Chapter IV

A PROFILE OF THE STUDY AREA

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Chapter IV

PROFILE OF THE STUDY AREA

4.1 Introduction

Pune city is located in the state of Maharashtra. This chapter focuses the brief overview of the Maharashtra state and Pune district, followed by an explanation of the growth and characteristics of Pune city.

4.2 Maharashtra

Maharashtra is one of the 28 states that constitute the Union of India. It lies on the western coast of the Indian peninsula, almost in the centre of the country. The present state of Maharashtra was formed on 1st May 1960. Marathi speaking people largely inhabits it and it is an expression of their cultural, linguistic and social homogeneity. This state forming a considerable portion of the Indian peninsula occupies a central place in Western India. Maharashtra state has three broad physical divisions i.e. The Konkan Coastland, Western Ghats or Sahyadris and Plateau Region. For administrative convenience the state is divided in to six divisions namely Mumbai, Pune, Nasik, Aurangabad, Amravati and Nagpur, which together are having 35 districts and 315 tahsils.

4.2.1 Geography

The State of Maharashtra can be divided into four physical regions – (a) The coastal region (Konkan), (b) The Sahyadri Mountains, (c) The plateau region and (d) The Satpura Mountains and the Tapi-Purna Valley. Pune lies in the plateau region.

4.2.2 Population

The population of Maharashtra was 11,23,72,972 in 2011. The urban population increased from 28.22 per cent in 1961 to 42.43 per cent in 2001, thus making Maharashtra the second most urbanized state in India. The literacy rates for males and females was 89.82 per cent and 75.48 per cent, thus giving an overall literacy rate of 82.91 per cent in 2011.

4.2.3 Economic Situation in Maharashtra

Maharashtra’s Gross State Domestic Product (GSDP) in 2009-10 at constant (2004-05) prices was Rs. 7, 01,550 crore, an increase of 8.7 per cent over the previous year. The Gross State Domestic Product at current prices in 2009-10 was Rs. 9, 01,330 cr. and the Net State 68.
Domestic Product at current prices was Rs. 8, 17,891 cr. The per capita income of the state at current prices was Rs. 74,027 in 2009-10, the second highest among all states after Haryana\(^6\). Maharashtra’s contribution to the national economy is high. It contributed to 9.4 per cent of the total population but accounted for nearly 25 per cent of the gross value produced in India’s industrial sector and 14.7 per cent of India’s Gross Domestic Product in 2009-10\(^7\). The state has achieved high levels of industrialization, demonstrated by the fact that the secondary and tertiary sectors provided 89.5 per cent and agriculture and allied activities 10.5 per cent of Maharashtra’s GSDP in 2009-10 as compared to the national average of 65.4 per cent contribution from the secondary and tertiary sectors\(^8\).

4.2.4 Administration

The state is divided into 6 divisions for administrative convenience. These divisions are further divided unto 35 districts and 355 tahsils. According to the 2001 Census, there were 378 urban centres in the state and 43,711 villages\(^9\). Appropriate initiatives on the part of the government are required to encourage private participation for construction of quality roads and their maintenance\(^10\). Interurban road connectivity in the state, however, is fairly good\(^11\).

4.3 Pune District

Map 4.1 Pune District

Source: http://upload.wikimedia.org/wikipedia/commons/a/a7/Tehsils_in_Pune_district.png
4.3.1 Location

Pune district is located in central-western Maharashtra. It is triangular in shape, as shown in above Map, with its base along the Sahyadri Mountains that run from north to south along its western boundary and its apex in its southeast corner. It is located between 17º 54’ and 19º 24’ North latitude and between 73º 19’ and 75º 10’ East longitude. It occupies an area of 15,643 sq. kms. on the western edge of the Deccan Plateau 12.

4.3.2 Population

In 2011, the population of the district was 9,426,959, a growth of 30.34 per cent over 2001. The population density was 603 persons per sq. km. Literacy were 87.19 per cent in 2011, with 92.72 per cent males and 81.13 per cent females being literate. Rural population was 39.11 per cent and urban population was 60.89 per cent in 2011. 13 In fact, 89 per cent of the urban population lives in the cities of Pune and Pimpri-Chinchwad 14.

