

## **A Geographical Study of attractiveness and Efficiency of Market centres in Daund Taluka, Pune District, Maharashtra**

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### **Abstract**

Market place is an authorized public gathering of buyers and sellers at a fixed place at the appointed hours in which exchange of commodities takes place. The weekly markets give opportunities to increase social contacts and become a focal point for economic and political activities for human being. Market place is a location for collection and distribution of goods. Weekly market increases the incentives to the producer to go for higher production and better returns. It helps to provide remunerative prices to the producer and fair prices to the consumer by reducing the marketing costs. Efficient marketing system becomes a key to the success of rural economy. The present study has examined the market network of Daundtaluka in Pune district. The present investigation is based on the intensive field- work which comprises the use of interview and questionnaire techniques. The data collection is processed and presented in the tabular form. The various statistical and cartographic techniques used for the processing, mapping, analysis and interpretation of data. The market centers in study region have indentified by type and number of functions and services available at the market center, behavior of buyers and sellers and connectivity index of market centers. The analysis reveals the weekly market have played an important role as a rural development.

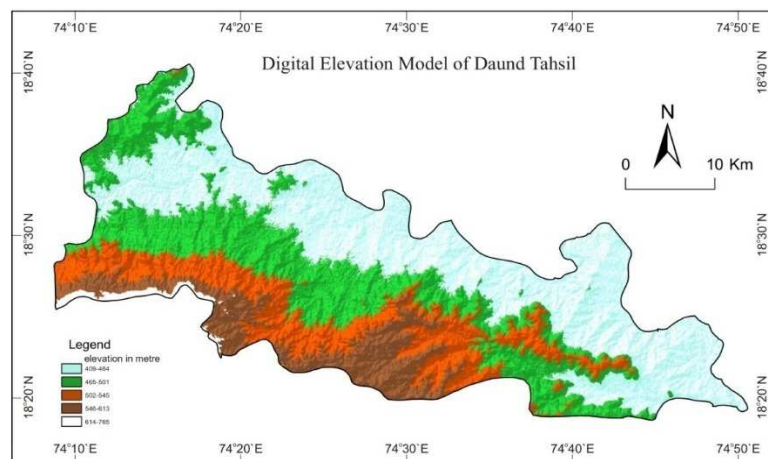
**KEYWORDS:** Weekly Markets, commodities, Buyers, Sellers, Market Attractiveness, Market Efficiency.

### **Introduction:**

The market is a geographical space where commodities are kept for sale. Market is a place for the sale and purchase of different types both local and outside commodities (Saxena, 1975). Marketing is concerned with the identification of the demand for various goods and services and with the arrangement for the supply of these goods through an efficient distribution network (Dixit, 1984).Market provides primarily a base for collection and subsequent distribution of various agricultural products of the surrounding region. The weekly markets are the first contact points in marketing channel. Therefore, weekly markets may be considered as a place of economic, social and cultural activities in rural area. Marketing is a geographical phenomena in the sense that the exchange of goods and services and manifests spatial dimension. Market place is a location for collection and distribution of goods. In this regards Prof. Huger (1984) has rightly described that markets have fixed location and arrangement of time to exchange commodities. Weekly markets in rural area play a magnificent role for rural development. The constant flow of demand may create market place for agricultural products. Cash exchanges accelerate through the network of weekly markets. Weekly markets are directly contributing the growth of trade and development of agrobases services. Thus, the weekly markets do not exhibit only the economic but also social and cultural values in real sense for any region.

### Study region:

Daund taluka lies in Pune district consists of 102 villages and one urban centre. Geographically, this region extends from 18°18' to 18° 41' North Latitude and 74° 07' to 74° 51' East Longitude. The region is drained by river Bhima on both north and east side in north part in study region. Purandhar taluka lies in southwest, Indapur taluka lies southern side on Haveli taluka belongs to western side of the Daund taluka. The geographical area of the study region is 1284.65 sq. km according to 2011 Census. The river Bhima and its tributary rivers Mula -Mutha are dominating drainage pattern in study region. The study region experiences semi - arid climate. May and Jun are the hottest months with a mean maximum temperature of 40° C. Temperature gradually reduces in December and January with a mean minimum temperature is 12°C. The medium black and deep black soil appears throughout the region. The soil fertility encourages growing various crops like sugarcane, groundnut, jowar, Bajara and onion. The region occupied less than one percent vegetation of deciduous tree and found scatterly distributed. The irrigated land in study region has 37968.65 hectares accounting 35.55 percent. According to 2011 Census the region has 382535 populations out of this 198269 male and 184266 female. And the density of population is 297 per square kilometer National highway, state highway; major district road, other district road and village road and railway are major routes of transport in Daund taluka. It is significant to note that administratively Daund is a headquarter of this taluka and junction place in study region.



