



GEOGRAPHICAL ANALYSIS OF SPATIAL DISTRIBUTION OF WEEKLY MARKET CENTERS IN KARAD TAHSIL

Dr. ASHISH S. JADHAV

*Asst. Prof., Dept. of Geography, Mudhoji College, Phaltan, Dist. Satara,
Affiliated to Shivaji University, Kolhapur, (MH)
: ashishjadhav8261@gmail.com*

Introduction

Marketing can be defined as the process of identifying, anticipating and knowing customer needs, and organizing all the resources of the company to satisfy them. Marketing process is originated from the exchange system. The market is a geographical space where commodities are kept for selling. The term 'Market' is a Latin word 'Marcatus' meaning to trade. Marketing is concerned with demand identification for goods and services and arrangement for supplying goods through an efficient distribution network (Dixit, 1984). The rural markets of India started showing its potential in the 1960s. The 70s and 80s witnessed its steady development. And, there are clear indications that the 21st century is going to see its full blossoming. Weekly markets are the immediate available contact place of rural settlements and specialized in retail transactions of all commodities. 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. In this regards Prof. Hugar (1984) has rightly described that markets have fixed location and arrangement of time to exchange commodities. The market place is the main focal point for commercial activities. In brief, market may be defined as a place where buyers and sellers gather for marketing at regular intervals or daily. Development of any region is closely associated with the development of market in that area. So for the developmental planning of any area systematic and scientific study of market is essential. In the rural economy weekly market centers plays an important role in the exchanging the local produce through certain norms where "System of Rural Market Serve as the nodal points for the collection and distribution of large range of goods and services of both local and external origin".

Study Area

The origin of the word 'Karad' form of the 'Karahatak' or from the 'Karha River.' Karad Tahsil is one of the important and well known Tahsil in Satara

district. It is situated on confluence of Krishna and Koyana River. The Tahsil extends between 17°18' north to 17°38' north latitude and 73° 52' east to 74°16' east longitude. According to 2001 census there are 221 villages in the Karad Tahsil. It covers an area about of 405.8 sq. km. which is 10.2 percent of Satara district. North–south length of Karad Tahsil is 55 km. and East-West length is 36 km. Karad is famous place for its good location in Maharashtra. It has historical, political, cultural, social and educational Importance. The Karad is bordered by Satara and Koregaon Tahsil on the whole of the northern side, while Shirala, Walwa to the south of a Sangli district and Patan Tahsil is to the west. (Figure: 1)

