

: CHAPTER - III :  
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PROFILE OF KOLHAPUR CITY  
AND  
JANATA BAZZAR

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: KOLHAPUR CITY :

Kolhapur is located in Maharashtra. Now it has developed very well in industry and in marketing. For marketing it is central place for village people.

In 20th Contry, because of the wide intrest and encouragement of Chhatrapati Shahu Education, Wrestling, Music, Painting and movies developed. Today in Kolhapur there are two film studies, Wrestling Centres well-known music school at Shivaji University and several educational and cultural institutions. The Kshatra Jagadguru Matha founded by Chhatrapati Shahu is one of the peculiarities of Kolhapur.

Kolhapur has developed as an Industrial Agricultural and trading Centre. The Shahu Market Yard is one of the biggest agricultural Trading Centres in Maharashtra. It is famous all over India for the production of jaggery.

Industries have rapidly developed in the last decade. Kolhapur is known for manufacture of oil engines and Kolhapuri Chappals. At present various industries are existing like casting, steel castings Agricultural implements, Pumps, Leather working machine, Oil Engines spare parts, Non-ferrous castings, Bearings Printing Machinery, Electrical Motor etc.

Upto May 1994 there were about 6903 small scale industries engaged in various products and approximately 34515 workers directly employed in such Industries in Kolhapur District.

Kolhapur City has got the status of Corporation since December, 1972.

: Population of Kolhapur City :

1)	Area in km <sup>2</sup>	-	66.82
2)	Population km <sup>2</sup>	-	6081.56

3)	No.of Occupied residential house.	-	76211
4)	Total Families	-	77640
5)	Total persons	-	406370
	Male	-	212141
	Female	-	194229
6)	Childrens	-	54088
	Boyes	-	28673
	Girls	-	25415
7)	Total Educated person	-	291360
	Male	-	165621
	Female	-	125734
8)	Total Workers	-	121947
	Male	-	104677
	Female	-	17270
9)	Industrial Population	-	2377
	Male	-	1494
	Female	-	883

: JANATA BAZAR :

Kolhapur is known as "Kalanagari" in all over the country. It is also progressive in other fields. With rigourous efforts by Rajarshi Shahu Chh., it has achieved remarkable progress in various fields. It is evidently seen in the field of agriculture. The Co-Operative movement has made progress with the help of agricultural developments. It is widely spread in all over Kolhapur District. Concerning all these facts, the co-operative movement in Kolhapur District has played an important role in the progressive development of Maharashtra State. Hence, it won't be wrong if we call Kolhapur City on Daxin Kashi of the co-operative sector.

It was a princely state still it has Developed well known. Co-operatives like, agriculture Marketing and Consumer Co-operative, famous is Asia. At present Kolhapur is having Twelve Co-operatives, Sugar Factories, Milk

federation, District Co-Operative Bank, No. of Urban Banks, No.of Primary Co-operatives in the field of Milk, Irrigation and multi-purpose Co-operatives. The Consumer Co-operatives, were not Developed until 1980.

The Kolhapur Janata Consumer Store established itself in 1963 under the able Dynamic, Leadership of Hon'ble Padmashree Desh Bhakt Dr.Ratnappa Kumbhar. In the beginning it started its business in a humble way by opening fair price shops.

The development of the store started from the year 1980. Under the centrally sponsored scheme and the guidance of N.C.C.F.C. & P. Cell and I.L.O. experts. Now the stores is having nine Department stores and twenty five retail out-lets and one mobile shop and three manufacturing units. Bakery, Hosiery and Ex.Note Books. Five Department stores having ultra modern building lay out, display colour scheme Light arrangement, Furniture and

fixture. These stores appears to have physically graphed from sweden.

Area of Operation :

Kolhapur City has three and half Tahasils -

Membership and Share Capital :

A. Membership	17.500
B. Authorised share capital lacs	75.00
C. Paid up	
1) Government Contribution lacs.	50.00
2) Member lacs.	13.00
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total :	63.00
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Face value of the share is Rs. 25.00

Audit Class 'A' for last 25 years.

Committee of Management -

Managing Committee is elected by The members by balot. The total members of Board of Directors are 21 where representation to employees weaker Section women and Backward Class is also given.

