1.1 INTRODUCTION

Agriculture occupies the most vital place in Indian economy. It provides foodgrains to the Indians and raw materials to Indian Industry. G.D.P. of Maharashtra and India in the year 2010-11 is 8.20 percent and 8.30 percent respectively. The agriculture contribution now is a major share in the national income of India.

Indian agriculture has been source of supply of raw materials to leading Indian industries. The industries like cotton, jute, textile, sugar, vanaspati and plantation are directly depended on agriculture. Industries like handloom weaving, oil crushing, rice husking are also depended upon the agriculture for their raw material. Major portion of the raw material is also provided to various industries by the rural weekly markets.

The weekly market is a meeting place of people at the particular time and place on a particular conventional day for the purpose of traffic by private purchase and sale, usually not by auction. The description of the weekly markets is given in the old Akola District Gazetteer published in the year 1910.

The Berar Gazetteer of 1870 P. No. 234 says, reference to weekly markets in Akola district that, the weekly markets have tied over heavy tolls and duties, to which the traders were liable at every village on their line of route in default of a certain protection by the Patel of the market village to which they happened to bound. In order to start a weekly market the Patel of the village had to make valuable presents to the traders, who attended the inaugural gathering.
The annual fairs, as they intervene, attract all the traders within wide circles, and are visited by crowds from long distances. Fairs usually have religious origin, both the markets and fairs had completed marketing as well as religious views of the visitors. Several traders visit five to six important bazaars every week.

The chief articles sold are all kinds of grain; secondly groceries and vegetables, thirdly various articles of clothing; fourthly large number of miscellaneous articles, such as pots and pans, seeds, betel-leaves, tobacco. People who have received payment in kind of grain, they sold it in weekly market and buy other essential goods. Small cultivators still take small quantities of grain which they sell retail and with the money they make their petty purchases.

To the bazaar nearly every house has to go from considerable distance, in their country carts or damnis. The womenfolk particularly will be there in large numbers. Now-a-days with improved transportations and communications facility, number of villagers, buyers, sellers travel to the weekly bazaar and buy and sell the goods. Thus, the needs of villagers foodgrain, clothing, groceries, were and still can be met in or near their village in the country side.

Every village, where a weekly market is held has its separate market place. The local authorities collect market fees from the traders and small sellers and provide facilities for the upkeep of the market including arrangement of water supply, provision of otas for stocking goods and so on.

1.2 FARMERS’ MARKETS IN ABROAD

In France and other European countries, there exists street markets as well as covered market places where farmers and purveyors sell. Now-a-days farmers’ markets are started to appear online.

In the U.S. farmers markets are increased. Those were in the U.S. have grown from 1,755 in 1994 to 4,385 in 2006 and 5,274 in 2009. In New York city, there are 107 farmers’ markets in operation. In the Los Angeles
area, 88 farmers market exist, many of which support Hispanic and Asian fair.

New markets appear regularly, and existing market, some well over a century old – are seen renewed growth in both North America and Europe.

1.3 MEANING OF AGRICULTURAL MARKETING

Agricultural marketing can best be defined as a series of services involved in moving a product from the point of production to the point of consumption. Thus, agricultural marketing is a series of inter-connected activities involving planning, production, growing and harvesting, grading, packing, transport, storage, agro and food processing, distribution and sale. Sub activities cannot take place without the exchange of information and are often entirely depended on the availability of suitable finance. Marketing has to be customer oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. This requires that those involved in marketing chains to understand buyer requirements both in terms of product and business conditions.

