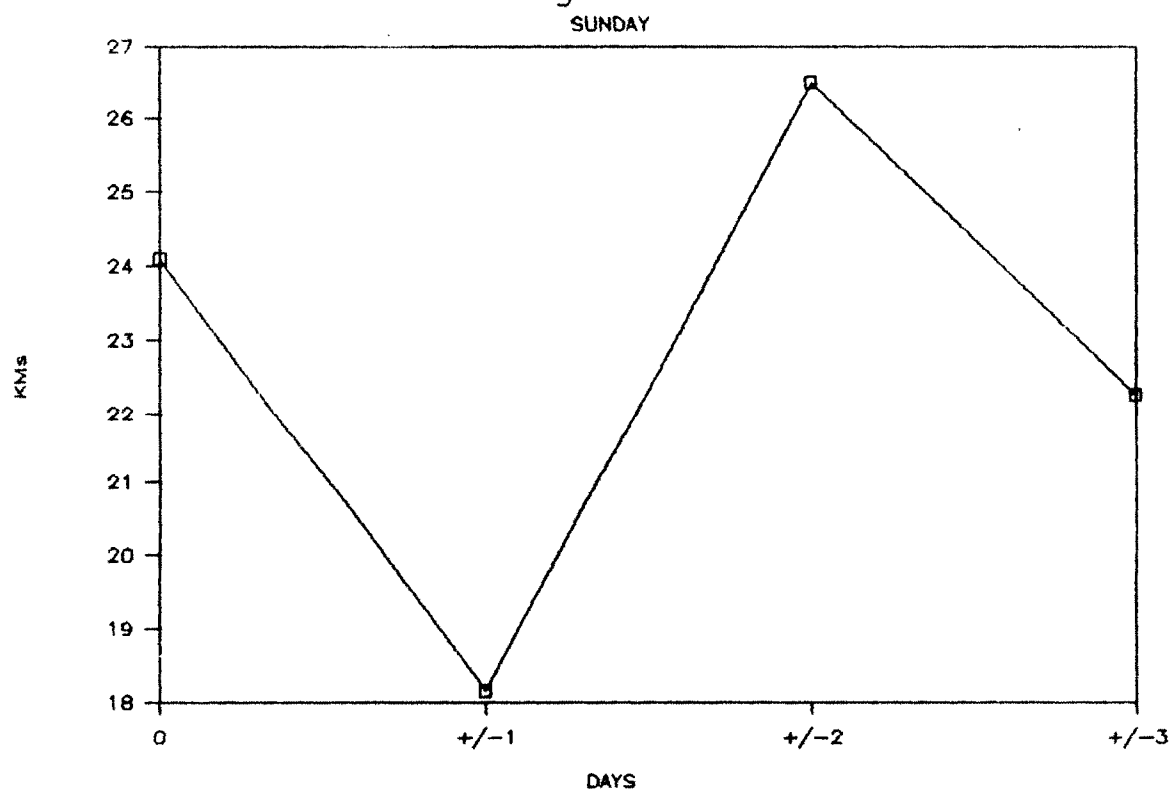


Fig. 4.32
MONDAY

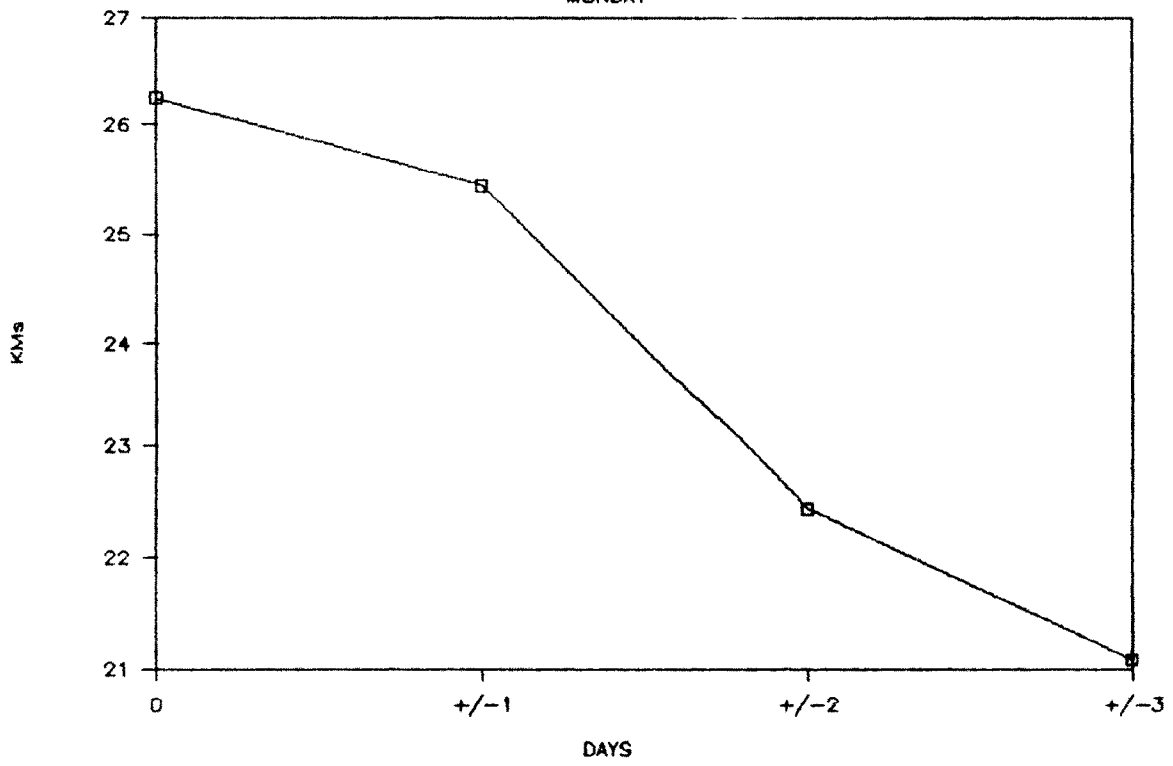


Fig. 4.33
TUESDAY

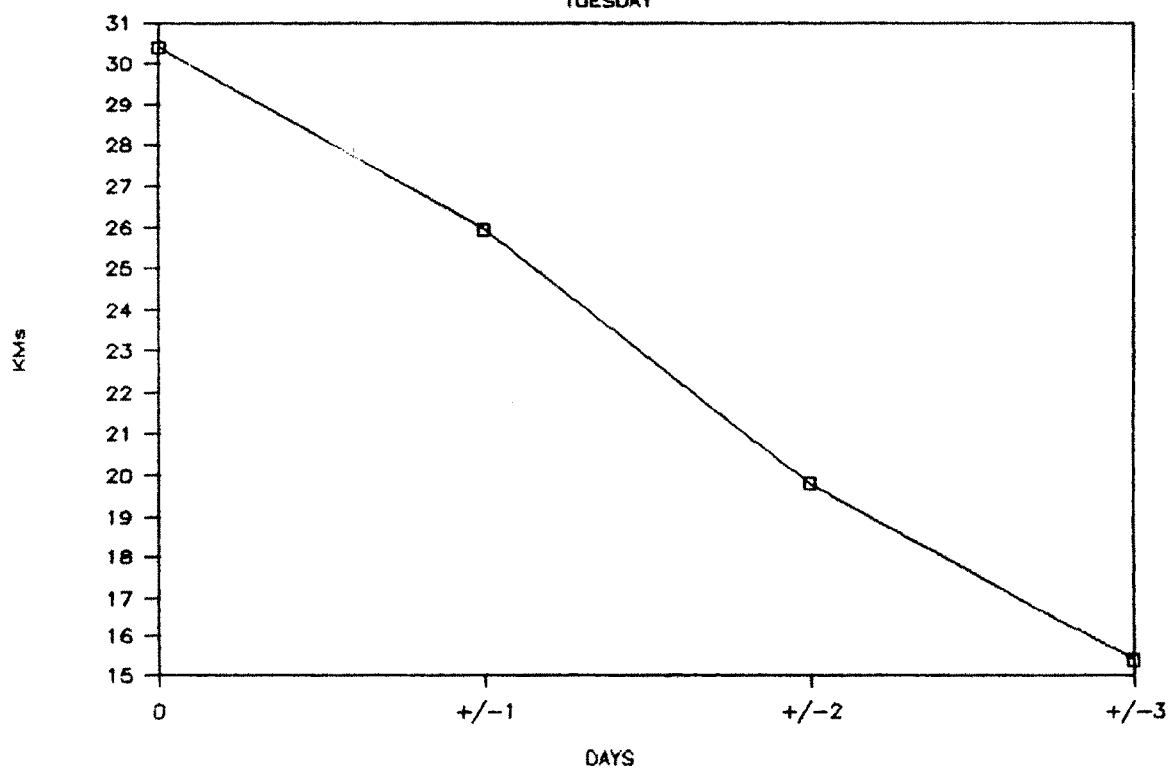


Fig. 4.34
WEDNESDAY

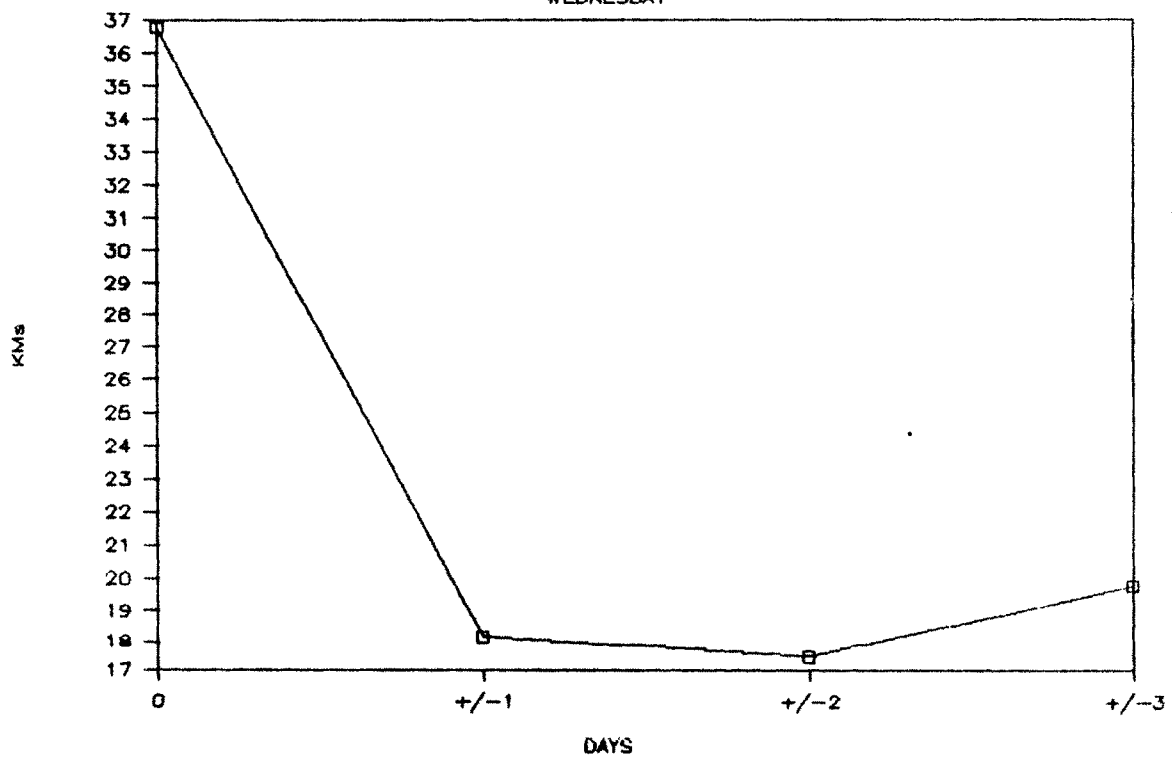