4.3.3 Agriculture

Wheat, Rice, Gram, Jowar, Bajra, Sugarcane, Groundnuts, Chillies, Pulses, vegetables, fruits and flowers are the major crops. Both rabi and kharif crops are grown since several parts of the district are well irrigated 15.

4.3.4 Industry

Pune is one of the most industrialized districts of Maharashtra. Extensive industrialization has been made possible because of the availability of road, rail and air transport. The important large-scale industries here are sugar, automobiles, textiles, pharmaceuticals, engineering goods, etc. Agricultural tools, pumps, textile, rubber, plastic, electronics, etc. are the important small-scale industries. There are also several establishments of the central government that manufacture arms and ammunition 16. The Maharashtra Industrial Development Corporation (MIDC) has a strong presence in the district with large industrial estates at Bhosari, Pimpri 73 Chinchwad, Baramati, Jejuri and Kurkumbh. In December 2008, there were 3785 factories under Factories Act, 1948, employing 2,05,002 workers 17.

4.3.5 Services

Pune district is an important centre for education and health facilities. There are 911 bank branches throughout the district. Up to March 2009, 1792 villages had been electrified. The district administration implements various welfare schemes, especially for the tribal population. 18
4.3.6 Income and Per Capita Income of Pune District

The gross district domestic product at constant (2004-05) prices was rs 79,923 cr. In 2009-10 and the net district domestic product was Rs. 71,974 cr. The district domestic product had a share of 22.1 per cent in the state income, just below the 22.6 per cent share of Mumbai district. The per capita income at current prices in 2009-10 was Rs. 1,11,637, which was higher than the average per capita income of Maharashtra which was Rs. 74, 027.19

4.3.7 Administrative Set up

Pune is one of the 35 districts in the state of Maharashtra. The 2001 Census shows 1866 villages and 25 towns in the district.20 For administrative purposes the district is divided into 5 sub-divisions of Pune, Maval, Baramati, Junnar and Bhor. The 14 tahsils in the district are grouped into these 5 sub-divisions. The city of Pune is the headquarters of the Pune District.21

4.3.8 Local Government

There are separate institutions for self-government in rural and urban areas in the district. Rural local government consists of the Gram Panchayat, Panchayat Samiti and the Zilla Parishad. Urban local governments are the Municipal 75 Corporations in the large cities and Municipal Councils in the towns. The number of local governments in Pune District in 2010 was as follows: 2 Municipal Corporations, 11 Municipal Councils, 3 Cantonment Boards, 1 Zilla Parishad, 13 Panchayat Samitis and 1407 Gram Panchayats. These local governments provide various essential services to the local population and implement various developmental schemes sponsored by the central or state government.22

4.4 Pune City

This part includes origin, establishment, historical perspective, geographical setting and atmosphere, socio-economic background, industrial and entrepreneurship development, cultural and educational development of Pune city, demography of the study area etc. Thus this part gives overall information about the profile of Pune city. It also includes reason for the selection of Pune Papad Branch for the study.

Pune, the nature – gifted city, is popularly recognized as the Queen of the Deccan. Pune peculiarly esteemed as the cultural capital of Maharashtra and is situated just 160 kms from the state capital city Mumbai. It has a glorious history over thousands years. Thus Pune city has historical as well as cultural importance. After independence, Pune city has developed as an industrial city.
4.4.1 Socio-Economic Background of Pune City

