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CHAPTER – I
INTRODUCTION

1.1 Significance of marketing Geography

Geography is a science which studies man’s activities in relation to natural environments. Now-a-days, the subject of geography deals with the relationship among the spatial variables, and is called a spatial science or an areal science. Therefore, various branches of geography are developing into the specialised subjects. One of the most important branches of geography is the economic geography which has specialised branches like geography of market, geography of agriculture industry and transportation etc.

The marketing geography is one of the latest and well established branche of economic geography. It is related to the study of areal variations on the earth’s surface with the economic activities of man. The need of marketing geography was first pointed out by William Applebaum, an American Geographer. He had pointed out that the need of the economic geography for marketing geography was evident not only to strengthen other aspects of economic geography but also to help the geographer in the marketing field, significantly to the solution of problems in the actual business of marketing (Applebaum 1954).

Livestock plays an important functional role in the agricultural economy and therefore, the animal husbandry department is planning and implementing massive – livestock production programmes in India. In order to asses the impact of these programmes, the need for objective and timely estimates of production of major livestock products such as milk, eggs, meat and wool was feet by the planners. To meet this need, the
integrated survey scheme for estimation of major livestock products is being implemented in India as well as Maharashtra state since 1970-71.

Cattle marketing is one of the parts of agricultural geography. Firstly, when agricultural development is running at the time, livestock is very import in the period of green revolution. Livestock was getting the major role in farming. Before independence period 80% farming depends upon livestock. In India, now-a-days, livestock is used for various aspects such as milk, eggs, meat and to work for farming. In order to achieve development in real sense, Indian government after independence planned humorous schemes through five years plans and implemented them rigorously for the welfare of Indian society, and its segments were considered most crucial in our democracy in wealth keeping landable objective freedom from oppression of social injustice to achieve equality in social frame work. There are many segments in Indian society, nearly 70% people depend upon farming and farming depends upon livestock.

1.2  Nature of Marketing Geography

A marketing geography is the newly developed branch of economic geography. A survey of literature of marketing geography reveals that a number of definition are made of this subject. But the striking feature of all the definitions is the repetition of the contents. Hence, a few selected definitions have been discussed here for the present purpose.

William Applebaum states that, marketing geography is concerned with the channels of distribution through which goods move from producer to consumer where as W.J.Anderson (1960) defined market as “the areas of economic activity which is known as marketing produces mainly form, place and time utilities. In addition, it provides the institutions through which demand and supply establish prices”.

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According to Duddly and Revzan (1953), “Marketing is the economic process by means of which goods and services are exchanged and their values are determined in terms of money prices”. According to Agrew conner and Doremus (1950), “The marketing is made up of those business activities that are involved in the movement of goods and services from the point of view of production to the point of view of consumption”. Tom Connon (1980) has quoted Kotler’s definition of marketing in his book. According to Kotler, “Marketing is a human activity directed at satisfying needs and wants through exchange processes”.

The above definitions of marketing geography and marketing explain the process of marketing at a place or an area and also the effects of marketing.

Thus marketing geography deals with a specialized study of market places and marketing. It deals with the applications of geographical principles and techniques to the practical problems related to the marketing phenomena. It is mainly associated with the location and distribution of markets, their infrastructural pattern, measure and extent of marketing activity and movement of commodities of hierarchy in order to make a systematic plan for regional development.