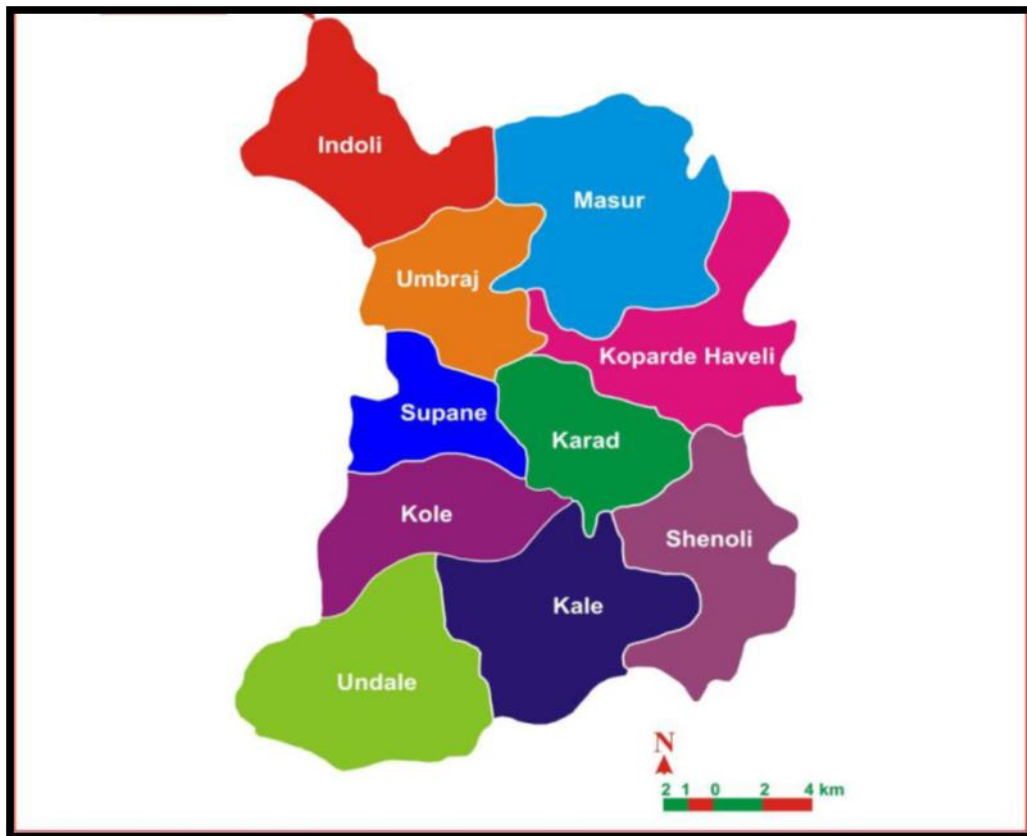


Figure: 1

Objective

To analyze the geographical study of spatial distribution of weekly market centers in study area.

Data Base And Methodology: This research work is based on both primary and secondary sources of data. The primary data have collected from intensive fieldwork in study region. The secondary data have obtained from District

Census Handbook, Satara District, Satara District Gazetteer and Socio-Economic Abstract, Satara District (1991 to 2011). Other sources of data have gathered from Karad Tahsil office. The obtained data were converted into percent, construct the graph, etc.

Discussion

The study of spatial distribution is essential in geography. There is a great variation in the distribution of market centers. There are number of factors to control the distribution of market centers over space. The influence of population, area and number of villages are very prominent factors in distribution of market centers, further the market centers seems to process certain relationship with these factors. The attempt has been made in present study, to measure the relationship of market centers with population and number of villages by calculating village wise percentage share of each market centers in area.

Table 1: Distribution of Circles & Their Villages in Karad Tahsil

Sr. No.	Name of Circles	Villages	Percentage
1	Karad	44	20.37
2	Indoli	25	11.57
3	Masur	13	6.01
4	Umbraj	31	14.35
5	Koparde Haveli	28	12.96
6	Kole	19	8.79
7	Undale	14	6.48
8	Supne	11	5.09
9	Kale	14	6.48
10	Shenoli	17	7.87
	Total	216	100

Source: Field Work, 2016-17

Karad Tahsil is biggest Tahsil of Satara District. The total population of Karad Tahsil is 4,54,829 as per the 2011 population census. The Karad Tahsil is divided into 10 administrative divisions known as circles; each circle serves their surrounding villages. Total 216 villages occurred in these 10 circles of Karad Tahsil. Market centers are also included in that 10 circles. The total 13 Market centers are found in Karad Tahsil.

Table 2: Population Distribution of Weekly Market Centers in Karad Tahsil (2011)

Sr. No.	Name of Village	Population	Share of Each Village in Tahsil (%)
1	Karad	53879	11.84
2	Umbraj	16854	3.70
3	Masur	8933	1.96
4	Kale	8741	1.92
5	Karve	7451	1.63
6	Shenoli	3746	0.82
7	Ond	4655	1.02
8	Undale	2702	0.59
9	Tambve	5082	1.11
10	Vadgaon Haveli	6825	1.50
11	Kole	4657	1.0
12	Kolewadi	2680	0.58
13	Rethare Bk.	12004	2.63
	Total	138209	100

Source: Field Work, 2016-17

Above table 2 shows that, population distribution of weekly market centers in Karad Tahsil. The highest population is found in Karad City which is 53,879 (11.84 %) as per the 2011 population census. Lowest population found in the Kolewadi (0.58 %) village is like Undale, Shenoli, Kole are also representing lowest share of population. There is direct impact on rural market centers in Karad Tahsil.

