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CHAPTER-V

CASE STUDIES

PART-A

AGROBASED MARKET CENTRE : A CASE STUDY OF LONAND

MARKET CENTRE

5.0.0. INTRODUCTION :

The development of marketing and trade is as old as civilization. The ancient man believed in exchange of commodities as he started living in groups. As man got developed, society also got developed and resulted in a vital change. The agricultural development raising in standard of living, man soon realised the advantages of trade and he began to produce more than what was required to meet local needs. Because of these waves of development trade centres developed all over the world.

The modern marketing system is found to be comprehensive term marketing, that is the process of exchange between sellers and buyers. The marketing includes all these activities having done with effective exchange in the ownership and possessions of goods and services.⁰¹ As marketing system developed, markets are also developed. These market centres create

waves of development which are helpful in overall development of the region. Sometimes various factors support in the development of the market centre. Thus sphere of influence, created around the market centre, results into development of market centre. Taking into consideration various aspects, an attempt has been made to study the Lonand agro-based market centre.

5.1.0. THE GEOGRAPHICAL SETTING OF LONAND MARKET CENTRE :

5.1.1. RELIEF FEATURE :

Lonand is one of the important towns in Khandala taluka of Satara district. It is located on $74^{\circ} 08'$ E. longitude and $18^{\circ} 03'$ N. latitude. The average height from mean sea level is about 592.7 m. Lonand is located in the northern part of Satara district and bounded by the Nira river in the north. Tambave is southward and village Taradgaon is located eastward.

The major part the Mahadeo hill range passes through Khandala and Phaltan talukas. These range acts as water-divider between Krishna and Nira river. Lonand is situated in the Nira basin.

Major part of Khandala is having height 600 to 900 m., above mean sea level. It is undulating surface consisting plateau like structure.

Nira valley is located towards northern part of taluka and covering major part. Nira and its small tributaries have made this region comparatively flattened. Lonand is situated at outermost border of basin. This part is comparatively highland and having slope towards east.

5.1.2. DRAINAGE PATTERN :

Nira river and its tributaries have developed drainage pattern in this region. Nira river flows in west-east direction on 4 kms. distance from Lonand. There are several Nalas meeting Nira river. Lendhi Nala, Chavadi Nala, Khandoba Nala and Therala Nala are the major Nala which develop drainage pattern in this region. Dedentric and centrifugal drainage patterns are developed in this region. Sarhadda Nala is one of the important Nalas on border of Phaltan tahshil. All these Nalas are non-perennial.

5.1.3. CLIMATE :

Lonand is located in rainshadow area which is also known as drought-prone area. Average annual temperature of Lonand is about 22.5°C to 25°C. It varies according to seasons. In summer temperature varies from 30°C to 38°C and in winter it is about 12°C to 25°C, humidity is always less.

Rainfall is unevenly distributed in this region. Average annual rainfall in Khandala tahshil is about 800 mm., while at Lonand it is about 500 mm. Climatic conditions affect the cropping pattern of Lonand.

5.1.4. SOILS :

Major part in and around Lonand is covered by two types of soils. Hilly region consists of the layers of black granulated soil. Agricultural productivity is less as this soil does not have nutrients. Towards the Nira river basin the soil is found in thick layers of dark black regur soil. It is more nutritious and thus its productivity is higher than any other soil types.

5.2.0. EVOLUTION OF MARKET CENTRE :

Rural markets are generally identified by their nodal characters particularly their functional distinction and magnitude. Lonand is one of the important rural market centres established as distinct functioning. It is developed as agro-based market centre which reflects general nature in the rural economic structure. Lonand is a market where small producers as well as large producers gather to assemble their farm produces and to redistribute them. It is a kind of specialized market, which

has common characteristics of periodical market as well as regulated market. Lonand has been connected to the various villages around it. The communication and transport facilities are well-developed in the hinterland of Lonand. There is no physical barrier and thus it has been developed remarkably.