The root of marketing geography is a market place. The word ‘Market’ is derived from the Latin word ‘Mercodus’ which refers to a place where buyers and sellers meet. Markets are spatial units. Their location, site, situation, physical extent, morphology, areal combination, etc. are of a special significance to geographers, “Markets are sites with social, economic, cultural and other referent marks, where there are a number of buyers and sellers where the price offered and paid by each is affected by the decisions of the others” (Belshaw 1969)
The ‘Market’ is one of the most loosely used words in marketing literature. The concise oxford dictionary (1969) explains the term ‘Market’ as a gathering of people for purchase and sale of provisions, livestock etc. on the open space or covered building in which cattle are exposed for sale. Market means ‘Bazar’, in Persian language. In German it is called ‘Market’, in China “Hebu” and in Malaysia. It is known as “pekan” (Alexander Knox 1987). Varna cular terms used for market in India are ‘Bazar’, Hat, Mandai, Bazarhat, Painath, Mandi, Vipani, Kothi, Gudadi, Golganj, Gola, Shandies etc. In Maharashtra and particularly in the study area of Ahemadnagar district, markets are called Bazarhat. Broadly speaking Bazar is a place of sale and purchase of commodities or goods. It is held at particular place everyday, once in a day or more than one day, where as Hat means a market which is held on a particular day in a particular time Ganj is also a market place mainly for food grains, (Matathi Vishwakosh – 1980).

Market centers are the active organisms. Their activity may be observed in the form of commerce or marketing. Thus marketing is a process or phenomena of interaction among producers, distributors, buyers and users. In the other words marketing includes all processes and services where a commodity goes through as it travels from producer to the consumer.

There are three fundamental basis of marketing. They are called three ‘D’s Difference, Desire and Distance. The function of marketing starts with the difference or inequality in areas. Secondly, the desire to sell the produced material and to purchase the same is necessary. Thirdly, the distance is a governing factor between the two. According to Grahier and Delobez (1979), ‘Maximum’ intensity of commercial exchanges or marketing will take place if the difference is pronounced, the desire is strong and the distance, short.
1.3 **Role of Cattle marketing system**

In marketing geography the cattle markets play a distinct role in the regional, socio-economic differentiations and the different regional development of any country. As a result, the geographers, regional planners, economists etc. have been attracted towards the study of this marketing system. However, it is found that a very few research scholars have done research work on the cattle marketing system has been done.

1.3.1 **Significance of cattle marketing in Developing countries**

The most of the developing countries of the world are agricultural countries. Their main economic activity is farming. In such developing countries, the system of cattle marketing is of a great significance for strengthening their national economy. These countries are now realizing that the marketing functions, if properly designed and effectively organized, can enable important sectors such as agriculture, industry to contribute more significantly to their national income. The countries like India, Pakistan, Chaina, Myanmar, Malasia, Thiland, Bangladesh are mainly dependent on cattle for agricultural operations and for the supply of manure. In these countries, cattle are a source of their national income. These countries must have efficient cattle to raise their national income. The importance of an efficient cattle for the stability and prosperity of a country is very essential. Therefore, care must be taken in respect of their breeding, feeding, management prevention of losses from diseases to strengthen national economy.

1.3.2 **Cattle wealth and cattle markets in India**

India is mainly an agricultural country. The system of cattle marketing is very important for developing her national economy, our country rank first in cattle population of the world. It accounts for 55%
of the world buffalo population and 16% of the cattle population. According to livestock census 1992, the country had about 20.5 crore cattle and 8.4 crore buffalos respectively as compared to 15.5 cattle and 4.3 crore buffalos in the census of 1951. But as compared to the cattle of USA, Netherland, Argentina, and other few countries, Indian cattle are of lower quality in many ways. However, they are of a great economic value to our country.

Regarding domestic animals authority, Harvey (1972) says, “The neolithic period or new stone age has begun in the middle east some 7500 BC. This period marks the beginning of agriculture. The animals which were domesticated during that time includes sheep, goats, cattle, pigs. It is fact that the cow, buffalos, the elephants etc. were domesticated in India long before 3000 BC” (Satishchandra das gupta 1945). From this, it is clear that cattle were domesticated before thousands of years and since that period these animals were useful to the people. Cattle have been valued by man since pre-historic times as a source of meat, milk and as beast of burden. “In the anciels past when both the settled community and broken men did eat beef, the former ate fresh beef and the latter of the dead cow and this system represented a universal state of affairs through out India” (Dr.B.R.Ambedkar 1948). Thus not only living cattle but also the dead cattle were used by the people from ancient times after domesticating cattle in India. According to Dr.B.R.Ambedkar the architect of Indian constitution, there is no community in India which is really an untouchable community which has not something to do with the dead cow. Some eat her flesh, some remove the skin, some manufacture articles out of her skin and bones.

