

A GEOGRAPHICAL ANALYSIS OF RURAL MARKET CENTRE IN SATARA TAHSIL

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ABSTRACT: -

Marketing geography is very much concerned with two aspects of trade, which wholesale & retail. Wholesale trade is a characteristic of large urban markets, while the retail trade is common to all the market centres. In every region there are few large markets, then medium & smaller one's performing complementary functions. The concept of hierarchy is the fundamental principle of 'Central Place Models'. Market hierarchies can be determined on the basis of number of the retail establishments threshold size of market area, volume of commodity arrival. The study has sought to examine the spatial characteristics service functions and population dynamics of market centers along the Satara Tahsil. They have the capacity of transmitting growth impulses to the lagging regions that they serve. However, in view of the peculiar characteristics and development challenges of the Satara Tahsil. A regional planning unit could be established that could adopt the hierarchical order of the market centres as a workable framework for planning the overall development of the region.

KEY WORDS: Hierarchy, commodity, threshold, market centre.

INTRODUCTION: -

The root of marketing geography is the market place. The world 'Market' is derived from the Latin word 'Mercatus' which refer to a place where buyers & sellers meet. The primary component of marketing geography are locational pattern & spatial interaction, Intra-market infrastructure, market area, concept of hierarchy, periodicity, consumer behaviour perception. Identifying the needs of customers & potential customers providing products / services that satisfy their needs & developing efficient processes or systems to deliver your product / service to the market when, where & how consumers want it.

Rural marketing is how two-way marketing process. There is inflow of products into rural. There is also outflow of products to urban areas. The urban to rural flow consist of agricultural inputs. Fast movement consumer's goods (FMCG) such as soaps, detergents, cosmetics textiles & so on. The rural to urban flow produced such as rice, wheat, sugar& cotton. There is also movement of rural products within rural areas for consumption.

OBJECTIVE:

- 1) To study of the structure of the rural market centres.
- 2) To study of the centrality & hierarchy of the rural market centres.

METHODOLOGY:

The present investigation is based in both primary & secondary source of data. The primary data is obtained by intensive field work. The secondary data collected from office records, census handbooks, Tahsil market parliament, District census handbooks, market review of Satara district, website of Satara Municipal Corporation & available published &

unpublished materials, internet & books. The study of the centrality, location quotient method of Davis (1967) has been employed. By this method a score for any single unit of function has been calculated by using following equation.

$$C = t/T*100$$

Where,

C = score for any function 't'

t = one unit of function 't'

T = total number of functional units of function 't' in the entire area

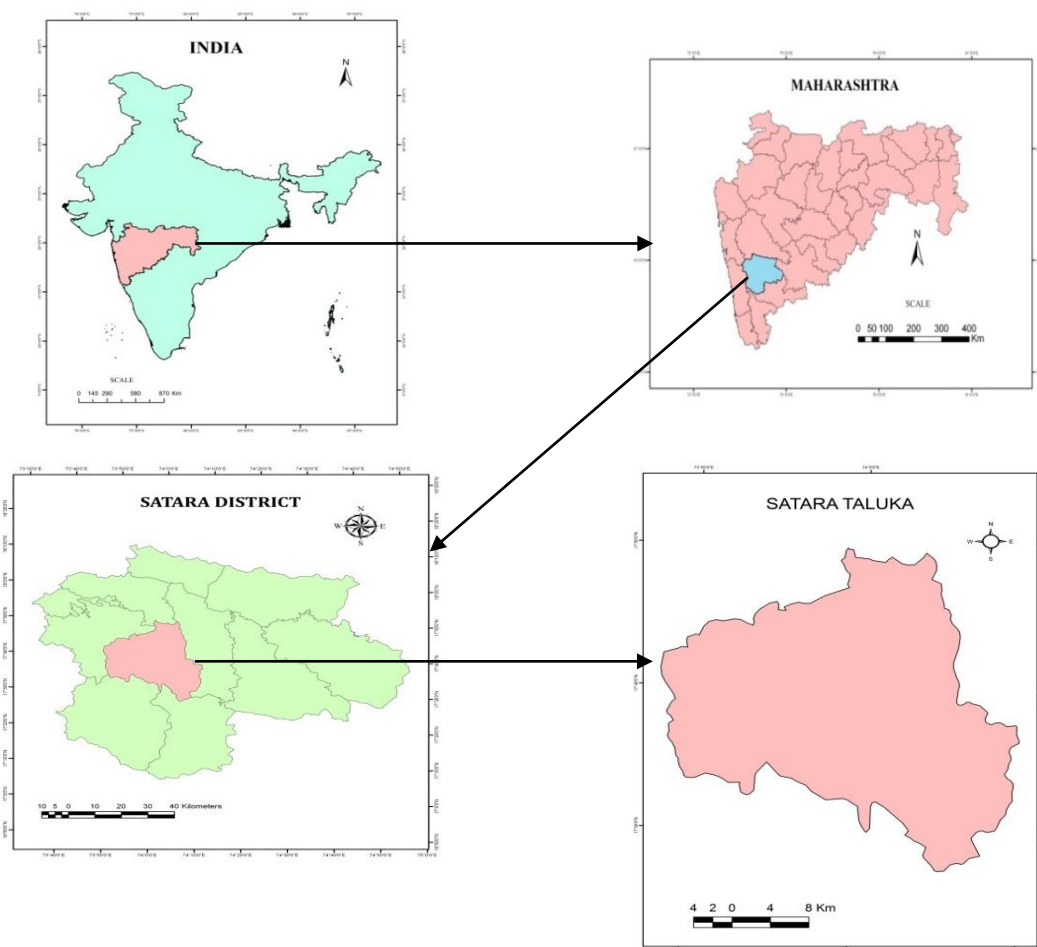
The weightage scores of all the rural market centres have been considered for the centrality scores for all the variables calculated by adding up all the values of single variable & finally obtain composite centrality value or index for each rural market centres. The centrality of the central place can be expressed qualitatively, Such as the relatively low & high centrality as well as quantitatively with the help of absolute centrality values.