### Objectives:

1. To examine the market network of Daund taluka in Pune district.
2. Examining the origin, characteristics and behaviour of buyers in market centres in study region.
3. Assessing the origin, characteristics and behaviour of sellers and to identify the process.

### Database and methodology:

This research work is based on both primary and secondary sources of data. The primary data will be collected from fieldwork. This data pertaining to sellers and buyers were gathered from nine weekly market centres namely, Patas, Kedgaon, Ravangaon, Rahu, Warvand, Kurkumbh, Yevat, Khadaki and Daund by applying questionnaire. The direct questionnaire method will be adapted to interview. The questionnaire will be prepared carefully to identify the characteristics of buyers and sellers. The questions will be on locations, timing, economic, functions, sex, education, transportations will be analyzed carefully. Out of that 10 percent sellers

and buyers will be determined to collect data for 2013-2014. Secondary data will be obtained from following government and non-government agencies

I. District Census Handbook; Pune - 1991, 2001, 2011.

II. Socio-economic Abstract, Pune District – 1991 to 2011.

Other sources of data for the study include Zillah perished Pune, and Daund Tahasil Office. The obtained data will be converted into percentage. Computer processing and analysis of the filed data.

### **Weekly market centres :**

The location of weekly markets is mainly governed by the participation of surrounding villages. Each group of village seems to have been created the weekly market on demand and convenient of transport network. There are 9 weekly market centre's spread over as the geographic in the study region and performs the retailing activities in as effective ways. The weekly markets are being distributed in west of Daund, namely, Patas and Warwand are located 15 and 21 kms from Daund respectively. Three market centres lie on distance of more than average distance of 23.83 kms. namely, Kedgaon, Rahu and Yawat. The remaining markets centres namely Kurkumbh, Ravangaon and Khadaki are located east of Daund. Further Rahu is located at a maximum distance of 43 kms from Daund. Patas, Warwand, Yawat, Kedgaon, Kurkumbh, Ravangaon, Khadaki and Daund are lying on road side. While Rahu market is located in interior location and it is connected to Daund either district road. The market development is mainly depended upon types of commodities produced, transport means and number of population. Weekly market centres provide an opportunity to consumers, sellers, traders and mediators for exchanging goods. Yawat, Kedgaon, Warwand, Patas, Kurkumbh, Ravangaon and Khadaki lie on National Highway No.-9 and are accessible market centres throughout the year. Rahu market centre has a slender connection with other market centres in the study area owing to its isolated location Market centers, namely, Yawat, Kedgaon, Warwand, Kurkumbh and Patas are linked with state highways and major district roads. Among these market centres, Yawat is well known for cattle marketing in the study area. Presents weekly market centers, market days and their distance in the study region.

### **Attractiveness and Efficiency of Market Centres:**

Market attractiveness and efficiency both are closely inter-linked. The magnitude of attractiveness of weekly market reveals the percent of buyers to total population of service area. Whereas marketing efficiency manifests degree of marketing capacity of buyers assembled at market centre. Market attractiveness is assessing the location of weekly market centre in terms of defect/ excess proportion of observed number of buyers over their expected number based on 1 expected buyers represent a single family unit of 5 members from each of villages lying within the service area of market centre.

#### **Market Attractiveness:**

The market attractiveness of nine weekly market centres is shown in Table-1. Market attractiveness has been made deficiency in expected number of extent of 25 percent to total family units has not able to send out their representatives to weekly market centres on account of unforeseen constraints. Thus, if the deficit of observed number of buyers over their expected number does not exceed 25 percent and it is labeled as good attractiveness. If the observed number of buyers exceeds their expected number, it has been ranked to have on excellent market attractiveness. If there is efficiency between the expected and observed number of buyers in any market centre ranging -0 to -25 percent and is designated as marginal attractiveness.

The low or very low of market attractiveness is determined, if the deficiency of observed number of buyers below their expected number -25 to -50 percent and  $> -50$  percent respectively.

The market attractiveness of nine weekly market centres in Daundtaluka is shown in Table-2. Patas, Ravangaon, Rahu and Warwand market have ranked low value attractiveness. Khadki and Daund ranked very low attractiveness. However, Kurkumbh and Yawat market centre have ranked in marginal attractiveness. Whereas Kedgaon weekly market is ranked of good value attractiveness. It is observed that among nine weekly market centres 66.66 percent market centres fall in low and very low category and 33.34 percent market centres have found marginal and good attractiveness.

