

## Impact of weekly marketing centers on socio-economic Development in Banda (U.P): A geographical study

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### Abstract

The study presents a simple extension of the Model that explores the relationship between the environment and weekly marketing centers in a hypothetical dual low income economy with relatively low levels of environment quality. It is supposed that the rise in effective demand increases the flow of negative externalities on the environment, which in turn would affect output expansion negatively in the capitalist sector through the occurrence of environmental adjustment costs. Form such conflictual dynamics shows that weekly marketing center may characterize the pattern of socio-economic development activity sustainable development in the environment.

**Keys word-** weekly marketing, environment, ecologically sustainable, socio-economic.

### Introduction

The weekly marketing centers are an intrinsic part of the Indian culture a golden thread that runs through its cultural public and marketing It can be defined as the places where people gathered for social culture and religious harmony. In the Banda district weekly marketing is performed by periodic marketing, i.e. Weekly markets and fairs. There is a need to examine the environmental impact of weekly markets and fairs so that stapes for sustainable marketing development can be taken for future planning.

A periodic market is gathering of buyers and sellers at an appointed place and time, usually between 10, am .and 6, pm. These markets attract a large number of buyers and sellers and when there is gathering of 500 to 3000 people.

### **Objectives:-**

The specific objectives of the study were as follows:-

- To study the weekly marketing centers of Banda district.
- To find out the served and unserved area of weekly l marketing centers.
- To the study of socio-economic status of the weekly marketing centers in Banda district.

### **Study of Area:-**

In the year 1945 the Banda Municipality was established and later upgrade to the Banda Municipal Corporation (BMC) District is a district of Uttar Pradesh state of India and Banda is the District headquarters it is a part of Chitrakoot Division Located in historical Bundelkhand region Banda is famous for its Shajar stone which is used for making jewelry and the historically and architecturally significant sites khajuraho and Kalinjar. Khajuraho is a world Heritage site famous for its elaborately carved temples. The district largely consists of irregular uplands without crops of rocks intermingling with lowlands which are frequently under water during the rainy season. The Baghain River traverses the district from south west to north east of other important rivers are the Ken River in the east and the Yamuna to the north. The district is located the Chitrakoot dham Division of U.P. at Banda and lies between Lat. 24 0 53' and 25 0 55' N and Long 80 0 07' and 81 0 34' E it si bounded in the earth by the district of Chitrakoot in the west by the district of Hamirpur and Mahoba and in the south by Satna, Panna and Chhatarpur the districts of adjoining Madhya Pradesh.

### Study Area Map



**Methodology:-**

The data was collected through three sets questionnaire. The first set of questionnaire was targeted at the situated weekly marketing center in the Banda district and second set was Buyers, while the third sets were seller's whole weekly marketing centers in the Study area. This put the total questionnaire used for district 84 (Eighty four) questionnaires were administered to the Banda. The secondary data may also have been taken wherever necessary.

**Results & Discussion:-**

weekly Markets Centers are the integral parts of the geo-economics and cultural landscape or ecosystem of a region and a unit in space. They are an index of regional development. As such, trade centers may be viewed as organisms of society, rooted in the earth, reflecting different moods varying intensity of activity, and reacting sensitively to both internal and external influences.

Like other regions, in Banda district market centers in their nature, size, function and hierarchy. Some environmental problems crop up. The weekly markets are held:

- (1) Along the main road of the settlement,
- (2) Along approach road,
- (3) At a central place of the settlement and
- (4) At an open space.

Wherever may be the location, the space is very limited. On market day the Whole area becomes a congested place full of temporary shops, spread on both sides of the road or in a rectangular manner. This already congested space becomes unmanageably suffocating and unpleasant when a large crowd of buyers comes in.

The results of this paper can be seen in the form of air and noise pollution for about five to six hours of market time. The whole market area and its adjoining regions is developed in a blanket of dust, creating the problems of air pollution, Noise pollution is caused by the vendors shouting for their products and loudspeakers blaring in full volume. Waste disposal also is a major cause for concern.

In spite of the above mentioned environmental problems created by weekly markets. These markets are quite sustainable from the ecological point of view because:

- (1) The time involved in these markets is very short.
- (2) There are no permanent shop and other establishment.
- (3) The pattern of market shift provides complete spatial interaction in the district Banda.
- (4) The commodity structure of these markets is according to the needs of the local environmental.
- (5) The markets are not only marketing instructions but more of a social instruction and integral part of the cultural ecology.

It has been observed that whatever damage to environment has been done during marketing hours in these markets is recovered during the next days and month. Therefore, the weekly markets ecologically sustainable. Another instruction of periodic marketing is the fair Known as Mela. The fairs are ancient trading and social instructions. They are held once are twice a Year and are generally associated with festivals are religious places. In the Banda as we have seen earlier,48 fairs are held and the gathering in these fairs is larger than in periodic market. There crowd is responsible for air, water and noise pollution.

Sustainable Development District Banda



The dust and smoke of vehicles creates atmosphere pollution. In the district many cattle fairs are also held in which cattle aggravate the level of pollution. Noise pollution is created by loudspeakers, singers, dancer are well as by the common people, while water pollution is a man problem in the vicinity of the fairs. Most of the fairs are held either near a Temple, a Tank, a well or a river. Generally demand of water is more and its availability is limited therefore water becomes polluted. The same water is used for bathing and drinking purpose by cattle also. This polluted water becomes the case of concern to authorities when diseases like cholera spread. There is no provision for waste disposal. In fairs heaps of waste can be seen here and there. It includes human and animal waste as well as waste cleared from shop. Since periodicity of fairs is limited their impact on the environment is also short term. What is needed is proper arrangement for drinking water and waste disposal.

**Conclusion:-**

In brief the problem of environmental degradation due to marketing activities is not a serious problem in the district under study Banda district is an example of the environmental impact of marketing activity on Urban environment.

Similarly in Rural areas, periodic markets are economically viable ecologically sound and socially acceptable. For long term planning of market, places. There is need for sustainable development. The development of more periodic market in rural areas will be major step towards sustainable development of markets and marketing.

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