Fig. 4.35
THURSDAY

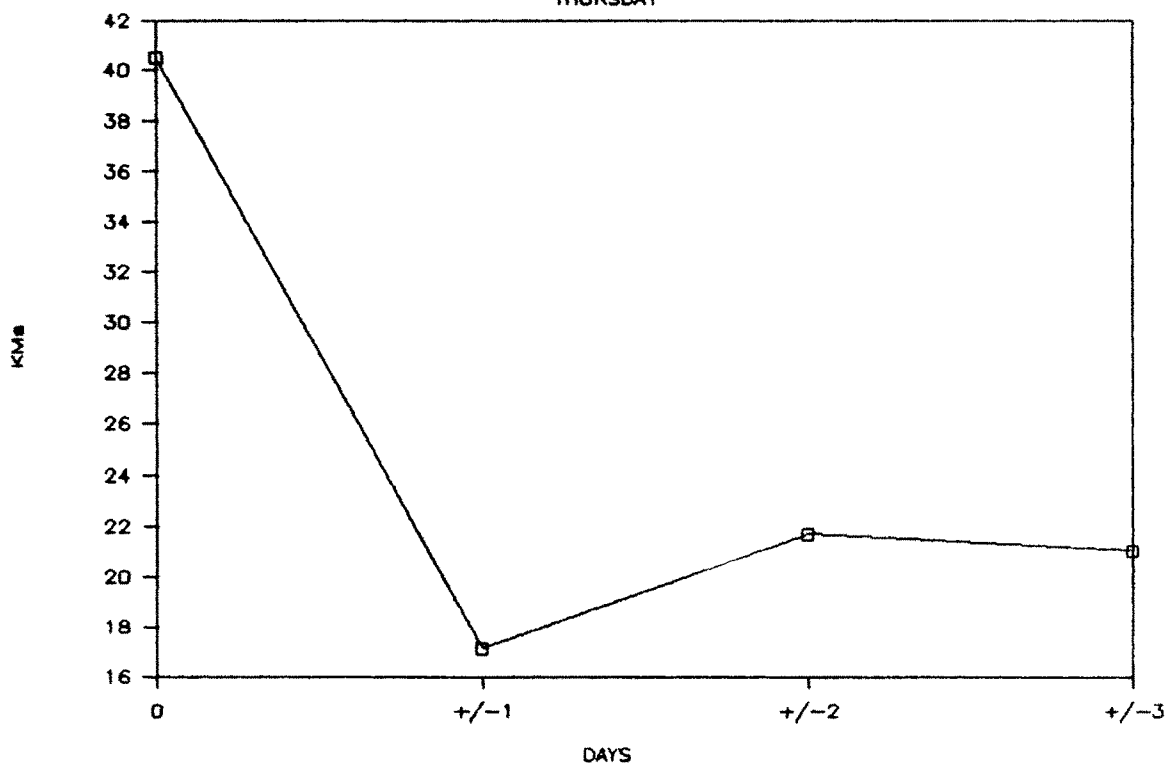


Fig. 4.36
FRIDAY

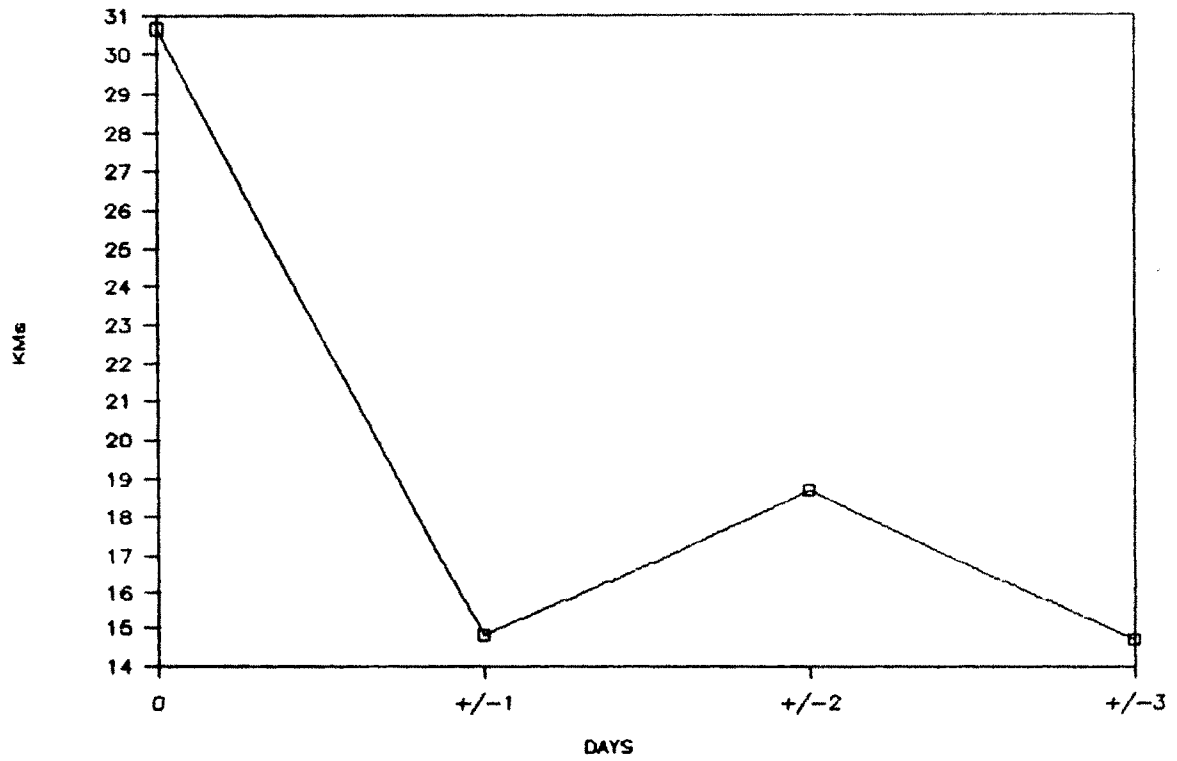
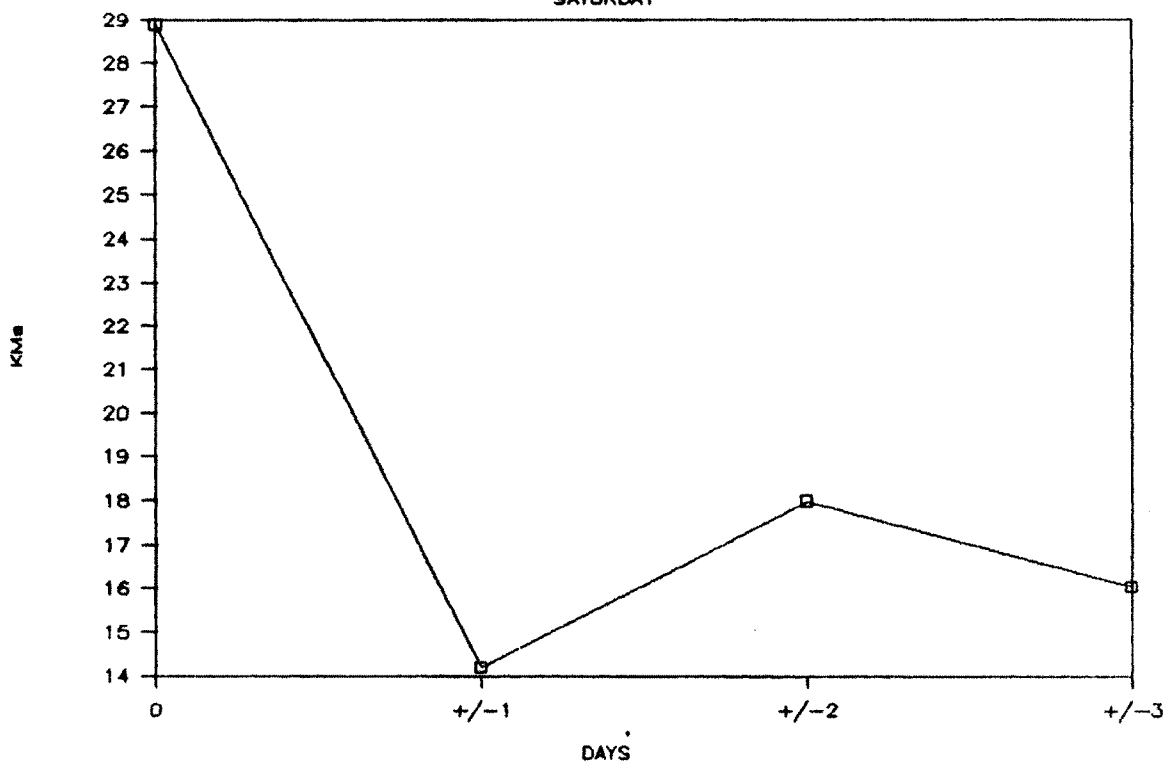


Fig. 4.37
SATURDAY



regularity; and in the case of other days, the locational spacing is not uniform particularly on Sunday markets.

The district-wise temporal and locational spacing of marketing for the same day, +/-1 day, +/-2 day, +/-3 day are also calculated to know spatio-temporal synchronization in the districts of Rayalaseema region. The calculated analyses are presented in Table 4.6 and the same analyses are depicted in Fig.4.38 to 4.41.

TABLE 4.6

DISTRICT-WISE TEMPORAL AND LOCATIONAL SPACING
(in Kms)

District	Same day	+/-1 day	+/-2 days	+/-3 days
Anantapur	19.60	20.25	35.82	28.44
Cuddapah	30.05	24.82	21.74	19.84
Chittoor	20.20	24.14	30.68	31.40
Kurnool	18.15	22.10	35.45	33.56

SOURCE: Recrds of Rural Markets.