The cultivators in and around Lonand were in need of some reliable and powerful agent to manage all the trading and commercial activities. Lonand emerged as a regulated market in 1951, due to the state intervention. It was the outcome of Bombay Agricultural Produce Market Act 1939. Lonand's regulated market creates in the mind of cultivators a feeling of confidence of receiving a fair price. This results into accepting the new ideas to improve the quality of his agricultural produce.

5.3.0. GROWTH OF REGULATED MARKET CENTRE-LONAND :

Initially, Lonand market was associated with the trading activities of Khandala and Phaltan talukas. Jaggery, onion, karadi etc were the only regulated agricultural commodities during 1951. In 1955 number of regulated agricultural commodities increased as jawar, bajara, wheat came under it. According to 1958's notification cotton, tur, gram and some livestock commodities were included as

regulated commodities. It shows the intensity of need of regulated market.

Afterward number of regulated market commodities increased to 23 because of functioning and magnitude of importance of regulated market increased. For better functioning, on 29th May, 1969; Lonand Agriculture Produce Market Committee was separated from Phaltan taluka. From that day onward Lonand market centre grew remarkably. There are certain reasons for the growth of Lonand regulated market, they are:

- i) Assurance of cash payment for encouragement.
- ii) Fair trade practice insured by this market centre.
- iii) Competitive buying system introduced has also insured confidence in trader's mind. It shows transaction is going on without malpractice.
- iv) Market charges are rationalized and use of standard weighing system.
- v) Open auction and open agreement system carried out in this centre, ensured fair dealing.

vi) Gradation and Standardization of goods

is beneficial for those who are involved in selling and buying activity.

All these reasons help in development of market centre. Besides, some specific amenities provided in market centre also attract the farmers. These facilities and amenities are namely provision of godowns, water supply, rest house, canteen, road, light, telephone, latrines and urinals etc.

Lonand market centre is developed in such a way that it is able to establish secondary market centres at Shirwal, Khandala and Jawale. Shirwal and Khandala are labelled as regulated market centres as they are the parts of Lonand market centre, where sub market yards are established.

5.4.0. FACTORS AFFECTING THE GROWTH OF MARKET CENTRE :

India is an agrarian country producing variety of agricultural goods. There is variation in the production of agricultural produce. These variations are due to cropping pattern which is associated with geo-socio-economic conditions. There are specialized agro-based market centres where regulated agricultural commodities are collected, assembled and redistributed. In Maharashtra, there are 247 regulated market centres. While in Satara

district nine regulated market centres are situated, Lonand is one of these, specialized for Onion. There are many factors affecting the growth of market centres they are as follows:

5.4.1. GEOGRAPHICAL FACTORS :

Favourable geographical conditions lead to prosperity. Lonand is situated on deccan trap's hilly region. The climatic conditions have restricted to develop specialized cropping pattern and resulted in the development of specialized market centre. Physiographical and climatic conditions of Lonand tend to develop the specialized agro-based market centre.

5.4.2. PHYSIOGRAPHY :

Physiography of Lonand is undulating in nature. There are Mahadeo hilly ranges extended in east-west direction. There are big nalas flowing through this region and they meet Nira river in the north-east. This typical physio-geographical nature affects the agricultural system practices in this region. Due to the undulation, the soil layers are of uneven depth. Towards the hilly ranges granulated black soil layers are thinly spread while in river basin they are thickly spread. It means that very little land is available for cultivation. Soil erosion is major problem affecting the productivity

of crops. Thus the cultivable land available is intensively used. The monoculture pattern of cropping is developed in this region. The small farms are developed to cultivate Onion, Jawar, Bajara, Sugarcane, Rice and Groundnut as kharif crops and Wheat, Gram as rabbi crops. There are distinct features of land under certain crops. Thus, 66 per cent of cultivable land is under onion crop.

5.4.3. CLIMATE :

Rainfall conditions are adverse and only 500 mm. rainfall per annum is received at Lonand. The temperature is comparatively high. The cropping pattern developed here is monocultural. Major agriculture is rain-fed and thus tendency of farmers is to grow crops of short duration. Onion, Jowar, Bajara crops are adopted as they are resistant to deficient water availability. Onion is the cash crop apt in such climatic condition. So the farmers tend to cultivate it.

