



**Original Article**

**CONTRIBUTION OF PERIODIC MARKETS TO RURAL ECONOMY: A STUDY OF  
KARAD TAHSIL**

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**Abstract:**

*The research shows that periodic markets generate employment for many people, including year-round traders, supplementary workers, and seasonal vendors. A large number of people depend on these markets for their livelihood. Agricultural produce forms the largest share of trade, followed by vegetables, fruits, and dairy products. Findings show that periodic markets generate employment for a large number of people. Vendors include year-round traders, supplementary occupation vendors, seasonal vegetable sellers, and seasonal products sellers. Many families depend on these markets as their main source of livelihood.*

**Keywords:** *Periodic Markets, Employment Generation, Agricultural Produce, Rural Livelihood.*

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**Introduction:**

Karad Tahsil of Satara District, Maharashtra, represents a typical agricultural region where periodic markets function as key rural economic institutions. The tahsil consists of

numerous villages with strong dependence on farming and allied activities. In such regions, periodic markets not only facilitate the distribution of agricultural products like grains, vegetables, fruits, and dairy products but also encourage the



distribution of household products and services required for daily life. Thus, periodic markets contribute significantly to local income circulation and village-level economic stability.

Despite their importance, periodic markets often remain part of the informal and less documented sector of the rural economy. Most development studies focus on regulated markets, urban trade centers, or large agricultural mandis, while periodic rural markets receive comparatively less scholarly attention. There is limited micro-level research examining their employment structure, vendor composition, commodity flow, and spatial distribution—particularly in tahsil-level contexts like Karad. This creates a research gap in understanding how these traditional market systems function economically in present times.

Another issue is that modernization, transport development, and the spread of digital trade are gradually transforming rural marketing patterns. However, the extent to which periodic markets continue to sustain employment, support small vendors, and maintain agricultural trade linkages requires systematic investigation. Without such analysis, their real contribution to rural economic development remains under-evaluated.

The present research aims to examine the economic role and functional structure of periodic markets in Karad Tahsil. This study examines the spatial distribution of markets in the study area

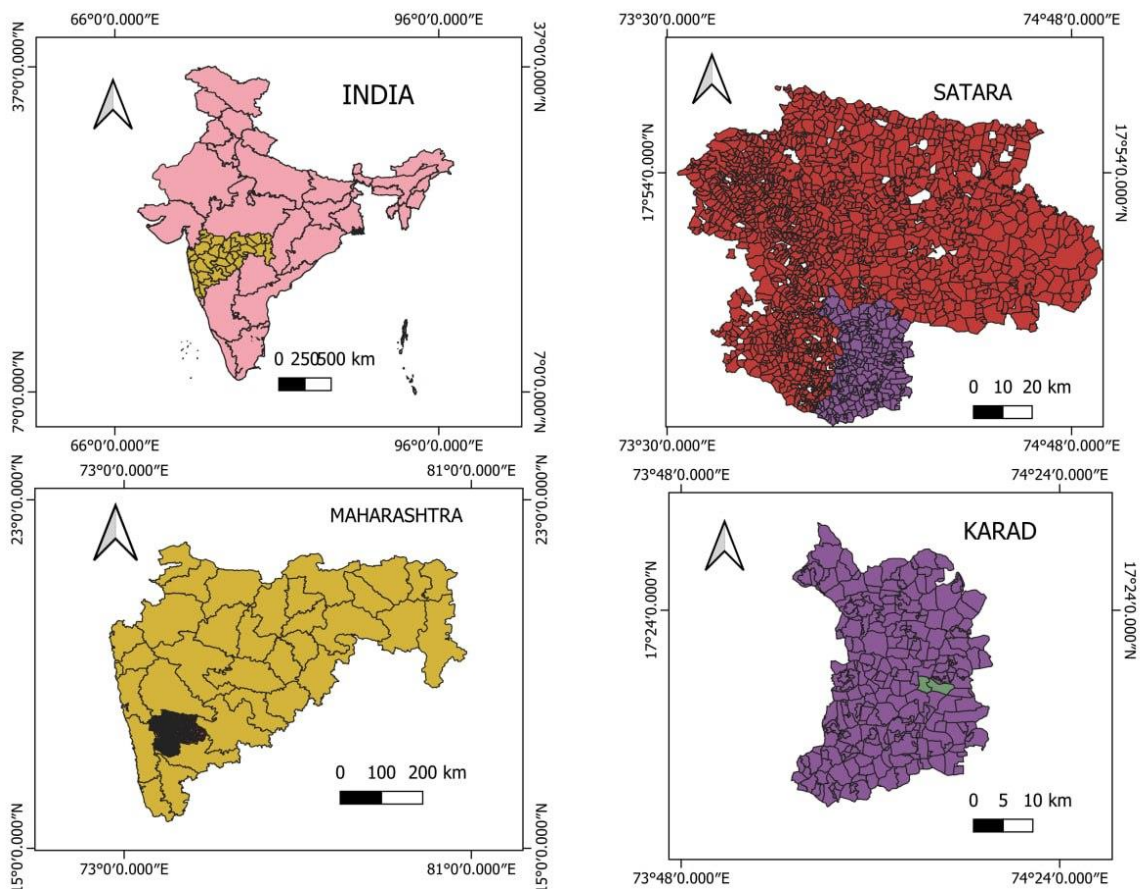
centers, periodic scheduling systems, employment generation patterns, vendor categories, and the nature of goods traded. It also evaluates how these markets support rural livelihood and strengthen local trade networks.

