

The Morphological Study of weekly market- A Geographical Analysis

Namdev V. Telore^{1*} and Prashant M. Salve²

¹Department of Geography, Raja Shripatrao Bhagwantrao Mahavidyalaya,
Aundh, Satara 415510, M.S,
e-mail: nvtelore@gmail.com

² Department of Geography, Sardar Babasaheb Mane Mahavidyalaya,
Rahimatpur, Satara, M.S

Abstract

The social, cultural and economic condition of any place is determined by the nature of the market. The study of market morphology is necessary for planning for investment and promotion of sellers' and buyers' activities, transport and change in market systems. Every Market has its morphological pattern. The morphology of the market is the result of site and situation on one hand and social and political conditions on the other. Objectives of the study are to study the commodity-wise arrangement of the weekly market and to study the layout of the weekly market. In this paper authors carried out morphological study of weekly market of Koregaon, Rahimatpur and Wathar-Kiroli of Satara district of Maharashtra. The arrangement of Koregaon market center is like 'Z' shape and has liner pattern and Rahimatpur market centres like 'E' shape and has liner pattern. Wathar-Kiroli market center is like 'P' shape.

Keywords: Weekly Market, Layout and Shape, Commodities, Satara District

Introduction

The location plays a vital role in serving the market area. The marketplace displays social life as it satisfied the needs of society. Socio-political factors are influencing the market morphology. The market morphology forms the number of residents and their economic condition. The process of market morphology grows according to population and lanes and this process, later on, will be developed on the way or chowk. If the small place or lane is converted into a big place then shops will grow on the chowk or behind the main way or rounded somewhere. Saxena (1984) has rightly said in this regard that every market place has its morphological pattern. Even shops will grow in empty places if the population in terms of buying and selling increases in the market and fulfils the needs of people (Trivedi, 1996). The growth of market morphology is very much linked with the growth of settlements. It is very difficult to find out whether marketing activity determines the man-made geographic structure in an urban area or whether the structure of the urban area determines the marketing activity. Both these factors are interrelated and interdependent. It is said that market morphological pattern becomes increasingly complex as it grows in its size. The market center can be studied by considering the arrangement of shops, their types and facilities provided to consumers. Moreover, the market looks into the structure and function too. Dickinson (1934) throws light on marketing in his article on market. Singh (1955), Kar (1960), Rao (1959) and others studied on the different aspects of market in India. Saxena (1975) studied on transport and market centres and Hodder (1965) has analyzed the origin and growth of periodic markets. Wanmali (1978) studied periodic market in South Bihar. Saxena (1979) highlighted the general morphological features of the market towns in India.

Objectives

- 1) To study the commodity-wise arrangement of the weekly market.
- 2) To study the layout of the weekly market.

The Study Area

The Koregaon tehsil extends between 17°41'52.8" North to 74°09'46.8" East. According to the 2011 census, there are 141 villages. Koregaon is situated on Satara - Pandarpur road and the railway station is two km outside the town. The total area of Koregaon is 912 km² including 859.24 km² of rural area and 52.83

km² of an urban area. The Koregaon tehsil is bordered by Satara, Wai, Khandala, Phaltan, Khatav and Karad tehsil. Rahimatpur, Wathar Kiroli lies in the south and Western part of the Koregaon tehsil. Rahimatpur is a municipal council in Satara district, Rahimatpur has an average elevation of 657 meters. Rahimatpur has a population of 24690 of which 12538 are males and 12152 are females. Watharkiroli is a large village located in Koregaon Taluka. The Wathar Kiroli village has a population of 5267 of which 2575 are males while 2692 are females as per population census 2011.

Database and Methodology

This research work is based on both primary and secondary sources of data. The primary data have been collected from fieldwork. This data on have behaviours of sellers was gathered from three market centres, namely, Koregaon, Rahimatpur and Wathar-Kiroli. The questions were on location, duration, economic function, transport etc. out of an existing number of shops and people, 10 per cent of sellers have been selected for this study for each market centre. The secondary data have been obtained from the District census book the data have displayed by a divided bar graph.