5.5.0. CULTURAL FACTORS :

The cultural factors affect the overall development of region, because developmental process takes place if favourable conditions are provided by cultural environment. Marketing is one of the important activity which can create waves of economic

and cultural environment development. Everyone is associated with this activity either directly or indirectly.

Market centre is a place which is convenient meeting place for buyers and sellers. The products will be made available on demand of consumers. The transaction of payment is the vital function carried out here. Such market centre works as the core of rural economy. The development of such market centre is associated with cultural factors, such as agricultural system practices, irrigation and traditional bindings etc.

5.5.1. AGRICULTURAL SYSTEMS :

The region is undulating thus the size of the farm is confined to less than one hectare. Except pasture land, in the remaining part average size of the farm is minimum one hectare and maximum 1.52 hectares. It is because of the division of family, land ceiling act and tenancy act. The modernization of agriculture is not yet upto the standard. Due to the commercial awareness among the cultivators, subsistence type of agriculture has been shifted to commercial, but it is not observed all over the region.

Earlier in and around Lonand, agricultural system practices were of subsistence type. The people got assurance of selling of agricultural produce and assured cash payment with fair trade practices. Thus agricultural system in this region shows a tendency to change as commercial from subsistence type. This change brought tremendous changes in marketing activity. At the same time, market centre is flourished day by day.

The monoculture cropping pattern shows dominance of Onion cultivation. It is cash crop of this region. In Kharip season, 66 per cent of cultivable land is under onion cultivation. It reflects attitude of the farmer who wants to grow onion as a cash crop. Thus the cropping pattern found in this region affects market centre. Of the total turnover onion production contributes 70 per cent, whereas others contribute 30 per cent share. In the recent years, there is an increasing trend seen regarding onion production. The Following tables (V-I) give clear idea about the trend :

TABLE V-I
LONAND: ARRIVAL OF ONION AND ITS TURNOVER

Sr. No.	Year	Arrival (qty.)	Turnover (Rs.)
1	1990-91	3,83,532	9,58,42,540
2	1992-93	4,00,037	4,65,88,300
3	1993-94	2,55,124	7,28,14,845
4	1995-96	2,40,295	7,15,90,555

Source : Author.

5.5.2. IRRIGATION :

Lonand is situated in drought-prone area and receives 500 mm. rainfall annually. Thus irrigation facilities required to maintain wetness in soil which will be helpful in increasing per hectare yield, which is the important aspect of marketing activity done at Lonand market centre.

Nira river is the prime source for irrigation. The dam is built at veer and left and right bank canals are used for irrigation, but majority of the irrigated area is under sugarcane cultivation. Only 20 per cent area is under onion cultivation. But the lift irrigation is distinct feature which is useful for both the cash crops equally. Thus 50 per cent area is under onion cultivation.

There are few tractors in Lonand. Thus new agricultural implements are used on small scale.

The Horticulture Research Councils office and Nimbalkar Agricultural Research Institute are located near Lonand which are always ready to help farmers. They like to guide farmers on field. They provide latest technological information, but farmers are less interested in it. Thus they try to establish relations through grampanchayat, co-operative societies etc.

Thus people are firmly bound by the tradition. So per hectare yield is stagnant and not increasing remarkably. It affects the development of the market centre. The people do not like to involve themselves in marketing activities but they want assurance of fair dealing and cash payment.

5.6.0. ECONOMIC FACTORS :

Economic factors mainly affect market centre and they play a vital role because marketing activity itself is a part of economic activity. The demand and supply of commodities create the exchange system, confined by variation in production and transportation facilities. Various institutions are engaged in trading and commercial activities. All

these factors have a combined effect on the market centre.

