



DETERMINING CENTRALITY INDEX OF MARKET SERVICE IN PATAN: SATARA DISTRICT

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Abstract

The current paper has been trying to learn about the Determining Centrality indicator of Market Service in Patan Tahsil Dist. Satara, Maharashtra state. The complete region of Patan is 1385.82 sq. km with crowd viscosity of 216 persq. km. and has differing frugality. i.e., irrigated and non-irrigated. The tahsil consists of 4 pastoral request Centers with 343 townlets. The findings are primarily grounded on major and secondary data from the discipline disquisition and the posted records. The spatial enterprise of pastoral request installations and their orders allocated geographic house is the important consideration in the current paper. Hence, the gradation and re-grouping the request installations into dimension of instructions is nominated as scale. The notion of quotient fashion of Davis (1967) is used. Some of the request installations similar as Patan etc., with low crowd dimension are determined in inordinate order of rank groups. also, numerous exemplifications can be cited. Hence, the being central position device is no longer incontinently identified to its crowd size.

Key words: Rural Markets service, Centrality index, ranked group.

Introduction: -

The root of advertising terrain is the request place. The word 'Market' is deduced from the Latin expression 'Mercatus' which relate to a position the place consumers and retailers meet. The top aspect of advertising and marketing terrain is vicinity sample and spatial commerce, Intra-market structure, request area, study of scale, periodicity, and patron conduct perception. request agreements range in dimension and features grounded completely on physio literal and socio- profitable conditions, still they can be graded and grouped in the hierarchical order in any indigenous setup. The spatial agency of request

installations and their orders expended in geographic area is the most important consideration in the current study. The notion of Hierarchy is veritably conman in geographical learn about and considerably used for figuring out the orders. In advertising terrain, it authentically capability standing of request canter into consecutive businesses or a set of variables. It's a verity that, in each and every vicinity there are smaller large requests provider also and lower bones and traits can be defined right when hierarchical orders are determined. The parchment of correlation that every variable tends to set up varies from one request core to any other and these kinds a sound theoretical base for the identification of scale.

Daily request in pastoral area plays a magnific part for pastoral development. The constant inflow of demand may produce request place for husbandry product. The cash exchanges accelerate through the network of daily requests. Daily requests are directly contributing the growth of trade and development of agro grounded survives. request is a place gelling to buyers and merchandisers of regular interval.

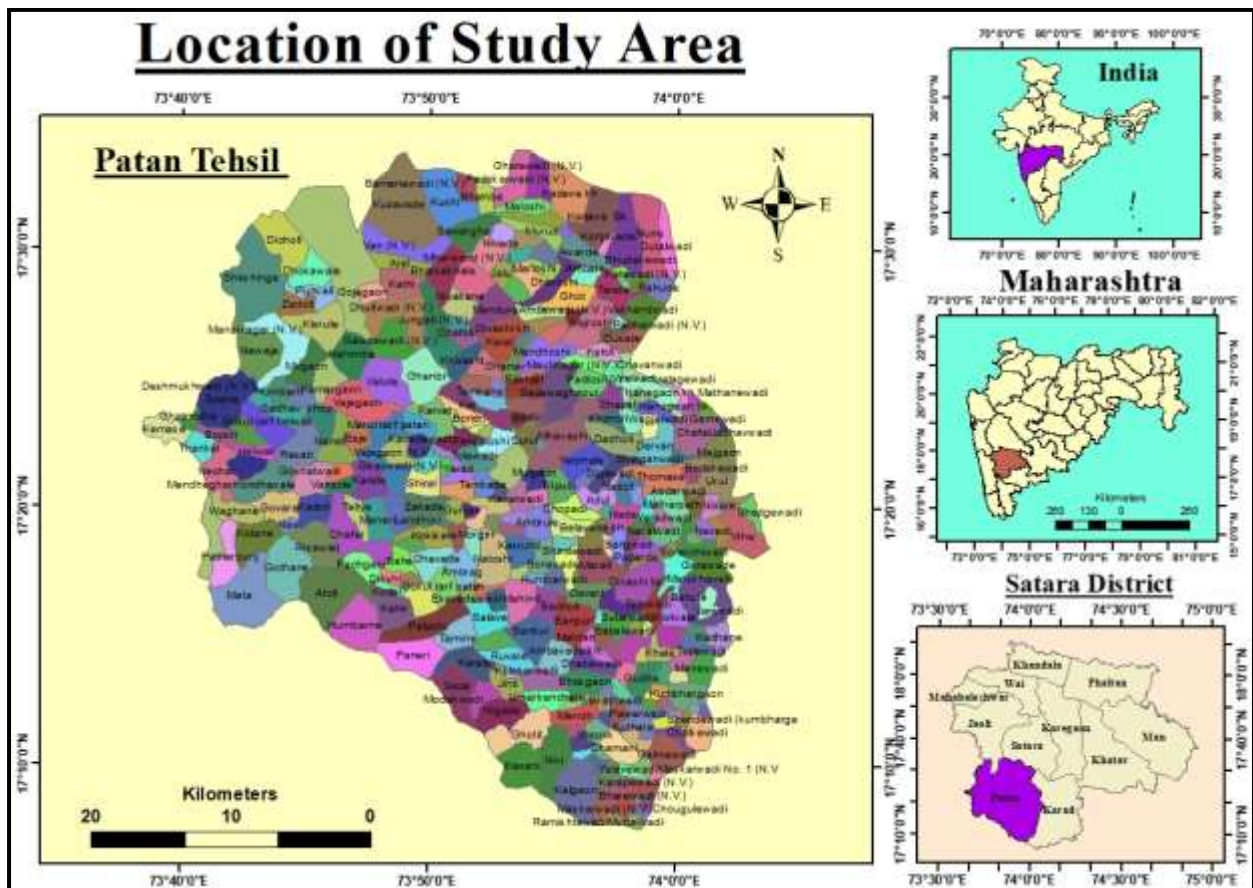
Daily request services in pastoral area plays a magnific part for pastoral development. The constant inflow of demand may produce request place for husbandry product. The cash exchanges accelerate through the network of daily requests. Daily requests are directly contributing the growth of trade and development of agro grounded survives. request is a place gelling to buyers and merchandisers of regular interval.