1.4 MARKET INFRASTRUCTURE

Efficient marketing infrastructure such as wholesale, retail and assembly markets and storage facilities is essential for cost effective marketing to minimise post-harvest losses and to reduce health risks. Markets play an important role in rural development, income generation, food security, developing rural-market linkages and gender issues, planners need to be aware of how to design markets, that meet a community’s social and economic needs and how to choose a suitable site for a new market. In many cases sites are chosen that are inappropriate and result is under use or even no use of the infrastructure constructed. It is also not sufficient just to build a market but attention must be paid as to how that market will be managed, operated and maintained. In most cases, where market improvements were only aimed at infrastructure upgrading and did not guarantee maintenance and management, most faded within few years.
Rural assembly markets are located in production areas and primarily serve as places where farmers can meet with traders to sell their products. These may be occasional markets, such as haat bazaars in India and Nepal, are permanent. Terminal wholesale markets are located in major metropolitan areas, where produce is finally channelled to consumers through trade between wholesalers, retailers, caterers, etc. The characteristic of wholesale markets have changed considerably as retaining changes in response to urban growth, the increasing role of supermarkets and increased consumer spending capacity. These changes require responses in the way in which traditional wholesale markets are organized and managed. Retail marketing systems in western countries have broadly evolved from street markets to the modern hypermarket or out of town shopping centre. Despite the growth of supermarkets there remains considerable scope to improve agricultural marketing in developing countries by constructing new retail markets. However, there is little point in undertaking market development, improvements unless they result in a positive socio-economic impact. Effective regulation of markets is essential. Inside the market, both hygiene rules and revenue collection activities have to be enforced with equal importance, however, in the maintenance of order outside the market. Licensed trader in a market will not be willing to cooperate in raising standards, if they face competition from unlicensed operators outside who, do not pay any of the costs involved in providing a proper service.

1.5 MARKET INFORMATION

Efficient market information can be shown to have positive benefits for farmers and traders. Upto date information on prices and other market factors enable farmers to negotiate with traders and also facilitates spatial distribution of products from rural areas to towns and between markets. Most governments in developing countries have tried to provide market information services to farmers, but these have tended to experience problems of sustainability. Moreover, even when they function, the service
provided is often insufficient to allow commercial decisions to be made because of time lags between data collection and dissemination. Modern communication technologies open up the possibility for market information services to improve information delivery through SMS on cell phones and the rapid spread of FM radio stations in many developing countries offers the possibility of more localised information services. In the longer run, the internet may become an effective way of delivering information to farmers. However, problems associated with the cost and accuracy of data collection still remain to be addressed. Even when they have access to market information, farmers often require assistance in interpreting that information. For example, the market price quoted on the radio may refer to a wholesale selling price and farmers may have difficulty in translating this into a realistic price at their local assembly market. Various attempts have been made in developing countries to introduce commercial market services but, these have largely been targeted at traders, commercial farmers or exporters. It is not easy to see how small, poor farmers can generate sufficient income for a commercial service to be profitable. In India a new service introduced by Thompson Reuters was reported used by over 1,00,000 farmers in its first year of operation. Esoko in West Africa attempts to subsidize the cost of such services to farmers by charging access to a more advanced feature set of mobile-based tools to businesses.

1.6 RURAL AGRI-MARKETING IN INDIA WITH SPECIAL REFERENCE TO AGRICULTURAL PROduce

1.6.1 Rural Marketing:

Rural marketing facilitates flow of goods and service from rural producers to urban consumers at possible time with reasonable prices, and agriculture inputs/ consumer goods from urban to rural. Marketing as a function has started much earlier when civilization started but it was not recognized as marketing. All economy goods are marketed in terms of
goods and services (Barter system). Now money is being practiced as a goods exchanging medium where the market may be a street, or a small town/ metropolitan city. The developing infrastructure, transport, and communication facilities have increased the scope of the rural market.

