

Hierarchical Organization of Rural Market Centers in Wai Tahsil

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Abstract: The present paper has been attempting to study the hierarchical organisation of rural market Centres in Wai Tahsil Dist. Satara, Maharashtra state. The tahsil consist 624.58 sq.kms. and has contrasting economy i.e, irrigated and nor-irrigated. The tahsil consists of four rural market Centres with 128 villages. The study is based on primary and secondary data from the field investigation and the published records. The spatial organization of rural market centres and their orders distributed geographic space is the main consideration in the present paper. Hence, the gradation and re-grouping the market centres into size of classes is termed as hierarchy. The concept of hierarchy is fundamental to the central place theory. Some of the market centres such as Wai,pachwad etc., with low population size are found in high order of hierarchical groups. Similarly, many examples can be cited. Hence, the present central place system is not directly correlated to its population size.

Key words: Rural Markets , Hierarchical order, Centrality index, Features of hierarchy.

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 is location pattern & spatial interaction, Intra-market infrastructure, market area, concept of hierarchy, periodicity, and consumer behaviour perception. Market settlements differ in size and functions based on physiohistoric and socio-economic conditions, but they can be graded and grouped in the hierarchical order in any regional setup. The spatial organization of market centres and their orders distributed in geographic space is the main consideration in the present study. The concept of Hierarchy is very conman in geographical study & widely used for determining the categories. In marketing geography, it simply means ranking of market canters into successive groups or a set of variables. It is a fact that, in every region there are fewer larger markets then & smaller ones & characteristics can be explained properly when hierarchical orders are determined. The degree of correlation that each variable tends to establish varies from one market centre to another and this forms a sound theoretical base for the identification of hierarchy.

Study Area: Wai is a one of the important tahsil of the Satara district, it is an important commercial pilgrimage tourist, and agro based industries center and also rural service center of the district. It is situated on the banks & (bank) of Krishna river. The Wai town situated 33k.m North-West of Satara and 88k.m South of Pune on Krishna River. It is a historical place and is well known for Ganesh Temple. Wai Tahsil is one of the economically and cultural prosperous Tahsil of the Satara district. The Wai Tahsil located at 17. 94⁰N latitude, and 73.88⁰ E longitudes approximately 35 km North of the city of Satara in Maharashtra. The area of Wai Tahsil 624.58Sq.Km Wai Tahsil there are 128 villages. Wai Tahsil boundary has a joint of total 7 Tahsil that is Satara District.

Objectives: The main objectives of the study are :

1. In the present study an attempt is made to select important parameters which are significant for functioning of marketing activities effectively.
2. The study is intended to examine the nature of hierarchical order of market centres and their deviations from the accepted theoretical norms.
3. To study of the function wise centrality & hierarchy of the particular rural market centres. **Data base and**

Methodology: The present investigation is based in both primary & secondary source of data. The primary data is obtained by intensive field work. The primary data is collected by with help of questionnaires & interviews. 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. Although the map of Satara Tahsil is used, same website are used to obtain the information about Wai Tahsil & surrounding rural market center villages. 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.

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

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.