Daily requests services are always salutary to the pastoral condition offering structure installations, upping the standard and quality of life of the people lives. Although these requests have to turn into a most wanted destination for all professionals involving as marketers, policy makers, directors and agronomists in general, request experimenters and geographers in particular for promoting and planning for request installation in pastoral area. therefore, there's an ample occasion for experimenters.

Study Area:

Patan is a one of the important tahsil of the Satara quarter, it's an important commercial, and agro grounded diligence center and also pastoral

service center of the quarter. It belongs to Pune Division. It's located 42 KM towards South from District headquarters Satara. The Patan Tahsil located at 17. 370 N latitude, and 73.890E. Patan is a Taluka located in Satara quarter of Maharashtra. It's one of 11 Talukas of Satara quarter. There are 343 townlets and 1 city in Patan Taluka. As per the Census India 2011, Patan Taluka has 67517 homes, population of 299509 of which 145074 are males and 154435 are ladies. The population of children between age 0- 6 is 32988 which is 11.01 of total population. (Map No.1)



Review of literature: -

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building blocks of more complex hierarchy of central places and capable of socio – economic structure (Shrivastav1987).

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1. Shrivastav (1987) The daily request acts to dispose diurnal requirements of mortal being and have the introductory structure books of more complex scale of central places and able of socio- profitable structure.

2. Saxena (2004) Marketing is a fleetly growing field having geographical history. Marketing terrain is concerned with the position and distribution of requests wherein infrastructural pattern measures and extent of marketing exertion, movement of commodity, consumers actions medication and determination of scale for indigenious development.

3. Mulimani (2006) It's a place for trade and purchase of different types of goods for original and outside people. The word 'request' is deduced from the Latin word 'Marcatus' which refers to a place where buyers and merchandisers meet. The requests operate under pressure in terms of structure, service and installations preface by new technology. The request can be distinguished on the base of duration of time, if the marketing function is observed all days of week known as regular request and if it's observed once a week it's called as daily request.

Objectives:

1. To Study of Determining Centrality Index of Market Service in Patan centers.

Data Base:

The current disquisition is grounded completely in each foremost and secondary force of data. The foremost information is got through ferocious area work. The important information is accumulated via with help of questionnaires and interviews. The secondary statistics accrued from plant records, tale textbooks, Tahsil request congress, District tale textbooks, request estimate of Satara quarter, Website of Satara Municipal Corporation and accessible published and unpublished accoutrements, net and books. Although the chart of Satara Tahsil is used, identical internet point is used to acquire the records about Patan Tahsil and girding pastoral request middle townlets.

Methodology: -

Davis (1967) has used this method. In this method a score for any single unit of market services is calculated by following formula -

$$C = \frac{t}{T} \times 100$$

Where,

'C' is score for any Service = t

't' is one unit of Service = t

'T' is the total number of Service units of Service 't*' in the area.

With the help of this approach centrality rankings for all the features have been calculated and sum of man or woman centrality conditions of all features at any megacity vicinity offers compound locational indicator.

The weightage conditions of all the pastoral request installations have been regarded for the centrality conditions for all the variables calculated through including up all the values of single variable and latterly reap compound centrality figure or indicator for every pastoral request centers.

The centrality of the central vicinity can be expressed qualifiedly, similar as the fairly low and inordinate centrality as nicely as quantitatively with the help of absolute centrality values. The centrality values frequently acquired through changing the practical base of t core into the conditions grounded completely on the frequency and significance of the features carried out through the identical center. The centrality on the other hand relies upon central functions. These features have the positive vary past the limits of the girding region.