STUDY AREA:

Satara Tahsil is one of the economically & cultural prosperous Tahcil of the Satara District. The Satara Tahsil located in central part of Satara District of Maharashtra. It is located on 17⁰68' North Latitude and 74⁰03' East longitude respectively. The area of Satara tahsil 8.68 sq.km. Satara Tahsil there is 212 villages and 12 blocks including.

Satara tahsil boundry has a joint total 5 tahsil of Satara district Koregaon at East, Wai at North, Jawali situated at North-West, Patan at South-West and Karad is situated at South of Satara tahsil.

LOCATIONAL MAP OF STUDY AREA.



Regional analysis of Centrality: -

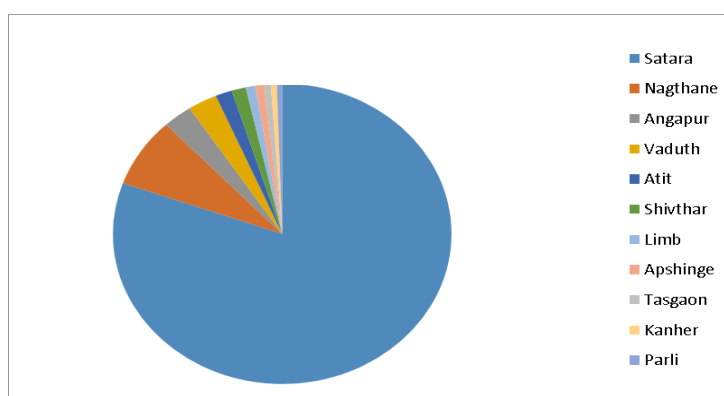
The Composite scores of centrality obtained by the location Quotient method (Davies 1967) clearly show the remarkable difference between lower and higher values for analysis. All the centrality values have been put by descending order.

By using the above mention formula, the centrality is calculated for all market centers and they are classified into five hierarchical orders depending on the centrality value (table 5.1)

Table 5.1

Sr. No.	Name of Market	Centrality of Value	Rank	Hierarchy Order of Market Centre
1	Satara	80.05	1	II
2	Nagthane	7.44	2	II
3	Angapur	2.80	3	III
4	Vaduth	2.78	4	III
5	Atit	1.59	5	IV
6	Shivthar	1.36	6	IV
7	Limb	0.89	7	V
8	Apshinge	0.85	8	V
9	Tasgaon	0.62	9	V
10	Kanher	0.57	10	V
11	Parli	0.51	11	V

Source: Authors



Hierarchical order of market centres: -

1) first order Market centres:

At the apex of the market hierarchy, Satara has first order market centers in the study region. Satara is being the district headquarter & commercial center, this city enjoying not only the administrative Satara but also the prevailing socio – economic histo-political Satara. Satara is a city that has the highest centrality index. This city is not only a high level function. In all facilities but also collection & distribution of a number of goods of varying types, order 7 quality. Large number of traders, middlemen & big producers are engaged in marketing activities of various agriculture & non agricultural commodities. As a result, these cities attract the people from the district as well as neighbouring districts, taluk & provide specialized high level services like medical, banking, insurance, educational, transportation &

communication etc. Farmers also bring their produce, as they are sure to get fair prices & sufficient demand for their commodities. Satarais dig regulated market, which attract farmers from all village & some talukas in satara district. Satara city is well connected by railway, national Highway, major district road. Hence they could attract various commodities not only from surrounding village & talukas but also from neighbouring districts of the state.