Table 4.6 discloses the mean distances of same daymarkets varies 18.15 Kms in the Kurnool district to 30.05 Kms in the Cuddapah district. With reference to +/-1

Fig. 4.38
ANANTAPUR DISTRICT

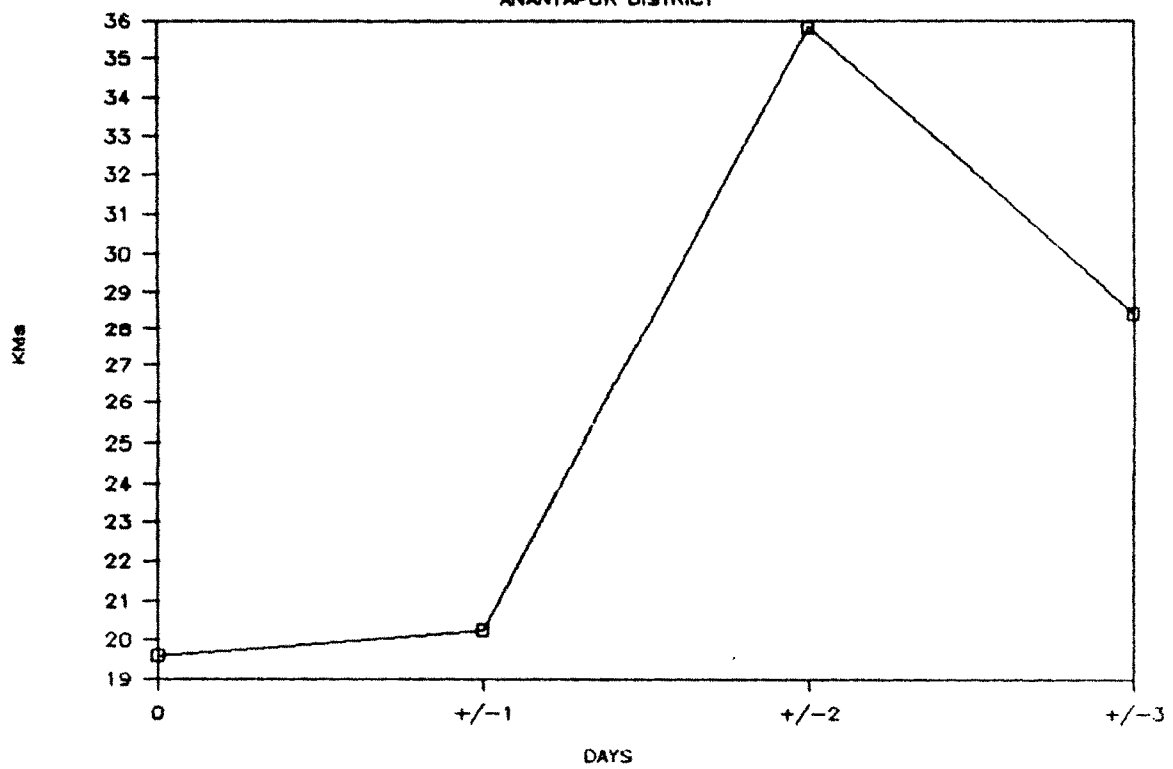


Fig. 4.39
CUDDAPAH DISTRICT

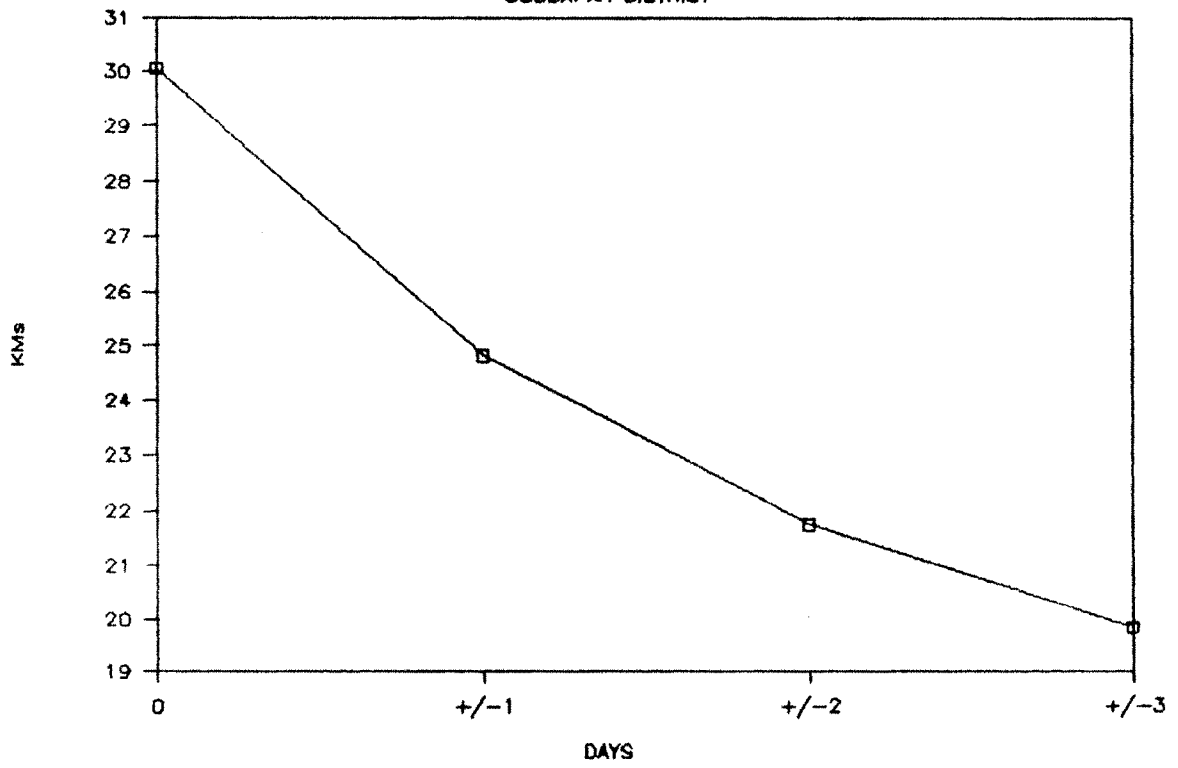


Fig. 4.40
CHITTOOR DISTRICT

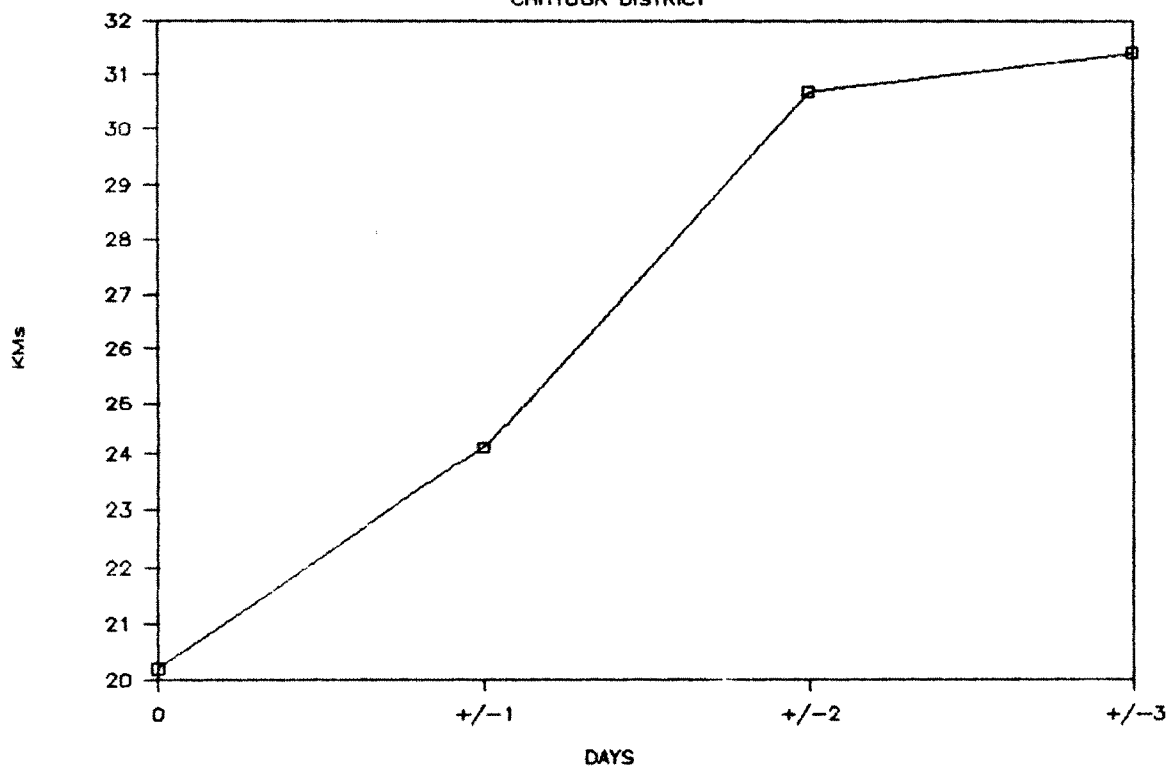
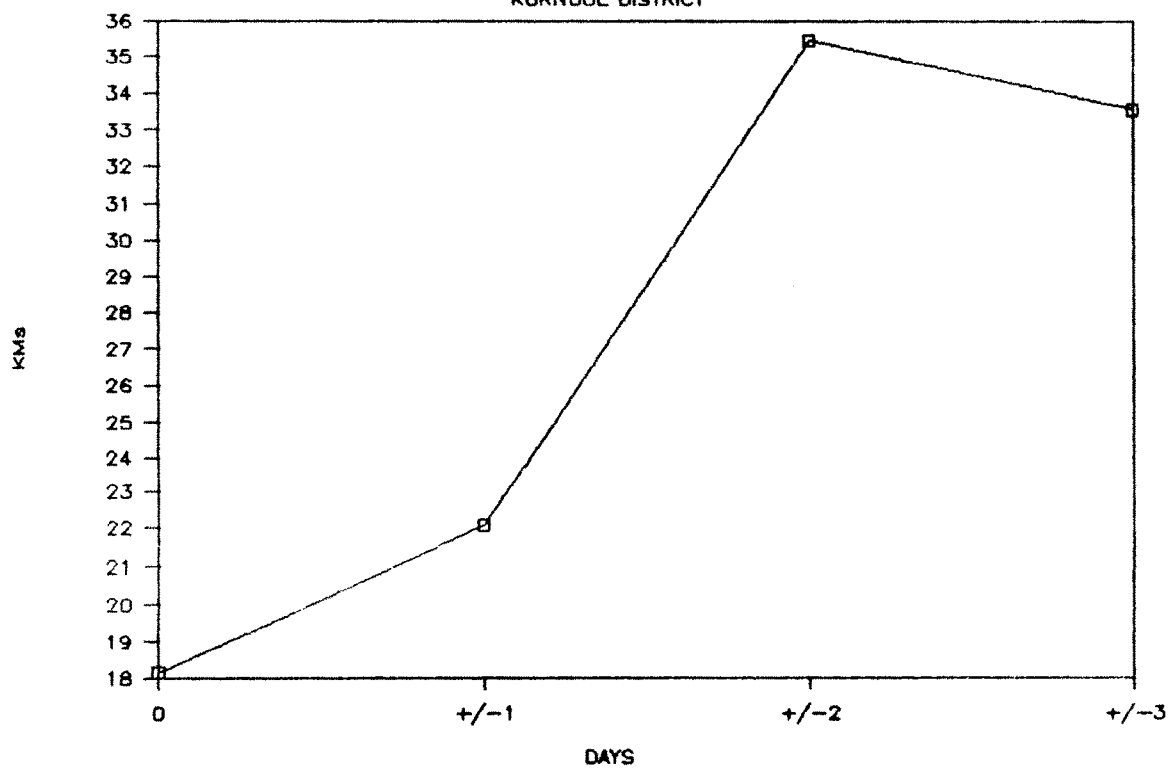


