

P R E F A C E

In India, rural markets are the centres of the social, economical and cultural activities of rural-folk. For the promotion and development including planning of rural markets, various studies disclose that the attention given is not commensurate. The concept of rural markets, including weekly market, is still a missing-link in the programmes of rural development. Towards this end, the present study is an endeavour to examine the working of the weekly rural markets in the Rayalaseema region.

The focus of this study is on the weekly rural markets covering spatio-temporal synchronisation, organisation and management, an in-depth examination of sample weekly rural markets and an opinion survey based on extensive field work, collection of primary as well as secondary data, besides cartographic representation.

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