5.6.1. TRADE AREA :

The development of market centre is not an individual event. It depends upon trade area or sphere of influence, for its progress. The trade area is a geographical area from which centre draws its customers and offers services. The trade area is the complex phenomenon which is the result of factors like market size, economic structure of the market, transportation facilities, accessibility, range of commodity collected for assembling, behavioural pattern of consumers and customers.⁰¹

Lonand is agro-based specialized market centre, developed due to its trade area. The trade area of Lonand is significant and having capacity to promote trading on large scale. Here attempt has been made to fix the trade area of Lonand market centre. It can be computed with the help of following formula :

$$D = \frac{P_i \times A_j}{P_j}$$

$$R = \frac{P_i \times A_j}{P_j}$$

where, D = degree of market area
of influence.

There are five artificial percolating tanks located in this region but Tambave tank is used for agriculture. The wells are the other most important source of irrigation. All these irrigation facilities are useful for increase in per hectare yield. Thus cash crop like onion is cultivated on large scale in this region.

5.5.3. TRADITION :

Agriculture is a major occupation of the people in this region. The Maratha, Dhangar and Mali are the major castes comprising the population but they are mostly engaged in agriculture. They are traditionally bound by each other. The agricultural practices are influenced by these traditions. The farmers are still bounded by traditional beliefs. So they are not ready to adopt new techniques and modern methods. They mostly use seeds from their own farms. They are not using chemical fertilizers, so per hectare use of chemical fertilizer is about 9 to 10 Kg. only.

There are few farmers using pesticides, insecticides due to the lack of awareness. The farmers do not use hybrid seeds. The agricultural practices carried out with the help of man and livestock.

P_i = population of 'I' market.

P = Population of 'I' region.

A = Area of 'j' region.

R = Radius of the circle.

In case of Lonand market centre, it is computed with the help of above formula and it is 127.52 kms. It means that degree of market area of influence is greater. With the help of this generalized method, we can draw conclusion that trade area of Lonand market centre is larger.

5.6.2. ROLE OF MARKETING FEDERATION :

There are co-operative societies, Agricultural Produce Market Committee, NAFED, Marketing Federation Board like institutions are engaged in controlling the trading activities. They act as a state-intervener. Agriculture produce market committee of Lonand plays key role in the development of market centre. Initially, it was involved in trading activities in Phaltan and Khandala taluka. In 1969 it was separated from Phaltan. From year 1969 onwards, they tried to establish their own identity and succeeded in it. If we go through recent information of this committee, it is found that it plays noticeable role in the development of market centre.

Table V - II shows increasing income of the market committee, at the same time the expenditure also increased due to the provision of shades, warehousings, water facilities, security and administrative part.

TABLE V - II
LONAND
INCOME AND EXPENDITURE OF AGRICULTURAL PRODUCE MARKET
COMMITTEE

Sr. No.	Year	Income (Rs.)	Expenditure (Rs.)
1	1990-91	1492274.88	690551.35
2	1991-92	996052.85	702779.65
3	1992-93	1510916.20	827925.00
4	1993-94	1702994.25	1169678.95
5	1994-95	2030810.80	1392570.30

Source : Author.

Income of APMC increases in recent years because market is able to attract large number of customers. Onion and other agricultural produces are collected for selling on large scale. It happens due to fair dealings, well developed amenities and transportation facilities of the centre.

5.7.0. PROBLEMS AND PROSPECTS :

The Lonand market centre faces major problems. They can be listed as follows:

- i) Irrigation facilities, which affect the productivity of onion are not developed in this zone.
- ii) Traditional bindings are one of the obstacles in the agricultural development ultimately causing adverse effect on market centre.
- iii) Co-operative sector is not developed.

There are many such hazzards in the way of the development of the centres. Still Lonand market is developing dynamically because new generation tends to develop agriculture and interstate trade in the recent years. Thus the prospects of market centre are good.

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PART - B

CATTLE MARKET CENTRE : A CASE STUDY OF PACHWAD
MARKET CENTRE.

5.0.0. INTRODUCTION : Rural markets are related with rural population . There are two types of rural market centres developed in agrarian dominated region. They are agro-based and cattle market centres. In study region several market centres are developed and have an impact on overall development of rural economy.