Fig. 4.41
KURNOOL DISTRICT



day marketing pattern, smooth uniformity can be found. In the case of ± 2 day wide fluctuations can be noticed. In the Cuddapah district, the location of markets are abnormally widely located because, the number of markets are less and their location is also in periphery areas of the district.

Fig. 4.41 clearly indicates that in the Kurnool district, there is some uniformity in spacing of markets while in other districts, the curve is included on either side. This type of synchronisation is due to number of markets and their location either very close or very wide apart. The inference that could be drawn on spatio-temporal location from Tables 4.5 and Table 4.6; and also from figures 4.38 to 4.41 is that the same day markets are located widely in the region as well as in the districts of the region.

The participants in the weekly markets include both the consumers and the traders. These weekly markets have to be located to benefit both of them. It means the markets are synchronised so as to enable the traders to follow sales-persons' routes which minimize their weekly cost. The markets are also to be synchronised so as to

enable the consumers (who generally widely scattered) to have the possible access to the markets through the week.

With reference to synchronisation of rural markets from the point of view of traders as well as consumers, the average distance of the same day for consumers, while for traders, only post-adjacent days distances are taken into account. A little evidence is found in the study area that the weekly markets are synchronized to enable traders to follow marketing cycle as the other than the same day mean distance is less. The traders did travel in a radial manner rather the circumferential manner. From the consumer point of view, the weekly rural marketing should also be synchronized as is evidenced in the mean distance of same day markets in which no need to go any other than the market which is near to him.

The pattern of locational and temporal spacing of weekly markets in the Rayalaseema region is convenient from the point of both consumer and trader relating to proximity in space. The nesting pattern of the weekly markets is an integral one inspite of variation in them in four districts of the Rayalaseema region and their spatio-temporal location for rural people.