



# LOCATIONAL ANALYSIS OF RURAL FAIRS - A CASE STUDY IN MYSURU DISTRICT.

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**Abstract** : Fair is integral part of rural Economy . It is a tradition and cultural part and entertainment of rural peoples. They have in this vational period of Agriculture, but it is a one of the Economic activities for the rural peoples. India is a developing countries , 72.18 percent of population livening in rural areas. Agriculture is main activities of people. Because the vocational period of Agriculture , the create a different cultural activities , and thereinto , they have enjoyed. In these activities are held world wide, including in India. In Mysuru district has different cultural Faires. It is located in different place and different period. The present study is designed to explain the Fairs of Mysuru district as periodic marketing institution and also their significant characteristics.

**Key notes** : location of Fairs. Historical, Economical, and Geographical, Types. periodicity

**Introduction** : The inert things are activated by the man .because for their living purpose. In long period the inert things are established in big Temples and in long periods coming to publicity. Such temples are located in rural area. The rural peoples are assembled in this temples surrounding for prayer of the God . It has continued year to year. In these activities are holding vocation of the agriculture period. In ancient period world annual Fairs were held at natural sites, in or near temples at the time of religious festival and under the protection of local chiefs. At that time some business peoples were solding their house hold needs commodity in this areas. Hence some people were assembling in this

place for buying of house hold commodities. In these places were famous for the two purposes. the term fair is derived from the Latin word "Feriae" meaning Feast. In Karnataka fairs are called Jatra's. Jatra's meaning , the peoples are assembling in the surroundings of temple.

**Importance :** Fairs are involved important role of the transaction of rural commodities. In olden days all farmers have depending on a domesticated animals for the agriculture purpose. Ex: ploughing of agricultural land, for fertilized, for food purpose,(Milk, meat, blanket). In these purpose , the animal husbandary activities have developed in rural area. Some times rural peoples are very love of in these animals for in this purpose, the competition of animal husbandary has increased from village to village. Some times, in the festival time have showing of their animals fairs. It is encouraged of animals husbandary and increased of farmers income. And also It has introduced new things for the rural people. Some traveling marchants have travelling to one place to another place and carried of new commodities for the festival of fairs. Hence, Merchants business is improved and local people purchase of that commodities, without the wast of journey, and travel money and time is saved. And also agricultural commodities have solding into jatras. Ex; flowers, betls, banana, coconut for worshiped materials. Hence The farmers income increased, and social status is improved.

**Objective :** 1. Origion importance of faire.

2. Locational and distribution of fairs.

3. Seanol distribution of Fairs

4. problem and prosept of fairs

In Mysore district, fair appears to be the most ancient trading institution. Their initial growth was in the form of social gathering at the time of religious festival or at some holy place. But soon exchange of commodities and trade in small quantity were started in order to fulfill the needs of the people of the limited area. Since it was a social cum religious cum commercial gathering, it was successful and became popular among masses. Thus, every princely state and their Zamindars have issued orders for Fairs in order to promote trade link with other parts and also to provide publicity for local traders about their

products. They have also granted several concessions and incentives for the participation in these Fairs, especially to outside traders. Thus in Mysore district, Fairs have become popular feature during medieval period and still continue to perform the same function throughout the district. Table shows that talukwise distribution of Fairs.