The exact date of the establishment of Pune is not known, but its existence dates from ancient times. In Sanskrit references it is mentioned as Punyapur. It was also known as Punnaka (150 AD) and later as Poorna Nagar. The earliest historical records in which there is a reference to Pune are two copper plates dating from the 8th century A.D., which show that the Rashtrakuta dynasty was then ruling over this area, then known as Punyavishaya or Punakvishaya and the city itself is referred to as Punakawadi. There is a theory that the original name of the city may have been Punyapur because it stood near the confluence of the Mutha and Mula rivers, since such places were regarded as holy. It is generally now agreed that the modern variant 'Pune' came into use as early at the 13th century when small settlement was named Kasba Pune by its Arab commandant. Pune seems, in the beginning, to have been the headquarters of a region (vishaya) which was neither densely populated nor rich in
agricultural resources. The location of the town seems to have been determined by the site of the ford on the Mutha River and its proximity to the fort of Kondana (later renamed as Sinhagad).\footnote{26 For the next eight hundred years, several different rulers ruled over this area which was consequently subjected to almost continuous warfare. During one such conflict in 1631, Pune was completely destroyed. Around the same time there was a severe drought in this area and the population moved away. In 1636, this area was given to Shahaji Bhosale by the then ruler of Bijapur and in 1637, his deputy Dadodi Konddev resettled the city which at that time consisted of four peths, the original nucleus called Kasba Peth and three new ones, Shaniwar, Somwar and Raviwar. Agriculture again started, trade and commerce also developed and soon Pune became the centre of the emerging Maratha Kingdom. Shivaji started his efforts at building an independent State from Pune around 1656 and the city remained a part of the Maratha Kingdom until 1818. The economic life of Pune was not much developed till the Peshwa rule. The Peshwas, who were the administrators of the Maratha Empire, made Pune their capital. Naturally, there was a spurt in both economic activities and in the population. Trade was the major economic activity, especially trade in all kinds of luxury goods. However, the prosperity and growth of the city received a major setback with the fall of the Peshwas in 1818 when Pune came under British rule. By the 1840s, the city slowly revived with the establishment of the Cantonment, construction of a railway line and post office and the establishment of several schools and colleges such as the Deccan College and the Science College (presently College of Engineering) in 1865 and Fergusson College in 1885, making the city a centre for education. Most importantly, the first local government of the city, the Poona Municipal Council was established in 1858. Till the end of the 19th century Pune was an important centre for education and also the centre of the freedom movement and of social reform due to the presence of Lokmanya Tilak and other reformers. During the early 20th century, the area of the city expanded considerably and some industries started, the first of which was Kirloskar Oil Engines Ltd.in 1946. Soon after independence, in 1950, the Pune Municipal Corporation was established as were several national level organisations like the National Chemical Laboratory and the Pune University. From the 1950s there was a rapid growth of industries, especially along the Pune- Mumbai Road. In 1962, industrial estates were set up by the Maharashtra Industrial Development Corporation (MIDC) at Bhosari, Pimpri and...}
Chinchwad. Pune changed from an educational centre to an industrial hub with various kinds of industries locating in and around the city. The process of industrialization continued at a fast pace up to the 1980s. Most of the industries established during this period were manufacturing industries, with a concentration of engineering industry. From the 1990s, there was a fast growth of the Information Technology industry, which is largely non-polluting. The setting up of the IT Park at Hinjewadi in 1999 gave a fillip to the growth of the IT sector in Pune. At present, the industry in Pune is dominated by IT companies and the services sector which includes large numbers of doctors, lawyers, chartered accountants, tax consultants, etc.

Pune has always been at the forefront of cultural activities. Several newspapers and magazines are being published from the pre-independence period and there are many excellent libraries. A large number of authors, musicians and other artists and several cultural organisations have enriched the city. Several Pune-based industrialists such as Kirloskar, Garware, Bajaj, etc., have spread their industrial empires throughout the world from this city. The people, institutions and industries in Pune have contributed towards the development of the country and hence Pune has achieved an important place in the economic development of India.

4.4.2. Location

The city of Pune is located on the western margin of the Deccan Plateau at 18° 31' north latitude and 73° 51’ east longitude, about 160 kms south-east of Mumbai. It lies on the leeward side of the Sahyadri range, 1850 feet above sea level. As seen in Map No. 4, the city lies around the banks of and the confluence of two rivers, the Mula and Mutha, which after joining are known as the Mula-Mutha. Two other rivers, the Pavana and the Indrayani flow through the north eastern outskirts of the Pune urban area. All these rivers are tributaries of the Bhima River. The city lies on an extensive plain, surrounded by hills on the east and south, from 1900 to 2300 feet high. The highest of these hills is the Sinhagad-Bhuleshwar range, which includes the Sinhagad Fort. The Sinhagad-Katraj-Dive Ghat range is the southern boundary of the urban area.