#### **Study Area:**

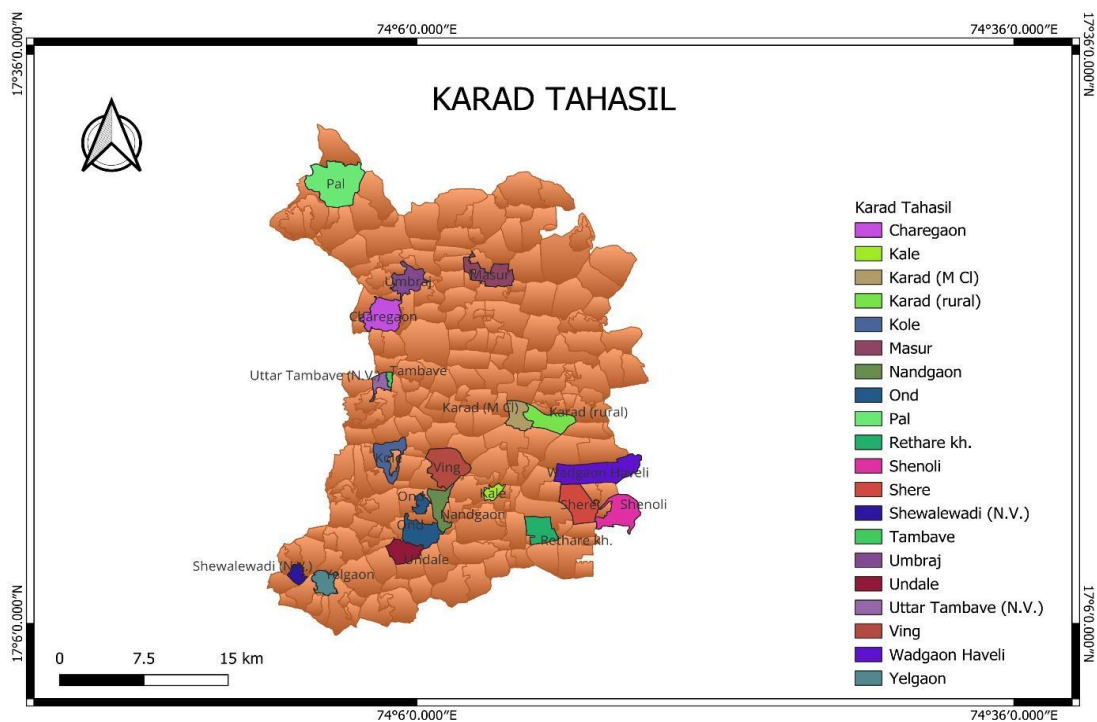
Karad Tahsil of Satara District in the state of Maharashtra. The geographical location of Karad Tahsil lies between 17.2° and 17.4° North latitude and 74.0° and 74.3° East longitude. The region has an average elevation of nearly 670 meters above mean sea level. Karad Tahsil comprises around 217 villages.