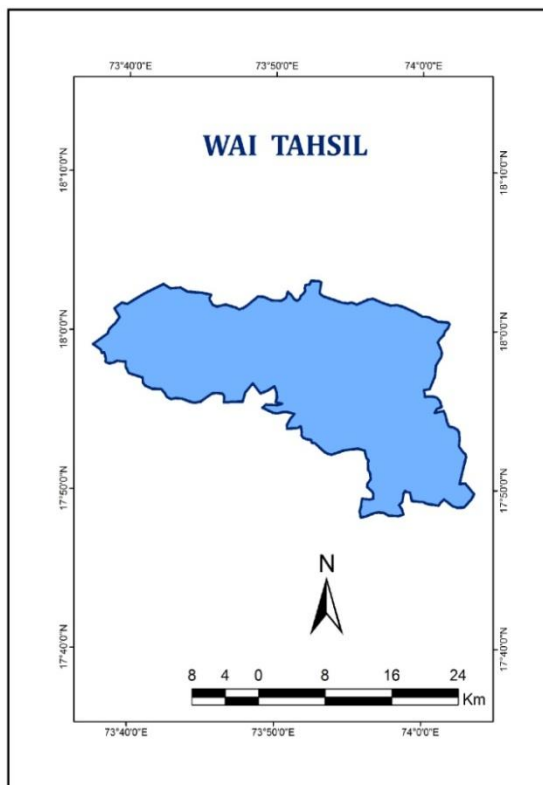
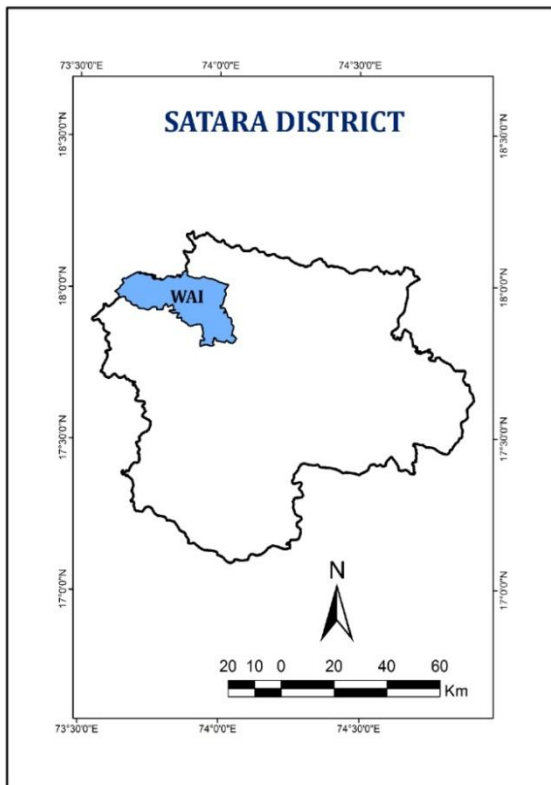
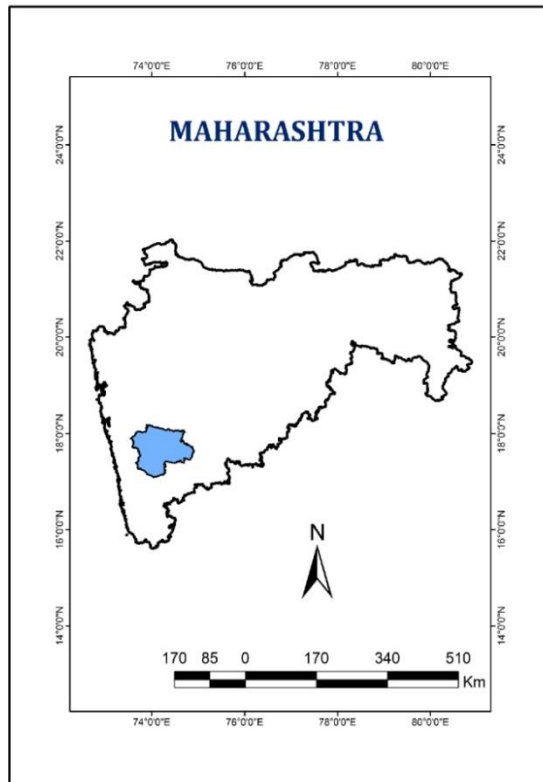
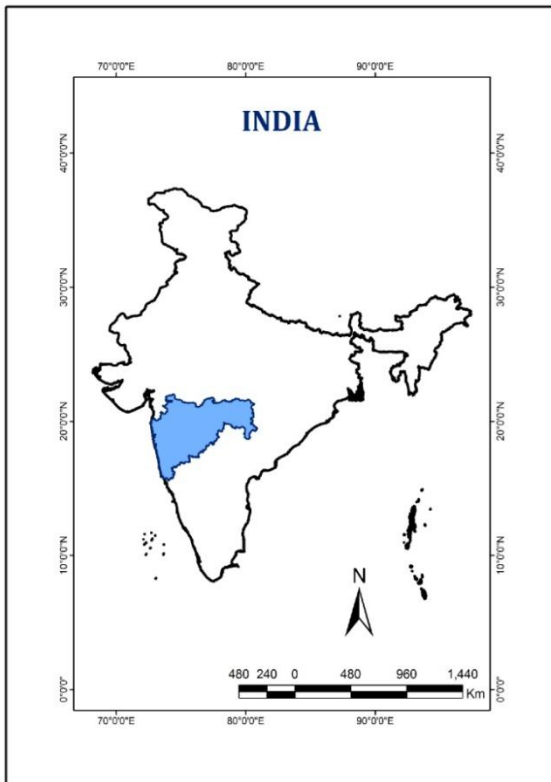
The centrality of the central place can be expressed qualitatively, Such as the relatively low & high centrality as well as quantitatively with the help of absolute centrality values. The centrality values mostly obtained by converting the functional base of t centre into the scores based on the frequency & importance of the functions performed by the same centre. The centrality however depends upon central functions. These functions have the certain range beyond the limits of the surrounding region

