



Original Article

A STUDY ON ROLE OF WEEKLY MARKET CENTRES IN RURAL DEVELOPMENT WITH SPECIAL REFERENCE TO ATPADI TEHSIL

Gayatri Narayan Gadhav¹ & Vaishnavi Jivraj Hingmire²

Manuscript ID:

IJAAR-B130364

ISSN: 2347-7075

Impact Factor – 8.141

Volume - 13

Issue - 3

January – February 2026

Pp. 411 - 420

Submitted: 30 Jan.2026

Revised: 06 Feb. 2026

Accepted: 10 Feb. 2026

Published: 28 Feb. 2026

Corresponding Author:

Gayatri Narayan Gadhav

Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20322241

DOI Link:

<https://doi.org/10.5281/zenodo.20322241>



Creative Commons



Abstract:

Weekly market centres constitute an integral part of the rural economy and play a significant role in promoting rural development. The present research paper entitled “A Study on the Role of Weekly Market Centres in Rural Development with Special Reference to Atpadi Tehsil” aims to analyze the economic and social contribution of weekly markets in the development of rural areas. These markets provide an accessible and cost-effective platform for farmers, small traders, artisans, and self-employed individuals to sell their products and generate income.

The study examines the role of weekly market centres in employment generation, income enhancement, availability of essential commodities, and improvement in the standard of living of rural residents in Atpadi Tehsil. Both primary and secondary data have been used for the study. Primary data were collected through structured questionnaires and personal interviews with vendors, farmers, and consumers, while secondary data were obtained from government publications, research journals, books, and online sources. Appropriate statistical tools have been applied for data analysis and interpretation.

The findings of the study indicate that weekly market centres significantly contribute to rural development by strengthening local trade, reducing the role of intermediaries, and encouraging small-scale entrepreneurship. In addition, these markets facilitate social interaction and cultural integration among rural communities. However, the study also identifies certain limitations such as inadequate infrastructure, lack of sanitation facilities, and insufficient administrative support.

Keywords: *Weekly Market Centres, Rural Development, Local Economy, Employment Generation, Small Traders, Atpadi Tehsil, Rural Livelihoods.*

Creative Commons (CC BY-NC-SA 4.0)

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (CC BY-NC-SA 4.0), which permits others to remix, adapt, and build upon the work non-commercially, provided that appropriate credit is given and that any new creations are licensed under identical terms.

How to cite this article:

Gayatri Narayan Gadhav & Vaishnavi Jivraj Hingmire. (2026). A Study on Role of Weekly Market Centres in Rural Development with Special Reference to Atpadi Tehsil. International Journal of Advance and Applied Research, 13(3), 411 - 420. <https://doi.org/10.5281/zenodo.20322241>



Introduction:

Rural development in India is closely linked with agriculture, trade, and the flow of goods and services between villages and towns. Weekly market centres play a vital role in this process by acting as traditional platforms of exchange. They provide rural communities with opportunities to buy and sell agricultural produce, livestock, household goods, and other commodities. For small and marginal farmers, who often lack access to larger regulated markets, weekly markets are the primary source of income and livelihood support. In addition to their economic importance, weekly markets serve as centres of social and cultural interaction. They connect rural producers with traders, consumers, and service providers, thereby contributing to the circulation of money within local economies. Despite modernization and the growth of organized retail, weekly markets remain significant in rural India due to their accessibility, affordability, and community-based structure. Atpadi Tehsil of Sangali district is not only a religious and cultural centre but also an important agricultural region. Weekly markets here support thousands of rural households by providing a platform to sell farm produce, dairy products, poultry, and handicrafts. However, these markets also face challenges such as lack of infrastructure, absence of proper storage facilities, poor pricing mechanisms, and the dominance of intermediaries. Strengthening the role of weekly markets is therefore essential for achieving balanced rural development in the Tehsil. The present study is an attempt to analyze the functioning, challenges, and contribution of weekly market centres in rural development with a special reference to Atpadi Tehsil.