### Location of Fairs

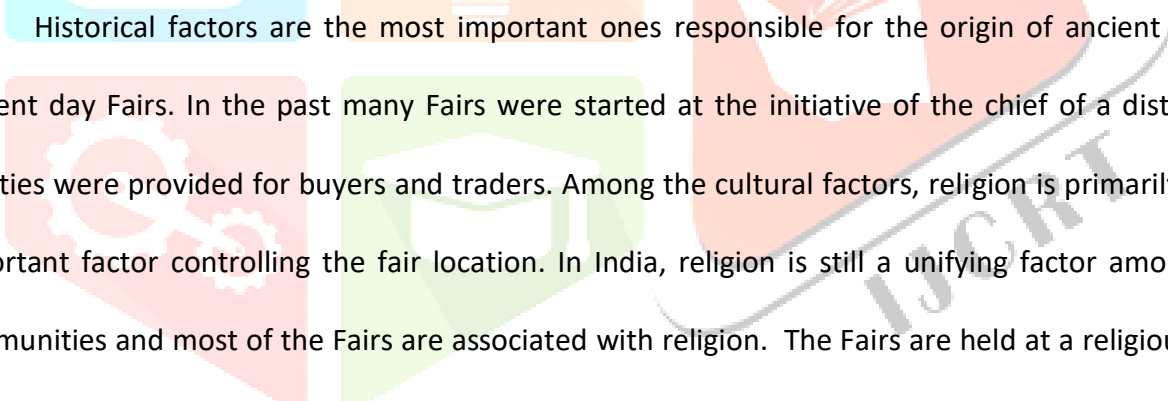
Several factors influence the location of fair places. The factors affecting the location and growth of Fairs in a region can be classified into three categories namely

1. Historical/Cultural

2. Economic and

3. Geographic

**Historical/Cultural**



Historical factors are the most important ones responsible for the origin of ancient as well as present day Fairs. In the past many Fairs were started at the initiative of the chief of a district. In all, facilities were provided for buyers and traders. Among the cultural factors, religion is primarily the most important factor controlling the fair location. In India, religion is still a unifying factor among various communities and most of the Fairs are associated with religion. The Fairs are held at a religious spot – a Temple or a Dargah or a seat of some important saint, or an important festival.

### Economic Factors

The primary activity of a fair is to provide an opportunity for selling and buying of articles of domestic use and cattle. Thus a fair is a place where the Rural folk buy articles they need. The selling and buying of cattles are very closely related with Fairs. In every state annual Fairs are held for selling and buying of cattle. These Fairs are organized by the Government.

## Geographical Factors

Geographical factors are the most effective factor of site, situation and ground plan of the Fairs. Among the geographical factors, relief and water bodies are the most important. Both hill tops and foot hills are common sites for Fairs. Many temples are located at hill tops, although, in such cases Fairs are held at foot hill regions. Similarly Plain surface is most suitable for commodity and cattle Fairs. Plain surface provides sufficient space for shops and cattle. River banks and confluence of rivers, banks and natural springs also play a significant role in the location of Fairs. In brief, location of Fairs sometimes has been due to geographic advantages and again to arbitrary selection or happenstance. The success over a period of any one of these Fairs can be attributed to its favourable location (Cleef, 1937).

The Table.No.1.1. shows the geographical location of Fairs and the map. No. indicates location of places.

**Table.No.1.1. Mysore District Location of Fairs**

Sl. No.	Name of Taluk	Surrounding temples	%	River basin	%	Foot hills	%
1	H.D.Kote	07	16.2	01	4.3	01	16.6
2	Hunsur	13	30.2	05	21.7	01	16.6
3	K.R.Nagar	02	4.6	04	17.3	-	-
4	Mysore	01	2.3	-	-	02	33.3
5	Nanjangud	14	32.5	04	17.3	-	-
6	Periyapatna	05	11.6	-	-	01	16.6
7	T.N.Pura	01	2.3	09	39.1	01	16.6
	Total	43	100	23	100	06	100

