

# **Chapter –I**

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## **Chapter –I**

### **INTRODUCTION**

**A critical study of investment made in different avenues by selected citizens in Kolhapur.**

#### **1.1 Introduction: -**

The world of today is very dynamic. There has been a tremendous change in the life style of human beings.

Investment has become very essential for all of us. The future is full of uncertainties. Investment made today helps us to manage the uncertainties in our future life. Therefore everyone thinks about savings, investment, prosperity, etc.

Investment means a commitment of current savings for better future life.

Investment means the use of money to earn more and more money.

Investment is the sacrifice for future reward.

Investment is not only beneficial for individual but also for the national economy. Through investment money is put to the productive use and results in creating additional employment opportunities.

There are various avenues available for making investments. Traditionally investment is made in immovable properties such as gold and other valuables, deposits and banks, etc. However in modern times, there are many new avenues of investment available. This includes investment in shares and debentures either independently or through mutual funds. There are other ways like government bonds, bonds by financial institution, etc. People select the avenues of investment according to their awareness, knowledge and preference. Investment is to be made sensibly, firstly to keep the amount safe and security to earn maximum return on the amount invested. There should be proper reconciliation between profitability and liquidity.

## **1.2 Kolhapur City– A Profile.**

The city of Kolhapur is considered as one of the important historical and cultural cities of Maharashtra State in modern times. After independence, the economic and geographical factors helped its rapid growth and development. In fact, its solid foundation for the development was firmly laid by the visionary Shahu Maharaj- the king of old Kolhapur State. In the beginning of the 20 th century, chhatrapati shahu consciously made efforts not only for social and cultural development but also for the industrial and commercial development of the city.

## **1.3 Geographical Location of the City-**

The Kolhapur City is located at 16 deg 42 sec, North latitude and 74 deg 14 sec, East latitude. It had been a Capital City of Kolhapur State until 1949, as well as headquarters of the British political agent who kept an eye on the Southern Maratha Country States from here. The city is situated at 1790 feet above sea level. It is half a mile away from the south bank of panchganga River. Since 1949 onwards, the city has been a center of the Kolhapur District. (Malshe, 1974:15). It is 64 miles away to the east of konkan sea shore, 73 miles away to the south of Satara and 66 miles away to the North of Belgaum. Before 1946, the area of the city was minimal, i.e. 6.7 Sq miles (Sovani, 1995:1) while considering the growing necessities of the city, the frontiers were expanded in 1946 and since then the area has increased up to 25.7 Sq .Miles. The city is situated in the east of sahyadri mountain ranges. The Vishalgad and Panhalagad ranges of Sahyadri lie to the north of the city creating a drought area between the panchganga and warana river basins. The “Fonda-Sangaon”-sahyadri range lying to the south of the city has also created a drought area between the basins of panchganga and dudhganga rivers (choudhari, 1989:6-10). The high mountain ranges of sahyadri stand to the west of the

city and thus the panchganga basin is surrounded on three sides by mountain ranges. This area is connected to konkan region by way of many ghats or passes. (Sovani,1951:14)

Due to river Panchganga, the inhabitation of the city got restricted towards the west at a little distance from the riverbank. In the rainy season, the river has floods, hence to the apposite of Brahmapuri, in the direction of Panhala fort, the inhabitation did not grow. Speaking in terms of protection, naturally the river panchganga guards the northern side of the city. While the eastern side is safeguarded by the Jiti or Jayanti Nala and the western side by the Mayur Tirth nala. (Malashe, 1974:15)

Before 1949, the remarkable feature of the city was its lakes (tanks) and ponds. In 1885, besides Rankala, Tank, there was “Mahar Tale(tank) in the north-east of the city. Padmala tank is the southeast, Phirangai and Varun Tirth (Munishwar, 2001:113) to the south. While Khambala and Kumbhi Tank were the wesr of the city. In the later period many of them were filled up and in 1949, only Kotitirth and Rankala tanks continued to exist. (Munishwar, 2001:114)

Right from the ancient period, Kolhapur grew and developed gradually. There were six centers of the town in the ancient period. These were- 1)Brahmapuri 2)Uttareshwar 3)Kholkhandoba 4)Rankala 5)Padmala and 6)Raveneshwat (Kadam, 1954:174-180). Three of these centers were near Panchganga river while the rest of them were concentrated near the tanks of their respective names.