Table-1: Identification of Market Attractiveness

Sr. No.	Market Centres	Population of service area for market centre	Expected No. of Buyers	Observed No. of Buyers	Percent of Col.5 in Terms of Col. 4	Excess/deficit percent	Market Attractiveness
1	2	3	4	5	6	7	8
1	Patas	40268	8054	5620	69.78	-30.22	Low
2	Kedgaon	41040	8208	8532	103.95	+3.95	Good
3	Ravangaon	16059	3212	1800	56.04	-43.96	Low
4	Rahu	22197	4439	2450	55.19	-44.81	Low
5	Warwand	43406	8681	4620	53.22	-46.78	Low
6	Kurkumbh	17043	3409	3260	95.63	-4.37	Marginal
7	Yawat	68771	13754	10560	76.78	-23.22	Marginal
8	Khadki	19182	3836	1625	42.37	-57.63	Very low
9	Daund	114569	22914	7635	33.33	-66.67	Very low
Total		382535	76507	46102	-	-	-

Sources: Fieldwork 2016.

Note: Based on attendance of buyers

#### Categories of Market Attractiveness

Sr. No.	Grades	Class Intervals, Excess Deficiency (100 Percent)
1	Excellent	$>+ 25$
2	Good	0 to 25
3	Marginal	- 0 to - 25
4	Low	- 25 to- 50
5	Very low	$>- 50$

Sources: D. A. Gedam, 1986.

The Patas, Ravangaon, Rahu, Warwand, Khadki and Daund markets have found less market attractiveness. Rahu market is found less attractiveness due to less transport linkage whereas Patas, Warwand, Ravangaon market centres are near to Daund

resulting less attractiveness, Daund weekly market centre is found less attractiveness due to regulated market here. Kedgaon is good attractives and Kurkumbh and Yawat have found good and marginal attractiveness due to their isolated location, whereas large number of sellers and buyers are found as beside availability of railway and road transport in these market centres.

### Market Efficiency:

The concept of marketing efficiency is based on the observed strength of sellers able to fulfill the supply of normal requirement of commodities available generally for sale at individual periodic market place to the observed number of buyers. The market efficiency assess the efficient marketing capacity on the basis of excess or deficit percent of observed sellers over their expected number in different weekly market. The expected number of sellers is derived from the observed number of buyers in individual market place on the empirical basis of normal ratio of buyers (10 :1) and correspondence of expected and observed sellers has designed as balanced marketing efficiency. The excess of observed number of sellers over expected number of sellers are called overbalanced marketing efficiency and deficiency of observed number of sellers below their expected numbers of sellers are called underbalanced marketing efficiency. In study region most of the sellers directly export the commodities by trucks and also export through wholesale sellers to outside region, specially, Pune market. The under balanced market efficiency puts sellers to heavy strain and render their services to their patrons while overbalanced market efficiency exposes sellers to battle for buyers resulting heavy competition among sellers. Goods and services are seems for relatively cheap prices at market places with overbalanced marketing efficiency (Gedam. D. A, 1986).

Table-1.2 presents marketing efficiency of nine market centres in study region. It is observed that 55.5 percent of total sub-set of nine market centres in study region has overbalanced marketing efficiency and 44.45 percent shares underbalanced marketing efficiency. It is noticed that Ravangaon, Rahu, Kurkumbh, Yawat and Khadki weekly market centres have found overbalanced marketing efficiency of +50, +9.79, +3.50, +4.17, +53.37 respectively and Patas, Kedgaon, Warwand and Daund market centre have underbalanced marketing efficiency of -16.37, -6.21, -9.09, -4.45 respectively in study region.

Table-.2: Marketing Efficiency

Sr. No	Market Centres	Population of Service Area for Market Centre	Expected No. of Sellers	Observed No. of Sellers	Percent of Col.5 in Terms of Col. 4	Excess/ Deficit Percent	Category of Marketing Efficiency
1	2	3	4	5	6	7	8
1	Patas	40268	562	470	83.63	-16.37	Underbalanced
2	Kedgaon	41040	853	800	93.69	-6.21	Underbalanced
3	Ravangaon	16059	180	270	150.00	+50.00	Overbalanced
4	Rahu	22197	245	269	109.79	+9.79	Overbalanced
5	Warwand	43406	462	420	90.91	-9.09	Underbalanced

6	Kurkumbh	17043	326	370	113.50	+13.50	Overbalanced
7	Yawat	68771	1056	1100	104.17	+4.17	Overbalanced
8	Khadki	19182	163	250	153.37	+53.37	Overbalanced
9	Daund	114569	764	730	95.55	-4.45	Underbalanced
Total		382535	-	4679	-	-	-

Source: Fieldwork, 2016.

### Conclusion:

The present treatise studied the market centres are certainly fulfilling the demand of surrounding villages. The service zones of market centers show practical ways guidelines to sellers and buyers for commodity. Market functions and their role in the economy are highly dynamic in nature. The weekly markets are tools for rural development. The settlements with the weekly market must have led to the development of rural economy. However, there is a need to improve or develop the potential weekly market, these centres act as the centres of exchange of commodities and provide the maximum opportunities for mobilization of local resources and generate employment to surrounding area. Such study has much potential and may attract alteration of expert from various fields like administrators and agriculturists in general, market geographers in particular for further study and to prepare plan for overall development of rural area in Daundtaluka.

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