Objectives of the Study:

1. To examine the economic importance of weekly market centres in promoting rural development.
2. To evaluate the contribution of weekly market centres in providing employment opportunities and improving income levels of rural households.
3. To analyze the farmers' and traders' response towards facilities, infrastructure, and satisfaction level
1. regarding weekly market centres.
4. To recommend appropriate measures to strengthen the role of weekly market centres in promoting sustainable rural development in Atpadi Tehsil.

Significance of the Study:

This study is significant as it highlights the role of weekly market centres in strengthening the rural economy of Atpadi Tehsil. Weekly markets act as platforms for farmers and small traders to sell their produce without middlemen, thereby improving their income and economic stability. The study will help local authorities understand the needs and expectations of market participants, which can support better planning, infrastructure development, and policy decisions. It will also provide insights into how these markets promote rural entrepreneurship, employment opportunities, and social cohesion. Understanding these aspects can help enhance the functioning of weekly markets, making them more efficient and beneficial for overall rural development.

Scope:

The scope of the present study is confined to examining the role of weekly market centres in promoting rural development in Atpadi Tehsil. The study focuses on analyzing the economic and social



contributions of weekly markets, particularly in terms of income generation, employment opportunities, availability of essential goods, and support to small traders and farmers. It covers selected weekly market centres and includes vendors, farmers, and consumers as respondents. The research is limited to a specific time period and geographical area; therefore, the findings reflect the conditions prevailing in Atpadi Tehsil during the study period. The study aims to provide insights that may be useful for policymakers, local authorities, and researchers for improving the functioning and development of weekly market centres in rural areas.

Limitations of the Study:

1. The study is confined to weekly market centres in Atpadi Tehsil only.
2. Findings are based on limited sample size and primary data, which may affect accuracy.
3. Responses collected through questionnaires may involve personal bias of respondents.
4. The study mainly focuses on economic aspects, excluding other factors.
5. Time and data availability constraints limited the scope of the study

Review of Literature:

1. Irawati Karve and Hemalata Acharya 1970:

Review: This is considered a seminal and early Indian study, undertaken for the Planning Commission. It shifts the focus from a purely economic view to an anthropological and socio-cultural understanding of markets. Karve and Acharya argue that weekly markets are not just places of pure economic exchange but are fundamental & market places and & meeting places for people. They serve as vital media of communication with a strong socio-cultural base.

The book investigates how these traditional institutions adapt or change under conditions of directed or autonomous change observing trends of modernization and urbanization in regions like Phaltan and Satana. It confirms that the exchange function (economic and social) is crucial for expanding interactions and spreading new communication into rural/tribal areas.

2. Dr. W. K. Sarwade 2018:

The paper assesses the role of periodic (weekly) markets, locally known as “Attawadi” Bazar, in the rural marketing of the Marathwada Region of Aurangabad District. Finding: These markets are described as the nerve center of the economic, social, and cultural activities of rural life. However, the study highlights that the marketing system remains largely traditional, with little to no government supervision. This results in the exploitation of rural people due to non-standardized weights and measures and price variations, underscoring an urgent need for regulation. Focus: Rural marketing channel, traditional practices, and the need for market regulation/supervision.

3. R. Bromley 1975 :

Review: Ray Bromley work on periodic markets is highly cited in geographical and economic literature. This paper/monograph is often credited with stressing the policy relevance of these markets, particularly in developing countries. Bromley examines the resilience of these markets despite the introduction of permanent shops and alternative regulated systems. He argues that periodic markets offer unique value to both consumers and vendors, especially the part-time seller/farmer-producer whose primary occupation is farming. He discusses how these markets are a crucial social and economic institution that continues to survive because they are optimally suited to the low-density demand and the resource constraints of the rural population. It calls for



specific policies to support and enhance, rather than replace, this traditional institution.