Kolhapur is situated on banks of the sacred river Panchganga flowing in southwest part of Maharashtra. Kolhapur is famous as the residence of the mother goddess “Mahalaxmi”, alias Ambabai. This commercial and educational city has temples and palaces, which still has archaeology importance. Kolhapur is situated 225 km south of Pune. Kolhapur has become a major industrial center with more than 100 foundries and

numerous machine shops. The population size of city is more than 738000.

Kolhapur is situated at an attitude of 563 m. Kolhapur is heaven for connoisseurs of good food. An important center of marathi film industry, kolhapur possesses historical as well as mythological importance. It is known as “Dakshin Kashi”.

#### **1.4 History-**

Kolhapur has emerged as a city with a rich colourful, historical and mythical past. The Padmapurana and Skandapurana mention about “Karveer” and “Dakshin Kashi”, which is infact the modern day of Kolhapur. According to legend after the great deluge goddess Mahalaxmi salvaged the city by using her mace (Kur) and hence the city is known as Karveer. There is another thrilling tale of an invincible demon named “Kalasur” who eventually overpowered than the gods but Mahalaxmi killed him and thus the city came to known as Kolhapur. According to Padmapurana lord Mahadeva dwells here in the form of water, lord Vishnu in the form of rock. Between the 10 th and 13 th centuries the city was ruled by the yadavas, leter it come under the moghuls and in 1675 it was conquered by the Maratha chief Chhatrapati Shivaji.

#### **Culture-**

Chhatrapati Shahu maharajas reign lent a progressive spirit to the city and the king extended his patronage to the arts like theatre, film making, music, painting, sculpture, wrestling and craft like tanning and jewelry making. The city was a profusion of musicians and musicologists. Marathi is the regional language. The Rang Panchami-Holi is highly colorful, Janmashtmi in July-August celebrates the birth of lord Krishna, men and boys form human pyramid to break pots of curds that have been hung to high places. On Ganesh Chaturthy massive figures of the popular

Lord Ganesh is worshiped for ten days with joy and then immersed in the Panchganga river. The dassera and Diwali are the festivals of lights are also celebrated with joy. The Muslim festival of Mohurram, which commemorates the martyrs of Islam, is also celebrated as well.

### **1.5 Kolhapur City is Famous For-**

#### **1) Kolhapur Feta-**

A turban cloth 6 meters long, 1-meter wide cotton or silk generally of saffron colour may be of and ferrite colour, it is not famous for cloth or its colour but it is famous for in which way turban is worn.

#### **2) Kolhapuri Wrestler-**

Wrestling is the famous sport in Kolhapur. Kolhapur kings have supported and encouraged 'Kusti' i.e. wrestling and wrestlers. Kolhapur wrestling fame spread till Punjab. Thus word wrestler remains when kolhapur's name comes across.

#### **3) Kolhapuri Milk Platform-**

It is only in kolhapur, milk is sold by milking the buffalo, in presence of customer, in a public place as Gangavesh and Mirajkar Tikti. Separate platforms are made for this business. Visitors enjoy this fresh milk providing facility of kolhapur. Wrestlers in kolhapur have special liking for this milk.

#### **4) Kolhapuri Chappals (Leather Slippers)**

A leather footwear made out of specially chrome tanned leather its starps made with minutely woven leather threads, decorated with beautiful tassels made out of leather and some coloured artifice threads, easy to wear, light and luxurious in wearing this footwear are famous.

#### **5) Kolhapuri Misal-**

A mataka (a mixture of different beans) spicy soup mixed with snacks like sheva and gaathiya (fired gramme powder chips in different form), small sliced onion, coriander, forms misal, a delicious dish famous for light eating.

6) Kolhapuri white soup of mutton-

Mutton soup (Rassa) is generally a hot spicy and red in colour due to use of red chilly powder. In kolhapur, mutton soup is prepared by using coconut milk and hot spicy without chilly. Red mutton soup is too hot for drinking, while this white mutton soup can be drank without any troubles. So this white mutton soup a product of kolhapur is famous all over.

7) Kolhapuri Jaggery-

The sugarcane produced in fertile land of kolhapur is rich in sugar grain and the colour body proposition is less compared to other areas. So while preparing jaggery, the coloured impurity is easily removed to maximum extent. The traditional jaggery blenders are specialized in the blending it to light red-brown colour as required. This light coloured and rich in sweetness jaggery is very famous. The palace where jaggery is made is called 'Gurhala'.

8) Kolhapuri Saaj-

Kolhapuri saaj is a special type of necklace, which is very popular with maharashtrain woman. The saaj is designed in all over maharashtra but the kolhapuri saaj is famous. The gold plated saaj is also very famous.

