

CHAPTER -III

THE

BACKGROUND

&

ECONOMIC

PROFILE OF THE

REGION

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3.1. INTRODUCTION:

This study is related with agro marketing especially with the marketing of onions in the Lonand market and a role played by agro produce market committee in the marketing of onions. As such it requires a background and profile of the study area. There are 11 tahsil in Satara district, namely Koregaon, Satara, Phaltan, Vai, Mann, Khatav, Karad, Jawali, Patan, Khandala, Mahabaleshwar. Khandala tahsil is particularly famous for onion production. As such the onions are marketed in nearby market. Lonand is an important center for onion, which is in Khandala tahsil.

3.2. General Economic survey

The main feature of census survey from 1941 to 1991 which is noteworthy. The ratio of males and females ranges between 1043 to 1092 (refer the following table)

Year	Male	Female	Ratio female to 1000 male
1941	4 41 551	4 60 959	1043
1951	4 92 193	5 24 484	1065
1961	6 15 723	6 55 955	1065
1971	7 27 533	7 72 588	1034
1981	8 50 402	9 22 483	1084
1991	9 72 493	10 43 282	1092

(Source:- Census report of Satara district published by Central Government)

This tendency is contrary to the general trend in the population pattern of the whole of India, where the ratio of males to females comes to about 1000:947. Data on economic characteristic of the region also reflected the under developed nature.

The brief information about the location, typography, rivers rainfall, soil and forest etc. of the Satara district is given here. Satara district is mainly situated partly in the Krishna river basin. The tahsil Khandala Phaltan and Mann are situated in the 'Bhima' river basin while the rest of the tahsil is situated in upper Krishna basin. The district has an area of 10,492 sq. kms. The district lies between $17^{\circ} 5'$ - $18^{\circ} 11'$ north latitude and $73^{\circ} 33'$ - $74^{\circ} 54'$ east longitude.

The district is situated on the west of Arabian Sea and is surrounded by Pune district on the east by Sangli district on the south and by district of Ratnagiri and Kolaba at the north.

3.3. Rivers:- The Krishna is the principal river of the Satara district. The other important rivers are Koyana, Nira, Mann, Venna and Kudali Urmodi, Vasanayerla. The Krishna river flows for nearly 160 k.m. through Satara district. Nira river which flows on the northern boundary at the district and is very near to the Lonand city.

3.4. Topography:- Hills:- There are two main systems of hills

in the Satara district. The sahyadri ranges and its off shores and the mahadeon ranges and its off shores . The main range of sahyadri with a length of about 96 Kms. the Mahadeos ranges start about 16 Kms The top of mahabaleshwar (The highest point in the district) is about 1436 meters above the sea level.

3.5. Soil:- The soil, in in Khandala tahsil and Lonand area is poor and stonly in the vicinity of the hills but there is good soil along Mira and its tributary streams. In the eastern part of Khandala tahsil shallowed, capable of growing onion and wheat.

3.6. Rainfall:- The rain starts in middle of June and remains till the end of septemper in Satara district. The rainfall is not uniform all over the district. The sahyadri zone gets the normal rainfall in Khandala tahsil is about 500 mm (80 cm)

3.7 Forest:- The Satara district has an area of 10,492 sq. kms . the area of about 1564 sq. kms. (14.9 % of the total geographical area) of the district is under forest. It is scattered over the entire district.

3.8. Roads:- The pune miraj railway route goes through Satara district with total length of 144 kms Pune Bangalore Highway No.4 crosses at Khandala tahsil, Pune Pandharpur state highway No 40 crosses at Lonand market. Pune Satara road crosses at Lonand and railway route is quite near to Lonand market.

3.9. Food- Crops:- The main food crop is jwar and Bajari and Cash Crop is onion in Khandala tahsil and also in Phaltan tahsil. Cash crop covers more than 75 % of the total occupied area . However food production is inadequate;and can't meet the total demand of the region for the whole year.

3.10 Humidity:- In Khandala tahsil the maximum and minimum temperature is 35.6 ° C and 12.9 ° C respectively. In Khandala tahsil the shore area is dry and so during the winter and summer the relative humidity is below 50%.

3.11 Irrigation Project:-

In Khandala tahsil the main irrigation project is 'Veer' Dam . The dam is mainly located in tahsil purandhar. The length of cannal is about 170 Kms. Area commanded is 44,707 hectors and cultivable area commanded is 35,766 hectares. According to the 1990 - 1991 statistics, the net irrigated area in Khandala tahsil was 12,743 hectors.

3.12. Industrializations:- Though there is no concentration on industries in the district. Some important factories apart from sugar factories are Ogale Glass Works, Cooper Oil Engine at Satara road, Nimkar Seeds which produces various types of hybrid and in Phaltan tahsil Chilling plant is located at Vaduj.

3.13. Occupation:- Agriculture is a predominant occupation of this region. But the productivity in agricultural sector is very poor, because the region depends mainly on monsoon. The farmers can cultivate the onions during October to June. The

onion is not only popular thorough out the India but also exported in Arabian countries. It is also a feasible business from commercial point of view. But unfortunately the economic conditions of the onion growers did not change considerably in the last 30 years. It felt necessary to find out the reasons behind this . The production of onions on a large scale. But this is a right time to study and develop. Suitable marketing system for this valuable crop not only with regional interest but from the point of view of national interest . India's export to arabian countries will be increase if sincere efforts are made and onion growers are rewarded properly. It is reported while personally talking with some of the farmers from this area that they are facing same problems in marketing by their produce. A detailed study of marketing system and role played by APMC in marketing of agro produces may provide answers to these problems. This research therefore aims at analyzing the marketing systems of onion the problems associated with it and the role played by agro produce market committee in marketing.

REFERENCES

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