Research Methodology:

Research Design:

This study follows a descriptive research design as it aims to explain and analyse the role of weekly market centres in the rural development of Atpadi Tehsil. The research involves collecting primary data from farmers, vendors, traders, and consumers through surveys, observations, and interviews. Secondary data will also be collected from government reports, local records, and published studies. The purpose of the research design is to understand the existing market structure, economic contribution, challenges, and development potential of weekly markets in Atpadi Tehsil.

Methods of Data Collection:

- 1. Primary Data:** Primary data will be collected through structured questionnaires, interviews, and direct observations. The questionnaire includes both close-ended and Likert scale-

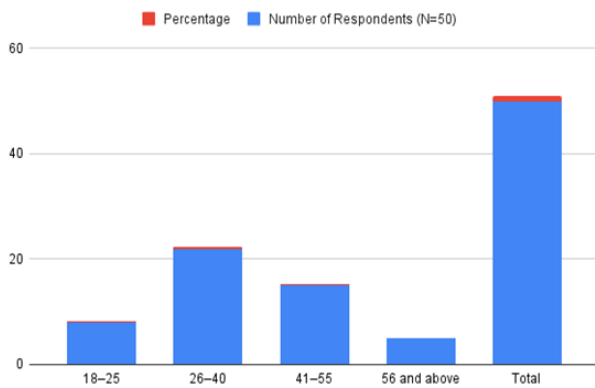
based questions to quantify responses related to - income generation, employment opportunities, satisfaction with market facilities challenges and development needs

- 2. Secondary Data:** Secondary data will be gathered from: - Panchayat Samiti records, District statistical handbooks, Official websites, Journals and research papers, Government schemes and rural development report These sources help understand historical trends, market structure, and developmental aspects of weekly markets.
- 3. Selection of Sample:** A sample of 50 respondents has been selected using random sampling and purposive sampling from various weekly markets in Atpadi Tehsil. Random sampling is used for selecting farmers and consumers. Purposive sampling is used for traders and market officials who possess specific knowledge. This ensures representation from different groups involved in weekly markets, enabling accurate and unbiased results.

Data Analysis and Interpretation:

1. Age Group Profile:

Age Group (Years)	Number of Respondents (N=50)	Percentage	Key Role in Market (Hypothetical Observation)
18–25	8	16%	Often consumers of non-essential goods or young laborers.
26–40	22	44%	Primary group for market traders and active household buyers/sellers.
41–55	15	30%	Established farmers and experienced traders/vendors.
56 and above	5	10%	Sellers of seasonal produce or buyers of basic necessities.
Total	50	100%	

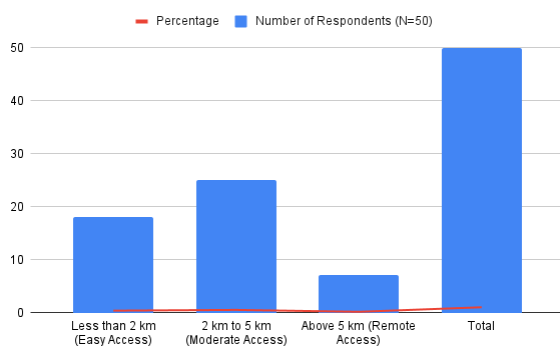


This chart demonstrates the **age profile** of the surveyed population (N=50). The **majority of**

respondents are concentrated in the middle-aged groups, particularly the **26–40** bracket, which is the largest single group with approximately **22 respondents (44%)**. The **41–55** group is the second largest, making up about **30%**. Together, these two primary working-age groups (26-55) account for roughly **74%** of the total sample. Conversely, the youngest group (**18–25**) and the oldest group (**56 and above**) are the smallest categories, suggesting the survey sample is heavily skewed towards middle-aged adults.