Cattle market centres are existing and operating to meet the wide spread needs like meat, milk and its products, wool, bodily covering and agricultural practices. In the study region, various cattle market centres are developed to fulfil the needs of the people. Here an attempt has been made to study the Pachwad cattle market centre.

5.1.0. GEOGRAPHICAL SETTING OF THE PACHWAD MARKET CENTRE. :

5.1.1. RELIEF :

Pachwad is one of the towns in Wai taluka of Satara district. It is located on the right bank of Krishna river. It is situated in southern part of the taluka, national highway No. 4 passes through the town.

The important Sahyadrian offshoot, Vairatgarh is in the West of the Pachwad. It is having height more than 900 m. above mean sea level. Area of Pachwad is about 2.8 Sq. kms. The height of Pachwad varies between 600 m. and 900 m. above mean sea level. The major part of Pachwad is situated in Krishna basin.

The western part is comparatively higher than eastern part of the basin and thus moderate gradient towards east from the Vairatgrah offshoot. Vairatgarh acts as a water-divider between Krishna and Kudali rivers.

5.1.2. DRAINAGE SYSTEM :

The Krishna river basin has developed a dedentric drainage pattern in this region. Krishna river flows in north-south direction near Pachwad. Kudali flows southwards and meets Krishna river near Pachwad.

5.2.0. EVOLUTION OF MARKET CENTRE :

Perodical market centres are primary markets which are usually held on pieces of open land or in grooves along roadside within the village or in close proximity of the village. The weekly bazaar is familiar to almost all the villagers. Pachwad is a distinct periodical market held on every Tuesday. It

is held along the roadside as well as at the specific site developed near national highway by Agriculture produce market committee, Wai. It is subyard of Wai, APMC. Pachwad is linked with the various villages around it and also linked to important centres of southern Maharashtra, as it is located on the national highway, having nodal characteristics. There is remarkable transportation and communication development.

The whole region is agriculturally developed. Intensive farming practices in this region require large number of livestock. Sugarcane cultivation and turmeric cultivation need livestock for different kind of agricultural practices. As a result of this cultivators from this area need a powerful market centre which can manage to develop its own and provide services to entire region. Thus agricultural produce market committee of Wai established sub marketyard at Pachwad. In recent years, Pachwad has become an important cattle market centre of Satara district.

5.3.0. GROWTH OF THE MARKET CENTRE :

Intially, people from this region were dependent upon the neighbouring market centres like Koregaon, Lonand and Pusegaon. There was periodical

market held on every Tuesday at Pachwad but it was traditional gathering of the people. There was neither standardization nor fair trade practices carried out. After the establishment of sub market yard, Pachwad market centre developed significantly.

The reasons behind such development are fair trade practices due to hold of authority like APMC. All the transactions carried out openly. The Competative buying system was introduced to attract traders from outside the region towards this centre. The importance of middlemen declined as a buyer and seller carried out transactions openly in presence of authority. All these reasons are helpful in progress of market centre.

Besides, some specific amenities provided in sub-market yard also attract the customers; there is provision of enough space to hold market, water supply, roads and security etc.

5.4.0. FACTORS AFFECTING THE GROWTH OF MARKET CENTRE :

There are different factors affecting the growth of market centre. Especialy cattle market is influenced by physical as well as socio-cultural factors. Pachwad is important cattle market centre getting influenced by these factors. Here an attempt

has been made to study various factors affecting the development of the Pachwad cattle market centre.

5.5.0. PHYSICAL FACTORS :

5.5.1. PHYSIOGRAPHY :

The physiography of the region influences cropping pattern as well as agricultural practices in that particular area. Pachwad region has flat basin of Krishna river. The cultivable land is used intensively for a certain crop. Thus monoculture pattern is developed in this region. Especially sugarcane and turmeric cultivation dominate the region. The livestock is necessary to carry out various agricultural practices. Thus Pachwad emerges as a cattle market.