4.4.3 Climate

The climate of the city is mild. Average temperatures range between 11° C and 41° C. The southwest monsoons bring rain to this area between June and October. The average rainfall in Pune during this period varied between 661 mm. and 669 mm. per
year. The variation in the rainfall can be observed, with rainfall much above the average in 1991, 2005 and 2006, and drought in 2000 and 2001.\textsuperscript{30}

4.4.4 Geographical setting

The geographical location of Pune city is 18.31°latitude and 74.51° longitude. Pune is a district place in the state of Maharashtra. Geographically it is located in the Western part of Maharashtra. The population of Pune city was 3115431 as per the census report of 2011. Geologically the study area is a part of the Deccan plateau. It is mainly made from Basalt Rock. Volcanic Eruptions created it during cretaceous period. Due to this geological setting, soil type is predominantly black color soil.

Physiographical, Pune city is located near the Western Ghat. Western Ghat extended north-south direction in western part of Pune District. It consists of offshoots of Sahyadri, characterized by small mountains and hilly ranges stretching eastwards. These hilly ranges separated by the river valleys. Pune city has been spread over in these valleys along with plenty of hills. Therefore, it is also called city of hills. These hills are famous by local names like Taljai-Pathar, Parvati, Katraj, and Ambegaon Pathar etc. The top of most of the hills are covered by the dense forest and slopes are interestingly barren. The efforts of forest department and NGOs have maintained the forest cover of these hills. The location of Pune city is near to Mumbai Metropolitan city and the coastal area of Konkan. It has an easy access to these areas by roads or railways passing through various Ghats of Sahyadri Ranges.

Two major rivers that are Mula and Mutha and their tributaries drain Pune city. Number of dams are constructed on both the rivers e.g. Khadakwasala, Panshet, Varasgaon, Temghar, Mulashi etc. These dams become the permanent source of water for drinking and industrial need of Pune city.

The climate of the study area is a part of monsoon type of climate. It is divided in the following seasons: (1) Cold season-from November to February. December is generally the coldest month showing daily maximum at about 12°C to 13°C. (2) Hot season- from March to mid of June. The hot weather is on peak at the middle of the month May. Maximum temperature observed in May is around 41°C. 3) Monsoon season-from June to September. The main source of rain in the study area is from the southeast monsoon. Climatologically, this study area is located in rain shadow zone due to Western Ghat. Thus, rainfall decreases from the Ghat region towards Pune city. The average rainfall of Pune city is 65 cm... Towards the end of monsoon season in September and in October, there is a slight increase in day temperature. However, the
night becomes progressively cooler. Overall the climate of Pune city is considered healthy. It is also one of the geographical reasons the city becomes the hub of educational, cultural and industrial center of the country.

4.4.5 Growth in Area

The area of Pune city has been steadily growing as the city has expanded in all directions from the initial settlement on the banks of the Mula-Mutha Rivers. When the British captured the city in 1817, its area was barely 5 sq. kms. The city gradually expanded during the British rule with the formation of the Pune Municipality and the establishment of Pune, Khadki and Dehu Road cantonments. At the time of the formation of the municipality in 1858, the area of the city was 15.54 sq. kms. By 1935, the surrounding villages were merged and the area grew to 34.59 sq. kms. The area of the city continued to grow with the inclusion of more & more surrounding areas from time to time. In the post independence period the city experienced explosive growth as did the surrounding urban area. There was a large growth in the area of the city when the Corporation was formed in 1950 with the merging of the Poona Municipal Committee and the Poona Suburban Municipal Committee. By 1962, the area of the city had increased to 139.70 sq. kms. In 1983, the area was 146.11 sq. kms.

The next large expansion of the limits of the city took place in 1997 with the inclusion of 38 fringe villages in the area of the Corporation. Consequently the area under the Corporation increased to 368.89 sq. kms. However, in 2001, fifteen villages were removed from the Corporation and the area came down to 244.84 sq. kms which has remained unchanged till the present.31 The total area of Pune City at present, including the 14.2 sq. kms of Khadki Cantonment and 14.9 sq. kms of Pune Cantonment, is 270.94 sq. kms.32

4.4.6 Administration

Pune City is the district headquarters of Pune district. It is also a fully urban tahsil of Pune district. In Pune city, the statutory urban local bodies are the Pune Municipal Corporation, Pune Cantonment and Khadki Cantonment. For administrative purposes the city is divided into 4 zones and 14 administrative divisions.33

4.4.7. Population

The population of Pune city according to the 2011 census is 31,15,431 and that of Pune Metropolitan Region is 50,49,968.34 The following table brings out the
rapid growth in the population of Pune city area, which includes the Khadki Cantonment Board, the Pune Cantonment Board and Pune Municipal Corporation areas, Population of Pune city given in table 4.1.