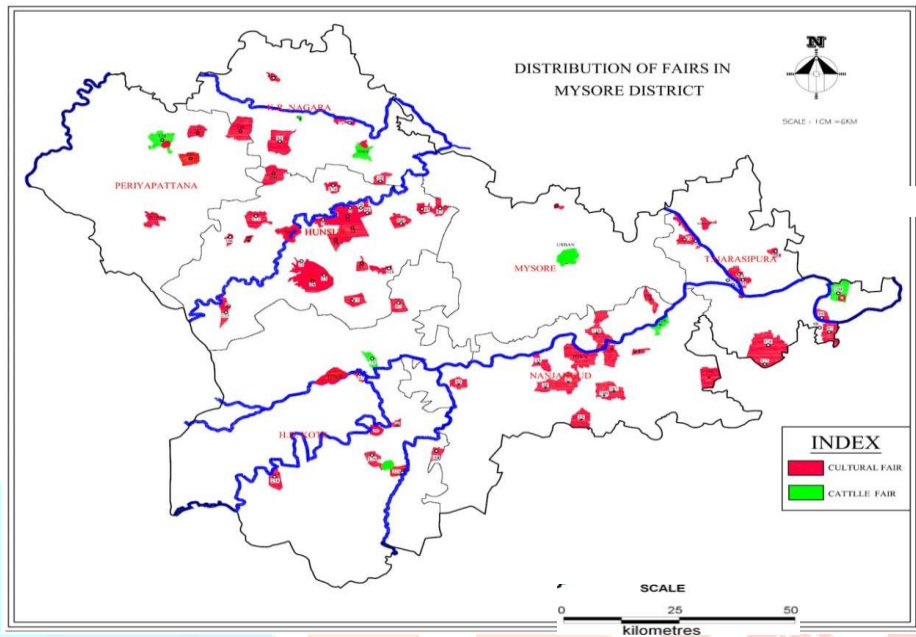
**Sources : Field work and computed by author**

The Table. No.1.1. shows the number of Fairs location in different place. 43 Fairs are located temple areas in the district, 23 Fairs in river basin, and 6Fairs are located foot hill place in the district. There are four famous Fairs are held in river basin,VIZ,Kapadisiddapaji Fairs, Chunchanakatte Shrirama cattle Fairs, and K.R.Nagar Arkeswara cattle Fairs(K.R.Nagar taluk cauvery river basin),and four Fairs are

held foot hill side, VIZ, Bettadapura Mallikarjuna Fairs (piriyapatna taluk), Mudukuthore Mallikarjuna Fairs

(T.N.Pura taluk), chikkammadevi Fairs (H.D.Kote taluk) and Chamundeswari Fairs in Mysore taluks.

**Fig. No. 1.1. Location and Distribution of Fairs in Mysore District**



### Classification of Fairs

In general, most of the Fairs are mixed functional affairs in nature and are held for more than one reason. Allix (1922) was the first to identify four types of Fairs viz., commodity fair, the livestock fair, the country Market, and the sample fair. Cleef (1937) has classified the Fairs on the basis of their primary function and the nature of the products of their area of influence. Most of the Fairs in Mysore district fall under the following two broad categories. The Table No. shows that distribution of Fairs

**Table.No.1.2. Mysore District Taluk Wise Distribution of Fairs**

Sl. No.	Name of Taluk	Religious Fairs	%	Religious/ cattle Fairs	%	Total	%
1	H.D. Kote	03	5.3	06	37.5	09	12.4
2	Hunsur	17	30.3	02	12.5	19	26.3
3	K.R. Nagar	04	7.1	02	12.5	06	8.3
4	Mysore	03	5.3	-	-	03	4.1
5	Nanjangud	17	30.3	01	6.2	18	25.0
6	Periyapatna	04	7.1	02	12.5	06	8.3
7	T.N. Pura	08	14.2	03	18.7	11	15.2
	Total	56	100	16	100	72	100

**Sources :** Field Survey, Mysore District Gazetteer

1. Religious or Social Fairs
2. Commodity cum cattle Fairs

#### 1. **Religious Fairs or Jatras**

The Fairs in Mysore district have taken their origin in religion or religious motives; since religion is a very strong motivating force in Hindu culture and it has capability to attract more people. Every year the Fairs are held in honour of village deities, generally after the harvest season. Generally, Fairs are held in Hindu temples, Muslims darga, Jain bastis and other holy places. The total number of main Fairs held in Karnataka are 77 out of which 56 religious Fairs are ones being held in Mysore district (Table.No.3.13)

