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THE INTRA-URBAN MARKET CENTRES OF SATARA CITY
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THE INTRA-URBAN MARKET CENTRES OF SATARA CITY

8.0 INTRODUCTION :-

Now-a-days geography is the study of spatial variation on the earth surface. Space and time are the two fundamental realities which constitute the core of the geography. Among the various fields of geography, economic geography has developed rapidly with the past 30 years resulting into specialized sub-branches viz. geography of agriculture, industrial geography, transportation geography, marketing geography, etc. All these branches are related to the study of aerial variation on the earth surface in man’s economic activities. Marketing geography, a branch of economic geography, seeks it raison d’etre as a specialized study of market places and marketing. It deals with the application of the geographical principles, methods and techniques to the practical problems of consumer related to the marketing phenomenon.¹

Marketing geography is concerned with the channels of distribution through which goods move from producer to consumer.² In fact, the primary objective of marketing geography is to study the market places as units of space and various kinds of activities associated with the distribution of goods required by consumers. There exists a wide range of geographical environment, regional economy as well as social, historical and cultural aspects of the region. All these aspects now become core ideas of the marketing geography. It also deals with the impact of these elements on overall development and planning.
In brief marketing geography is concerned with the location and distribution of marketing, their infrastructured pattern, measure and extent of marketing activity, movement of commodities, consumer behaviour, perception and the determination of hierarchy in order to prepare a systematic plan for regional development. During the past thirty year geographers have given much attention to the study of periodic markets because, "Periodic markets play a key role in the internal trading process, mediating exchanger between farmers, craft manufactures, for sellers and itinerant traders on the one hand and urban whole-salers on the other hand."³

8.1 REVIEW OF THE LITERATURE :-


The weekly markets of Sagar Damoh, plateau has been studied by B.G.Tamskar.⁴ H.M.Saxena has studied the rural market centres of Haldoi plateau of Rajasthan. V.K.Shrivastav has studied Periodic markets regional development of Bahraich district of U.P.⁵ R.S.Dixit has studied the spatial organisation of market centres Hamirpur district.⁶ A.P.Kumbhar has studied the spatial distribution of rural market centres and regional linkages in Sangli district.⁷ He has also studied the spatial distribution of rural market centres, their centraility and hierarchic order
and spatial linkage analysis of Satara district. D.A. Gedam has studied the origin conditions of periodic market places in the Wardha Valley of Maharashtra. A.G. Jamkar has studied the origin and evolution of periodic market places in Dhule district of Maharashtra.

Singh (1961) discussed the case of Barhaj (U.P). In 1963, Bindki (U.P) was studied by Jayaswal, and Hyderabad and Secunderabad by Alam. The case of Jhalrapatan was studied by Verma and Saxena in 1968. In 1971, Raza studied the structure of markets in Bihar. In 1973, Gopal Krishna and Agarwal took up the case of Chandigarh. In the 1974, the publication of four papers by Sami on Patana, Gedam on Salbardi (M.P and Maharashtra border), Saxena on Kota and Srivastav on a general study. Again in 1975, Sami worked on Patana and in the following year Parvathi tackled the case of Pollachi, Singh and Singh (1977) has studied Jaunpur (U.P).

The morphological features of Yavatmal market was studied by Maidamwar (1979), Dixit R.S.(1980) and Kulkarni K.M. (1980) have studied the morphological aspects of the market centres. Some morphological aspects of the market towns of Rajasthan were studied by Saxena H.M.(1983), while Srivastav V.K. (1983) studied the morphology of the rural markets of the Gorakhpur region of U.P. Here, an attempt has been made to study the intra-urban market centres of Satara city and its morphology.

8.2 METHODOLOGY :-

In the present study, the primary data has been collected with the help of field work. Field work as well as empirical method has
been used to depict the various places of farm sellers of different market areas. After collecting the primary data, it has been tabulated and represented with the help of various statistical techniques. Various maps and diagrams have been prepared to show different types of information. The analysis and interpretation of data has been done from the geographical point of view.