Centrality Index: -

In one approach the calculated values of centrality are planned towards the crowd of pastoral carrier installations and any breaks seen in the distribution can outline the scale between the places. The lesser order requests provider tends to show off specialization of business effects to do as in discrepancy with drop order centers. some of the normal Daily requests carrier of small crowd dimension have done the lesser fame tending in the direction of an increased parchment of specialization. still, the scale that's advanced in the find out about position is an effect of mixed results of major rudiments associated to

administration, socio- profitable, artistic and non-secular of the find out about region.

Centrality Rank Group: -

1. Rank First market centers:

The most important occupation of the mortal beings of this position is husbandry. Agriculture is absolutely structured on thunderstorm; the abecedarian agrarian crop is Rice and Ragi. civilization of the land is backward. Neither Government nor the Governmental 79 agencies are aware sufficient to enhance the husbandry. People are financially susceptible and educationally backward hence, they're unfit to advance the agrarian occupations. Politicians and political workers have also not noted this area. There's a compass to set up agro primarily grounded diligence to enhance the socio- profitable situation of this area. Patan have stylish possible centrality indicator. This tehsil is now not solely high- position function. In all services still also series and distribution of variety of particulars of colorful types, order 6 rates. This request middle and tehsil force specialized high- position immolations like medical, banking, Insurance, Educational, Transportation and verbal exchange etc. Farmers also deliver their yield, as they're certain to get honest freights and enough demand for their goods.

This tehsil performs the vary of features and immolations a significantly massive region of the place in this request core centrality price is 214.22 and vacuity of submit plant Talathi office, Grampanchayt, Nagar panchayat police station, bank, important academy, secondary faculty collage, library request installations. Religious installations. This each- amenities Monday being a daily request day. The Patan vicinity services the everlasting retail outlets alongside with perishable widgets delivered through the patron retailers to this request for trade sale of their papers of day- by- day use. It gives quite a number credit score and finance businesses and godsons performing the point of capital alternate and storehouse.

2. Rank Second Market Center:

Tarale is 2nd order request middle has been selection out primarily grounded on centrality value. Tarale is 2nd massive request core in Patan tehsil.

This request immolations one volume of different townlets. This request middle centrality request price of 112.22, Friday is constant as a daily request day the common request attendance is advanced than different request core in right services of medical, banking, mobile, installations, material shops, delicacy request etc.

3. Rank Third Market Centers:

Malharpeeth is which include in the 0.33 order request centers. It's pastoral request. This request core is managing with by and large retail enterprise there are having sub imaged requests service. therefore, small and borderline growers. generally, go to theses request. This request core centrality price is 88.21 Tuesday is constant as a daily request day. The everlasting retail outlets are regular and each day flashing take area in each core and utmost salutary for the cellular merchandisers as duly as part- time dealers, barring the neighborhood contributors of Well-defined request areas as a result, similar request is performing structure morning to evening. They're visited through mortal beings for daily advertising to buy cloths, diseases, seeds, agrarian outfit's and promote the agrarian and home goods delivered through the growers, colorful distinguished educational with faculties and lesser secondary.

4. Rank Fourth Market Centers:

Mhavashi and Mandrulkole is fourth request core are generally small requests carrier which are characterizes with the aid of medium dimension. request assembly is held for Many hours on request day will a lower range of request actors. The merchandisers come to promote in small loads to near mortal beings latterly these requests carrier is small series or collect points. This request core centrality price is 55.17 Sunday being a daily request day. This request installations force much less all installations. Like banking, training cellular installations, fabric shops, request etc. Because of a number troubles like low request region there's no request yard and grocery store veritably low grocery and retail shops, capacity the Mhavashi request middle is no longer grant abecedarian for guests. Education exertion, transportation and executive, religious, fitness immolations are veritably much lower immolation in this Mhavashi request core are placed both on road side. In this request middle

vacuity of publish plant and Talathi office, essential council and secondary faculty and Library.

CONCLUSION: -

Patan is one of the essential Tahsil of the Satara District. It's a necessary business centre and also pastoral provider centre of the quarter. Patan megalopolis is the solely first order request installations in the learn about region. Patan is being the tehsil headquarter and business centre. In all services still also series and distribution of variety of particulars of colorful types, order 6 rates. Patan is huge regulated request, which appeal to growers from all villa in Patan tahsil. The city performs the vary of functions and immolations an especially giant region of the vicinity in this request middle centrality cost is 305 and vacuity of active plant Talathi office, Grampanchayt, Nagar panchayat police station, bank, essential academy, secondary faculty collage, library request installations.

Tarale is 2nd large request centre in Patan tehsil. This request core centrality request cost of 103.71. They all appear to it for numerous matters and services. Good of colorful kinds order nice and volume. It also specialties in several immolations as well.

Malharpeth request center is dealing with primarily retail enterprise there are having sub imaged requests service. They are visited with the aid of humans for daily advertising and marketing to buy cloths, diseases, seeds, agrarian outfit's and promote the agrarian and home goods added through the growers.

This request middle centrality figure is 55.17. There are numerous issues created in pastoral request centers. In pastoral request installations some of the frequent issues are parking, communication, warehousing, vill structure, pastoral request and Deals operation, shy Banking and Credit installations, Marketing segmentation in pastoral requests service, Packaging etc.

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