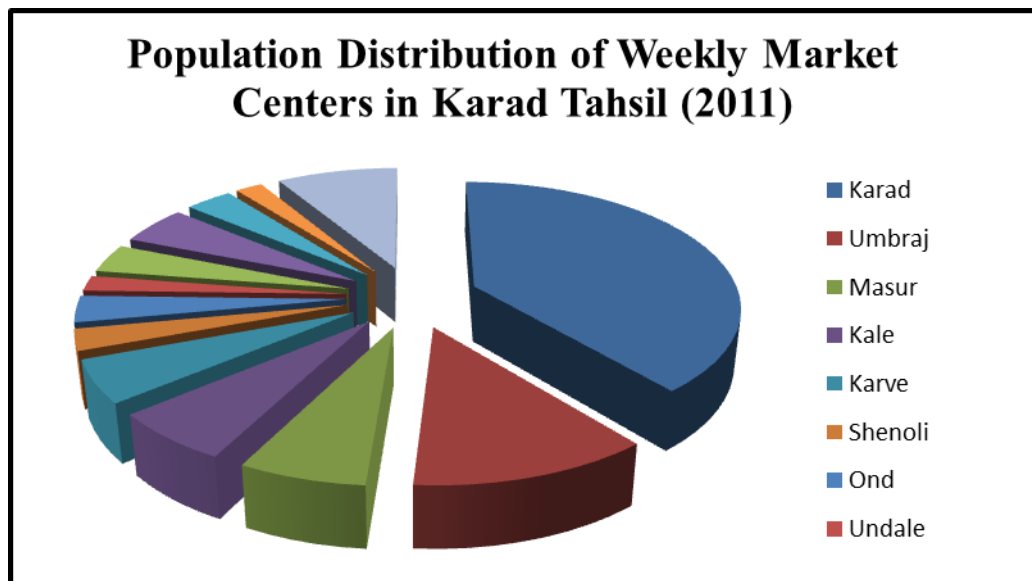


Figure: 2

Table 3: Influence Areas of Weekly Market Centers and Surrounding Villages

Sr. No.	Name of Village	Trade Villages	Trade Areas (%)
1	Karad	44	20.37
2	Umbraj	26	12.03
3	Masur	12	5.55
4	Kale	10	4.62
5	Karve	11	5.09
6	Shenoli	19	8.79
7	Ond	25	11.57
8	Undale	14	6.48
9	Tambve	13	6.01
10	Vadgaon Haveli	09	4.16
11	Kole	14	6.48
12	Kolewadi	06	2.77
13	Rethare Bk.	13	6.01
	Total	216	100

Source: Field Work, 2016-17

Table 3 denotes that the total distribution regarding of market centers and their surrounding villages the highest surrounding villages found in Karad City (44 villages). It is because of good accessibility and connectivity of city. The lowest surrounding villages like that Kolewadi (6), Vadgaonhaveli (9), Kale (10) and Karve (11) villages. Because of this villages are their distance is far away from Karad City to surrounding villages.

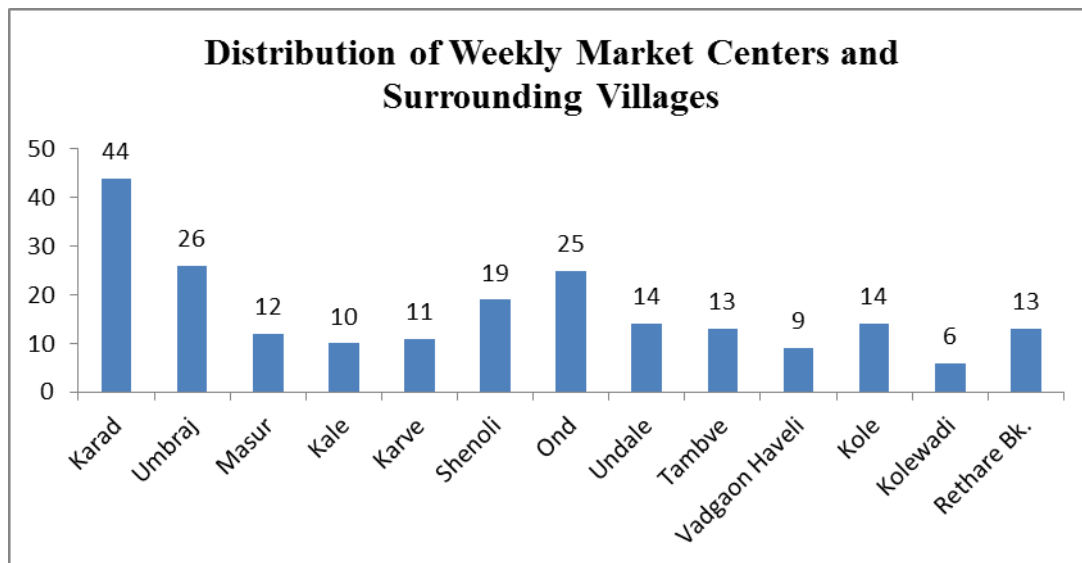


Figure: 1.3

Conclusion

As far as conclusion is concerned, it is inferred that the Karad Tahsil is a particularly known as sugar belt in the district. It is also identified as educational and medically sound Tahsil, not only in the district but also in the state. As per the weekly market centers concerned the Tahsil is divided in to 10 administrative circles with having well connectivity of Karad tahsil headquarter. This Tahsil has 13 well infrastructure weekly market centers; this market centers covers 1, 38,209 population based on 2011 census. The maximum share was covers by Karad market center i.e. 11.84 % being a Taluka headquarter, it has having an all sort of facility attracts the population and the minimum share was covered by Kolewadi weekly market centers i.e. 0.58 %. This 13 market centers covers 216 surrounding villages from the Tahsil as a whole.

References

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