2. Limit/Distance Profile:

Distance to Weekly Market (Limit)	Number of Respondents (N=50)	Percentage	Implications for Market Access
Less than 2 km (Easy Access)	18	36%	High frequency of visit, often walk or use bicycles.
2 km to 5 km (Moderate Access)	25	50%	Largest group; likely use public transport or two-wheelers.
Above 5 km (Remote Access)	7	14%	Lowest frequency of visit; travel cost/time is a significant limit.
Total	50	100%	



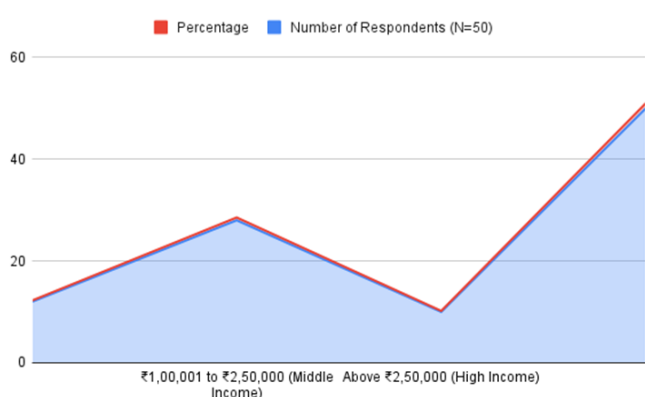
The chart clearly shows that the **majority of respondents (50%) reside within a moderate access distance of 2 km to 5 km** from the market.

A significant portion of the sample, representing **36%**, enjoys **easy access**, living less than 2 km away. Conversely, the smallest group, only **14%** of respondents, faces **remote access**, traveling distances greater than 5 km to reach the market. The "Total" bar confirms that the data accounts for all 50 respondents, with the percentage line remaining consistently low due to the small, aggregated values of the individual distance categories



3. Economy/Income Profile:

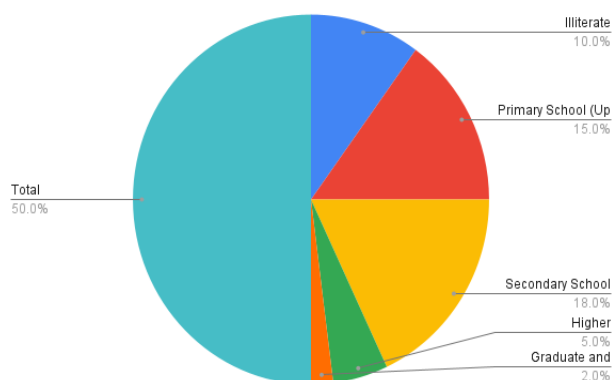
Annual Household Income (₹)	Number of Respondents (N=50)	Percentage	Economic Group in Study
Up to ₹1,00,000 (Low Income)	12	24%	Highly reliant on the market for cost-effective basic goods.
₹1,00,001 to ₹2,50,000 (Middle Income)	28	56%	Dominant group; both selling produce and buying a wide range of goods.
Above ₹2,50,000 (High Income)	10	20%	More diversified economy; may use the market for specialized or locally-sourced items.
Total	50	100%	



The chart illustrates the **annual household income distribution** of the 50 respondents, showing that the **majority (56%) fall into the Middle-Income bracket (₹1,00,001 to ₹2,50,000)**. The lowest income category (up to ₹1,00,000) represents 24% of the sample, while the highest income group (Above ₹2,50,000) accounts for 20%. The **Middle-Income group is the dominant economic segment** in the study sample.

