



## CONTRIBUTION OF WEEKLY MARKET CENTRES IN THE DEVELOPMENT OF DEVGAD TALUKA IN SINDHUDURG DISTRICT, MAHARASHTRA STATE

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### ABSTRACT

*Weekly markets offer giant opportunities to retail sector in rural as well as urban area of our country. According to National Council of Applied Economic Research report, rural India is home to 720 million consumers across 627,000 villages. The term weekly market can simply define as marketing functions observed once in week at particular place on specific day with regular interval. Characteristics of such market centres and their impacts on rural economy in study region are taken into main theoretical consideration. 13 weekly market centres provided retailing facilities to study region but among them nine weekly market centres choose as samples which are located in different parts of Devgad Taluka. Economy of this region is usually based on mango production, fishing and tourism which are basically seasonal occupations. Therefore, weekly markets generate employments and avail economic services to study region in some proportion. The present paper attempt to reveals that weekly market centres contributed economic development of Devgad taluka.*

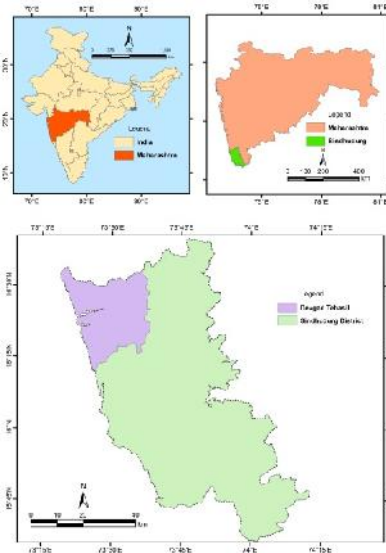
**KEY WORDS:** Weekly Markets, Economic Development, Market Participants, Buyers, Sellers.

### INTRODUCTION:

Weekly market is an age old exchange system which generated with the history of human civilization, but the nature of this market system changed various phases' upto modern development. In the era of post industrialization weekly market centres are important contact places for marketers. These marketplaces plays eminent role in various economic activities. Today's marketing practices are different than ancient markets, because villages are self-contained in pre industrialization era. Hodddar (1965) simply described markets as "An authorized public gathering of buyers and sellers of commodities, meeting at an approved place at regular interval. The market can be distinguish on the basis of time duration, if the marketing function is observed on all the days of week it is regular market and if it is observed once a week it is called weekly market. The function of marketing starts with inequality in areas such differences being mainly due to geo-economic and technological factors. Market centers are located at convenient points of focus for producers, sellers and buyers, who keep visiting the points of order to carry out their business activity and fulfill needs. Weekly markets may be considered as a place of economic, social and cultural activities in rural area. Such markets are complex and dynamic; they can change the face of political, economic and social environment. These markets are able to fulfill the changing needs of the people and also has a high employment multiplier, especially for those who are relatively lesser educated and less skilled. These markets are invaluable socio-economic components of the rural space. Economic development simply define as, is the process of growth evolution within framework of available resources. The middlemen of the weekly market play a very important role in the development of economy in a particular region.

## PROFILE OF STUDY REGION

Devgad is one of the tehsils in Sindhudurg district lying west part in Maharashtra state. Geographically, this region extends from 16° 11' 18.11" to 16° 36' 43.66" north latitudes and 73° 17' 50.66" to 73° 42' 36.27" east longitudes. It is confined by Arabian Sea in west, Kankavali taluka in east, Rajapur taluka of Ratnagiri district in north and Malavan and Kudal taluka in southern part. The study region consists of 74 Grampanchayat and 98 villages. The



region is drained by river Waghotan, Piyali, Annapurna and Achara rivers. The study region is spread over on 778.00 square kilometer area. According to 2011 Census population of Devgad taluka was 120909 and 27800 households with 79 percent literacy. Climate is comparatively fine, cool, and temperate throughout the year and experiences heavy coastal rainfall, it remains comparatively dry owing to its special natural situation whereby all the rain water is run off to the creek very quickly. The average maximum and minimum temperatures recorded 33.2 and 15.3 degree Celsius respectively. The total annual average rainfall is 2750 mm. The study region is famous for supply of pure Alphonso mango. Farming and entire developments have been evolved due to undertaking of the of Alphonso