Discussion

Site and Layout

Site and Layout

The site and layout of a weekly marketplace is an important aspect of marketing Geography. The site of the weekly market is generally fixed and does not shift frequently. The common site for the weekly market is either on the main street in the settlement or open space. The following aspects may evolve the site for the market Centre

- a) Nearness of the existing regular market if any
- b) Nearness to the common meeting ground like Temple, Panchayat, Municipal area or open space in the centre of habitation.
- c) Nearness to roads or roads joining the settlements with other settlements in the neighborhood.

The layout or morphology of the weekly market is controlled by location, relief and surface condition although there is no fixed location for shops in weekly markets. The site of a particular shop or trading is more or less fixed resulting certain pattern of a shop in the market which is called morphology or layout of the weekly market.

Arrangement and Layout of Three Weekly Markets

Koregaon Market Centre

Koregaon weekly market is located on both sides of Satara - Pandarpur road. This market centre is situated in an open space in a central part of Koregaon settlement. The market is held on every Monday from 10.00 am and onwards. The layout of this market consists of six lanes having a total of 470 stalls. It is noticed from field observation that this layout is similar to 'Z' (fig. 1). The lane begins from the Koregaon bus top and ends with the Koregaon settlement. It is surrounded by the Koregaon settlement. In this market, vegetable commodities are available on a large scale and a few stalls belong to utensils spices, fresh fish, meat and grain. The pattern of stalls is linear and of mixed nature. Among the six lanes, 'E' is the largest accounting for 148 stalls. There are mixed types of commodities like fruit, stationary, cloth, tobacco, bangles, vegetable dry chillies are kept for selling stalls in lane 'C' and 'E' are mainly dominated by vegetables of 130 and 138 stalls respectively. The lowest stalls in number 'C' lane of bangles, eatables and utensils (4 stalls) and lane 'E' has 5 stalls of eatables, utensils Kirana and other commodities. There are another three lanes namely, 'B', 'C' and 'D' are found in mixed types of commodities.

Lane 'B' is mainly dominated by clothes (22 stalls) whereas lanes 'A' and 'D' have a majority of vegetables accounting for 30 and 43 stalls respectively. The stalls in 'A' are mainly dominated by non-perishable goods like cloth, bangles, stationary Kirana and other commodities. It is found that 'B', 'C' and 'D' lane has one open space. The lowest number of 36 stalls occupied in lane 'F' consisted of stationary, spices, vegetables other commodities.

