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A GEOGRAPHICAL STUDY OF MARKET CYCLES IN PARBHANI DISTRICT

SADANAND H. GONE

Ujwal Gramin Mahavidyalaya, Ghonsi Tq.Jalkot Dist Latur.

Abstract:

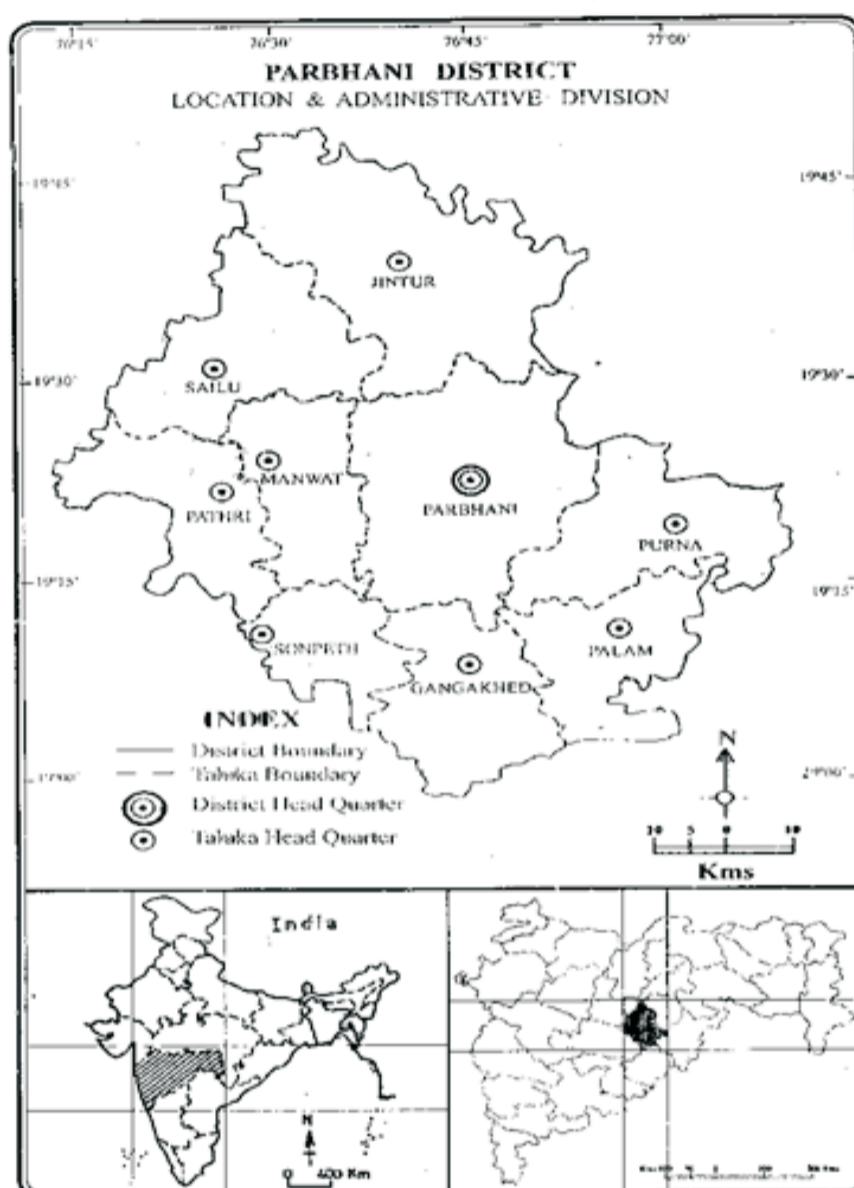
Agriculturally the central and eastern parts of the study region are developed, And it is well watered and connected by the transportation network. The study region is a part of Godavari river basin and it is fertile and plane and irrigated area. Consequently the market cycles of the different nature and characteristics are observed in the study region.

INTRODUCTION:

It is thought that the cycle where marketing activity is available continuously 6 or 7 days of week for trading communities is a complete cycle. The development of market cycle as a part of the week is called as an incomplete cycle. Both the complete and incomplete market cycles are observed in the study region. Many Indian geographers have deviated themselves by including only rural markets in the study of market cycles. (Hugar, 2000). In this study, it is observed that daily market centres tent to supply a base for mobile traders and their active participation in the trade transactions. Furthermore, more urban markets provide maximum transaction for all kinds of mobile traders. Therefore, in one day many of these mobile traders would be unable to complete all transactions. So, urban markets not only provide maximum transactions but also initiate the mobile trading activity.