Not only cows, but also bullocks were used by the kings and sultans in the battle. It would be proper to quote an example of Tipu Sultan who has developed a fast running breed of bullocks which served
him in the army was so impressed by them. During the battle of waterloo
Lord Wellesely is said to have exclaimed at one time when his tired
horses failed to reach the goal, “Alas! Had I those Mysore bullocks they
would not have failed me” (J.C.Kumarappa 1958).

Today the cattle has a great importance in our national economy.
They are useful to the Indian people in several ways. Not only cattle, but
even each and every part of them has economic value. The cows and
working bullocks have on their patient back the whole structure of Indian
agriculture. They are the faithful assistants of farmers, without them they
can neither till their fields nor carry their crop products to the market
place. The cattle serve as a draught animal used for agricultural
operations like ploughing, sowing, weeding, winhoving, water lifting,
theresthing etc. The cows provide us milk and milk product. The people
who have achieved, who have become strong and vigorous, who have
reduced their infant mortality, who have the best trades in the world, who
have an appreciation for art, literature and music, who have progressed in
science are the people, who have used liberal amount of milk and its
products (E.V.S.Manian 1938). The milk is the best nutrient for human
consumption. It contains butter fat albuminoids, milk sugar, proteins and
onineral matters. A variety of milk products like ghee, butter, cheese
cream caseain, khawa, colostrums, butter milk, curd etc. are obtained
from cattle. Out of the total national milk production 53% come from
buffaloes 43% from cows and remaining 4% from sheep, goats and other
animals. From this percentage, it is obvious that cows provide nearly half
of the total milk production of India.

The milk production has steadily increased due to Dairy
Development Programme in India. It has the dairy production of 710
lakh tones during 1997-98 as compared to 685 lakh tones in 1996-97.
India is today the second largest milk producing country in the world
after United States of America. She earns crores of rupees from the export of milk products. Besides it the cattle are used for meat. In India there are about 1300 slaughter houses where 400 lakh animals are approximately slaughtered daily. The total production of all types of meat in India is estimated at about 0.50 million tones of which 9% is from the cattle. In India, the export of buffalos meat, sheep, goat meat, processed meant and poultry products during 2000-2001 was to the tune of Rs. 693.52 crores. While the export of animal by products was worth Rs. 157.31 crores during the same year. The cattle even today are useful for the purpose of transportation. Agricultural products are carried by cart with the help of cattle to the market place or a place of destination of a farmer. In the study area of Ahemadnagar district, it is observed that the cart has normally two iron wheels or improved tyre wheels. It is carried away with the help of a pair of bullocks. In the interior areas or in the hilly areas where there is no railway line or a road, the people are hound to use their bullock-carts as a means of transport. Not only that but from the waste of cattle such as cow dung, urine, the best quality manure is obtained from agricultural farm lands to get more agricultural production. “The cattle dung annually available in India is approximately 1200 million tones of which 400 million tones are used as a fuel and 215 million tones for manure” (C.B.Memoria 1980). Again from the waste of cattle, gobar gas plant or biogas plant is set up. This can be utilized as a fuel for cooking and power for light in the house hold and water-lifting too. From alive cattle, their tail hairs are used in the brush manufacturing centres and for the preparation of a long beautiful hairs for ladies.