The religious Fairs are called by different names in different religious people. Hindu people call Fairs (jatras), Muslims call urus, Christians call Fairs, etc. The table No.1.3. shows the religious Fairs of Mysore district. Fairs are commonly held an Hindu festival seasons like deepavali, Shivarathri and Ugadi. The annual Fairs are held in the month of September and October in Mysore district. While religious faire duration varies in different months. The religious Fairs in mysore district has different durations, some of the Fairs are one day, three days, one week, fifteen days etc.,

**Table.No.1.3. Mysore district Distribution of Religious Fairs**

Sl. No.	Name of Taluk	Hindu Fairs	%	Muslim Fairs	%	Christian Fairs	%
1	H.D.Kote	07	10.4	02	50	-	-
2	Hunsur	18	26.8	01	25	-	-
3	K.R.Nagar	04	5.9	01	25	01	100
4	Mysore	03	4.4	-	-	-	-
5	Nanjangud	18	26.8	-	-	-	-
6	Periyapatna	06	8.9	-	-	-	-
7	T.N.Pura	11	16.4	-	-	-	-
	Total	67	100	04	100	01	100

Sources : Field work Mysore district Gazetteer

**Table. No.1.4. Distribution Order of Fairs in Mysore district (On the basis of Gathering)**

Sl No	Classification of Fairs	No Of participants	No Of Fairs	Percentage
1	I Order Fairs	Above 75,000	07	9.7
2	II Order Fairs	50,000-75,000	02	2.7
3	III Order Fairs	50,000-25,000	05	6.9
4	IV Order Fairs	Less Then 25,000	58	80.5
	Total		72	100%

Source: Field work Mysore district Gazetteer.

The religious Fairs are further classified into four groups, based on the gathering. Table 1.4. shows the order of Fairs. There are seven first order Fairs in the district. Viz Chunchanakatte, Kappadi siddapaji and Doranahalli St.Anthony (K.R.Nagar taluk), Chamundaeshwari (Mysore), Nanjundaeshwara (Nanjangud), mallikarjuna swamy, and vaidyanatheshwara Fairs (T.N.Pura). All these Fairs are district level ones in which people from all over the district as well as from other adjoining districts participate either for religious purpose or commercial trade.

2.7 Percent of the Fairs of mysore district, fall under second order held in H.D.Kote taluk (Bhimanahally mahadeswara swamy cattle fair) and Mysore taluk (Siddalingapura subramanyeswara) which are regional in nature. In these Fairs nearly 50,000 to 75,000 people gathering ranges between 50.000 to 75.000 for religious and cattle transaction.

Five Fairs of Mysore district have been included under III order category. It comprises of 6.9 percent of the total Fairs of the district these are Beladakuppe mahadeshwara cattle fair (H.D.Kote taluk), Bettadapura mallikarjuna fair (Periyapatna taluk), Kundur Chikkadevamma fair, Antarasathe mahadeshwara cattle fair (H.D.Kote taluk), Yedathore Arkeshwara cattle fair (K.R.Nagar taluk). around 20,000 to 50,000 people gather in these Fairs. These Fairs are also religious and cattle Fairs 58 Fairs are in fourth order (18.5 percent) in which, the total assemble is less than 25,000 people. These Fairs are widely distributed throughout the district but having more concentration in the three taluks namely Hunsur, Nanjangud and T.N.Pura.

### **Commodity cum cattle Fairs**

Mysore district is famous for cattle wealth and cattle Fairs. Cattle Fairs deals with the sale and purchase of cattle transactions. In general, bullocks are being traded in cattle Fairs. As stated in the earlier that the cattle Fairs of the district are also religious and commercial in nature. Since cattle trade is carried out in the religious Fairs, it is often termed as a cattle fair. Table No.3.13. shows the cattle faire of the district (See map1.1 ). All the important cattle Fairs in the district are organized by the taluk panchayat. Such Fairs are important in which, the the buyers and sellers participate in large number. The concerned authorities provides the basic facilities for the smooth functioning of the Fairs.