8.3 THE INTRA-URBAN MARKET CENTRES OF SATARA CITY:-

The periodic markets of Satara City held on Sunday and Thursday. There are four intra-urban market sites located in the different parts of varying sizes. The layout or morphology of the market centre is controlled by settlement pattern, specially by street pattern and also by local relief conditions of the ground. There are no fixed shops in these markets. Their arrangement in orderly sections, the site of particular shops and/or traders are more or less fixed, thus, developing a pattern which may be called as the 'morphology' or 'layout' of the periodic market centres.

The intra-urban markets, although, part of a settlement, but they are superimposed structure. Because, whatever structures (shops) arranged for markets are temporary and sometimes there are no structure at all. The sellers used to sit along road itself without any shade. Even then intra-urban markets have a morphological pattern which is governed by street pattern and or arrangement of shops. In periodic markets arrangement of shops in orderly, sections are earmarked and most of the traders have their fixed places. Generally, similar type of shop such as vegetables, fruit-stalls, spices, betal leaves,
tabacco, cloth, general marchants, repairers etc. are located closely, so that consumers can able to compare goods, their quality, their prices and make a fair choice of the required goods.

8.4 THE INTRA-URBAN SITES / AREAS OF SATARA CITY :-

There are four intra-urban market sites / areas located in the different parts of varying sizes. These markets sites are as follows :

1. Mahatma Phule Bhaji Mandai.

2. Shahu Market Yard Bhaji Mandai.

3. Rajwada Bhaji Mandai, and


1. **Mahatma Phule Bhaji Mandai :-**

Mahatma Phule Bhaji Mandai is newly established, which is extended part of the old market centre, situated in the Sadashiv Peth and eastern part of Pratapganj Peth, where there are some built-up stalls and plinths found constructed. Now this place is occupied by newly constructed permanent stalls. The periodic markets of Satara City was formerly held on Sunday and Thursday in the front open part of the Rajwada but when the size of market was increased then it was shifted in newly constructed market place, which is named by ‘Mahatma Phule Bhaji Mandai.’ The old mandai of Sadashiv Peth and newly formed Mahatma Phule Mandai are interlinked with each other. This area is also known as ‘Juna Motor Stand’, where two petrol pumps are situated. The highest economic exchange is observed in this market, so it ranks first in the hierarchy of intra-urban markets of Satara City. (figure 8.1)
2. **Shahu Market Yard Bhaji Mandai** :-

Shahu Market Yard Bhaji Mandai ranks second in size and also in the economic exchange. It has developed near the area of Agriculture Producing Market Committee, where New Market Yard has developed in the west part of new S.T. Bus Stand, connected by main road. This market centre has got more importance because the CBD of the Satara City has shifted to Powai Naka, which is more important in relation to commercial activities.

3. **The Rajwada Bhaji Mandai** :-

This Mandai is also a planned and having built up shade and plinths, and is found at the back-side of the Rajwada and also newly established City-Bus-Stop, which is small in size, mainly serves daily from 9.00 A.M. to 9.00 P.M.

4. **The Sadar-Bazar Bhaji Mandai** :-

The Sadar Bhaji Mandai is mainly a vegetable market, started more than 50 years ago, situated near City Bus Stop of Sadar Bazar and along the road-side. But now it is shifted to new place which is constructed according to planning having shades and plinths for sellers. (figure 8.1).

8.5 **COMMERCIAL MORPHOLOGY OF INTRA-URBAN MARKETS OF SATARA CITY** :-

Towns are shaped by institutions of different types, such as social, economic, governmental, religious and cultural, etc. These are associated with various types of landuses and with the complex intra-city flow of goods and people which make up the spatial organisation of urban morphology.11
SATARA CITY
LOCATION OF MARKET CENTRES IN CITY

INDEX
1. Mahatma Phule Bhaji Mandai
2. Shahu Market Yard Bhaji Mandai
3. Rajwada Bhaji Mandai
4. Sadar Bazar Bhaji Mandai

Fig. 8.1
The city's commercial morphology covers the area of main market and other marketing sub-centres which more or less perform commercial activities. It may be noted that the expansions of commercial area is not only the result of the demand of neighbourhood population but also a result of low land values.