After the death of cattle, may be by natural death or by slaughtering of animals, the people get beef, veal, hides and skins, bones, blood, tallow, horn intestines etc. They are used as a raw material for a number of industries in India. The hide and skin is used in leather
industry for the manufacturing of boots, chappals, shoes, machinery belts, musical instruments like Dholak, Tabala, Pakhwas, Khanjeri etc. Fats and tallows are used for preparing soap and candles and for making glycerine, gelatin, glue, rennin, pensin etc. Their bones, horns and hoofs are also used as fertilizers insulars etc. The hide and skin trade and leather industry in India is one of the most important phases of Indias economic life. Its annual value of production was 2885 crores of Rupees during 1987-88 which has reached to Rs. 5859 crores of rupees in 1994-95. This industry gives an employment to nearly 5 lakhs of people in India and has helped in the economic well being of lakhs of people. Due to availability of raw material from cattle there is a large scope for the development of leather industry in India.

Next to hides and skins the most important raw material of cattle is bone and blood. There are a number of bone crushing mills in India and the total business is done in the crores of rupees per year. The bones of cattle are also used for the manufacture of button handles, pentcines, spoons, combs, scientific accessories, shoes, horns etc. From cattle blood animal char coal is made which is used in bleaching and deodorant. Blood is also used for the preparation of liquid-fuel bone-oil, black varnish etc. A good portion of these things is exported to foreign countries but are imported back in a finishing form. India gets about 6 million rupees per year from the export of tallows, animals, castings, cattle tail, hairs, horns, hoofs and meal. Thus cattle are of a great economic value wheather they are dead or alive. Knowing the importance of cattle as a wealth in India, Mahatma Gandhi the father of India (1940) has rightly said “Mother cow is as useful even dead as when she is alive”.

As per national commission on agriculture (1976) there were 22000 shandies or hats in India serving on an average area of 8 to 16 Kms
There are about 4145 larger markets situated at the Tahsil headquarters in the large villages or towns. They serve an average area of 775 Sq.Kms. and a population of 1.32 lakh (Bhattacharya November 1997). Out of 4145 larger markets in the country 2936 or nearly 70% of them are regulated markets. Uttar Pradesh has the largest number of regulated market (437) followed by Maharashtra (409), Andhra Pradesh (341), Punjab (314) and Madhya Pradesh (279). The distribution of regulated market is uneven in India. Regulation of market’s is a state subject. Maharashtra State has enacted Legislation for regulating the markets. A number of union territories and few states have yet to enact necessary legislation for regulation of markets.

As far as cattle markets in India are concerned they are mostly periodical markets and held once or twice in a week. The same pattern of periodical cattle markets is found in Maharashtra. The cattle markets in Maharashtra are held once in a week on a particular day or twice in a week on particular days. They are called “Bail Bazar” cattle fairs also play an important role for a sale or purchase of cattle in Maharashtra and particularly in the study area of Ahmadnagar district.

India, being rich in cattle, there is an urgent need for the study of cattle markets and their system to enrich our agricultural based economy such study will be helpful in finding out the inefficiency or the drawbacks of marketing system and suggesting effective measures for the cattle market development in India in general and the study area of Ahmadnagar district of Maharashtra in particular. The cattle wealth and cattle markets in India will surely assist in increasing and strengthening our agricultural production and our national economy.
1.4 The significance of Study

The choice of the district and the topic under investigation is influenced by many considerations. Ahemadnagar district is centrally located in Maharashtra state. It is the most important district. It has covered a vast area of hills and plateaus with suitable tropical climate for cattle. Therefore, there is a wide scope in the activity of cattle rearing and cattle marketing.

None of the geographers has yet worked till today in the field of cattle marketing system of this district. Hence, the study of cattle marketing system and its network has been selected from the viewpoint of socio-economic development of this region. It is one of the pioneer attempts in point of view this field of study for which Ahemadnagar district has been selected from the western Maharashtra. The study may prove useful to regional planning and serve as an evidence of the applicability of spatial analysis in a regional farmer economy. The study may also be useful in understanding cattle marketing system and its network in different thasils in the district and the impact on thasils the socio-economic development of the study area. Considering these facts, the topic on cattle marketing system and its network in Ahemadnagar district of Maharashtra have been selected and an attempt has been made to throw light on cattle marketing centres and their network in the district.