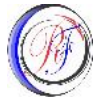
mango cultivation. Majority of farmers have started converting regular rice cultivation to Mango cultivation. Besides this, fishing is carried out on large scale in sea and creeks alongside of the study region. Major crops are, namely, rice, mango, cashew nut, coconut, vari, nachani, groundnut, jackfruit, beetle nut and spices. The study region has beautiful tourist attractions namely, Lighthouse, Devgad fort, Vijaydurg Sea fort, Kunkeshwar beach, temple and Tambaldeg beach. State highway, major district road and village roads are connected to Devgad, because it acts as taluka headquarter.

## OBJECTIVE

- i. To evaluate the market network of Devgad taluka in Sindhudurg district.
- ii. To assess characteristics of market participants to identify process of marketing in Devgad taluka.
- iii. To explore the contribution of weekly market centres in economic development of study region.

## DATABASE AND METHODOLOGY

Present research paper based on the both primary and secondary sources of data. The primary data collected from field investigation. This data pertaining to sellers and buyers were gathered from nine villages namely, Vijaydurg, Girye, Padel, Mond, Shirgaon, Talebazar, Devgad, Kunkeshwar, and Mithbav by applying questionnaire. The questioned on locations, timing, economic functions, sex, education, transportations. Out of that 10 percent sellers and buyers determined to collect data for 2015-2016. Secondary data obtained from government and non-government agencies. Other sources of data for the study included Zillah perished Sindhudurg and Devgad Tahsil Office. The obtained data converted into



percentage, processed and analysis with the help of computer. Nearest-Neighbor Analysis Techniques is used in this paper for determine spatial pattern of market centres.

## RESULT AND DISCUSSION:

### NETWORK OF WEEKLY MARKET CENTRES:

The study region has total 13 weekly market centers but four markets among them perform very small marketing activities. Remaining nine weekly market centers serve marketing facilities in proper manner to study region. All markets have dissimilar characteristics such as retailing activities, morphology, market attendant, commodity sold etcetera. Shirgaon, Talebazar, Devgad, Padel and Mithbav market centers are big as compare to Mond, Girye, Vijaydurg, Kunkeshwar and Thakurwadi market centers. Devgad, Talebazar and Shirgaon market centers are located at roadside particularly this market centers lies in middle part of the study region at distance 15 kilometer and 25 kilometers respectively they are link with other villages by state highway, major district roads and village roads. Padel market center is located on the nodal part at MH SH 115 and MSH 4 crossing in north side, 15 kilometers away from Devgad. Mithbav market center is 24 kilometers away from Devgad and situated on southern part of study region. Other five small market centers spread on the remote locations so they are less developed. Entire study region is rural thus purchasing power of local peoples is very low because most of them engaged in primary economic activities hence income level of majority is poor. They like to purchases low-priced and only necessary commodities due to this factor some market centers are not developed especially which are situated in the remote hilly area, like as Mond, Girye, Vijaydurg, Thakurwadi and Kunkeshwar are isolated market centers. This market center excluding Kunkeshwar lies on the north at Devgad having distance from taluka headquarter 19 kilometer, 22 kilometer, 30 kilometer, 23 kilometer and 12 kilometer respectively and connected with each other through major district roads.

Table-1 Weekly Market Centres in Devgad Taluka

Sr. No.	Market Centre	Market Day	Distance from Devgad in Km.	Sr. No.	Market Centre	Market Day	Distance from Devgad in Km.
1	Vijaydurg	Monday	30	6	Talebazar	Thursday	15
2	Girye	Sunday	22	7	Devgad	Friday	0
3	Padel	Thursday	15	8	Kunkeshwar	Monday	12
4	Mond	Sunday	19	9	Mithbav	Saturday	24
5	Shirgaon	Wednesday	25				

Source: Field Investigation, 2016.

