

## A Study of the Weekly Market in Gadhinglaj City

**Dr.Ganpat G.Gaikwad**

Associate Professor,  
Head dept. of Economics.  
Shivraj College,Gadhinglaj,  
Kolhapur ,Maharastra.

### Abstract

*The weekly market in Gadhinglaj City plays a vital role in the local economy, serving as a platform for small-scale traders, farmers, and artisans to sell their products. This study examines the market's organizational structure, operational dynamics, and socio-economic impact on the community. It also identifies key challenges such as inadequate infrastructure, waste management, and competition from modern retail outlets. The findings highlight the market's significance in fostering economic growth and cultural exchange, while also suggesting strategies for sustainable development and modernization.*

*Keywords: Weekly market, Gadhinglaj city, local economy, socio-economic impact, market structure, infrastructure challenges, cultural exchange, sustainable Development.*

### Introduction

**A**griculture still plays an important role in the Indian economy. The agriculture sector contributes supply of food grains and raw materials. This sector is meeting the needs constantly increasing population. Therefore, it is the need of the hour that special attention should be paid to increase the productivity of Indian agriculture.

The weekly market is held in 61 places in Kolhapur district. The weekly market is a place that brings together buyers and sellers. People in rural areas buy their weekly necessities in the weekly market to meet their needs. Small farmers take vegetables and crops and sell them in the nearest weekly market. The money earned from it is used to buy essential items. The remaining money is saved and used for children's education, marriage ceremonies, and agriculture cultivation. If rural areas are to be developed, agricultural produce must be sold. Hence, through the weekly market, the market has been made available to the vendors in the central location of the city.

#### Gadhinglaj Weekly Market-

Gadhinglaj weekly market is known as the largest market in the adjoining border area with Ajra, Chandgad, and Bhudargad Talukas. The weekly market here is held on Sunday. Therefore, vendors

and customers from nearby villages in the Taluka and nearby villages in the Karnataka border come to the market every week. This weekly market is full of vegetables, pulses, fruits, chilies, jaggery, and animals. Approximately more than 1000 vendors are part of this market. Financial turnover of the weekly market has been observed at nearly 50 lakh rupees.

**Location of Weekly Market—**The city's weekly market is held at Market Yard, Sankeshwar Road, Mahalakshmi Mandir, Main Road, Tehsil Office, Panchayat Samiti, and Shivaji Chowk.

**Meaning of Week Market-** "A weekly market is a market held on a specific day and at a specific place every week." Here sellers bring their goods and sell to customers.

#### The objective of the Research

1. To study the buying and selling process of weekly market Gadhinglaj.
2. To study the facilities provided by the municipality in the weekly market.

#### Research Hypotheses-

1. Various goods are bought and sold in the weekly market.
2. Facilities are provided by the municipality in the weekly market.

**Scope of Research-**

The present research area is limited to the weekly market of Gadhinglaj City only.

**Importance of Research-**

Gadhinglaj Taluka is the center of market trade as compared to Chandgad, Ajra, and Bhudargad Talukas. The weekly market in Gadhinglaj town is bigger than the above-mentioned Talukas. The importance of the research is to study the problems faced by the sellers and customers in the weekly market. The study will provide appropriate solutions and suggestions to the sellers and customers. These suggestions will benefit to implementation ideal model of the weekly market in Gadhinglaj City.

**Limitation of Research-**

1. The present research area is limited to the weekly market of Gadhinglaj city only.
2. Retailers and general consumers of the weekly market in Gadhinglaj City have been considered for the present research.
3. In the present research, the weekly market in October 2024 has been studied.

**Research Methods-** Primary and secondary methods have been used for the present research.

A) The primary sources of data have been collected through the interview schedule. 80 respondents of the sample have been selected for the study. The data has been analyzed through tabulation and calcification.

**Sample selection:** Approximately 1000 vendors participate in the Sunday weekly market of Gadhinglaj city. Relatively majority of the customers also participate in the weekly market. It is not possible to study sellers and customers by census method. Therefore, a sample of 40 sellers and 40 customers has been selected under non-probability sample selection for the research.