1.5 Planning of study

The study of cattle market is restricted to Ahemadnagar district of Maharashtra. All the cattle market places in the district were surveyed during the years 2008, 2009, 2010 for relevant data collection. Ten cattle fair centers of the district were also visited by the researcher in this period for this study. They visited the cattle markets and fairs in the district and
studied their origin, growth, capture of market place, their discontinuity or disappearance.

The methodology involved in the study of this research depends upon the response to the relative questionnaires for sellers, purchasers, dealers of cattle and the management of cattle market place in the district. The primary data is found fruitful for making analysis of the research work. Besides the secondary data and source material embodied in the Ahemadnagar district like Gazetteer, District Census Hand book, Majmuli maps of the revenue Department found very useful in doing this research work. Again the Indian topographical maps of the survey of India too are found fruitful in the study of spatial location of market places of their locational spacing. Other official publications like district social economic hand book, the historical books were used for getting relevant data and information.

The cattle routes followed by the professional cattle drovers from the market places in the source region to the service areas have been examined critically to determine spatial and temporal locational patterns.

The nearest neighbors (Rn) test is used for the determination of locational pattern.

1.6 Problem of Terminology

While doing research work, some of the problems of terminology of cattle marketing stood before the researcher. The terminology of cattle has been given in different ways in the different books and in dictionaries. The concise oxford dictionary of current English (1964) gives the meaning of cattle as livestock, oxen etc.. Where as in the Macmillan students dictionary (1985) ‘Cattle’ means the bulls and cows kept by farmers for meat and milk. According to Advanced Twentieth Century dictionary (1977), cattle are the domesticated beasts of pastures.
In few standard book, buffaloes are included in the term of cattle. However for the study of research work cattle has been defined as bulls, cows, younger and older while visiting cattle market places. The number of buffaloes has been considered for survey to make comparative study with cattle in specific cases. Secondly, it is found difficult to identify the number of sellers, buyers both sellers and buyers of cattle in the markets in the district because the same person sells cattle and buys another in the same cattle market on the same day. Therefore, it was difficult to make accurate data collection due to “Sellers” & “Buyers” terminology. However, the way was found out to make differentiation between sellers and buyers in the market for doing data collection.

1.7 Choice of the region

The choice of the area and topic under investigation has been influenced by several considerations. Firstly, Ahemadnagar district comprising 14 tahsils of Maharashtra state has a significant location on Maharashtra plateau. Ahemadnagar district is located in upper Godavari and Bhima river basin. In geographical area this district rank first in the state of Maharashtra. Kalsubai, Adula Harischandra and Baleshwar mountain ranges are found in this district. These hilly ranges are not useful for agricultural operations. The region under study has a major portion under flat to geography. Hence it supports to high concentration of agriculture. As a result, these characteristics make this region a district physical entity and homogenous unit for geographical investigation. Western part is hill where as eastern part is flat region.

Secondly, there are 1556 villages in this region, Ahamednagar, Rahuri, Shrirampur, Newasa, Shevgaon, Pathard, Jamkhed, Karjat, Shrigonda, Parner, Akole, Sangamner, Kopergaon, Rahata, Shirdi tahsils
come under the jurisdiction of drought prone area. There is uneven
distribution of rainfall in the study region.

Thirdly, tahsils like Akole, Parner, Jamkhed, Pathadri and
Shevgaon are backward in the study due to their low irrigation
development. These tahsils are called problem regions. Fourthly, the
Godavari drains by for the larger part of the district including the entire
tahsils of Kopargaon, Sangamner, Rahuri, Akole, Newasa, Shevgaon and
part of Ahemadnagar and Parner, Pravara, Adula, Mahalangi, Mula
Dhoranadi, Bhima, Ghod, Sina and their tributaries flow through this
study region.

Fifthly, there are several market places in Ahemadnagar district
such as Newasa, Kopergaon, Ghodegaon, Shrigonda, Rahata, Loni etc.. In this district dairy factory is growing and it depends upon agricultural
phenomena. Cattle fair is most important thing in this study area. All
these consideration motivated the author to turn hiss attention to this
region and its marketing geography.