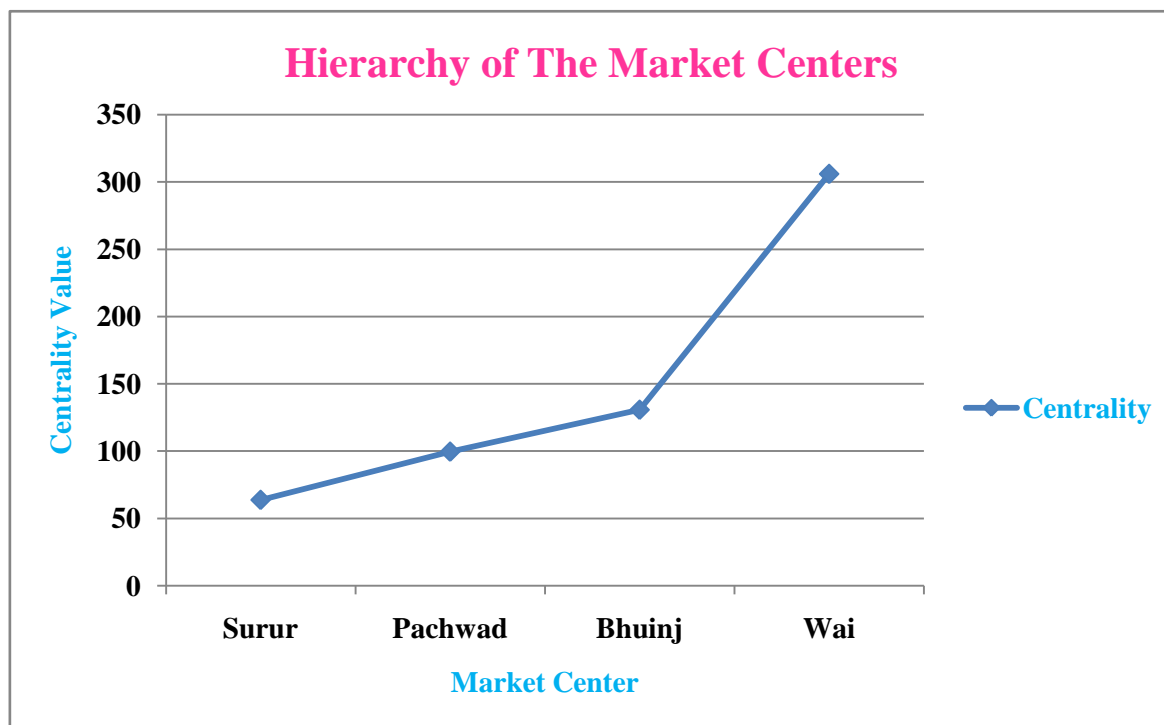
Features of Hierarchy: The higher order markets tend to exhibit specialization of commercial activities as compared with lower order centres. some of the traditional Weekly markets of small population size have achieved the higher status tending towards a greater degree of specialization. However, the hierarchy that is evolved in the study region is an outcome of combined effects of historical factors related to administration, socio-economic, cultural and religious of the study region.

1. First order market centers:

Wai is the centre of gravitational pull of the whole study region and it is the only first order market in the tahsil. It, being the tahsil headquarters, attract people from all villages for administrative as well as for purchasing higher order and specialized luxury goods. In the hierarchical class system of central places, Wai city is the only first order market centers in the study region. Wai is being the tashil headquarter and commercial centre. These cities enjoying not only the administrative Wai but also the prevailing Socio-economic Histo-political Wai. Wai kips city have highest centrality index. This city is not only high level function. In all facilities but also collection and distribution of number of goods of varying types, order 6 qualities. This market center and tashil provide specialized high level services like medical, banking, Insurance, Educational, Transportation and communication etc. Farmers also bring their produce, as they are sure to get fair prices and sufficient demand for their commodities. Wai is big regulated market, which attract farmers from all village in Wai tahsil. Wai city is well connected National Highway, major district road.