The commercial morphology of any periodic market or intra-urban market has been affected or governed by the following factors:

i) **The Nature of Sale of Goods :-**

Shops dealing in Kirana, spices or in other non-agricultural commodities are found mostly in the interior part of the market area. Cobbler, backsmith, Carpenter, hair dresser are found in the outer part of the market centre.

ii) **The Source of Supply Area of the Community :-**

The commodity producing villages are mostly found within the taluka and also neighbouring talukas of the study region.

iii) **The Value of Articles Sold By These Shops :-**

If the commodity is valuable and needs less spaces, then the shops of such commodity are concentrated in the central part of the market centre.

iv) **The Space Needed By the Shops :-**

Certain commodities require more space, so the shops dealing in such commodities are generally concentrated in either in open spaces or on the out skirts of the market space e.g. vegetables.
v) The Accessibility of the Shops in Reference to Means of Transport :-

The mode of transport also effects the location of shops in the intra-urban market. Shops dealing in bulky materials are generally concentrated on the fringe area directly connected to the supply areas, vegetables and food grains are bulky and brought by bullock-carts and trucks from villages and are located at the peiphery of the market area.

To study the morphology of intra-urban markets, they are grouped into six-sectors as follows:

1. Mahatma Phule Bhaji Mandai.
2. Juni Bhaji Mandai (Old Vegetable Market).
3. Road-side Market place.
5. Rajwada Bhaji Mandai.

1. Morphology of Mahatma Phule Bhaji Mandai :-

Mahatma Phule Bhaji Mandai is a newly and planned constructed mandai divided into 22 lanes with plinths and shades. These lanes are named as 'A' to 'V' alphabets for the purpose of analysis. This market place is situated in the central part of city which has got more importance in terms of economic exchange. The market place lies west of the road which stretches from Juna Motor Stand to northward direction. So, the first lanes i.e. A, B and C are constructed into north-south direction, where permanent vegetable stalls are found (figure 8.2). Then, there are three lanes, i.e. D, E and F, which are constructed in the south east to north-west direction, and open space
SATARA CITY
MORPHOLOGY OF MAHATMA PHULE MANDAI

INDEX
V - Vegetable
Fr - Fruits
Sp - Spices
Et - Eatables
Ot - Others
O - Onion & Potatos

Fig. 8.2

Open Space
is observed in the north-west to south-east direction, and north-east parts of these lanes where rural sellers sit to sell their vegetables.

The next three lanes, i.e. G, H and I are constructed in the north-west to south-east direction, another next three lanes are constructed in a south-west to north-west corner of the market place, where mainly villagers from the surrounding areas go to sell their vegetables. (figure 8.2)

2. Juni Bhaji Mandai (Old Vegetable Market) :-

This market place is constructed earlier and is old than that of Mahatma Phule Bhaji Mandai. Formerly, wholesale marketing was held here, now it is shifted to Shahu Market Yard. This market place is situated in-between two roads, passing into north-south and east-west directions from Juna Motor Stand. The permanent shops are constructed into north-south direction in the east-west direction of the market place. (figure 8.3).

Besides this, there are 8 plinths, out of which three have tin shades. These shades are constructed in a rectangular shape, out of which five lies in a east-west direction and three in a north-south direction. Here, permanent shops of the east and north-sides are mainly occupied by spice commodities and also dry chillies. The north-western part is occupied by dry-fish shops which have tin shades. The chicken shops are observed in the north-east corner. The grains, mainly rice shops and vegetables stalls are found in this market.

3. Road-side Market place of Juni Bhaji Mandai :-

The Juni or Old Bhaji Mandai is situated in the Sadashiv Peth, north of the main road. The road which stretches from Juna Motor Bus Stand and Petrol Pumps towards the west direction and meet to
SATARA CITY
MORPHOLOGY OF JUNI BHAJI MANDAI

INDEX
V - Vegetables
Et - Eatables
DC - Dry Chilles
Df - Dry Fish
Ch - Chicken
Pu - Pulses
Sp - Spices
Ut - Utensils
St - Stationary
O - Onion & Potatoes
□ Open Space

Fig. 8.3
the main road of Pratapganj Peth. This Bhaji Mandai is situated on the both sides of the road and its off-shoots. (figure 8.4)

This market place has a linear pattern, formed by the main road, and is divided into 7 sub-divisions or lanes for the purpose of analysis. The lanes mainly, 'A', 'G' and 'F' have combination of food-grains, pulses and vegetables where maximum turn-over is observed. The fruit stalls are found in the 'A' and 'C' lanes.