5.5.2. CLIMATE :

The rainfall is moderately distributed in this region, but irrigation facilities are developed remarkably as the Krishna river flows nearby. In this region mechanization is not practised on a large scale. Many of the agricultural practices are carried out with the help of cattle. The whole region is progressive. The green fodder available throughout the year. These factors help to develop dairy activity, so Pachwad cattle market centre gains the importance.

5.5.3. DRAINAGE :

Pachwad is located in the Krishna basin. Its drainage system is well-developed and streams are perennial. It influences the agricultural practices and cropping pattern in this region. Agricultural activity is related to cattle. There is a large number of livestock in this region. It has effect on the development of cattle market centre.

5.5.4. SOIL :

Majority part of Pachwad region is covered by the deep regur soil. This soil is highly fertile and holds water on large scale. Major part of the study region is flat, thus it is not well-drained. It results into wet soil coverage throughout the year. Mechanical implements cannot be used on large scale due to unsuitable physical conditions. Thus support of cattle is essential for agricultural practices. Maize is the inter-crop cultivated along with sugarcane and turmeric. Maize is used as fodder for livestock. All these favourable factors support the development of Pachwad market centre.

5.6.0. SOCIO-CULTURAL FACTORS :

Socio-cultural factors are closely related to the development of the region. The cattle market centres play supportive role in development of

agriculture of the region and thus in the development of agrarian economy. So here an attempt has been made to illustrate some of the factors which are vital in the development of Pachwad cattle market centre.

5.6.1. AGRICULTURAL SYSTEM :

The intensive agriculture system is developed in this region. The monoculture farming dominates the region. Throughout the region, operational land holding is smaller in size, it is about 1.37 hectares per head. It is because of land ceiling act and tenancy act. Thus cultivators utilise land intensively. Major agricultural practices are carried out with the help of cattle. The dairying activity is growing steadily as a supportive activity. It provides economic assistance.

5.6.2. IRRIGATION :

Well-developed irrigation facilities are found throughout the region. These facilities are essential to maintain wetness in the soil which helps in increasing per hectare yield. Therefore, it further requires cattle on large scale. Dairy farming activity is developed because of availability of green fodder and plenty of water. The ultimate result is the development of cattle market centre.

5.6.3. TRADITIONAL BINDING :

Agriculture is the dominating primary economic activity of the region. Most of the population is engaged in agriculture. Agriculture of the region is influenced traditionally. The agricultural practices and cropping patterns are carried out in a traditional way. People use cattle for various agricultural practices. There is common belief that agriculture practice with the help of cattle, increases the yield. People are against the mechanization because they think soil texture will be disturbed. Thus every cultivator wants to keep healthy cattle to carry out all agricultural practices. The possession of good healthy pair of bullocks is creditable in rural society.

5.6.4. TRANSPORTATION AND COMMUNICATION :

Pachwad market centre has been developed rapidly on the basis of agricultural development and secondly due to the transportation facilities available in this area. Pachwad is linked with various important centres of the district as well as the northern part of Karnataka state. Due to this, people and traders from outside the district also get attracted towards Pachawad.

5.6.5. TRADE AREA :

Pachwad market centre is developed due to the trade area in which it is situated, it is significant and bears capacity to promote trading on large scale. Pachwad is developed because of economic structure of the market centre is well-developed. The transportation facilities and accessibility play role in development of the market centre.

5.7.0. PROBLEMS AND PROSPECTS :

The Pachwad market centre faces some problems. They can be listed as follows :

- i) Dairy farming is not developed remarkably.
- ii) Co-operative sector is not developed and so funds are not available for development of dairying activity.
- iii) The educational level is slowly increasing.
- iv) The hold of middlemen in marketing activity is yet present.
- v) sub market yard is not developed with various amenities.

There are many hazards in the way of development of market centre. In spite of these hazards, Pachwad centre developed rapidly because the attitude of people changed and it is favourable to develop dairy farming in the region. Thus prospects of market centre are good.

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