

Growth and Distribution of Weekly Market Centers in Kolhapur District: A Geographical Appraisal

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Introduction:

The root of marketing geography is the market centre. The word 'Market' is derived from the Latin word "Marcutus" the refers to a place where Buyers and Sellers meet. Thus for geographers market centers are spatial units and their location site, situation, physical extent regional.

Market centres are playing important role in the economy and life of Urban and Rural people. Market centres are the farmers first contact place of marketing functions. Marketing Geography is branch of Economic Geography. Marketing is geographic phenomenon centre that the exchange of good and service does manifest spatial dimensions, which provide a base for a Geographic study of marketing (Dixit 1988) According to the Appleban (1984), The Chief Architect of marketing geography is concerns with the channels of distribution through which goods move from producer to consumer.

The present study is it tends to focus on the spatial distribution and weekly market centres and their spatial behavioral rather relation to the geographical surface of the study region i.c. Kolhapur district. Also study the role of weekly market centres in the socio-economics development of the study region.

Study Region:

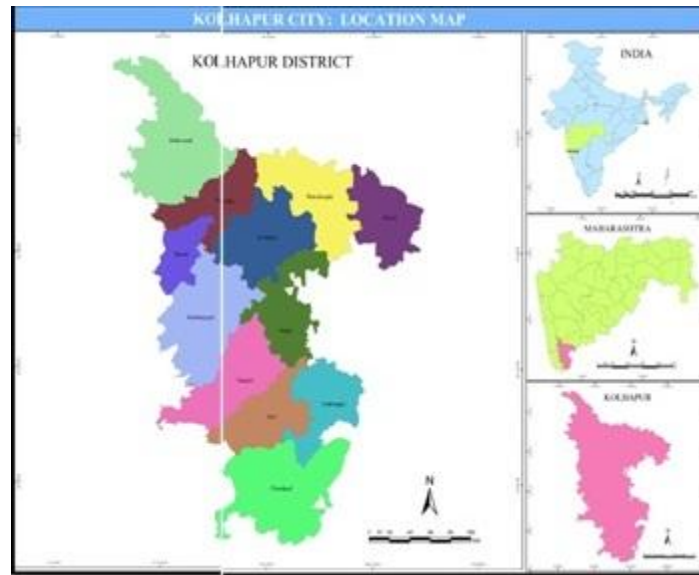
The district of Kolhapur lies between $15^{\circ} 45'$ and $17^{\circ} 11'$ north latitude and $73^{\circ} 41'$ and $74^{\circ} 42'$ East longitudes and is located entirely in the Panchganga and Krishna basin Kolhapur district areas is 7685 kms with 3876001 population and 504 population density as per census 2011. The sex ration of Kolhapur District is 957 and literacy has around 81.5 % out of the total Kolhapur population for 2011 census, 31.73 percentage lives in urban regions of dis rict. In total 12,30,009 people lives in urban areas of which males are 6,31,843 and females are 5,98,166. Sex ration in urban region of Kolhapur district is 947 as per 2011 census data on other hand. As

per 2011 census 68.27% population of Kolhapur district lives in rural areas of village.

The total Kolhapur district population living in rural areas is 26,45,992 of which males and females are 13,48,815 and 12,97,177 respectively. In rural areas of Kolhapur districts comprising with 12 tehisls viz. Karveer, Panhala, Shahuwadi, Kagal, Hatkangale, Shirol, Gadhinglaj, Chandgad, Ajara, Bhudargad, Radhanagari and Gaganbawada.

Map-1

Location Map of The Study Area



Objectives:

1. To study the spatial distribution and growth of weekly market in rural areas of Kolhapur district.
2. To analysis the role of weekly markets in rural development.

Source Data and Methodology:

The present study is based on secondary sources of data. The data has been collected mainly from district census handbook, socio-economic reviews and district statically abstract, Maharashtra State Gazetteer of Zila Parishad, Kolhapur District. Form the records of village and Tahsil Panchyat offices and various municipal offices also used for the analysis of weekly markets in the area.

Methodology:

1. The collected of data have followed by computation and re-arrangement of the data in tabular form. The analysis and interpretation of data comprises both empirical and

theoretical approaches.

2. In present work statistical and quantitative techniques have been employed analyzing various aspects of market centers. The statistical methods such as correlation analysis have been used to find out the relationship between market centers and area population, inhabited village and net shown area etc. the quantitative techniques of nearest neighbor analysis are used to find out the spatial distributional pattern of market center.

Distribution of Weekly Bazars in the District:

In assembling and distributing goods, next to the wholesale trade centers come the market places and periodical bazaars as they are called held at different places and on different days in the district. In many villages and towns markets are periodically held, once or twice a week or on a fixed day or days. Fairs and these weekly bazaars are complementary to each other.