Apart from this, there is fish, chicken and mutton market in the eastern part of the petrol-pumps, where 8 tin shades of fish and chickens are found. There is also a built-up mutton market with 25 stalls situated since last 40 years.

4. Shahu Market Yard Bhaji Mandai:-

Shahu Market Yard Bhaji Mandai is newly established market centre. Formerly it was held in the Raviwar Peth on the both sides of road which stretches from the tahsil office to Primary Teacher's Bank, into north-south direction and also east-west extended galli, but due to conjuction of traffic and shortage of space it has shifted to this place. A newly constructed building in the Raviwar Peth which formerly used for vegetable marketing, especially for onion, potatoes and garlic is now closed and used for mutton, chicken and dry-fish shops.

Shahu Market Yard Bhaji Mandai is situated near new S.T.Bus Stand and South of D.B.Kadam market. This market place has a open space in the central part, where wholesale activity takes place and encircled by permanent built-up shades and shops from all sides and having entrance gates towards north and east side.

In the south of this main wholesale market place there is a newly
SATARA CITY
MORPHOLOGY OF ROAD-SIDE MARKET PLACE OF JUNI-BHAJI MANDAI

V - Vegetable
Co - Coconut
O - Onion and Potatoes
Cs - Cosmetics Ladies Material

INDEX
F - Fruit
Et - Stables
Pu - Pulses
M - Meat
Sp - Spices
Af - Aquatic Fish
C - Chicken
Pl - Plants

Fig. 8.4
constructed tin shades for marketing of vegetables. In the south of built up shade and petrol-pump, there is an open space for the market which is newly allotted for sellers of onion, potatoes and vegetables (Figure 8.5).

5. **The Rajwada Bhaji Mandai** :-

This Bhaji Mandai is the oldest in the Satara City, and is located in the western and southern part of the Rajwada. This Mandai is small in size but serves more people who reside in the western part of the city. Three plinths with tin shades were constructed at the backside of Pratapsinh Highschool and New City Bus Stand. This is a daily vegetable market, which is held from 9.00 A.M. to 8.00 P.M., but main marketing period is observed from 4.00 p.m. to 7 p.m. In the opposite to the Rajwada and City Bus Stand, there are some fruit stalls which are permanently established (figure 8.6).

6. **Sadar-Bazar Bhaji Mandai** :-

The Sadar Bazar Bhaji Mandai is a old part of the Satara City, which is situated in the north-eastern side of the study region. Formerly the Sadar Bazar or Camp area was occupied by British military and mainly their servants of low castes. So the local vegetable market place was established near the City Bus Stop and rickshaw stop, where other facilities such as dispensary, medical shops, kirana, furniture and barbar shops are concentrated.

The old road-side market place has now shifted to newly built-up area where planned market plinths and tin shades have been constructed in a rectangular shape. The parking, toilets, water tank,
SATARA CITY
MORPHOLOGY OF SHAHU MARKET YARD BHAJI MANDAI

INDEX

V = Vegetable
O = Onion, Garlic, Potatoes
G = Ginger
Fr = Fruits

Fig. 8.5
SATARA CITY
MORPHOLOGY OF THE RAJWADA BHAJI MANDAI

INDEX

V - Vegetable
O - Onion, Potatoes
SP - Spices
Fr - Fruits
Kr - Kirana
G - Others

Fig. 8.6
electricity and other facilities are available in this new market place (figure 8.7). This is a daily market which holds from 8.00 A.M. to 8.00 P.M. but main period observed from 4.00 P.M. to 7.00 P.M. In this market some regular retailers as well as some farmers from surrounding villages come for selling their vegetables. Now-a-days this market place has got more importance because of development of new colonies.

8.6 COMMODITY STRUCTURE OF INTRA-URBAN MARKETS OF SATARA CITY :-

The intra-urban markets display a very wide spectrum of commodities derived from sources located at varying distances and diverse kinds of regions, which can be recognised as: local, regional and supra-regional sources. However, it may be borne in mind that commodity structure reflects the regional food habits, their availability, production of specific crafts in the region, efficiency of transport linkages for goods brought for sale from different places, the nature of marketing system, etc.