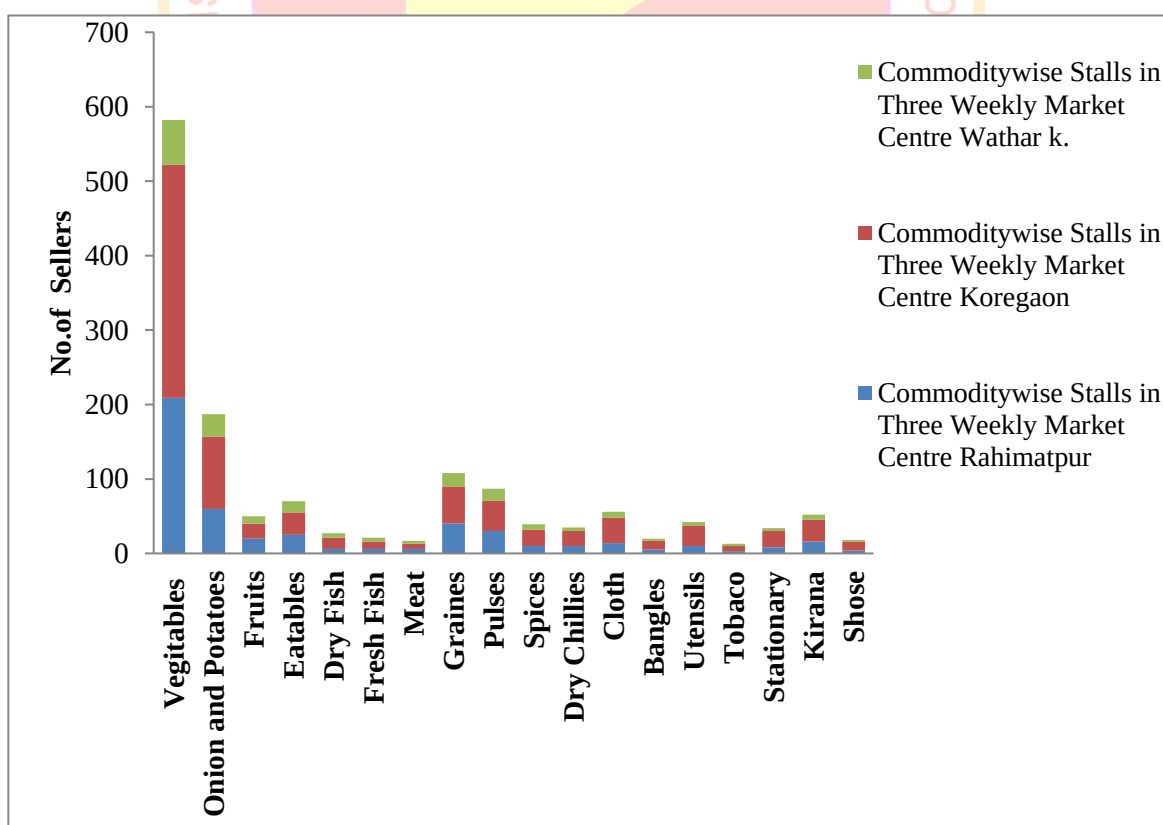
Wathar-kiroli Market Centre

This is another weekly market centre laying irrigated track in the study region. This market centre is located 19 km from the north away Koregaon along Karad- Rahimatpur - Koregaon highway. The market day is Sunday between 11:00 am to 6:00 pm consisting 217 stalls. The arrangement of the market is like 'P' and liner pattern of mixed commodities (fig 3). This market area extends toward the south side delimited by a small stream (Nala) and the north side is confined by a village settlement. This is the smallest weekly market Centre serving very few surrounding villages in the study region. There are six lanes found in this weekly market among them 'D' lane has the largest number of stalls accounting - 61. The lanes, namely 'C' 'D' 'E' and 'F' are mixed commodities where 'D' and 'F' lanes are mainly selling vegetables and have 51 and 48 stalls. The stalls in 'A' and 'B' are mainly dominated by clothes, bangles, stationery and spices. Lane 'A' has found fresh fish and meat with fewer numbers and lane 'B' has bangles. However, perishable goods are found in 'C' 'D' 'E' and 'F' lanes. Lane 'E' is occupied mainly by food items like vegetables, onion and potato, and fish sellers. One open space lies in lanes 'A' and 'E'. This market is sold mainly perishable commodities namely, vegetables, onion, potatoes and fruits.

Rahimatpur Market centre

This market is located 14 km away north of Koregaon and is situated on the west side of the Pune-Kolhapur railway route and the western side of the Satara-Aundh state highway. Wednesday is the market day held from 9:00 am to 6:30 pm in an open space in front of the municipal Council and Gandhi Maidan. The market comprises 482 stalls. The arrangement of stalls is 'E' shaped (fig 2) commencing from ST stand chok and ends at Vaduj-Phata chok out of these stalls few lanes along the main street and others on open space. The pattern of stalls is linear in nature. The highest number of stalls belong for vegetables and the lowest is shoes and chappals stalls in this market centre. Eight lanes are found in the Rahimatpur market (fig.1.1). Lane 'A' consists of 82 stalls with mixed types of commodities. It is found that mixed stalls of cloth, shoe, grain, vegetables meat, onion and potatoes are in this lane vegetables are dominant. Lanes, namely, 'B', 'C', 'D', 'E' and 'F' are also mixed types stalls of commodities like vegetable pulses, cloth, shoes, grains, fruits, onion and potatoes. Lane 'B' is specialized mainly in agricultural commodities for vegetables onion and potatoes. vegetables consisting of 61 stalls, meat 3 stalls, onion and potatoes 4 stalls and Kirana 3 stalls the lanes 'C', 'D', 'E' and 'F' have occupied by vegetables accounting for 20, 33, 38 and 64 stalls respectively one open space lies in 'C' lane. The lanes 'G' and 'H' found mixed types of stalls of fresh fish, stationery, eatables onion and potatoes, and bangles. in lane 'G' has found, eatable Commodities with less number (30 stalls) and 'H' has Stationary with mix number accounting 29 stalls. Moreover, non-agricultural commodities are dominant in these two lanes.