**Table 4.1: Growth of Population of Pune City**

<table>
<thead>
<tr>
<th>Year</th>
<th>Khadki Cantonment Board 1</th>
<th>Pune Cantonment Board 2</th>
<th>Pune Municipal Corporation 3</th>
<th>Pune City 1+2+3</th>
<th>Growth Rate per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1901</td>
<td>10,797</td>
<td>-</td>
<td>1,53,320</td>
<td>1,64,117</td>
<td>--</td>
</tr>
<tr>
<td>1911</td>
<td>14,028</td>
<td>-</td>
<td>1,58,856</td>
<td>1,72,884</td>
<td>5.34</td>
</tr>
<tr>
<td>1921</td>
<td>-</td>
<td>-</td>
<td>1,98,543</td>
<td>1,98,543</td>
<td>14.84</td>
</tr>
<tr>
<td>1931</td>
<td>16,302</td>
<td>35,807</td>
<td>1,98,078</td>
<td>2,50,187</td>
<td>26.01</td>
</tr>
<tr>
<td>1941</td>
<td>26,285</td>
<td>40,447</td>
<td>2,57,554</td>
<td>3,24,286</td>
<td>29.62</td>
</tr>
<tr>
<td>1951</td>
<td>48,552</td>
<td>59,011</td>
<td>4,88,419</td>
<td>5,95,982</td>
<td>84.78</td>
</tr>
<tr>
<td>1961</td>
<td>58,496</td>
<td>65,838</td>
<td>6,06,777</td>
<td>7,31,111</td>
<td>22.67</td>
</tr>
<tr>
<td>1971</td>
<td>65,497</td>
<td>77,774</td>
<td>8,56,105</td>
<td>9,99,376</td>
<td>36.69</td>
</tr>
<tr>
<td>1981</td>
<td>80,835</td>
<td>85,986</td>
<td>12,03,351</td>
<td>13,70,172</td>
<td>37.10</td>
</tr>
<tr>
<td>1991</td>
<td>78,323</td>
<td>82,139</td>
<td>15,66,651</td>
<td>17,27,113</td>
<td>26.05</td>
</tr>
<tr>
<td>2001</td>
<td>77,473</td>
<td>79,965</td>
<td>25,38,473</td>
<td>26,95,911</td>
<td>56.09</td>
</tr>
<tr>
<td>2011</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>31,15,431</td>
<td>21.40</td>
</tr>
</tbody>
</table>

**Source:** 1) District Census Handbook, Census 2001, Pune District pp. 654 to 657. 2) census2011.co.in/census/city/375-Pune.html.

Table 4.1 indicates that the very small growth in the population between 1901 and 1911 was due to five epidemics of plague in which 30,000 people died. The population of the Pune Municipal Corporation area showed a marginal fall in the 1931 census, but started growing steadily from 1931 onwards. With growth in the population of the two Cantonments as well, the population of Pune City as a whole grew continuously. During the 1940s, the population registered the highest growth rate so far both because there were no health problems and also due to the employment created by the establishment of several government offices, industries, research and educational institutions and defense establishments, attracting a large inflow of population from all parts of the country. Another important reason was the influx of refugees from Punjab and Sind provinces after the partition in 1947. Lastly, seven adjoining villages and Pune Suburban Municipal Committee were merged with
the Pune city at the time of the formation of the Pune Municipal Corporation in 1950.35

From the 1960s to the 1980s, growth of population can be mainly attributed to the rapid growth of industry in and around Pune. Even though many industrial units were located in Bhosari and Pimpri-Chinchwad, their employees chose to live in Pune city, thus contributing to a steady rise in population at over 35 per cent per decade.36

The fast growth of population after 1991 was primarily due to the even faster growth in the economy. The rapid expansion of the Information Technology industry and other service sector organizations and tremendous growth in the small scale industrial units caused large scale in-migration. During the period 1981 to 1991 about 4.1 lakh people migrated to the city, and this figure went up to 7.4 lakhs between 1991 and 2001. Migration accounted for about 13-20 per cent of the population of the city. It was observed that about 50 per cent of the growth in population was due to migration.37

It may be observed that between 1981 and 2001, the population in the two Cantonment areas has shown some decline, but this has been more than compensated by the growth of population in the PMC area, leading to overall growth in the population of the city, which has crossed 3 million in 2011.

