
CHAPTER - VI

CONCLUSIONS

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A man is involved in various activities within this space. His dynamic nature is dominated by several economic activities. Thus various aspects reflect in the study of spatial distribution and spatial interaction. These aspects give rise to economic geography. Economic geography has developed rapidly as the scope of economic activities increased. The scope of economic geography has widened during last three decades. As it is impossible to cover all the aspects under a single head there developed many branches and they tried to cover specific spatial aspect and tried to concentrate on a particular economic activity within the space.

Marketing activity is an important part of human economic activities and has become core theme of the study, in the current decades. Marketing geography is a recently developed branch, it prospered remarkably, as it covers various aspects related to marketing phenomenon. Willam Applebaum clarifies that, this branch deals with the applications of geographical principles, methods and

techniques to the practical problems related to the marketing phenomenon.

Development of the societies leads to develop variety of requirements and thus marketing activity changes significantly. As the marketing activity is not confined to a specific aspect, it becomes obligatory to know various aspects which affect the marketing activity. The geographers are offering considerable attention towards these aspects, thus scope of marketing geography is widening. The marketing geography deals with the primary level marketing activities in agrarian region and industrially flourished regions of the world. It involves study of distribution of various commodities, delineation of trade areas, socio-cultural and political development, economic development. Besides, it covers the study of overall development of the region.

Geographical setting of the region plays key role in the development of the marketing centres. Satara district is not an exception, to this, as a study region. If the physical, socio-cultural and economical factors are taken into consideration, it is observed that variation in these factors influences

the development of the marketing centres in the study region.

It is observed that various physical factors affect the distribution of specialized market centres, in the study region. The study region is divided into three physiographical divisions. They are - the part of Sahyadrian range, the Mahadeo hill range and the River basins. It is found that there are only two specialized market centres in the Sahyadrian division; twenty one on Mahadeo hill range and twelve in the River basins. It is due to the variation in the distribution of population, settlements, development of agriculture and development of transportation. All these aspects are considered in the analysis. It is observed that Sahyadrian part is less developed because of hills and steep slope of the terrain, culminating into less land under cultivation and irrigation. The transportation network too is underdeveloped. These aspects affect in lessening the number of specialized market centres and cattle market centres. In case of River basin and Mahadeo hill ranges, the most important aspect comes into focus that the markets located in the river basin area are larger in size than those of Mahadeo hill ranges. They dominate small market

centres. So there is no specialized market centre developed, in such circumstances. The specialized market centres situated on the Mahadeo hill range are smaller in size and have capacity to serve small population.

Water resources as an important part of human life, also reflect its influence on the distribution of specialized market centres. Krishna river drainage system covers more than fifty per cent area and it is agriculturally prosperous, thus number of specialized market centres are more (fifteen). The number of specialized market centres decrease as the influence of drainage system decreases. Thus in the area of Nira river drainage system eight specialized market centres are developed. The Yerela river drainage system has five market centres and non-perennial Man river has three specialized market centres. It means that drainage system and distribution of specialized market centres are directly related to each other.

Climatic conditions affect human life in many ways. The marketing activity is closely related to agriculture, and agriculture of the study region is influenced by climatic variations. The cropping pattern, agricultural productivity, crop combination and

crop concentration, all these aspects are related to climatic conditions. Thus, in the study region distribution of specialized market centres is affected by the climatic conditions. In the high rainfall receiving areas of the west and the scanty rainfall receiving area of the east, there are less number of specialized market centres. While in the moderate rainfall receiving area has more number (fifteen) of market centres.

The moderate rainfall receiving area is situated in the central part of the study region, where flat basin structure helps to develop agriculture. River courses in the central part supports the agricultural development. Temperature condition is also moderate, humidity level is 50 to 60 per cent. So all these factors favour the agriculture and per hectare yield. So there is more number of specialized market centres developed in this region.

The types of soil directly affect the distributional aspect of specialized market centres. There are two major types of soil found in study region. The major part (76 percent) is covered by the regur soil which is highly fertile, with more water holding capacity and good texture of soil.

Due to these factors, this region is agriculturally developed. This development mobilizes marketing activity resulting into development of twenty eight market centres. The laterite soil in the west is less important for agricultural practices because of its less fertility. So only seven specialized market centres are developed in this region.

Socio-cultural factors affect the development of specialized market centres. It is found that the population distribution and the distribution of specialized market centres are closely inter-related. The specialized market centres are comparatively more in the low densely populated area. But there is not much difference in the moderate and highly dense populated areas. Both these aspects are co-related to each other.

In the study region, it is found that as land under cultivation increases number of specialized market centres increase. There is a positive co-relationship found in between these two aspects. The relationship found is rational because marketing activity solely depends upon agriculture and agricultural production.