Janata Bazar has been Constantly using to adopt modern method of retailing technique to improve its sales service and profitability. Except medical and customs section all sections have adopted self-service and self-selection technique. The impact of the self service is that customers can enjoy their rights :

1. Right to choose.
2. Right of information.
3. Right to decide.
4. Right to return.

Mobile shop in self service. :

The Mobile shop having all the facilities of Department stores caters to the needs of Consumers, Living in Colonies situated far away from the city area and backward areas, the shop is a great help to the people.

New appointment :-

Indian Oil Corporation has appointed, the store as Dealer for Kerosene for the District of Kolhapur.



Wide range of Assortment :-

It is one of the fewest store with the widest possible assortment which includes grocery provision, toiletry cosmetics hosiery readymade textile utensils house-hold, electric appliances, Medicines, Footwear, Plastic goods, Toys, Stationary, Text books, Seasonal goods, Cold drinks, It is no wonder that many times a single. Customer makes a shopping of more than a thousand rupees within a few minutes.

: LAURELS :

Glory of India well working Cons Stores in Maharashtra :-

It Society's one dept. stores having 25.000 sq.ft. selling area at Rajarampuri have gained national importance. The food and Civil Supplies Dept. Govt. of India has honoured this store as a 'Glory of India'. In the opinion of Maharashtra Rajya Sahakari Sangh the store is a well managed consumers store in the state of Maharashtra Running should is also awarded by the Sangli ?

Sales Review and Sales Promotion :-

The society's performance report are obtained regulary and the some is discussed every day problems are indentified suitable remedial action are taken, Janata Bazar has developed a sales promotion calender and is implementing the same successfully one ~~per~~ percent purchase rebeat is allowed to members for their regular purchases. During the festival Season, Seasonal Discount of 5 % to 15 % is allowed to members as well as customers. Prizes of Rs.5,000/- are awarded to lucky customes during co-operative week regular member purchaser have received Rs. 115/- as a rebate as against their share contribution of Rs.100/- only during the year.

Sailent features of Janta Bazar :-

1. First stores to introduced 100 % self service.
2. First store to plan full coverage for the entire city of Kolhapur.

3. First store to develop a network of tailer made building for the dept. store and small store.
4. First store having a 25,000 sq.ft. selling area on one floor.
5. First store to introduce electronic cash register.
6. First store to introduce self service and self selection technique in mobile shop.
7. First store to recruit a both of M.B.A.'s to develop a cadere of professional managers.

OTHER FEATURES :

1. Almost 50% of the staff consists of ladies.
2. Women involvement in Haldi kum-kum.
3. Special discount to members during festival season and school season.
4. Direct purchase from the sources and producer.
5. Setting up to large dept. stores out of own funds.

6. High profile image Janata Bazar household name.
7. Widest assortment.

Business performance Rs. in Lacs :

	85-86	87-88	89-90 (9 months)	90-91
Sales	911.77	1226.10	1055.91	1640.13
Grossprofit	45.59	53.50	50.85	75.51
%	5.00	4.36	4.82	4.61
Net Profit	0.80	1.15	11.39	22.00
%	0.9	0.9	1.08	1.06
Stock	54.55	66.92	84.95	101.11
Stock Turnover	15.88	17.52	11.83	16.00

Contribution to the Economy :

	85-86	87-88	89-90 upto March	90-91
Salary	14.77	17.66	15.53	20.03
Intrest	8.66	6.63	6.01	7.38
Rent, Rules & Taxes	4.91	6.56	4.59	6.40
Postage & Telegram	1.09	1.57	1.65	2.28
Audit Fee	0.40	0.40	0.40	0.45

: STAFF BENEFITS :

- 1) Bonus.
- 2) Gratuity.
- 3) Leave 41 days during year.
- 4) Maternity leave 90 days.
- 5) Contributory P.F.
- 6) Labour Welfare Fund.
- 7) Training programme.
- 8) House Rent.
- 9) Dress and Washing allowance.
- 10) Credit purchase facility.
- 11) Higher purchase facility.
- 12) Mathadi laws applied to worker.
- 13) Over time wage @ double rate.
- 14) Free two time tea.

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