4.4.8 Density of Population and Number of Households

The density of population as per the Census 2001 was 5,903 individuals per Sq. km. in the Pune Municipal Corporation area.38 The number of households within PMC limits was 555,771 at the time of the 2001 census.39

4.4.9 Literacy

Table 4.2 shows total population, male –female classification, literacy rate and sex ratio of population of Pune city as per census 2011.

Table 4.2: Statistics of Population, Literacy and Children of Pune Municipal Corporation as Per Census 2011

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>16,02,137</td>
<td>15,13,294</td>
<td>31,15,431</td>
</tr>
<tr>
<td>Literacy</td>
<td>13,61,257</td>
<td>11,95,436</td>
<td>25,56,743</td>
</tr>
<tr>
<td>(95 per cent)</td>
<td></td>
<td>(87.44 per cent)</td>
<td>(91.42 per cent)</td>
</tr>
<tr>
<td>Children</td>
<td>171152</td>
<td>153420</td>
<td>324572</td>
</tr>
<tr>
<td>(0 to 6 yrs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex Ratio</td>
<td>945 per thousand</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.2 indicates that the 2001 Census estimated that the literacy rate of the population in Pune was 77 per cent. The literacy rate for female was 72.2 per cent and for male it was a little higher at 81.4 per cent. In 2011, the overall literacy rate for Pune was 82.07 per cent, with 84.96 per cent males and 79.00 per cent females being literate.40

4.4.10 Occupation Structure

The Pune Municipal Corporation has estimated that 3 per cent of the population is directly or indirectly dependent on agriculture and 97 per cent of the population is engaged in professional or business activities. Out of the working population, about 23 per cent (2.25 lakh) individuals are employed in the Information Technology industry.41

4.4.11 Per Capita Income

The average per capita annual income of Pune City was estimated to have been Rs.36, 500 in 2004-05. This figure increased almost 1.8 times in five years, to about Rs.60, 000 in 2008-09.

4.4.12 Pune City - The Industrial destination

Pune city, being located in Mumbai Pune Industrial belt, is one of the important industrial centers in the country. Numbers of industries ranging from small scale to large-scale are situated in and around Pune. Pune is one of the premier industrial centers of India. Pune city has various types of small, medium and large industries such as Automobile, electronic, electrical and food. Among the large corporate headquartered in the city are: Atlas Copco, Bajaj Auto, Bajaj Allianz, Bajaj Tempo, Cummins India, Deepak Fertilizers and Petrochemicals, Kirloskar Oil Engineers, Kinetic Engineers, Mercedes Benz India, SKF Bearings, Sandvik Asia, Tetrapak India, Thermax, Zensar… Multinationals Flat, Whirlpool, and Sharp are some of the big brick’s mortar names that have made huge investment near Pune in the recent past.

There are various research institutes like National Chemical Laboratory, Automotive Research Association of India, and Central Institute for Road Transport etc. in this city. There are very important Defense Research and Development Organization laboratories such as Institute of Armament Technology, High Explosive Material Research Laboratory, Armament Research and Development Establishment, R & D Engineers, Ordinance Factory etc. situated here.
Pune is an alluring home to the well-known giants of the Indian software industry like Wipro, Infosys, Satyam, Tata Technologies, TCS, Kanbay, Veritas, Cognizant, PCS, and Mahindra British Telecom. The another feather in the cap of Pune, is the Indian Institute of Software Engineering coming up in association with Carnegie Mellon University, USA. Growth in the Number of Manufacturing Units and their Turnover in Pune District shows in table 4.3.