Sr. No.	Nature of commodity	Rahimatpur	Koregaon	Wathar Kirol
1	Vegetables	209	313	60
2	Onion and Potatoes	60	97	30
3	Fruits	20	20	10
4	Eatables	25	30	15
5	Dry Fish	6	15	6
6	Fresh Fish	6	10	5
7	Meat	6	7	4
8	Grains	40	50	18
9	Pulses	30	41	16
10	Spices	10	22	7
11	Dry Chillies	10	20	5
12	Cloth	14	34	8
13	Bangles	5	12	3
14	Utensils	10	27	5
15	Tobacco	3	7	3
16	Stationary	8	22	4
17	Kirana	16	29	7
18	Shoes	4	12	2



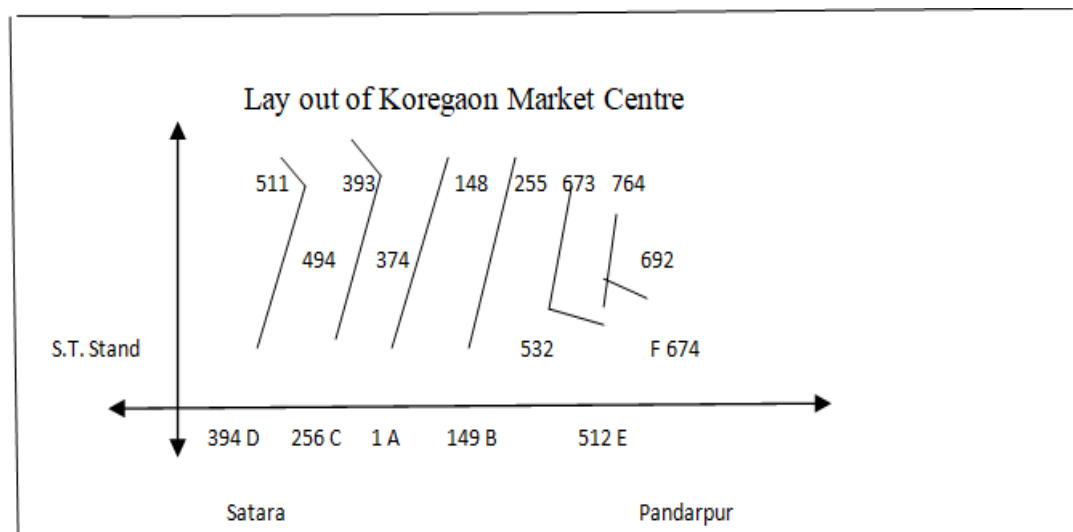


Fig. 1

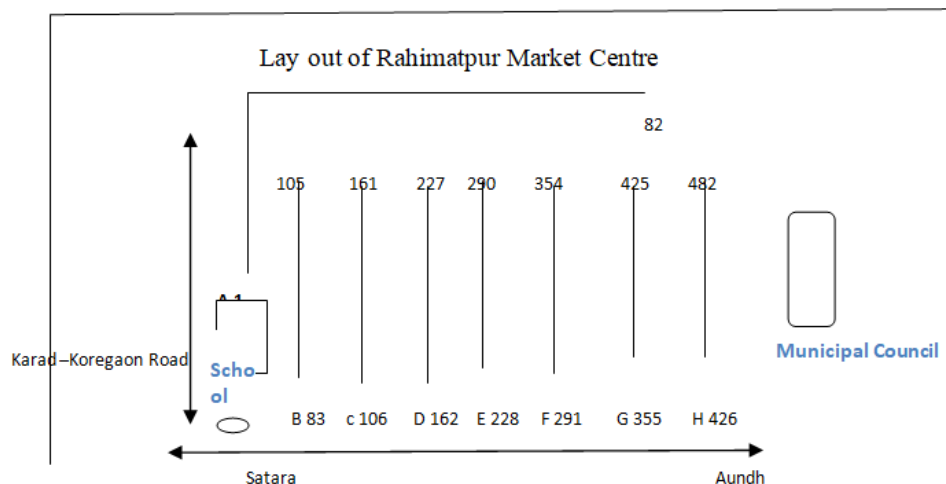


Fig.2

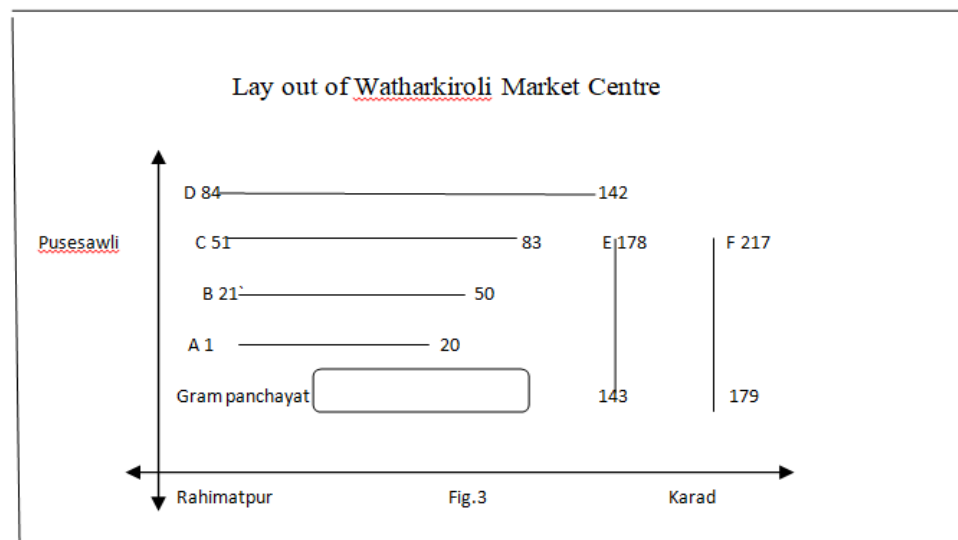


Fig.3

Conclusion

This research paper work has examined the arrangement of shop, their types in two weekly market centres in study region. It is found that both of perishable and non-perishable commodities are sold in three market centre in study region. The stalls in market centres are laid down in rows. The actual layout of stalls depends upon availability of space in local market centre. Koregaon and found located along Satara, Pandarpur Highway hence location of market centre lies immediate both side of highway. Rahimatpur market centre is located in front of municipal council and 'Gandhi Maidan'. The arrangement of Koregaon market center is like 'Z' shape and has liner pattern and Rahimatpur market centres like 'E' shape and has liner pattern. Watharkiroli market centre is located in front of Grampanchyat and Rahimatpur-Karad road arrangement of Watharkiroli market center is like 'P' shape. Food and non-Food commodities are sold in there marked centers in study region.