2) Second Order Market Centres: -

Nagthane is only one second order market centre has been identified based on the centrality value. Nagthane is second big market centre in Satara Taluka. This order market centre being big village well connected by National Highway, District Road, which have enabled them to serve respective village for wholesale as well as retail transactions. This market serves different number of other villages. In this village good facilities of medical, Banking, mobile facilities, cloth shops, sweet mart etc. The availability of required goods and services, are not found in lower order market centers, is the main reason for growth of such market center. These market center is also having main regulated market or sub regulated market for handling wholesale and retail transactions.

3) Third Order Market Centers: -

The third order is consisting of two market centers and there are no urban centers. Angapur and Vaduth in there are two villages including in the third order market centers, it is rural market. These market centers are handling mostly retail business, there are having sub-regulated markets. Thus, small and marginal farmers usually visit these markets. Angapur village is well developed but not good transportation amenities. The another market centre vaduth is also good transportation facilities. Such markets are the most useful for mobile traders as well as part time traders. But not good facilities available in this villages like shelter facilities.

4) Forth Order Market Centers: -

The number of forth order market centers are highest among all orders of the market centres in the study region. There are two markets have been included in this forth market centers. Atit, Shivathar are having sub-regulated market centers also. These markets are generally small periodic markets which are characterized by medium size village market meeting is held for few hours on market day will less number of market participants. They deal only in retail business. The traders come to sell in small lots to local people hence these markets are small collection or assemblr points. Most of such markets centres are located either on roadside or in most open space near village panchayat. Atit is well transportation facilities and Shivathar is small village but serve good market facility on market day. These villages are as a market day services under the administration of village panchayat. These markets attract a few surrounding villages.

5) Fifth Order Market Centers: -

In fifth order market centers are low ordered market centers. There are five market centers involed like Limb, Kanher, Tasgaon, Apshinge and parli. These villages are rural and

no well developed and tiny market centers. In this market centers only retail trade oriented. These markets servers the limited number of surrounding villages.

CONCLUSION: -

The study has sought to examine the spatial characteristics service functions and population dynamics of market centers along the Satara Tahsil. The study has emphasized the importance of the market centers has local business centrers. The market centers link many villages and therefore integrate them into the national economic system through commodity exchange, information flow and innovation spread. The market centers facilitate trading activities in the Satara Tahsil whose economy is essentially based on agriculture and fishing. Apart from their economic functions the higher order markets in particular offer additional services of centrality that make them attractive. They are therefore the drivers of the urbanisation process in the region. Indeed, the human geography and economic history of the Satara Tahsil cannot be understood without reference to the functioning of the market centers.

Theoretically, the dynamic development market centers in the economic landscape, as explained by Eighmy (1972), Hodder and Lee (1977) and Berry et al (1988), is in response to increases in economic productivity, income and demand population density and urbanisation, as well as, improved accessibility. There is linkage between market development, increase in service delivery and urbanisation. Within this context it is emphasized that the continuous functioning of many of the low order markets in the region will, to a large extent, depend on sustainable supply of farm produce and fish their local catchment areas. It can be predicted that some of them, particularly those on the eastern shores (left bank) of the lake which are relatively closer to each other, will be submerged by more strategic ones and gradually phase out. This will happen when producer-sellers (Fish moners and Farmers) and other traders take advantage of the more strategic markets and patronise them on a continuous basis.

With respect to the high order markets, they already enjoy strategic locations along the lake and will continue to grow along with increases in resident population, provision of social amenities and strengthened linkages with their catchmant areas through improved accessibility. Indeed, they are modest growth poles and have become diffusion centers of modernisation and loci for the concentration of further innovation. They have the capacity of transmitting growth impulses to the lagging regions that they serve. However, in view of the peculiar characteristics and development challenges of the Satara Tahsil, a regional planning unit could be established that could adopt the hierarchical order of the market centers as a workable framework for planning the over all development of the region. The unit would ensure that the markets centers provide more effective and efficient services to their resident population and those in their respective catchmant areas using much tested urban and regioanl development principles.

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