The total number of bazaars held in the district is about 82 as per the 2001 and 159 as per 2011 census. The value of the business carried on at these places on the bazaar day or days shows a wide range from a minimum of Rs. 100 to Rs. 50,000. Particular mention may be made of the following places where a considerable amount of business is transacted viz., Wadgaon (Rs.50,000) in Hatkanangale taluka, Gadhinglaj (Rs.48,000) in Gadhinglaj taluka, Ghotawade (Rs. 10,000) in Radhanagari taluka and Jaisingpur, Kurundwad and Shirol (Rs.12,000 each) in Shirol taluka.

Tab-1

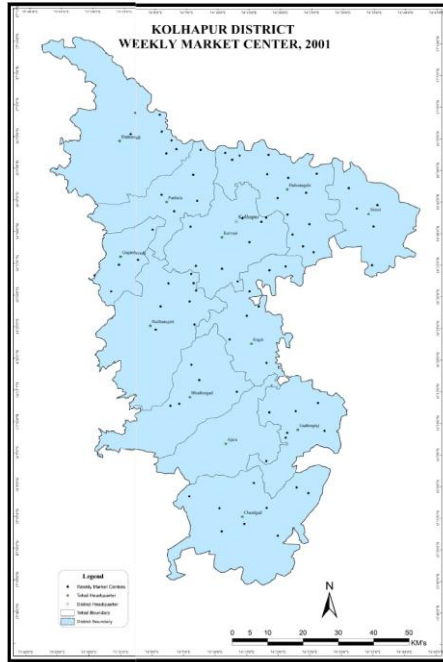
Distribution of Weekly Market centers in Kolhapur District

| Sr. No. | Tehsils | 2001 | 2011 |
|----------------|----------------|-------------|-------------|
| 1 | Karveer | 8 | 28 |
| 2 | Panhala | 6 | 10 |
| 3 | Hatkangale | 12 | 21 |
| 4 | Shirol | 5 | 12 |
| 5 | Kagal | 8 | 19 |
| 6 | Radhanagari | 8 | 16 |
| 7 | Bhudargad | 5 | 08 |
| 8 | Ajara | 3 | 06 |
| 9 | Chandgad | 9 | 11 |
| 10 | Gadhinglaj | 6 | 12 |
| 11 | Gaganbawada | 5 | 6 |
| 12 | Shahuwadi | 7 | 10 |
| | Total | 82 | 159 |