1.8 Salient features of cattle markets and cattle fair

While surveying the cattle markets in Ahemadnagar district the
researcher has pointed out the following characteristics.

1.8.1 Attendance of the Majority of illiterate People

The most of the people engaged in the farming activity visit the
cattle markets. They are illiterate and they have no concrete organization
to solve their marketing problems. Their participation in the development
of markets is essential. The attendance of the majority of illiterate people
is the common feature in all the marketing centres of the district.

1.8.2 Period of helding cattle markets

The cattle markets are held seasonally as well as throughout the
year. Generally the cattle markets start on the first day after ‘Dasera’
festival and continue up to the beginning of June. They over at the commencement of monsoon winds. During rainy season, the markets are rarely held in few places. But some of them are held throughout the year. In December and January, the relative transactions are very high. It is observed in the survey that the cattle marketing activities are closely related to the farming activities. In the rainy season, the farmers are wholly engaged in agricultural operations, and therefore, they rarely attend a few markets from the month of June to September. In this period the most of the farmers do not find time for attending of cattle markets in the district.

1.8.3 **A large number of unregistered middlemen**

The attendance of a large number of middlemen is found in the market. They work between the sellers and purchasers and perform dominant role in the marketing system. The most of the middlemen work in the market without registration as they have problems in getting registration card. In the marketing structure, they try to take more commission in the market.

1.8.4 **The market practices and market fee**

The market practices, fee and other charges are uneven and unregulated in many of the cattle markets. The sellers, purchasers rarely know the purpose. The deductions of money are made by the management of the cattle markets.

1.8.5 **Types of cattle**

The types of cattle which are mainly brought to the markets are Deoni, Khillari, Gaolo, Kathiwadi, Krishna, Red sindhi, Kankrej, Tharapkar, Dangi. Their source areas are adjoining this region Gujarat, Andhara Pradesh, Madhya Pradesh, Karnataka etc.
1.8.6 Limited infrastructure for markets

There is limited infrastructure for marketing centers. Infrastructure is referred to the social overheads such as transportation and communication facilities provision of cheap source of power, water supply, provision of storage etc. The people mainly use bullock carts, trucks, metadoor, buses to reach to market place and some times reach to it by walk. As compared to transportation facilities, communication is more developed. There is a limited provision of power & water supply to the marketing places. Particularly during summer, the shortage of water is the main problem in most of the marketing places of the district.

1.8.7 Cattle fairs during winter and summer

The cattle fairs are held during winter and summer. Their duration is more than one day. The people from other states also participate in the cattle fairs.

In view of these main characteristics of cattle markets of the district, it is difficult to say that the existing marketing centers have been working efficiently in the interest of both sellers and purchasers of cattle. There is a need for the study of markets, especially cattle marketing places which have a great impact on the economy of the district.

1.9 Aims and objectives

The main objectives of the study is to find out a detailed spatial analysis of cattle marketing system and the impact of its marketing system on the economy of Ahemadnager district of Maharashtra. An attempt has been made for the investigation of the relationship of the cattle marketing system to the economic activities of the people.
The cattle markets and cattle marketing system in Ahemadnager district has been selected to find out its impact on the adjoining region. The following are the specific objectives of the research work.

1. To study the origin, existence and stability of cattle markets in the Ahemadnagar district.
2. To examine spatio-temporal spacing of cattle market places and to interpret space and time relationship.
3. To study resource potential for the development of cattle marketing and places in the district.
4. To study the system of participants mainly sellers, buyers, middlemen, and their role in the cattle marketing system.
5. To study source areas and service areas related to cattle market places. To find out co-relationship between services and market centers.
6. To find out hierarchy of cattle markets in the district.
7. To study transport network related to the cattle market centers in the district.
8. To find out co-relationship between the services available at various market places in the district.