### **Distribution of Fairs, periodicity and fair schedule**

In Mysore district, the distribution of Fairs have thire own local importance rather than other factors. There are 72 Fairs held in Mysore district. The taluk wise distributions of the Fairs periodicities are given in the table.No.3.12. An analysis of the periodicity reveals that out of 72 Fairs, 27(37.5%)are one day Fairs, 12 Fairs (16.6%) each of two and three day periodicity (16.6%).four days Fairs are not held in the



Mysore district. Only one 5 days fair is held in the district (1.38%). Fairs held for one week, fifteen days and one month which are 16, 3 and 1, respectively.

In general one day Fairs are large gathering on festivals at a holy place on a particular day. Such Fairs are conducted for social importance, with no commercial importance, these Fairs have social and religious significance. There are few Fairs held in the Mysore district like chunchanakatte Sri Rama Cattle Fair (K.R.Nagar), Bettadapura Mallikarjuna Cattle Fair (Periyapatna), Mudukuthore Mallikarjuna cattle fair (T.N.Pura) and Kappadi Siddappaji fair (K.R.Nagara Taluk) which continue for more than 15 days held for a month.

All one day Fairs of Mysore district are local in nature and attract many inhabitants from the surrounding Villages. These are more for fun, although Non-agricultural goods, food items, sweets, pooja goods, toys, flowers etc are sold. The numbers of such Fairs held in the taluks of Mysore district are Hunsur -13, Nanjangud -5, Mysore – 3, K.R.Nagar, Periyapatna and T.N.Pura – 2 each. However, one day Fairs are absent in H.D.Kote taluk.

### **Mysore District Cattle Fairs MudukuThore (T.N.Pura)**



**Table.No.3.16. Periodicity of Fairs in Mysore district (Taluk wise)**

S. N.	Taluks	1 day	2 day	3 day	4 day	5 day	1 We ek	15 days	1 mo nth	Total	%
1	H.D.Kote	-	4	4	-	-	1	-	-	9	12.5
2	Hunsur	13	2	3	-	-	1	-	-	19	26.3
3	K.R Nagar	2	-	-	-	-	2	1	1	6	8.3
4	Mysore	3	-	-	-	-	-	-	-	3	4.1
5	Nanjangud	5	6	1	-	-	6	-	-	18	25
6	Periyapatna	2	-	2	-	-	1	1	-	6	8.3
7	T.N.Pura	2	-	2	-	1	5	1	-	11	15.2
	Total	27	12	12	00	1	16	3	1	72	100