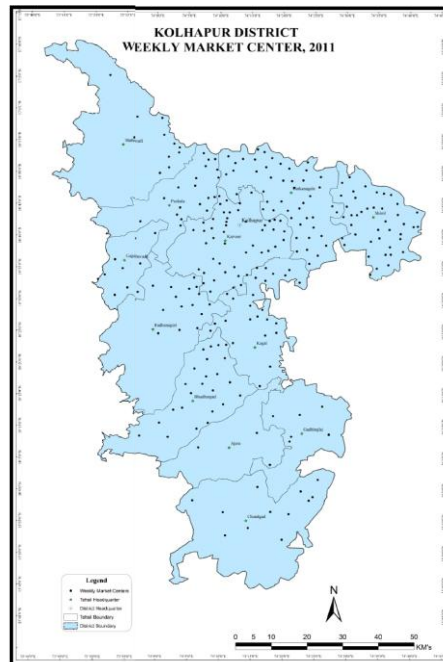
Source: Government Market Committee

Map-2

Kolhapur District, Kolhapur Weekly Market Center, 2001

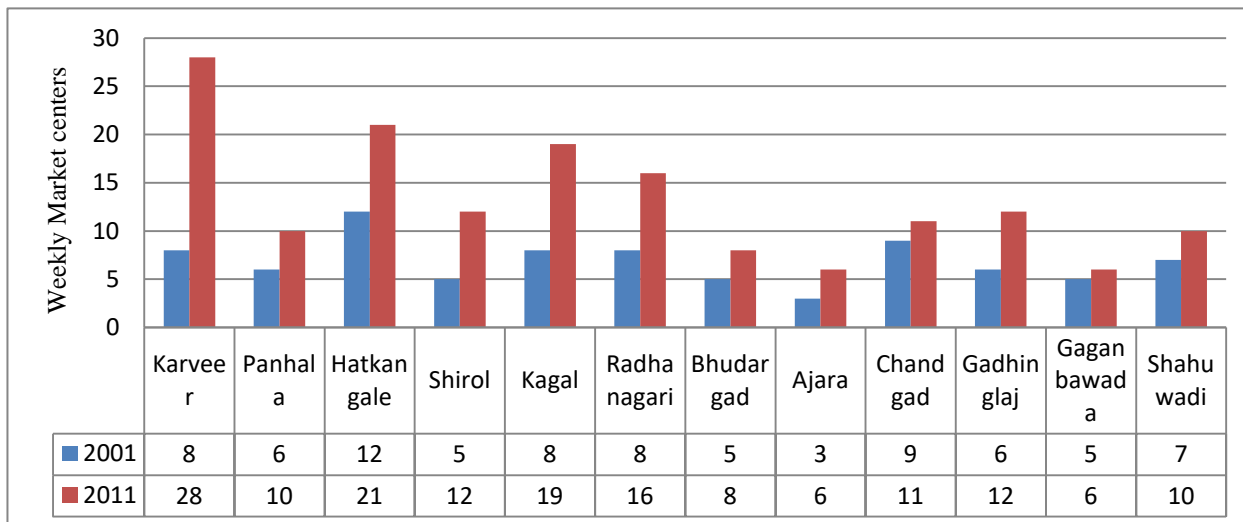


Kolhapur District, Kolhapur Weekly Market Center, 2011



- Above mentioned data table shows the details of the weekly market centers of the Kolhapur district of the span of 2001 and 2011.
- In the year 2001 the total market center of the district is 82. The highest number of market centers are established at the Hatkangale (12) and lowest at the Ajara 3 in numbers. Out of the total market centers more than 25% centers established at the tehsil of Hatkangale and Chandgad.
- In the year of 2011 the total market centers number is increased it breaks at 159. 77 center are increased. Out of the total centers highest number of centers taking place in Karveer and lowest at Ajara tehsil respectively 06 and 5. More than 50% of the centers located in the tehsil of Karveer, Hatkangale, Shirol and Kagal (fig.2).

Tab-1
Distribution of Weekly Market centers in Kolhapur District

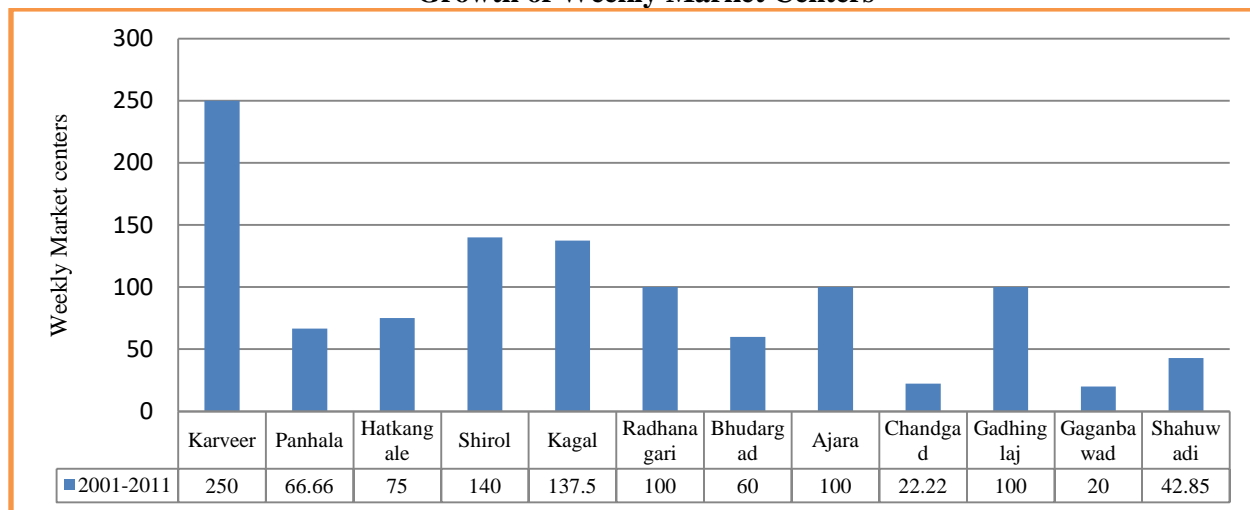


Tab-1
Growth of Weekly Market centers in Kolhapur District:

| Sr. No. | Tehsil | 2001-2011 |
|---------|--------------|-------------|
| 1 | Karveer | 250 |
| 2 | Panhala | 66.66 |
| 3 | Hatkangale | 75 |
| 4 | Shirol | 140 |
| 5 | Kagal | 137.5 |
| 6 | Radhanagari | 100 |
| 7 | Bhudargad | 60 |
| 8 | Ajara | 100 |
| 9 | Chandgad | 22.22 |
| 10 | Gadhinglaj | 100 |
| 11 | Gaganbawad | 20 |
| 12 | Shahuwadi | 42.85 |
| | Total | 93.9 |

Source: Government Market Committee

Fig-2
Growth of Weekly Market Centers



$$\text{Growth Rate of WMC} = \frac{(P2 - P1)}{P1} \times 100 \dots \dots \dots 1$$

Where,

P1 is the number WMC of the previous decade and

P2 is the number WMC of the current decade.

Above mentioned table (1.3) shows the tahsil level growth of the market centers in the 2001 to 2011. Growth means the change the directional position of the any objects from its original place towards the positive or negative direction in the form of qualitative or quantitative. The average growth of the market centers is 93.90% of the previous year. The highest growth is show by Karveer 250 %, Kagal 137.50% and lowest shown by Gaganbawad 20% and Shahuwadi tehsil (42.55).

Conclusion:

The growth of market centers are increased in 2011 than 2001. The growth of market centre Radhanagari, Ajara, Gadhinglaj is maximum growth of market center. Now the weekly market is very important for the development of the villages located around weekly market City and Village. So the Government Market Committee and Local self-government have developed the area of the

weekly market through well planned and they provided good facilities for the peoples.

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