1.10 Hypotheses

1. Cattle marketing system depends upon the physical factors, and non physical factors of the study region.
2. Leave of population development influencing the cattle market system in the region.
1.11 Database and Methodology

The study of cattle market is restricted to Ahemadnagar district of Maharashtra. All the 23 cattle market places in the district were surveyed during the years 1990, 1995, 2000 and 2005 for the relevant data collection. Cattle fair centers of the district were also visited by the researcher in this period for the study. The visit to the cattle markets and fairs proved useful in getting exact number of cattle markets and fairs in the district including their origin, growth of market place and their discontinuity or disappearance.

The methodology involved in the study of this research depends upon the response to the relative questionnaires for sellers, purchasers and dealers of cattle and the management of cattle market places in the district. The primary data is found fruitful for marking analysis of the research work. Besides, the secondary data and source material embodied in the Ahemadnagar district gazetteer, district census and hand book. Indian topographical maps of the survey of India are found fruitful in the study of spatial locations of market places of their locational spacing. Other official publications like district social and economic hand books, the historical books etc. were used for getting relevant data and information. The nearest neighbor (Rn) test is used for the determination of locational pattern. Various cartographic techniques have been used. Simple statistical methods have been also used in this work.

1.12 Review of literature

Some studies of the system centred on market system in India are conducted by Mr. Tamaskar (1956) Mr. Mukharjee (1957) and Mr.S.K. Srivastav (1986). In addition to the above work on market system, the
names of Mr. V. Krishna, Mr. V. S. Mathur, Mr. S. N. Reddy, Mr. Kumawat, Mr. Sharma K. D., Mr. N. B. Talikotti, Mr. Nizamuddin Khan are noteworthy. Their contribution is an asset to the new coming researchers in the field of marketing geography.

In the present study, the spatial and temporal distribution of cattle markets are analysed. The hierarchies of cattle markets the management and the problems of markets are searched out and the suggestions are made for the improvement of marketing system. Perhaps, this may be the first attempt on which research work has been done at the centrally located Ahmadnagar district of Maharashtra on the cattle marketing system and its network.

Many researchers have been worked in this field of geography Shrivastav K. R. (1983) highlighted the locational aspects of rural market centres in Bundelkhand region. He attributed that physiographic diversities abounds in natural wealth, the market location is dominated. Further he identified that market locations have been marked on the peripheral areas of high density of population and on the contact zone of tribal and non-tribal groups of population. The role of the means of transportation of market location have also been examined by him Mr. G. T. Maidamwar (1992) highlighted the livestock markets in Yevatmal district of Maharashtra. He surveyed the livestock marketing centres in the district and emphasized the necessity of controlling and uniforming the management of livestock markets by Agriculture productive marketing committee.

Mr. Dixit R. S. (1981) considered “Periodicity” as a basis for the classification of market centres and presented a case study of Umland of Kanpur metropolis, where as Mr. Vijayraj (1982) has presented a spatio-temporal analysis of periodic market in Dharwad district of Karnataka and analysed the market centres and market days and compared the
different periodic market systems in different parts of the world Mr. Vishwanath (1983) presented the distributional pattern and classified market centres in Awadh plain by using the nearest neighbor analysis and on the periodicity the market centres have been classified. The author has identified seven marketing centres by this analysis Mr. Kumbhar and Mr. Deshmukh (1982) have presented the role of periodic markets and regional links in Sangali district. They have considered that the periodic market is an important economic institution in the agrarian economy of the country Mr. Saxena (1983) has presented the role of regulated markets in Rajasthan.

Mr. Sinha (1960) wrote on livestock and their problems in Orissa. He emphasized the inadequacy of fodder supply and stressed the need for better breed control of diseases and improved transport facilities for future development of the livestock resources of the state.