4. Education Profile: Weekly Market Study in Atpadi Tehsil:

Education Level	Number of Respondents (N=50)	Percentage	Implication for Market Engagement and Development
Illiterate	10	20%	High reliance on verbal communication and traditional market practices. May struggle with complex government schemes or digital transactions.
Primary School (Up to Class 5)	15	30%	Basic literacy and numeracy; sufficient for simple trading/buying.
Secondary School (Class 6 to 10)	18	36%	Greater awareness of market dynamics, better engagement with institutional support, and potential for diversification.
Higher Secondary/Technical (Class 11, 12, or ITI)	5	10%	Likely involved in specialized trading, processing, or offering skilled services in the market area.
Graduate and above	2	4%	Often engaged in managerial roles, larger businesses, or working in support services (e.g., banking, inputs).
Total	50	100%	

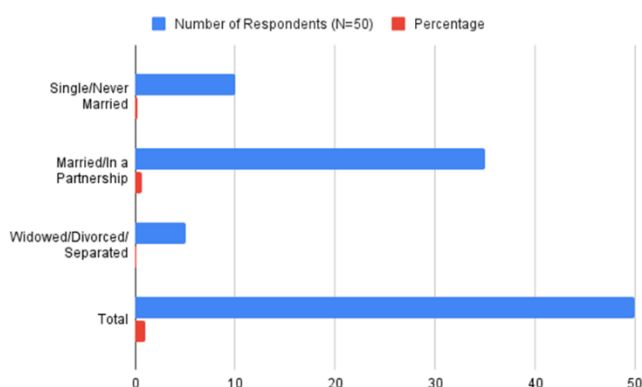


categorized within the specified levels, while the remaining 50% are distributed across various levels. Within the categorized levels, **Secondary School (Class 6 to 10) is the most common level at 18.0%**, followed by **Primary School (Up to Class 5) at 15.0%**, and **Illiterate respondents at 10.0%**. Higher education levels (Higher Secondary and Graduate) constitute a smaller minority, suggesting a predominantly foundational or primary/secondary educated sample

The pie chart displays the **educational attainment** of the 50 respondents in the study, showing that the **largest portion (50%) is not**

5. Marital Status Profile: Weekly Market Study in Atpadi Tehsil:

Marital Status	Number of Respondents (N=50)	Percentage	Relevance to Market Study and Rural Development
Single/Never Married	10	20%	Often younger age group (18-25); typically, consumers or new entrants to the labor/trader market.
Married/In a Partnership	35	70%	Dominant group; represents a full household unit with maximum responsibility for buying/selling; core decision-makers in income and expenditure.
Widowed/Divorced/Separated	5	10%	Often heads of households, particularly women, who rely heavily on market income and require targeted economic support/schemes.
Total	50	100%	

