
CHAPTER - I

APPRIASL OF THE PROBLEM

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- 1.0.0. INTRODUCTION.
- 1.1.0. APPRIASL OF THE STUDY.
- 1.2.0. AIMS AND OBJECTIVES OF THE PRESENT STUDY.
- 1.3.0. DATA COLLECTION.
- 1.4.0. METHODOLOGY.
- 1.5.0. REVIEW OF LITERATURE.
- 1.6.0. THE DESIGN OF THE WORK.

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centres act as powerful agents. They are bringing about a reform which is much needed primarily in the interests of the cultivators and secondarily those of all engaged in the trade and commerce.⁰³

The rural economy solely depends upon the functioning carried out in the rural market centres. They are generally identified by nodal character particularly their functional distinctiveness and magnitude.⁰² Not only economic development but social, cultural, political development of the region is depends upon the functioning of the market centre, as well as interdependence between market centre and geographical environment. All these aspects now becomes core ideas of the marketing geography. It also deals with the impacts of these elements on overall development and planning.

1.1.0. APPRISAL OF THE STUDY :

Many geographers and researchers have contributed to the geographical studies of various aspects. Still some aspects are not considered widely or ignored by the geographers, e. g. origin and early development of market places; the relationship between evolution of market centres and that of the shops; dominance of certain goods in different markets; the distribution and spatial characteristics

of the societies without any market place and system; importance of marketing activity in the process of economic development and many others. Here an attempt has been made to elaborate dominance of certain goods in specialized market centres and distributional aspect.

The dominance of agriculture and agro-based industries is found in western Maharashtra. There are several market centres developed as a result of agricultural development. Satara district of Maharashtra is located in the agriculturally prosperous area. Thus there developed in all thirty five market centres in this region. The dominance of agricultural produce brings kind of status to each of the market centre. It reflects in the arrivals gathered for sale in these market centres as well as in the turnover. The distribution of these market centre is found according to variation in production and it is due to varied physical and socio-cultural conditions.

It is notable to study the distributional aspect as well as dominance of certain commodity in the particular market. This study is based on turnover of that particular centre and the turnover of the particular commodity. This aspect has been

taken into consideration for the first time, in the study of marketing phenomenon, and thus in the marketing geography. So it is different kind of approach in the marketing geography.

1.2.0. AIMS AND OBJECTIVES OF THE PRESENT STUDY :

The present study, " SOME ASPECTS OF SPECIALIZED MARKET CENTRES IN SATARA DISTRICT OF MAHARASHTRA " is an attempt to study the following major objectives :

- I) To study the distribution of specialized market centres in Satara district.
- II) To study the commodity-based market centres in Satara district.
- III) To study the cattle market centres in Satara district.
- IV) To study the agro-based commodity and cattle market centres with the help of case studies.
- V) Conclusion.

1.3.0. DATA COLLECTION :

The present study is based on primary and secondary data. The data required for the study is collected from various sources such as :

- i) District census handbook of Satara 1981 and 1991.
- ii) Socio-economic review and district statistical abstracts of Satara district; 1990-91 and 1995-96.

- iii) Agriculture Marketing Federation Board, Pune, Annual Reports.
- iv) Directorate of agriculture, Government of Maharashtra, Annual Reports.
- v) Directorate of marketing, Government of Maharashtra, Annual Reports.
- vi) Agriculture Produce Market Committee's Annual Reports collected from various market centres of Satara district.
- vii) Various Journals and Reports.
- viii) Field surveys involving visits to individual market centre; by taking interviews and personal observations.

1.4.0. METHODOLOGY :

In the present study, various quantitative methods have been used to study the distribution of specialized market centres. For this purpose, data has been collected as suitable gridwise. (20 x 20 kms.) The relationship of specialized market centres and cattle market centres is studied regarding various factors which affect their distribution. For this purpose various isopleth maps have drawn to show relationship between factors affecting and distributing specialized market centres.

Various quantitative methods are used for analysis of different aspects. To study the spatial pattern of specialized market 'Rn' values computed with the help of 'Nearest-Neighbour Analysis' technique, of Clark and Evans. To find out the 'Rn' values the following formula is used,

$$\bar{D}_{ran} = \frac{1}{2 \sqrt{N/A}} \quad ; \quad R_n = 2 \bar{D}_{ob} \sqrt{\frac{1}{N/A}}$$

where, 'N' is the number of specialized market centres in a taluka.

'A' is the area of the taluka.

Trade area of the centre also computed with the help of generalise method,

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

The maps and diagrams are used at appropriate places and their interpretation visualize the present study.

1.5.0. REVIEW OF THE LITERATURE :

Marketing geography is a recently developed branch of Economic geography. William Applebaum of U.S.A. is the architect of marketing geography. In the western context, this branch developed rapidly as geographers have been offering considerable attention to the study of marketing centres and processes. In

Indian context, it is newly developed offshoot of Geographical sciences. In our country the credit for introducing this branch of geography goes to Ramkrishna, (1931) Krishnan (1932) and Punja. (1938) In recent decades in India geographers have started study in this field and more than 163 research papers are published, on this subject.⁰⁵ All these works can be divided under 14 heads which reflect areas of specialization. There are several geographers like R.S.Dixit, H. M. Saxena, B. G. Tamaskar, V.K. Shrivastava, D.A. Gedam, C.D. Deshpande, P.W. Desmukh, A.P. Kumbhar, G.T. Maidamwar, R.S. Singh, H.P. Naik, K.N. Singh, M.S. Vishwanath, S.P. Mukharji, P.C. Agarwal, B. Krishnamorthy and many others have contributed to develop this branch.

R. S. Dixit has studied spatial organisation of market centres of Hamirpur. Saxena has studied the rural market centres of Halodi plateau of Rajasthan. B. G. Tamaskar studied weekly markets of Sagar-Demoh plateau. V. K. Shrivastava has studied periodic markets and rural development of Behraih district of Uttar Pradesh. C.D. Deshpande has studied market villages and periodic fairs of Bombay, Karnataka. D.A. Gedam has studied the origin of periodic market place in Wardha valley of Maharashtra. A. P. Kumbhar has

studied hierarchy of rural market centres of sangali district, he also has studied with P.W. Deshmukh, specialized market centres in Sangli district. G.T. Maidamwar has studied livestock marketing network system in Yavatmal district and many others have contributed to develop this branch.

1.6.0. THE DESIGN OF THE WORK :

The present study is organised into six chapters. The first chapter deals with the Importance of the marketing geography, Appraisal of the present study, Data collection, Aims and objectives of the study, Methodology and Review of literature.

The second chapter covers the geographical settings of the study region, in which various physical as well as socio-cultural and economic factors taken into consideration.

The third chapter deals with the distribution of specialized market centres in Satara district. The chapter studies the factors affecting the distribution of specialized market centres. In which physical, socio-cultural and economical factors taken into account. The spatial distributional aspect has also been emphasized.

The fourth chapter is devoted to hierarchy of specialized market centres. This hierarchic order

is based on turnover of the specialized market centres. The fourth chapter is divided into three parts. The first part deals with general hierarchy of the specialized market centres. The section A of part second deals with the hierarchic order of agro-based market centres while section B deals with the hierarchic order of cattle market centres.

Chapter Fifth focuses on the case studies. Part-I focuses the agro-based market centre, Lonand and part-II focuses cattle market centre, Pachwad. The study emphasizes various factors affecting the development of these market centres as well as their problems and prospects taken into consideration.

Chapter sixth summarizes the conclusions which emerge from the detailed analytical study.

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