The more detailed account of the distribution of cattle in Andhra Pradesh was given by Mr. Chatruvedi (1961) in his study of economic geography of cattle raising in Andhra Pradesh. He particularly noted the suitability of the state for raising good quality work bullocks on a large scale. Mr. Singh (1981) presented the role of market centres towards integrating spatial development particularly highlighted a case of Siwan district and suggested for introducing spatial necessary changes in the existing market structure with a view of promoting peripheral spatial development. Mr. Gupta R.N.P. (1981) presented periodic markets and market cycles in the highland of Bhagalpur district in Bihar and opined that marketing has oriented diverse frontiers of the study pertaining to recent socio-economic development of the diversified world. He concluded that “because of undulating terrain and forest the western sector is responsible for limited number of market centres while the rolling fertile surface in the eastern part is productive leading to the
growth of a network of market centres. Mr. Gedam D.A. (1981) has stated the origin of periodic market places in the Wardha Valley of Maharashtra and opined that in respect of the origin of periodic market places in the Wardha Valley.

As early as 1912, the Government of Madras carried out a survey of cattle in the province and it is probably because of this survey, the majority of studies of cattle attempted in the earlier period were related to the regions of south India. Mr. Iyer (1927) has given a systematic account of regional distribution of cattle in south India in relation to the factors of environment. Three years later, he published another informative paper on cattle breeds of Kongunad. Mr. Dayal (1950) made a study of the distribution of cattle and the problem of fodder supply in Bihar. Besides giving a systematic account of the distribution of cattle in Chota Nagpur plateau and in Bihar plain he has attempted an analysis of the situation of fodder supply and put forth the suggestion that reclamation of wastelands and introduction of suitable and better varieties of Leguminous crops may be effective measures for developing cattle wealth of the area.

1.13 Chapter Scheme

The present study is divided into eight chapters. In the first chapter, significance of marketing geography, nature of marketing geography, role of cattle marketing system, the significance of study, planning of study, problems of terminology, choice of the region, the salient features of cattle markets and cattle fairs, aims and objectives, hypotheses, database and methodology, review of literature and chapter scheme etc. have been included.

The second chapter is physical & non physical profile of the study region. This chapter highlights the location boundaries of Ahemadnagar
district, administrative evolution, physiographic geology, drainage pattern, climate, soils, natural vegetation irrigation, population, livestock, transportation etc..

In the third chapter, the information has been given about cattle market places and interaction of cattle traders. The third chapter is related to interaction of cattle traders in Ahemadnagar district. In evolution of cattle markets, function of cattle markets, the origin of cattle market, special interaction of farmers, sellers, buyers and cattle dealers in the markets, field distance traveled by cattle traders, cattle drovers and cattle market efficiency will be studied.

In chapter fourth, the information has been given about the role of sellers, buyers, and middleman of the cattle markets, the itinerant sellers, cattle traders market cycle, role of sellers, purchasers, middleman in the cattle market centres, role of sellers and buyers in the cattle market centres, socio-economic status of buyers and sellers, occupation of sellers, buyers, the classification of sellers and buyers, distribution of cattle sellers and the volume of attendance of buyers in the cattle markets, role of middlemen in the cattle market and cattle fairs, care of cattle, the selection of market place, veterinary facilities and diseases of cattle, slaughter houses in Ahemadnagar district, market cess and other sources of income to the market place in the Ahemadnagar district and topology of service area of market.

The chapter fifth is related to the pattern of the periodical cattle market centres. Eleven indicators used for hierarchical orders of cattle market in Ahamadnagar district.

Chapter sixth is devoted to means of transportation, trekking with the cattle, road transport, railway transport, means of travel by bullock carts and bicycle, communication system and Cross Route Nodes in the study region.
Chapter seventh throws light on Grade of cattle market and availability of services. The local managing committee of the markets and availability of services. The availability of drinking water and fodder, veterinary and medical services, electricity services, educational services, police services and other services in the Ahamadnagar district chapter eight is conclusion and suggestions.
References

1) Applebaum (1954) : Marketing Geography “Inventory and Prospects” Syracuse University. PP-246.


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