The goods sold at intra-urban market places can be classified into three categories: viz perishable, semi-perishable and durable. For the purpose of analysis and for suitable study the commodities are grouped as follows:

A) Agricultural Products:

i) Vegetables: include green-leafy, beans, onion, potatoes, garlic, ginger, etc.

ii) Fruits: include banana, grapes, mangoes, apple, lemon
SATARA CITY
MORPHOLOGY OF SADAR BAZAR BHAJI MANDAI

INDEX

V - Vegetable
Af - Aquatic Fish
Et - Etables
O - Onion, Potatoes
Fr - Fruits
N - Open space

Fig. 8.7
and Mosambi etc.

iii) Cereals and pulses : include rice, wheat, jawar, milets etc.
    moong, tur, chana, mataki, etc.

iv) Spices     : All types spices.

B) Other Food Articles ::

i) Vegetable oils ii) Sugar /Gur iii) Sweets/Bakery products

iv) Salt V) Soaps vi) Bidi/cigarettes

vii) Match boxes viii) Tabacco ix) others

C) Animals and Animals Products ::

i) Goat’s and sheep’s mutton shops.

ii) Fishes and other aquatic animals (Dry and fresh fishes).

iii) Butter (Ghee).

iv) Skins.

v) Chickens.

D) Artisan Products ::

i) Earthen wares.

ii) Wicker Wark, e.g. baskets, brooms, etc.

iii) Local made foot-wears.

iv) Wooden articles.

Here, an attempt has been made to study the commodity structure of various intra-urban markets of the Satara City. For the purpose of analysis, the various commodities are grouped into nine categories of the six market places. The table VIII-I and figure 8.8 gives clear idea about the commodities and number of stalls in different market places.

About 1121 stalls are observed during the time of field work.
About 63.7 per cent stalls are observed of vegetables, in which Mahatma Phule Bhaji Mandai account about 35.9 per cent, while Road-side Bhaji Mandai ranks second having 28 per cent of stalls. Shahu Market Yard Mandai ranks third in the hierarchy of vegetable stalls which account 22.0 per cent. The Old Bhaji Mandai, Rajwada Bhaji Mandai and Sadar Bazar Bhaji Mandai account less percentage of vegetable stalls.

**TABLE VIII - 1**

SATARA CITY


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N.B.: Figure in the brackets indicate percentage to total.

Source: Based on Field Work (2005).

Stalls of onion, patotoes and garlics are 128 and they are not
included in the vegetable group. They have been considered separately.
Shahu Market Bhaji Mandai ranks first in number of stalls of onion, potatoes
and garlics, because the wholesale marketing of these commodities is
mainly found in this market only. Therefore the highest number of onion,
potatoes and garlic shops are concentrated in this market.

Stalls of spices are observed in large number in the Old Bhaji
Mandai (14 i.e. 45.2 per cent). Because there are 8 permanent shops
and others are scattered having their places on the open ground. This
market place has got more importance for spices as compared to other
market places where few number of shops are observed. (Table VIII-I)

Food-grain shops are mainly found in the Old Bhaji Mandai
and Road-side Bhaji Mandai, which together accounts for 97.2 per
cent food-grain shops of the city. The Road-side Bhaji Mandai and
Old Bhaji Mandai are both interlinked with each other but for the
purpose of analysis these are divided into two parts, i.e. planned and
unplanned market places. Maximum turn-over of food-grain is
observed in these two market places because other market places have
absence or negligence of such type of shops. In this market place rice
commodity ranks first and jawar, wheat, millets and pulses followed
successive ranks.

Except Old Bhaji Mandai, fruit-stalls are observed in all market
places. Maximum (29.2%) fruit-stalls are found in Shahu Market Yard
Bhaji Mandai. This market place is situated on the main road and
near S.T.Bus Stand, so the frequency of the people is more. The
Mahatma Phule Bhaji Mandai and Rajwada Bhaji Mandai rank second
and third respectively and have more importance in respect of fruit-
stalls (Table VIII-I). Roadside Bhaji Mandai have also some fruit-stalls (i.e. 19.4 per cent)

Kirana shops are not observed in all market centres. Few shops are observed in Old and Road-side Bhaji Mandai, Shahu Market Yard Bhaji Mandai and Rajwada Bhaji Mandai. Nearly 1.8 per cent of shops are observed in these places.