According to the Census of India, 2011, Karad Taluka comprises a total of 1,24,925 households and supports a population of 5,84,085 persons. Of the total population, 2,96,157 are males and 2,87,928 are females, showing a fairly balanced gender composition. The population of children in the 0–6 years age group is 60,786, which constitutes about 10.41 percent of the total population, indicating a stable demographic structure.

The sex ratio of Karad Taluka is recorded at 972 females per 1000 males, which is higher than the state average of Maharashtra (929). In expression of education, Karad Taluka has an overall literacy rate of 75.54 percent. Male literacy is relatively higher at 80.10 percent, while 70.85 percent of females are literate.



**Map No:1: Location Map of Karad Tahsil in Satara District, Maharashtra, India.**



**Map no.2: spatial distribution of periodic market centers in Karad Tahsil.**



The map shows the spatial distribution of periodic market centers in Karad Tahsil, Satara District. The tahsil boundary is clearly demarcated, with individual village boundaries shown in the background, while selected villages having periodic markets are highlighted distinctly. Important market locations such as Karad (Municipal Council area), Karad (rural), Umbraj, Masur, Kale, Pal, Ond, Malkapur–Kole, Nandgaon, Shenoli, Shere, Wadgaon Haveli, Undale, Tambave, Rethare Khurd, Yelgaon and Shewalewadi (N.V.) are prominently represented. The central part of the tahsil, especially around Karad city, shows a higher concentration of periodic markets due to better transport connectivity, higher population density.

**Objectives of the Study:**

1. To assess the contribution of periodic markets to local employment opportunities.
2. To study the nature of goods traded and the structure of economic activities in periodic markets of Karad Tahsil.

**Research Methodology:**

The study is based on a examine the structure, functioning, and economic significance of periodic markets in Karad Tahsil.

Primary data were collected through field surveys conducted at selected periodic market centers in Karad Tahsil. Information was obtained using structured questionnaires and personal interviews with vendors, traders, consumers.

Secondary data were collected from government publications, census reports, tahsil and district statistical handbooks.

**Periodic Market System:**

The scheduling of markets on fixed days allows traders to attend more than one market in different villages during the week, which helps to enhance income levels and minimizes reliance on a single market for livelihood. This system strengthens employment stability and supports flexible participation in local economic activities. The periodic market system is summarized as follows.

**Table: 1.1: Periodic Market System. (Meeting Day)**

| Sr.no. | Market Centre Name. | Total Periodic Market Centre | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Total Number of Market Days |
|--------|---------------------|------------------------------|--------|--------|---------|-----------|----------|--------|----------|-----------------------------|
| 1      | Karad               | 2                            | 1      |        |         |           | 1        |        |          | 2                           |
| 2      | Shewalewadi         | 1                            |        |        |         |           |          |        | 1        | 1                           |
| 3      | Kole                | 1                            |        |        |         | 1         |          |        |          | 1                           |
| 4      | Ving                | 1                            |        | 1      |         |           |          |        |          | 1                           |
| 5      | Tambave             | 1                            |        |        |         |           |          |        | 1        | 1                           |
| 6      | ond                 | 1                            |        |        |         | 1         |          |        |          | 1                           |
| 7      | Yelagoan            | 1                            |        |        |         |           | 1        |        |          | 1                           |
| 8      | Undale              | 1                            | 1      |        |         |           |          |        |          | 1                           |
| 9      | Nandgoan            | 1                            |        |        |         |           |          |        | 1        | 1                           |



|    |                   |           |          |          |          |          |          |          |          |           |
|----|-------------------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| 10 | Kale              | 1         |          |          | 1        |          |          |          |          | 1         |
| 11 | Pal               | 1         | 1        |          |          |          |          |          |          | 1         |
| 12 | Rethare.kh.       | 1         |          |          | 1        |          |          |          |          | 1         |
| 13 | Shenoli           | 1         |          |          |          |          |          |          | 1        | 1         |
| 14 | Masur             | 1         |          |          |          | 1        |          |          |          | 1         |
| 15 | Umbraj            | 1         |          | 1        |          |          |          |          |          | 1         |
| 16 | Charegoan         | 1         |          |          |          |          |          |          | 1        | 1         |
| 17 | Wadgoan<br>Haveli | 1         |          |          |          | 1        |          |          |          | 1         |
| 18 | Shere             | 1         |          |          |          |          |          | 1        |          | 1         |
|    | <b>Total</b>      | <b>19</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>4</b> | <b>2</b> | <b>1</b> | <b>4</b> | <b>19</b> |