**Table 4.3: Growth in the Number of Manufacturing Units and their Turnover in Pune District**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Units</th>
<th>Turnover (Rs. Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>4,529</td>
<td>2,749</td>
</tr>
<tr>
<td>1990</td>
<td>6,766</td>
<td>5,445</td>
</tr>
<tr>
<td>1995</td>
<td>5,838</td>
<td>15,655</td>
</tr>
<tr>
<td>2000</td>
<td>6,670</td>
<td>28,026</td>
</tr>
<tr>
<td>2007</td>
<td>9,500</td>
<td>52,000</td>
</tr>
</tbody>
</table>

*Source: Table Nos. 26 and 32, MCCIA (2008), pp-128 and 135*

Table 4.3 shows growth in the number of manufacturing units and their turnover in Pune district. There was a continuous growth in the number of industries (except in the early 1990s), rapid growth took place after the recession of 1997-2002 was over. During the recession, many large units cut workforce and reduced working hours, forcing many Small and Medium Enterprises (SMEs) to shut down. When the recovery started from 2002 onwards, the larger units stepped up production to meet the growing global demand and this had a definite multiplier effect on the SME growth. The investments made by the large manufacturers have grown at least four times between 2000 and 2007. The number of industrial units, their turnover and employment grew after 2002 as a result of this expansion.42

The location pattern of these industrial units showed that over 12 per cent of these industries are located within Pune city and over 70 per cent units are located around the city in all directions, including Pimpri-Chinchwad and further along the Bombay-Pune road, Chakan, Hadapsar, Pirangut, etc.43 The MCCIA report has observed that although a large number of industries are located outside the city, a majority of the employees live in the Pune Municipal Corporation area which has better amenities. Therefore, there is great demand for transport services (i.e., roads and vehicles) for both goods and passenger transport. The IT and BT (Biotechnology)
industries have emerged as the new driving force of the economy and have significantly grown by almost 26 times, from a turnover of Rs.250 crore to Rs.6,500 crore, between 2000 and 2008. The IT sector from Pune contributes to about 10 per cent of national software exports. With over 600 IT companies and about 50 medium and 50 big BPO centres, besides many smaller ones, the IT sector, which is labour intensive like the SME sector, has generated a large number of new jobs, attracting people from all over the country, thus contributing to growth of population. Most of the industries within Pune City limits fall in the category of engineering and allied activities. There were 12 large/medium industrial units and 876 small units in the PMC area in 2010.

4.4.13 Pune the Centre of Learning

With the advent of the British Rule, the British Educational-system of the formal schools and colleges had been started. Pune Sanskrit College was started in Vishrambagwada. This, later on, was transformed into the existing Deccan College (1851). Tilak, Agarkar, Bhandarkar, G. K. Gokhale and other leaders of the nineteenth century of Maharashtra were educated at the Deccan College. Students of the Deccan College, after realizing the importance of national education, started New English School (1880), Fergusson College (1885), Nutan Marathi Vidyalaya (1883), High School for Indian Girls (1884), MES Society's Bhave High School, Shivaji Maratha High School, and Sarasvati Mandir. Many such devoted and historical institutions laid down the solid foundation of today’s successful higher educational institutions. Poona College of Engineering was started in 1854, Course for Medical Education was started at Sassoon Hospital later on converted into B.J. Medical College, and Law College was started in 1925. Poona Agriculture College was started in 1908 with British Principals-the leading agricultural educational institute of Pune. S.P. College, S.N.D.T. College for Women and Modern Education Society’s Nowrosjee Wadia College (1932) were started locating in different parts of city. These colleges have been catering to the needs of expanding Pune. Thousands of students from outside Pune get admission to these institutions and after the completion of their education get settled in their lives through the length and breadth of India. They owe their prosperity to the education in Pune.

After independence, the University of Pune came on the city’s educational path and started functioning on 10th February 1949. Under the umbrella of this university, there was rapid progress of the higher education in Pune in particular.
Similarly, we find the establishment of institutions of national importance like NCL, IUCAA, C-DAC, and IAT, which are recognized for the research work by the Poona University for award of Doctoral degrees. Apart from these institutions Tilak Maharashtra Vidyapeeth, Deccan College, Gokhale Institute of Politics and Economics, and the Modern Education Society are the most renowned institutions very popular among the foreign students. Pune has attracted students not only from Maharashtra but also from other states in India and especially from the Afro-Asian Countries.