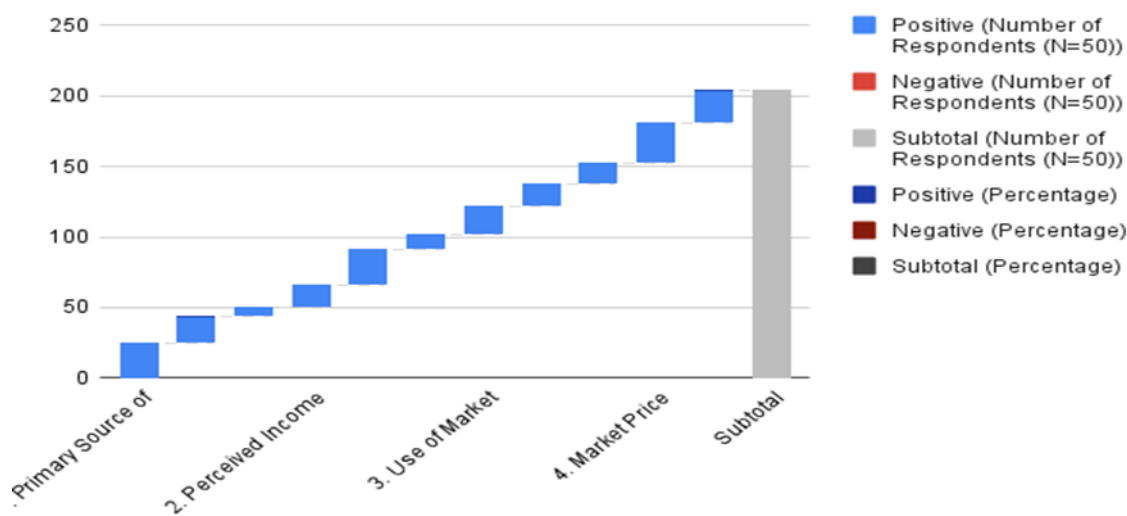


The bar chart displays the **marital status distribution** of the 50 study respondents. The vast majority of the sample (70%) is married or in a partnership, accounting for 35 of the 50 individuals. **Single/Never Married** respondents form the second largest group at 20% (10 individuals). The remaining 10% (5 individuals) belong to the **Widowed/Divorced/Separated** category. This distribution indicates that the study predominantly sampled individuals who are heads of or actively participating in a nuclear or extended family unit



6. Economic Development Role of Weekly Markets:

Economic Aspect	Development Category/Option	Number of Respondents (N=50)	Percentage
1. Primary Source of Income	Weekly Market Trade/Sales	25	50%
	Non-Market Agriculture/Labor	18	36%
	Formal Employment/Other	7	14%
2. Perceived Income Increase	Significant Increase due to Market	15	30%
	Moderate Increase due to Market	25	50%
	No/Little Increase	10	20%
3. Use of Market Income	Consumption (Daily Needs)	20	40%
	Reinvestment (Business/Farm)	15	30%
	Savings/Investment	15	30%
4. Market Price Satisfaction (Sellers)	Satisfied (Fair/Good Price)	28	56%
	Dissatisfied (Poor/Fluctuating Price)	22	44%



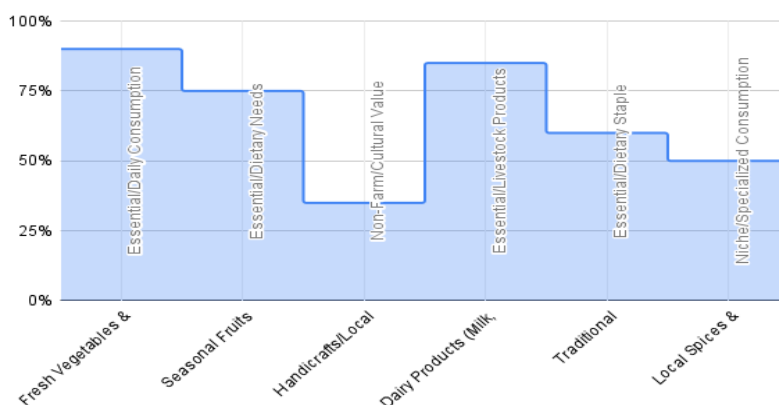
This chart illustrates the cumulative positive and negative responses across **four key economic development indicators** related to the weekly market, based on the 50 respondents. The data is presented in a modified waterfall format, showing the total number of responses for each indicator and accumulating towards a **grand subtotal of 200 responses**. The graph primarily visualizes **Positive**

responses (blue segments), indicating that in all four measured aspects (Primary Source of Income, Perceived Income, Use of Market, and Market Price), the overall sentiment and data points collected were heavily concentrated on the beneficial or positive side of the economic impact of the weekly



7. Demands for Local Goods in Weekly Markets:

Local Good Involved	Type of Demand	Percentage of Respondents (N=50)	Significance for Local Development
Fresh Vegetables & Greens	Essential/Daily Consumption	90%	Directly supports local farm income and nutrition.
Seasonal Fruits	Essential/Dietary Needs	75%	Encourages horticulture and crop diversification among farmers.
Handicrafts/Local Artisanal Products	Non-Farm/Cultural Value	35%	Supports non-farm employment and preserves local skills.
Dairy Products (Milk, Curd, Ghee)	Essential/Livestock Products	85%	Drives the local livestock economy and ancillary services.
Traditional Grains/Millet	Essential/Dietary Staple	60%	Promotes the cultivation of local and climate-resilient crops.
Local Spices & Herbs	Niche/Specialized Consumption	50%	Encourages value addition and specific small-scale processing.