**Source- (Annual report for the Karad Agricultural Produce Market Committee for the year 2024-2025).**

Table 1.2 shows the distribution of periodic markets and their gathering days in the study area. The table specifies that a total of 19 periodic market centers are functioning in different villages. Each market center is assigned a fixed day of the week, which helps in the systematic organization of market activities and avoids overlap between nearby markets. Among all the centers, Karad stands out as the most main market centers, as it hosts two periodic markets, while the remaining villages have only one market day each. This reflects the central location, better accessibility, and higher demand in Karad town. The distribution of markets across the week shows that Wednesday and Saturday have the highest number of markets, indicating these days are more suitable for trade and public participation.

In contrast, Friday has the lowest number of markets, suggesting comparatively lower market activity on that day.

#### **Employment Contribution of Periodic Markets:**

The study includes 18 villages Karad (Municipal Council area), Karad, Umbraj, Masur, Kale, Pal, Ond, Malkapur, Kole, Nandgaon, Shenoli, Shere, Wadgaon Haveli, Undale, Tambave, Rethare Khurd, Yelgaon and Shewalewadi in which periodic markets are conducted on predetermined days of the week, creating a consistent pattern of economic activity at the village level. These markets generate direct employment opportunities for diverse categories of vendors, including year-round trading vendors, supplementary occupation vendors, seasonal horticultural vendors, and seasonal commodity vendors. The classification of vendors based on their trading engagement in the periodic markets of Karad Taluka is as follows.



**Table:1.2: Village-wise Distribution of Vendor Categories in Periodic Markets of Karad Tehsil.**

| Sr.No. | Village Names   | Year Round Trading Vendor | Supplementary Occupation Vendor | Seasonal Horticultural Vendor | Seasonal Commodity Vendor |
|--------|-----------------|---------------------------|---------------------------------|-------------------------------|---------------------------|
| 1      | Charegaon.      | 18                        | 10                              | 7                             | 5                         |
| 2      | Kale.           | 22                        | 14                              | 9                             | 7                         |
| 3      | Karad.          | 70                        | 45                              | 35                            | 30                        |
| 4      | Kole.           | 15                        | 9                               | 6                             | 5                         |
| 5      | Masur.          | 30                        | 18                              | 14                            | 10                        |
| 6      | Nandgaon.       | 14                        | 8                               | 6                             | 4                         |
| 7      | Ond.            | 16                        | 10                              | 7                             | 5                         |
| 8      | Pal.            | 20                        | 12                              | 9                             | 6                         |
| 9      | Rethare Kh.     | 13                        | 8                               | 6                             | 4                         |
| 10     | Shenoli.        | 19                        | 11                              | 8                             | 6                         |
| 11     | Shere.          | 21                        | 13                              | 9                             | 7                         |
| 12     | Yelgoan         | 12                        | 7                               | 5                             | 4                         |
| 13     | Tambave.        | 17                        | 10                              | 8                             | 5                         |
| 14     | Umbraj.         | 35                        | 22                              | 16                            | 12                        |
| 15     | Undale.         | 24                        | 11                              | 11                            | 3                         |
| 16     | Ving.           | 18                        | 6                               | 8                             | 6                         |
| 17     | Wadgaon Haveli. | 10                        | 15                              | 4                             | 8                         |
| 18     | Shivnagar       | 11                        | 7                               | 5                             | 3                         |
|        | Total           | 385                       | 256                             | 192                           | 150                       |

**Source- (Field Survey Conducted by the Researcher)**

- Year-Round Trading Vendor-Engaged in periodic market trading throughout the year as the main occupation.
- Supplementary Occupation Vendor-Engaged in periodic market trading in addition to another primary occupation.
- Seasonal Horticultural Vendor-Primarily involved in selling vegetables or horticultural produce during specific seasons.
- Seasonal Commodity Vendor-Engaged in selling different goods based on seasonal demand and availability.