### CONTRIBUTION OF MARKET PARTICIPANTS:

Marketing is a package of so many economic, social and political activities. In the case of Devgad taluka marketplaces are the convenient place of public meeting. In the era of globalization, economic factors are drastically changed with time. Before some decade's industrialist, producers, marketers and service providers focused on urban markets but now day's rural markets prove their potential of economic development. Economy of study region

has been changed with high purchasing power, because of systematic agriculture, the changing living standard and consumption form of villagers with increasing education level, social mobility, improved means of transportations and communication and other penetrations of mass media such as internet, television and its many satellite broadcasting have uncovered rural area of study region to the world. Marketing activities includes producer, wholesaler, retailer, supplier, service provider, researcher and end user means consumers as market participant.

### CHARACTERISTICS OF SELLERS:

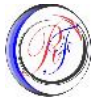
The weekly market offers a big attraction to the both local and outside sellers. Sellers belonging to market centres from indigenous place are known as local sellers. While those are belong to marginal places they termed as outside sellers. It is noticed that local sellers are sale their surplus products in weekly markets. Furthermore, there is essential difference in commodity selling pattern of local sellers as well as outside sellers. We simply understand the attendance percent used for equally local and outside sellers with the help of Table no. 2. Weekly markets are useful entities that have established a durable rural impression by using conventional approaches or by imitating sellers. Nine weekly market centers from the study region have an assorted ratio of full time and part time sellers. The full time sellers are always effort to attending several weekly markets as possible for obtaining highest return on their investment. Three different groups of full time traders can be identified in nine weekly markets. These are selling traders, luxury goods and buying sellers. Part time sellers occupationally sale their surplus produces in small quantities to getting more money.

Table- 2: Percent of Local and Outside Sellers

Sr. No.	Market Centres	Percent of local Sellers			Percent of outside Sellers			
		Full Time Sellers	Part Time Sellers	Total	Full Time Sellers	Part Time Sellers	Total	Total Percent
1	Vijaydurg	0.00	0.00	0.00	50.00	50.00	100.00	100
2	Kunkeshwar	50.00	50.00	100.00	0.00	0.00	0.00	100
3	Mithbav	12.50	12.5	25.00	62.5	12.5	75.00	100
4	Shirgaon	5.26	0.00	5.26	89.47	5.26	94.74	100
5	Talebazar	7.69	7.69	15.38	53.85	30.77	84.60	100
6	Padel	7.14	7.14	14.29	64.29	21.43	85.71	100
7	Devgad	18.52	7.41	25.93	70.37	3.70	74.07	100
8	Mond	16.67	16.67	33.33	50.00	16.67	66.67	100
9	Girye	0.00	33.33	33.33	66.67	0.00	66.67	100

Source: Fieldwork, 2016

The part time sellers are usually attending weekly market for selling along with buying daily needed goods. Meanwhile respective profit of these sellers is comparatively not high because capital investment made by them is very trivial or average. It is perceived that maximum part time sellers belonging deprived economic condition thus they unable to invest much money for getting more profit. The mobility practices of part of sellers are entirely



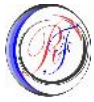
changed than that of full time sellers. It is important to express that in current study Shirgaon and Devgad market centers has 85 percent full time sellers. Particularly Shirgaon market has 94.73 percent full time sellers then Devgad market has found 88.89 percent. Another market is a Mithbav market which has 75 percent full time sellers. Furthermore, Devgad market center found that 18.52 percent full time local sellers. One more considerable thing is that the Vijaydurg and Kunkeshwar market centres both have found 50 percent part time sellers in study region. Talebazar, Devgad and Padel weekly market centers have found lowermost percentage of part time local sellers accounting 7.69, 7.41, and 7.14 respectively.