**Data Analysis-**

**Table no. 1**

**Weekly Market wise Sample Selection and Financial Turnover**

Sr. No.	Selected Weekly Markets	Market Economic Turnover	Vendor Sample Selection Number
1.	6 Oct 2024	55,000	10
2.	13 Oct 2024	48,000	10
3.	20 Oct 2024	59,000	10
4.	27 Oct 2024	50,000	10
<b>Total</b>	04	212000	40

**1. Reference- Information collected through Schedule Interview oct 2024**

Table no. 1 reveals that to know the seller's financial turnover information, it shows the financial turnover of the four-week market through 10 sample selections each of the four-week market. From the above chart, it was observed that the amount of financial turnover in the market every week was found to be different according to the sellers and according to the market.

**Table-2**

**Customers' Opinion about Market Performance**

Sr. No.	Opinion	Numbers of Customers	Percentage
1.	Satisfied	27	67.5
2.	Dissatisfied	13	32.5
3.	Total	40	100

**1. Reference- Information collected through Schedule Interview Oct 2024**

Table no. 2 shows that to know whether the customers are satisfied or dissatisfied with the market performance of the sellers. The above study observed that 67.5 percent of customers are satisfied and 32.5 percent of consumers are dissatisfied with market performance. From this, it can be seen that a maximum of 67.5 percent of customers are satisfied with the market performance. It was observed that most of the suitable facilities are observed in the weekly market. The interview schedule with selected vendors and customers is about market activities. The facilities are mentioned below.

1. Good quality goods are sold in the weekly market.
2. The marketplace is cleaned.

3. It was observed that the municipality has provided parking facilities for customers and vendors.
4. The theft occurs on market days.
5. After the market, in the evening, the garbage from the market is disposed of through the municipal administration.

**Problem-**

1. As the municipality does not arrange a special seating area for the weekly bazaar. The vendor sits on the side of the road in the center of the city and sells his wares to the customers.
  2. Intermediaries/brokers are involved in the weekly market.
  3. Due to insufficient space at the weekly marketplace and narrow roads and crowding in the market, causes inconvenience to the customers.
  4. There are often disputes between vendors and employees while collecting tax in the market.
  5. Goods are not graded.
  6. There is no market fence and shed facility.
  7. Some sellers do not have proper weighing scales.
- It is necessary to solve the above problems in the weekly market. it will help for the good turnover in the market.

**Conclusions-**

1. Many sellers come to the market on a certain week.
2. Some vendors come to the market with their vehicles.
3. Common farmers come to the market by ST, bicycle, and motorcycle.
4. Farmers' vegetables are perishable. So, they try to sell whole vegetables.
5. The weekly market has become an important place to meet relatives and each other.
6. Female sellers tend to sell goods more efficiently than male sellers.
7. Many vendors sell vegetables by pile rather than by weight.
8. A weekly market fills the roadside.
9. The majority of the middlemen and brokers are found in the market.
10. A lack of toilets was observed in the market.

**Measures-**

Some measures are suggested by the researcher based on the conclusion as follows.

1. A separate place should be arranged for the weekly market.
2. Arrangements should be made for the sale of farm produce from farmers to consumers.
3. Since the food is in the open, proper arrangements should be made for its sale. So that people's health will not be endangered.
4. The municipality should post important notices on the market boards for the vendors and consumers.
5. Adequate police presence should be maintained on market days to maintain law and order.
6. By reducing the number of middlemen/brokers, consumers can get cheaper and sellers get fairer prices.
7. Weight measurements from vendors should be verified. So that customers are not cheated.
8. Municipal administration should arrange toilets for vendors, customers, and common citizens on market day.

If the above measures are well adopted and implemented, the Gadhinglaj weekly market will become an ideal model. As a result, other weekly markets in the district and Taluka will benefit from it.

**References-**

1. Tawade M. D. (1977) "Weekly market sand Fairsin South Ratnagiri District." Published by Dr.(Smt.) UshaIthape.
२. प्रा.गोकाकर-हिरण्यकेशीच्याकाठी
३. प्रदिप आगलावे-(२०१६)-सामाजिकसंशोधन पध्दतीशास्त्र
४. अर्थसंवाद-जुलै२०११
५. दैनिक सकाळ-दिनांक१२एप्रिल-२०२१
6. www.esakal.com.https://wikipedia.org.