STUDY REGION :

In the location point of view it is very essential to think about all the geographical factors. For the present study the eastern district of Maharashtra i.e Parbhani is chosen as a study region. Parbhani district lies between 18058' North to 19050' North latitude and 76013' East to 77012' East longitude. The area of study region is 6511 km², which is 2.11 percent of the total area of the state. The population of the study region is 1491109 (2001 Census) which is 2.76 Percent of the total population in Maharashtra. The region includes 830 inhabited villages and eight urban centres. The study region is administratively subdivided into nine tahsils namely Parbhani, Gangakhed, Palam, Sonpeth, Purna, Pathri, Manwat, Sailu and Jintur. The boundaries attached to the neighboring districts on north by Buldhana and Akola, on east by Hingoli and Nanded, on south Latur and Beed and on west Jalna district. The river Purna runs on the boundaries of Hingoli and Parbhani district and work as to attach these two regions. The other river Godavari which runs on the boundaries of Beed and Parbhani which forms a part of study region. It runs through Pathri, Sonpeth, Manwat, Gangakhed, Palam and Purna tahsils. (Fig.No.1)



(Fig.No.1)

OBJECTIVES OF THE STUDY

In present study main objective is to study and analysis of the market cycles deal and analyses various aspects of market centres in Parbhani district.

DATABASE

The present work is based on primary and secondary data pertaining to the market centres. All the relevant published and unpublished records have been considered. Primary data is collected through intensive fieldwork. Secondary data has been collected from the District Census Handbook, Parbhani District Gazetteer, Municipal year book, District Statistical Abstracts and Socio-Economic Abstracts and Records of Villages, Tahsils, and Panchayat offices. Some recent data is also collected from the website,

Census of India and from various websites like www.msamb.com, http://www.cencusindia.net.

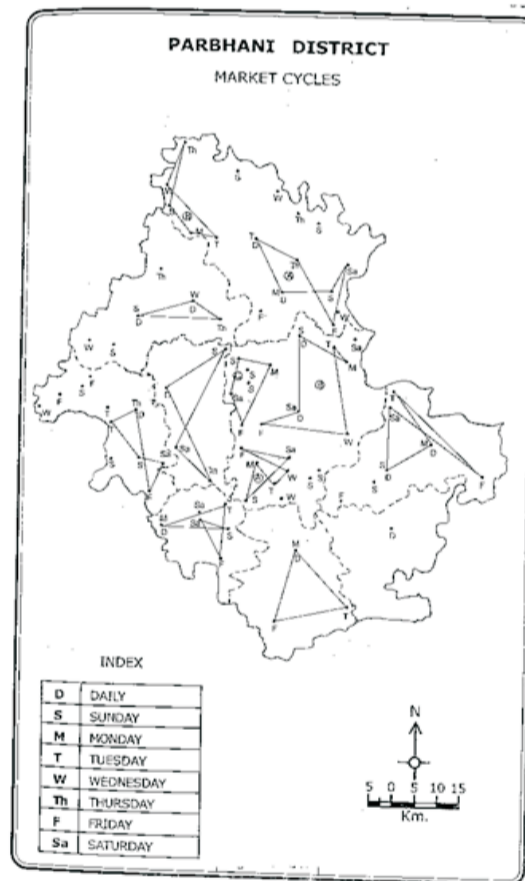
The primary data collected through questionnaires and schedule have been used to study from time to time in the study region. The researcher has visited 77 market centres and data has been collected. Interview technique has been also employed to collect the data and information regarding the consumer's behavior for making other empirical observation.

METHODOLOGY :

The present study is based on different sources of data. The data analysis includes both the empirical and theoretical approaches. To analyze the various aspects of market centres.

The fundamental elements of market cycle stand as follows.

- 1)The market week is consist of seven day-week- Sunday to Saturday.
- 2)Sequential gatherings, of adjoining centres were taken into consideration e.g. one market is held on Sunday. Other one on Monday, while still the other on Tuesday and so on. Therefore in some market cycles few market centres have been found to be held market gatherings on a particular day of week.
- 3)It has been seemed that next market cycle has at least one weekly rest for the involved traders to make preparation for next week i.e they prepare goods at their home and purchase the same from the nearest big market like Parbhani. Therefore, it is also noted that in same cycle there are more than one rest days in a week, It means that market centres of the particular cycle function less than six days in a week.