### **1.6 Industrial development-**

Kolhapur has progressed on its own merit in business and industry. It is business center in the south west part of maharashtra. In spite of all the traditional business, many new industries and business have come to kolapur in the past few years. Now it is well recognized city in the business world. There are three industrial centres in the city itself, they

are Shivaji Udyamnagar, Y.P.Powar nagar, Panjarpol industrial estate. Two big industrial centres are at the short distance from kolhapur. They are shiroli MIDC and Gokul Shirgaon MIDC. The industrial map of kolhapur is expanding day by day. Recently government of maharashtra has sanctioned a new industrial centre in kolhapur district which is between Kagal and Hupari. Kolhapur is very well situated on highway NH4 almost half way between Mumbai and Bangalore. Industrial development is because of well connected by road and heavy transport services like rail and air. A high manpower in automotive, foundry, agricultural industry ensures a high per capita income in kolhapur. There are three big industrial organization is known as –

a) SMAK (Shiroli Manufactures Association Kolhapur)

SMAK established in 1983 a dynamic association in kolhapur with the aim to solve the problem faced by the manufactures. SMAK also help in arranging regular meetings of members and solved. Common difficulties faced in business as well as in general. Industrialist have to face many problems vary from finance, worker facilities and labour, etc. To solve these problems SMAK come into existence.

b) Goshima (Gokul Shirgaon Manufacturers Association)

Goshima established in 15 th August 1985 by Maharashtra Industrial Development Corporation. It is established in kolhapur with aim to solve the problem of manufactures.

c) KEA (Kolhapur Engineers Association)

KEA, is workshop owners union, who manufactures engines and vehicle parts and set up foundries are the member of KEA. The organization KEA is established in Udyam Nagar. It is inside the kolhapur city.



### **1.7 Transport Facility-**

Transport is the important factor for the development of market. Most of the rural markets in india are not developed mainly because of no adequate means of transport are available to reach them.

It helps to supply goods as per demand. We can not reject the importance of it in the modern age. The cost of things more or less depends on it. Taking into consideration transport cost the price of things are fixed. Transportation has more important in a continental country like india. More or less the development of the country depends on the transportation. There is lack of perfect means of transport in rural india, so it has remained undeveloped.

Centralisation, decentralisation and equalisation are three important function of transport. Transport is like selling, purchasing, financing, warehousing and insurance an act. Transports creates time and place utility. Transport deliver goods from production centre to consumption centre.

Kolhapur city is situated near main highway NH4. Here are every type of facilities of transportation. Rail, Lorries are mainly use for long transport. Tractor, Vans, Auto and also carts are used for local transport.

### **1.8 Education -**

There is a university named as 'Shivaji University' three engineering colleges, 16 colleges some of that only for commerce and arts either English or Marathi medium. There are ten medical colleges, two agricultural colleges near Shivaji University, six technical colleges, one architect colleges and three other colleges for B.ed, D.ed, 18 Highschool, some of that only for girls and same of for only English medium. Thus education side of Kolhapur City is very strong.

Education provides thinking power. Education is very important thing for the well development of country and people. Educated people are expected to judge the merit of different type of goods and services before they buy them. Uneducated people are believed either to go by tradition or seek advice from others. Therefore marketing men must study the educational status of markets to be served.

### **1.9 Gold Market of Kolhapur City-**

Chhatrapati Shahu Maharaj reign lent the progressive spirit to the gold market in Kolhapur City. And the market of gold established slowly near Mahalaxmi Temple, step by step shops are built and scattered by link. The development of gold market is very fast because of lots of villagers are near the city and there are neither goldsmith in every village. Hence nearby villager depend upon gold market of kolhapur city. Villagers always come to kolhapur for business or market purpose. In those days the pattern of market is weekly market. Sunday is the market day of kolhapur city.

In old days, there was a single lane of gold market. Today it is known as a "Gujari" market. The map of kolhapur gold market is expanding day by day. It is scattered over and around the gujari market. That is in Jotiba road, Bahusinghji road and Bhende Galli and sub lane in between and near those roads. These are the central place of the main gold market of kolhapur city. Traditional or modern both type ornaments are made here. Kolhapuri traditionally gold jewelry has great outside demand in all over maharashtra. The main speciality of kolhapur gold market is kolhapur saaj (it is a special type of necklace), Bajubandh (it is a traditional craft which is wore on the front of the upper arm on the hand), Bormal (it is the pattern of necklace).