Utensil shops of domestic uses are observed in three market centres namely Old Bhaji Mandai, Road-side Bhaji Mandai and Shahu Market Yard Bhaji Mandai. These utensil shops are not of much importance because people use to buy their utensils mainly from permanent shops.

Except Mahatma Phule Bhaji Mandai and Rajwada Bhaji Mandai mutton, chicken and fish (dry and aquatic) shops have observed in all markets. Fish market (dry and aquatic) is observed in Old and Road-side Bhaji Mandai, near Juna Motor Stand, east of Petrol Pumps. Raviwar Peth Market and Sadar Bazar Bhaji Mandai (Table VIII-I) salt-water and fresh-water fishes sale in these markets.

Other shops include food-articles and artisans products such as vegetable oils (packed), sugar, gur, tea, salt, soaps, match boxes, wicker work (e.g. baskets), brooms, foot-wares, ready-made garments, cloths etc. The highest other shops are observed at old Bhaji Mandai (30.4 per cent) followed by Shahu Market Yard Bhaji Mandai (22.6 per cent) other market places have less number of other shops.
The foregoing analysis revealed that the Mahatma Phule Bhaji Mandai, Road-side Bhaji Mandai and Shahu Market Yard Mandai centres have larger number of vegetable shops and food-grain shops. Onion, Potatoes and garlic shops are found in all market centres. Fruit stalls are observed in all markets except Old Bhaji Mandai. For understanding the detail morphology and commodity structure of each market centres the figure number 8.2 to 8.7 have been drawn with the help of field work by investigator.

8.7 THE CONSUMER BEHAVIOUR PATTERN :-

Daily and bi-weekly markets are only means for satisfying the needs of the local people. It has been noted that farmers use nearest market centres for meeting their requirements. The consumers are aware about the market locations and market days in their surrounding area and they make their choice according to their level of knowledge. It is only on special occasions that the consumer travel distant market centre for meeting the requirement of their social, cultural, religious and administrative needs.

The consumer behaviour pattern is influenced by the mode of transport, quality and availability of goods in the market area. In the context of Satara city i.e. intra-urban market centres, most of the consumers are meeting to Mahatma Phule Bhaji Mandai, Old and Road-side Bhaji Mandai because sellers in large number come to sell their goods in these market centres. Secondly, these markets are situated near the CBD zone of the city, where most of the cloth market, utensils shops, jewellers and Goldsmiths shops, kirana shops, stationaries,
furnitures and other shops are concentrated. Therefore, most of the consumers visit internal intra-urban market centres of the city. The Shahu Market Yard Mandai is also an important place from the view point of employers and those who are travelling from S.T.Buses, because it is situated on the main road and near the Powai Naka, which is now became a second CBD of the Satara City, growing in a fast rate.

8.8 THE SERVICE AREA OF THE INTRA-URBAN MARKETS OF SATARA CITY :-

The service areas of market centres are influenced by their functional importance. The spacing between market centres, size of market centres are the important factors which affect the zone of influence or service areas of the market centres. The transport system serving periodic market places are vital for the circulation of men and materials. The periodic or weekly market places give rise to processing of farm produce for marketing them.

Satara is a district headquarter. It has a old bi-weekly market place, which serves more area and number of lower order market centres. Satara has a Agricultural Produce Market Committee for controlling marketing system, but its turn-over is very less as compared to other market centres of the district, such as Karad and Lonand. Satara market centre serves the needs mainly of eastern and western parts of the district through itinerant traders.

Satara tahsil has the lowest number of periodic market centres (7) in the Satara District (Karad-29, Khatav-24 and Patan-20 periodic markets). It is because of hilly areas, less accessibility and more
number of small size rural settlements influenced on the growth of periodic market centres.

Satara market centre serves nearly 1650 sq.km area, about 5.75 lakh population at 320 villages and 7 lower order rural market centres of the district.¹²
REFERENCES