(Fig No.2)

As so far tahsil boundaries in the study region is concerned twelve market cycles have been observed as follows

- 1) Parbhani tahsil consist of 22 market centres and three market cycles. Where Thursday is the rest day in 'A' cycle and cycle 'B'. And Tuesday, Wednesday and Thursday are rest days in cycle 'C'. However, six market centres do not involve in any of the market cycles.
- 2) In Gangakhed tahsil the market cycle comprise three market centres. Gangakhed market meet on Monday, Ranisawargaon on Tuesday and Kodri on Friday. Whereas there is no rest day in a week.
- 3) In Palam tahsil there is no market cycle because only one that is Palam market centre is there in the study region.
- 4) Six market centres are located in Sonpeth tahsil. There is one market cycle evolved in this tahsil in which sequence is as follows : Kanhegon on Sunday, Sonpeth on Monday, Sirsi Bk. on Tuesday, Naikotha on Friday and Shelgaon Maratha on Saturday. There are two rest days in this cycle i.e Wednesday and Thursday. At Saturday the one market centre do not involve in the market cycle i.e Shelgaon Hatkar
- 5) There are seven market centres located in Purna tahsil, Here market cycle runs as : Tadkalas on Sunday, Purna on Monday, Yerandeshwar on Tuesday, Kaulgaon on Friday and Katneshwar on Saturday. In this cycle there are two rest days i.e Wednesday and Thursday. There are two isolated market centres i.e Friday and Sunday.
- 6) In Pathri tahsil there are eleven market centres and has one market cycle. The market cycle's sequence is as Babhulgaon on Sunday, Rampuri Kh. on Tuesday, Pathri on Thursday, Limba on Friday and Waghala on Saturday. Where Monday and Wednesday are the rest days in this cycle. There are six isolated market days i.e Sunday, Sunday, Wednesday, Friday, Friday and Tuesday in this tahsil.
- 7) There are four market centres in Manwat tahsil and has one market cycle. Here the market cycle runs Kothla on Sunday, Manwat on Monday, Rampuri Bk. on Thursday and Kekarjawala on Saturday. There is no rest day and there is no isolated market centre in this tahsil.
- 8) Sailu tahsil have six market centres and has one market cycle. The sequence of market cycle is as follows: Sailu on Sunday, Walur on Wednesday and Gupta on Thursday. Monday, Tuesday, Friday and Saturday are rest days and three market centres do not involve in market cycle i.e Deulgaon Gat on Sunday, Dasala on Wednesday and Charthana on Thursday.
- 9) 17 market centres are located in Jintur tahsil and has two market cycles 'A' & 'B'. The 'A' market cycle sequence is as follows: Wassa on Sunday, Bori on Monday, Jintur on Tuesday, Bhogaon on Thursday, Dudhgaon on Friday and Adegaoon Khandagale on Saturday. Where the rest day is Wednesday. 'B' cycle runs as Kotha on Sunday, Charthana on Monday, Jogwada on Tuesday, Wagh Dhanora on Wednesday and Wazur Bk. on Thursdays. Where the rest days are Friday and Saturday. The isolated market centres are Bamni Bk. on Sunday, Sawangi Mahlsa on Wednesday Sawli Bk. on Thursday, Itoli on Sunday, Asegaon on Wednesday and Kausadi on Friday. (Fig. No.2)

In the analysis of the above market cycles evolved in the study region shows the following characters.

- 1) The market week is seven-day week-Sunday to Saturday.
- 2) Some adjoining market centre's sequential gatherings are taken into account. As such one is held on Sunday other one on Monday, while still the other one on Tuesday and so on. Therefore in some market cycle few market centres have been observed to be held on market meetings on a particular day a week.
- 3) Due to the development of transport network numerous vehicles are available at their disposal, therefore, mobile traders are rural home and urban home based and attend their each surrounding market centre of their choice but they every day return to their home base and next day they go for other near by market centre of their choice.
- 4) It is also seemed that every market cycle has at least one weekly rest day. However, some cycles have more than one rest day in a week means those market centres of the particular cycle do not function for six day.
- 5) Generally it is observed that each tehsil headquarters tend to become a focal point around which market cycle of different temporal characters developed.
- 6) The market centres near the tahsils boundaries and district boundaries tend to interact with the market of neighboring market of the other district. This observed in Jintur, Parbhani, Purna, Palam, Gangakhed, Sonpeth, Pathri and Sailu tahsils.

CONCLUSION :

The analysis of market centre shows that the all tahsils have incomplete market cycle in the study region. It also observed that the present market cycles are not properly synchronized.

So far as the findings stated above is considered there are some viable recommendations for the

improvement of the market centres and marketing system in the study region have been made in the last chapter.

So far as the synchronization of market days is concerned there is a market week of seven days. All market cycles have sequential meetings on various days of the week and having one 'break' as a rest day in a week. But the existing market day schedules are not appropriately synchronized in the study region. It is seen that a particular day market meets at many centres which are very near to each other, so much so that, it creates many disturbances in the market cycles. Because of overlapping there are certain market cycles which have missing rest day mentioned in these cycles. There is a need to synchronize in the cyclic manner to increase the functioning capacity of the markets and market days of the various market centres. It will assist to avoid the competition among the market centres. It will be more convenient to the mobile traders.

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