**Table No:1.3: Vendor Categories in Periodic Markets.**

| Sr.No. | Vendor Categories in Periodic Markets of Karad Tahasil. | Number of Vendors | Percentage |
|--------|---------------------------------------------------------|-------------------|------------|
| 1      | Year-Round Trading Vendor                               | 385               | 39.17%     |
| 2      | Supplementary Occupation Vendor                         | 256               | 26.05%     |
| 3      | Seasonal Horticultural Vendor                           | 192               | 19.53%     |
| 4      | Seasonal Commodity Vendor                               | 150               | 15.26%     |
| Total  |                                                         | 983               | 100%       |

**Source- (Field Survey Conducted by the Researcher).**

The table clearly explains the structure of vendors in the periodic markets of Karad Tahasil. A total of 983 vendors were studied. The highest

proportion consists of year-round trading vendors (39.17%), showing that a large number of people depend on periodic markets as their main source of



income throughout the year. Supplementary occupation vendors (26.05%) participate in the markets to support their primary occupations, mainly agriculture and labor work. Seasonal horticultural vendors (19.53%) sell fruits and vegetables and are active mainly during specific seasons. The remaining 15.26% are seasonal commodity vendors, who trade only during particular periods.

#### **Economic Activities and Nature-Based Goods:**

In the periodic markets of Karad Tahsil, most of the economic activities depend on nature

and local resources. Farmers bring vegetables, grains, fruits, milk, and other farm products from nearby villages to sell in the market. Some people also sell flowers and handmade items made from natural materials. These markets provide a place where villagers can earn money by selling their produce and buying daily-use goods at affordable prices. Small traders, farmers, and vendors depend on the periodic market for their livelihood. Table no.1. Distribution of Goods and Economic Activities in Periodic Markets of Karad Tahsil follows:

**Table no:1.4: Distribution of Goods and Economic Activities in Periodic Markets.**

| Sr.no. | Types of Goods Traded | Examples of Goods         | Quantity Traded In Week (Quintal) | Percentage |
|--------|-----------------------|---------------------------|-----------------------------------|------------|
| 1      | Agricultural Produce  | Jowar, Bajra, Wheat, Rice | 40                                | 35.7%      |
| 2      | Vegetables            | Onion, Potato, Tomato     | 32                                | 28.6%      |
| 3      | Fruits                | Banana, Guava, Papaya     | 18                                | 16.1%      |
| 4      | Dairy                 | Milk, Curd, Ghee          | 22                                | 19.6%      |
| Total  |                       |                           | 112                               | 100%       |

**Source- (Field Survey Conducted by the Researcher).**

Table 1.4, titled "Distribution of Goods and Economic Activities in Periodic Markets," reveals that the market is primarily driven by essential food staples. Agricultural produce, including grains like Jowar, Bajra, Wheat, and Rice, represents the largest share of trade at 40 quintals, or 35.7% of the total volume. This is followed allied by vegetables such as onions, potatoes, and tomatoes, which account for 32 quintals and a 28.6% market share. Dairy products and fruits make up the rest of the trade, contributing 19.6% and 16.1% respectively. Overall, the market handles a total periodic volume of 112 quintals, indicating that its main economic function is providing basic dietary necessities to the local community.

#### **Conclusion:**

- **Primary Economic Function:** The periodic markets in Karad Tahasil primarily serve as a distribution hub for essential food items, with a total periodic trade volume of 112 quintals.
- **Dominance of Agricultural Goods:** Grains and agricultural produce form the largest part of the market, auditing for 35.7% of all traded goods.
- **Essential Food Supply:** Together, grains and vegetables (28.6%) make up the majority of the trade, showing that the market's main role is meeting the basic dietary needs of the local community.



- **Livelihood and Employment:** These markets are a major source of employment, supporting 983 studied vendors; nearly 40% of these individuals depend on the market as their sole, year-round source of income.
- **Direct Link for Farmers:** The market system provides a direct connection between producers and consumers, which helps reduce the impact of middlemen and allows farmers to earn better profits.
- **Systematic Organization:** The periodic nature of the markets—held on fixed days like Wednesday and Saturday—allows for a systematic flow of trade across 19 different centers without overlapping nearby activities.
- **Socio-Economic Development:** Ultimately, these markets remain essential to rural life, contributing significantly to the social and economic stability of the villages within Karad Tahasil.

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