#### **CHARACTERISTICS OF BUYERS:**

Buyers' information has been composed on several basis like, origin and distance of buyers, nature of goods, gender, age, education level, religious or social groups, travelling pattern etc. 95 buyers were interrogated from nine weekly markets for scrutinizing their characteristics. On the basis of this information it was perceived that male buyers have found attending higher percent in market centres from local and surrounding villages. Particular in Shirgaon market centre female (42.11percent) buyers are more in numbers compare than other market centres. It has been noticed that buyers used several easy and cheap transportation means to attend markets for fulfillment their needs at minimum coast. Buyers who come from short distance and basically locals are travelled on foot to market centres. While surrounding buyers have travelling by bicycles, motorcycles, auto-rickshaws, S. T. buses etc. It was observed that the 20 to 50 age group of buyers were visited frequently than children and aged persons to market centres. Though, higher educated means graduate as well as post graduate buyers found in less numbers 19.43 percent and 8.94 percent respectively. The important thing is that 6<sup>th</sup> to 10<sup>th</sup> standard educated buyers have double than graduate buyers accounting 38.32 percent. The Hindu buyers are highest in number (88.16 percent) attended the market centres. It was identified that buyers of backward class are less (35.27 percent) than non-backwards (52.89 percent). Conversely, Muslims buyers were noticed only 11.84 percent which is lowest than Hindus. While talking about the average distance travelled by buyers it is observed that mostly buyers have travelled between 0 to 5 kilometers accounts for 54.44 percent. Even though buyers who travelled more than 15 kilometers for administrative work and marketing.

#### **WEEKLY MARKET CANTERS AND ECONOMIC DEVELOPMENT:**

The surrounding Villages, their area and population served market centres have considered to evaluate the range of mobility of buyers and sellers in study region. The mobility of sellers and buyers are result as transport facility available for them. Mostly buyers prefer to visit markets to purchase goods of their choice. In study region, nine weekly market centres of 98 villages exist. Out of these nine villages serves as service for 55.03 weekly markets within average 0 to 5 kilometers distance. Total number of sellers in Devgad weekly market is 26.72 percent. However, total sellers in Shirgaon weekly market has 18.62 percent; whereas buyers of 9 villages attend Mithbav market is within 10 kilometers distance. Devgad market centre in study region has 26.72 percent sellers and 16 villager buyers have visited to this market centre within average above 10 kilometers distance. Vijaydurg, Kunkeshwar and Girye are comparatively small weekly market centres in study region attended by 16, 13 and 7 sellers and buyers of 78, 64 and 38 villages have interacted with these market centres from



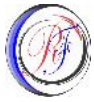
surrounding villages of 2, 4 and 5 kilometers average distance respectively. Devgad, Shirgaon and Padel market centres have higher number in term of sellers, buyers and hinterland villages. 89 percent sellers and 43.48 percent village buyers have attended Shirgaon market average 10 to 20 kilometers distance. 64.71 percent sellers and 65.67 village buyers involved in Padel weekly market who used come from average 15 kilometers distance. Devgad is taluka headquarter and well connectivity of roads. 62.12 sellers and 51.52 village buyers come to Devgad market centre of average 10 kilometers distance in study region.

### **CONCLUSION:**

Economy of Devgad taluka is basically depended on primary activities particular as rice cultivation, mango production, forest product collection and fishing. Now a day's face of local economy has been changed due to some commercial practices in study region. Emerging tourism and weekly markets are one of them. Weekly market centres contribute their effective role on local economy through marketing activities emerged in recent days. Because of weekly market centres villages namely, Vijaydurg, Girye, Kunkeshwar, Mond and Mithbav are became a developed upon having remote location. Local peoples involves in marketing activities like purchasing some portion of commodities and sale this in nearby villages as well as markets for earning money with great profit. Local peoples may not have heavy transportation charges as like outsiders. To available hoteling facilities to both sellers and buyers many peoples are engaged in such profession due to that huge employment generate from this kind of occupation. Several banks, cooperative banks and local cooperative credit societies/ agencies experiences great transaction of money within study region. More than 10 cooperative credit agencies announced loan facilities on minimum interest rate for attracting marketers or sellers. Number of transport vehicles and employment engage in that are increases rapidly from last two decades. There are so many infrastructural development took places in various villages in study region because this village now practices lot of commercial activities and generated lot of revenue from that. Weekly market centres act as bridge between urban and local economy. The entire study region is full of natural diversity; uneven topography and unequal regional development. In this situation weekly markets can change the face of economic development. Physical phenomenon of this region influences on large amount of commercial activities. There are several hurdles in the way of economic development. If visionary development plan make and implement for this region, then the fact will change and this region also known as developed one. The future plan must be include increasing frequency of government buses, increase various transportation means, to construct proper basement and shade for sellers, to avail mobile latrine booths, to manage traffic on particular market day and available enough pace for parking and supply pure drinking water to all market participants. After this fundamental development weekly markets defiantly upgraded the economic status of the study region.

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