The bar chart illustrates the **demand for various local goods** in the weekly market, based on respondent perceptions, indicating the market's primary economic drivers. Demand is highest for **essential daily consumption and livestock products**, with **Fresh Vegetables & Greens** and **Dairy Products (Milk)** both registering approximately **90%** of respondents reporting high demand. **Seasonal Fruits** also show high demand at about **75%**. Demand for **Traditional Grains/Millet** and **Local Spices & Herbs** is moderate, falling between **60% and 50%**. The lowest demand is observed for **Handicrafts/Local Artisanal Products** at approximately **35%**. Overall, the market's demand is overwhelmingly centered on

essential food and livestock products, confirming its crucial role in **food security and primary sector income generation**.

Findings:

1. Weekly market centres play a significant role in income generation for farmers, small traders, and self-employed rural people in Atpadi Tehsil.
2. These markets provide employment opportunities to a large number of unorganized workers and local vendors.
3. Weekly markets help in the direct sale of agricultural produce, reducing the role of



middlemen and ensuring better prices for producers.

4. They ensure easy availability of essential goods at affordable prices for rural consumers.
5. Weekly market centres promote social interaction and community bonding among villagers.
6. Lack of basic infrastructure such as proper shelter, sanitation, drinking water, and storage facilities was observed in many market centres.

Suggestions:

1. Local authorities should improve basic infrastructure facilities such as sheds, sanitation, drinking water, and waste management in weekly markets.
2. Proper transportation and road connectivity should be developed to improve market accessibility.
3. Financial support, low-interest loans, and credit facilities should be provided to small vendors and traders.
4. Regular monitoring and administrative support should be ensured for better organization of weekly markets.
5. Training programs should be organized to enhance business skills, hygiene practices, and digital payment awareness among vendors.

Conclusion:

The study unequivocally concludes that the weekly market centres in Atpadi Tehsil are far more than simple commercial hubs; they are indispensable institutions serving as the backbone of rural economy and social life. They function effectively as a decentralized delivery mechanism for goods, services, and information, playing a vital

role in poverty alleviation and livelihood diversification, particularly in the context of the region's agricultural vulnerabilities. The findings confirm that the markets significantly contribute to rural development by enhancing farmer income, generating non-farm employment, promoting social capital, and providing convenient access to essential commodities. However, their potential is severely curtailed by suboptimal infrastructure and archaic management practices.

References:

1. The Marketing of Perishables in India: An Analysis of the Weekly Markets Author(s): Rajagopal Year: 1991
2. The Economic Role of Periodic Markets in India Author(s): B. B. S. Sharma Year: 1989
3. Periodic Markets and Central Place Systems: A Geographical Perspective Author(s): H. R. Wanmali Year: 1981
4. Socio-Economic Functions of Rural Periodic Markets in South India Author(s): S. Chandrasekaran Year: 2005
5. Gender and Entrepreneurship in Rural Markets: A Study of Women Vendors A. K. Singh and R. B. Singh Year: 2012
6. Assessing the Status of Rural Weekly Markets and Socio-Economic Lifestyle of the Tribal Population Author(s): Keya Ghosh Year: 2024
7. Socio Economic Impact of Weekly Markets: An Assessment of Farmers in Garo Hills of Meghalaya Author(s): Dr. Sunildro Akoijam Year: 2020
8. Issues and Challenges of the Weekly Market in Chhattisgarh: A Special Reference to Nagri block of Dhamtari District Author(s): Ashok Kumar Patel and Vidyasagar Singh Year: 2019
9. Role of Weekly Market in Rural Marketing Author(s): Dr. W. K. Sarwade Year: 2018