4.4.14 Trade and Commerce

The city of Pune is an important trading centre because of good communication, banking and other necessary facilities. The city has good road and rail links to the rest of the country which has facilitated the growth of trading activities. The area around Pune city is mainly agrarian. Therefore, Pune city is regarded as one of the most important market places for the trade of agricultural produce. The city is also considered an authentic market for the trade in food grains, clothes, leather goods, gold and silver etc., not only for the urban residents but also for the customers from the surrounding semi-urban area.

4.2.15 Changing Pune

Pune, in narrow recent, is developed as the preferred INFO City. The IT Parks and the Auto Component’s Hubs are established in the parts of Pune. People of different religions and languages are attracted towards Pune for education and employment opportunities. South Indians have formed their neighborhood in Rasta Peth, Sindhis have settled in Pimpri, Christains have centered in Camp Area, whereas, the Muslims in majority reside in Ganj and Nana Peth of the eastern Pune. Gujarathis, Marwadi, and Jains have majority in Bhavani, Shukrawar and Nana Peths. The Sikhs have founded their Gurudwara in Ganesh Peth, whereas Marathas and Brahmins are almost found everywhere.

There is a tremendous increase in house-building sector in Pune. The quick erection of plazas, arcades, apartments, and the co-operative housing societies have been considered as the face-lifting improvement in conservative Pune. However, in fact, a large population still lives in slums and it is increasing drastically day by day. Women of Pune are educated and are comprehensively employed in the fields like the government departments, education field, computer field, call-centers, and shops. The traditional female-costume is changing remarkably to the suitable-modern attire,
though Pune-ladies prefer customary sarees on festivals and religious occasions. Pune-women have resorted to family planning and can move safely on Pune roads with peace and security. Women of Pune are emerging as popular writers. They have performed well in professions like Music, Dance, Acting [in cinema or TV and drama], Journalism, Research, and even in Computer science. In disciplines like Architecture, Interior Design, Dentistry, and Medicine, their number is ever increasing. They drive two and four-wheelers sophisticatedly with confidence. Hotels and eating lovers are increasing and the taste of Pune people is changing. There is an increasing attitude for outside-eating. Hence dining halls are flourishing. Many prefer readymade things—may be chapattis or modak or puranpoli. Modern Pizza Huts, Mc-Donald’s, and the Mall-culture have attracted the youth and the mature in recent times.

4.5 Pune Papad Branch of SMGULP

Shri Mahila Griha Udyog Lijjat Papad was established on 15 March 1959. Pune Papad Branch is one of important and actively running branch established on 8th December 1968 at Prabhat Road, Pune-04. Gradually, considering the business turnover, opportunity of expansion and availability of sister members it has started its second centre at Vadgaon Dhayari on 4th June 1998. Afterwards, Hadapsar sub centre was started on 18th July 2011. Thus, as on the date all the three centres are running efficiently. As on the date 1634 sister actively working in these three centres. The brief information of these centres is as follows.

Prabhat Road centre is located at 33/16, Raj Laxmi, Prabhat Road, Lane No. 04, Pune-04. Smt. Suman Darekar is the Sanchalika of Prabhat Road Centre. In this centre 807 sister members are working.

Vadgaon Dhayari centre of SMGULP was started on 4th June 1998. It is located at 143/01/02, Chakankar Estate, Sinhgad Road, Dhayari, Pune-41. Smt. Chetana Nahar is the Sanchalika of this centre. As on the date 687 sister members are working.

Hadapsar Sub Centre was started 18 July 2011; it is located at 211, Vidhya Vihar Colony, New D. P. Road, Malvadi, Pune-28. In this centre 140 sister members are working. This sub centre is working under Prabhat road centre.45

Area selected for the study was Pune city which has great importance as far as its historical perspectives, geographical setting, socio economic environment and industrial development was concerned. Pune Papad Branch was in Pune city with the
reason that there was historical and industrial background and potential for overall development of the business. According to census 2011, total population of female of Pune city was more than 15 lacks which shows significant percentage in total population of Pune city. There was need to provide employment opportunities to this female population in general and unskilled female in particular. SMGULP has been playing an important role in providing employment opportunities to these sister members. Thus, this topic gives overall information about profile of study area and brief quantitative information of Shri Mahila Griha Udyog Lijjat Papad.
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