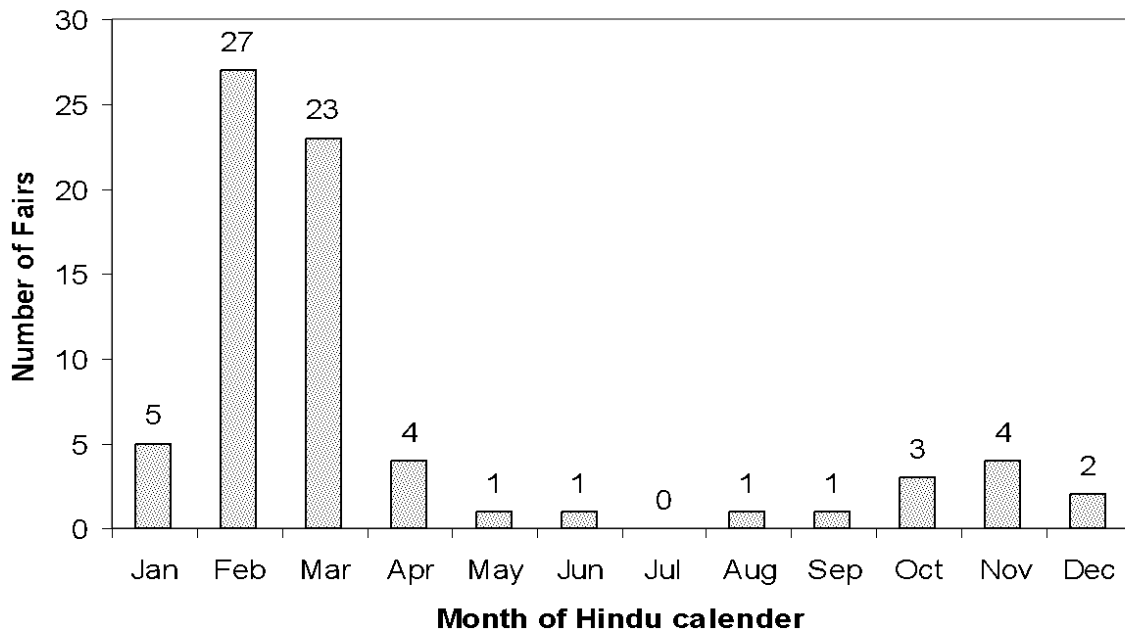
**Sources : Field work**

Other aspects of the study of Fairs is their schedule, ie., the date on which Fairs are held. There is a marked seasonal variation in the occurrence of Fairs in the district. Since all the dates of the Fairs have been fixed according to the Hindu Calender the same has been taken as base for the present study. There are 04 Muslim Fairs in the district based on Islamic calendar, the Christian Fairs are held in the month of June. The Fairs periodicity varies from year to year in their seasonal occurrence; (see diagram 3.1). The analysis reveals that February (Phalgun : Hindu) is the most popular month for fair in most of the districts. In Mysore district 27 Fairs are held in this month. This period is most popular because the Agricultural activities are almost coming to an end and every year at this time, and is the resting period for Farmers. March (Chaitra Masa) is the second most popular month where the Agricultural activities in this month is similar to that of Phalguna masa. In this month 23 Fairs are held. January being Maga masa the third most popular month. This month is the rest period after the harvest season where in 5 Fairs are held. It is a transitional period beginning of the winter season. Aswayuja and Karthika Masas, Fairs are popular because the rainy season. Losts during this period 3 or 4 Fairs are held in the district. In Vaishaka masa (April), 4 Fairs are held in the district. The months between May and December have minimum number of Fairs because of

rainy season and intense Agricultural activities. The monthly variation in number of Fairs has been depicted

in Figure.No.1.1.

**Monthwise distribution of Fairs**



Such Fairs have their own importance because Agriculture and farming community are very much dependent on cattles. In Mysore district, cattle Fairs are an integral part of the Rural economy as well as Rural life. They play an important role in the life of Rural people for their exchange of commodities, and trade in cattle. A geographical location has its impact on the livestock animals. Today cattle farming has become an important occupation in this part. As a result the Rural people are more interested in a livestock Fairs.

**Problems and suggestion :-**Fairs are one of the creator of pollution elements in the environment. Physically and socially in these activities are very strong. Because, the rural peoples are assembling of the nearby the temples arounding, Marke street, drama stage. At that time originated epidemic deases. Because, the rural people s have purchasing and eating the open street food from the fairs mall. Into these food including the dustparticals, the bactiria and virus. The organisms have spread one by one. Ex: cholera, Maliaria, Typhoid are originated of epidemic deases. Some fairs are holding Tank and River bank. This fairs are holding in one week long period. The peoples are staying in this place. But their are staying in open field, or tempory sheds. And also inthis places not have any bothroom and Toilt facilities. Hence The peoples are depending on open field and for cleaning directly tank or river. Some wast throwing

continuous inside the river or tank. Therefore that places were polluted. Such six fairs are holding in the river bank of the district. Some temples are converted for marriage function places. First in these activities should be control in the district. Ex; Cauvery river bank (Kappadi) Foot hill of Chamundi betta, Hosilumaramma temple, Nanjangud Kapila river, T.N.Pura Cauvery river bank, Chikkadevamma betta. Inthese places are famous, more population have assembling in that places. The river water is polluted in festival period, and also the forest area slowly reduced near the chikkadevamma temple .