Irrigation facilities are much more important in the distribution of specialized market centres. The

majority area is rainfed and cropping pattern is developed according to it. Thus, in the study region there is much effect of irrigation on the distribution of specialized market centres. If irrigation potential increases there will be more numbers of the progressive specialized market centres in the study region.

The distribution of road network and the specialized market centres are in direct proportion. It is found that, in the areas of dense road network, larger specialized market centres are situated. The number of specialized market centres is also more in the areas of moderate transportation development.

In the study region, the existing settlement patterns of specialized market centres are noticeable. It is found that Mahabaleshwar is the only specialized market centre in the taluka, developed in the form of absolute cluster pattern. Jaoli taluka has more number of villages, so random cluster pattern of specialized market centres is found here. Uniform pattern is developed in Satara, Karad, Koregaon and Man taluka. It reflects the uniform development and even distribution of various aspects. The regular pattern is developed in Khatav, Patan and wai talukas, reflecting the location, site, sphere of

influence and threshold area of that particular specialized market centres.

The hierarchic order of specialized market centres in the Satara district is computed on the basis of turnover of each market centre and they are grouped into four categories. It is found that, Karad and Lonand market centres emerge as the first order market centres in the Satara district. In both the years i.e. 1990-91 and 1995-96 they hold their status and rank first and second respectively. Karad market centre ranks first due to its location in agriculturally prosperous region. Lonand specialized market centre is developed due to marketing activity of onion and the sphere of influence and its marketing links with the various market centres of western India and southern India. Other important aspect is that adverse physical conditions force to develop tendency to cultivate cash crops of short duration. It gets reflected in its cropping pattern, e.g. 70 per cent of its land is under cultivation of cash crop like onion.

There are seven second order specialized market centres in the study region. The Krishna basin contains five of them, as this region is agriculturally prosperous. Phaltan is located in the

track of canal irrigation and agriculturally developed area of the Nira basin. Vaduj is a significant market centre as it has been developed alone in south eastern part of the study region. Vaduj has large trade area and threshold population. There is little variation in the ranking of market centre, in the year 1990-91 and 1995-96.

There are eight, third order specialized market centres in 1990-91, while there is an addition of two more centres in 1995-96. The significant feature comes into focus that majority of the specialized market centres are cattle market centres. The leading centres in this category are actively involved in both the trading activities.

There is little variation in the hierarchic orders of the specialized market centres of second, third and fourth order category in the year 1995-96.

The hierarchic orders of agro-based specialized market centres are categorised, on the basis of turnover of individual commodity. There are some features came into focus which can be listed as follows :

i) Karad and Lonand are the two first order specialized market centres in 1990-91, engaged in rice trading.

ii) The hierarchic order of Lonand changes in 1995-96, uplifted to first rank followed by Vaduj on second rank.

iii) In the wheat trading, Karad and Phaltan emerge as first order centres in 1990-91 while in 1995-96, Vaduj replaces Karad being the first rank centre along with Phaltan.

iv) There are five first order specialized market centres engaged in jawar trading and Phaltan leads in it in 1990-91.

v) The bajara trading dominates in the scanty rainfall receiving area, thus Phaltan emerges as the first order market centre.

vi) Patan and Phaltan are lead in maize trading in the district.

vii) Phaltan is leading centre for oil seed trading.

viii) Karad is first order centre for jaggery trading and the turnover of this commodity accounts twice of all the remaining commodities. Vaduj is other important centre for jaggery trading as it is located in scanty rainfall receiving area.

ix) Wai is leading turmeric trading centre in the district.

x) Dahiwadi is the first rank trading centre for cotton, in the year 1995-96.

xi) Lonand almost has lion's share in the onion trading and it is the first order specialized market centre in the district.

xii) The specialized market centres of the Krishna basin are dominating in the trading of corriander and chillie like commodities.

xiii) Satara is the only centre famous for ginger trading.

xiv) Koregaon, Vaduj and Karad are the leading centres in potato trading.

xv) Koregaon is well-known centre for ghevada trading, in the district.

xvi) Patan and Lonand are leading centres for groundnut trading.

There are some features pointed out regarding the hierarchic order of cattle market centres in the district. Pachwad is an important centre for bullock trading. Lonand ranks first in the cattle trading activity. Karad centre is famous for buffalo trading. Patan and Pachwad emerge as leading centres for the he-buffalo trading. Lonand, Phaltan and Vaduj emerge as important centres for goat trading, as they are located in less rainfall

receiving areas. Karad, Patan and Pusegaon centres are famous for sheep trading. Nagthane and Aundh are having striking characters as they are famous for donkey and horse trading and rare camel trading.

All the above conclusions are made on the basis of detailed analytical study by adopting appropriate methodology.

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