LOCATION MAP





The city performs the range of functions and services a considerably large area of the region in this market center centrality value is 305 and availability of post office Talathi office, Grampanchayat, nagarpanchayat police station, bank, primary school, secondary school collage, library market facilities. Religious facilities. This all facilities Monday being a weekly market day. The Wai region facilities the permanent shops along with perishable items brought by the producer sellers to this market for sale transaction of their articles of daily use. It provides various credit and finance establishments and godsons performing the function of capital exchange and storage.

2.Second order market center:

Bhuij is only one second order market center has been identify based on centrality value. Bhuij is second big market centre in Wai tashil. This order market center being big village well connected by National highway and district road which have enabled them to serve respective village for wholesale as well as retail transactions. This market servies different number of other villages. This market center centrality market value of 103.71, Friday is fixed as a weekly market day the average market attendance is higher than other market center in this village good facilities of medical, banking, mobile, facilities, cloth shops, sweet market 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 . This market center is also having main regulated market or sub regulated market for handing wholesale and retail transactions. They all look to it for many things and services. Good of varying types order quality and quantity. It also specialities in numerous services as well.

3. Third order market centres:

Pachwad is including in the third order market centres. It is rural market. This market centre are handling mostly retail business there are having sub reflected markets. Thus small and marginal farmers. Usually visit these market. This market center centrality value is 99.57. Tuesday is fixed as a weekly market day. The permanent shops are usual and daily marketing take place in every center and most useful for the mobile traders as well as part-time traders, besides the local participants of Well defined market areas as a result, such market are functioning form morning to evening. They are visited by people for weekly marketing to purchase cloths, fertilisers, seeds, agricultural equipments and sell the agricultural and domestic commodities brought by the farmers, several prominent educational with colleges and higher secondary and primary school other market center pachawad is also good transportation facilities.

4. Fourth order market centers:

Surur is only one fourth market center are generally small markets which are characterises by medium size village. Market meeting is held for Few hours on market day will less number of market participants. The traders come to sell in small lots to local people hence these market are small collection or assemble points. This market center centrality value is 63.75. Sunday being a weekly market day. This market centers provide less all facilities. Like banking, education mobile facilities, cloth shops, market etc. Because of various problems like low market area there is no market yard and supermarket very low grocery and retail shops, means the Surur market center is not provide essential for customers. Education activity, transportation and Administrative, religious, health servies are very less provides in this Surur market center are located either on road side. In this market center availability of post office and Talathi office, primary school and secondary school and Library.

CONCLUSION

Wai is one of the important Tahsil of the Satara District. It is an important commercial centre and also rural service centre of the district. Wai city is the only first order market centers in the study region. Wai is being the tashil headquarter and commercial centre. In all facilities but also collection and distribution of number of goods of varying types, order 6 qualities. Wai is big regulated market, which attract farmers from all village in Wai tahsil. The city performs the range of functions and services a considerably large area of the region in this market center centrality value is 305 and availability of post office Talathi office, Grampanchayt, nagarpanchayat police station, bank, primary school, secondary school collage, library market facilities.

Bhuinj is second big market centre in Wai tashil. This market center centrality market value of 103.71. They all look to it for many things and services. Good of varying types order quality and quantity. It also specialities in numerous services as well.

Pachwad market centre are handling mostly retail business there are having sub reflected markets. . They are visited by people for weekly marketing to purchase cloths, fertilisers, seeds, agricultural equipments and sell the agricultural and domestic commodities brought by the farmers.

Surur is only one fourth market center are generally small markets which are characterizes by medium size village. . This market center centrality value is 63.75.

There are many problems created in rural market centers. In rural market centers some of the common problems are parking, Communication, Warehousing, Village structure, Rural market and Sales management, Inadequate Banking and Credit facilities, Marketing segmentation in rural markets, Packaging etc.

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