References

1. Census of India (2011): "District Census Handbook, Satara District.
2. Dixit, R.S (1990): "Marketing Geography", The Indian Scenario Inventory and Prospect, ICSSR Research Project Report, New Delhi.
3. Saxena, H.M(1977):" Marketing Geography- A Review", The Deccan Geographer, Secunderabad. vol. 15
4. Trivedi, V. (1996): "Vipanan Geography" University Book House Private Limited, Jaipur.
5. Wanmali.s (1987): ' Periodic Markets and RuneDevelopment in India', Contribution to Indian Geography, Heritage Publishers, New Delhi.
6. Tamaskar, B.G. (1985): " Rural-urban Interaction Occasioned by Periodic Marketing Systems", The
7. Indian Journal of Marketing Geography, Vol. 3, No.-1 & 2, Gorakhpur, Pp 30-35.
8. Vaidya, B.C. (1998): 'Transport Geography', Devika Publication, New Delhi.
9. Thakur, S.A. (1994): "A Geographical Study of Market Centers in Sindhudurg District", M.Phil
10. Dissertation, Shivaji University Kolhapur, Pp.94-118.
11. Sinha, V.N.P. and Mandal R.B. (1951) : "Hierarchy of Trade Towns in Bihar", Indian Geographical Studies, vol. 3, Bhubaneswar, Pp 80-83.
12. Siddiqui, Z., Khan, N. & Hoda. M.M. (2003) : "Impact of Regulated Markets on Vegetable