1.6.2 Agri-Marketing:

Rural population has increased about 74% of the total population, the demand for products and services has increased a lot in rural areas. Green revolution in the North and White revolution in the West have brought about a new prosperity in the lives of rural people. Government emphasis on rural development has caused significant changes in the rural scenario. Moreover, the special attention given for infrastructure development through the successive five-year plans has improved the buying and consumption pattern of rural people.
1.7 SOME CONCEPTS AND DEFINITIONS:

Some important terms relating to the rural weekly markets are as follows:

1.7.1 Agriculture Goods Producer: The person who produces agricultural goods in his farm is called agri-goods producer.

1.7.2 Marketable Surplus: Marketable surplus is the quantity of the produce that can be made available to the non-farm population of the producer-farmer after meeting his requirement, for family consumption, farm needs, seeds and feed for cattle, payment to labour in kind, payment to artisans rent, payment to landlord, and special religious payment in kind.

\[ MS = P - C \]

\( P \) = Total production
\( C \) = Consumption

1.7.3 Marketing: The process of selling-buying activities that are taken place at the market place is called marketing.

1.7.4 Market place: The place where the market is held is known as market place. Market place of weekly market is selected by the Grampanchayat authority.

1.7.5 Market day: Market day is that specific day on which market held. Market day is also selected by the Grampanchayat authority by taking into account of other nearer weekly markets day.

1.7.6 Central place: The place which is more convenient to villagers for marketing, buying and selling and other financial activities is called central place.

1.7.7 Commodities: The things which are kept in weekly market for selling and buying is called commodities.

1.7.8 Commission Agent: A man who makes marketing transactions on the basis of commission is called Commission Agent. He is also known as mediators.
1.7.9 Wholesale Merchant: The person who sells the goods in big quantity, with low price to the retailers for further sale is called wholesaler.

1.7.10 Retailer: The man who sells household goods like clothes, vegetables, groceries, toys, spices, etc. in small quantity to the user is called a retailer.

1.7.11 Local Seller: The person who sells his/her surplus of agricultural goods in rural weekly market is called local seller or who buys saleable goods from the wholesalers for further sale is called local seller.

1.7.12 Market Tax: The amount collected by Grampanchayat from sellers for using the place and other facilities is called market tax.

1.7.13 Fair: Fair is held in particular period or on a special occasion. In some village it lasts for 2 to 3 days.

1.7.14 Mandai: The place where markets are held daily from morning to evening session is called mandai. Generally, it is seen in the city but nowadays it is also held in big villages.

1.7.15 Primary Market: The market held once in a week on a specific day at village level is called weekly market or primary market.

1.7.16 Parking: The place reserved for vehicle parking outside the market place is called parking stand.

1.7.17 Weight and Measures:

   Weight: The unit of counting the heaviness of goods is called weight. It is counted in pound, kilogram and tonne etc.

   Measures: The unit of measuring cloths, oil, size of goods is called measures, i.e. length, width and height in the form of feet, metre, kilometer etc.
1.8 CLASSIFICATION OF MARKETS

Markets have been classified on the basis of different approaches and in various ways. It also shows that there are different types of markets, and they are being run well even today.

Chart
Types of Markets

<table>
<thead>
<tr>
<th>On the basis of AREA</th>
<th>On the basis of Goods</th>
<th>On the basis of Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Local National International</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commodity Producer Manufacturer Mullion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Money Foreign Stock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perfect Imperfect</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On the basis of TRANSACTION</th>
<th>On the basis of REGULATION</th>
<th>On the basis of TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot Future</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulated Unregulated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very short Short Long</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On the basis of VOLUME</th>
<th>On the basis of IMPORTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale Retail</td>
<td></td>
</tr>
<tr>
<td>Primary Secondary Terminal</td>
<td></td>
</tr>
</tbody>
</table>

The researcher has explained here only the marketing related to rural markets. They are as under:
1.8.A On the basis of Area:

1) Family market: When the exchange is found within a family or close member of the family, such types of markets called family market.

2) Local market: When the people viz. buyers and sellers belonging to a local areas (they may be rural or urban) come for selling a buying and participate in these activities in local area, it is called local market. In this type of markets demand of various goods is limited (vegetable, fruits, grains etc.). Because of efficient system of transportations and communications such types of markets are disappearing. But even today in many villages such types of markets exist in rural parts of the country.

3) National market: If buyers and sellers for a certain types of commodities do not go beyond the boundaries of a nation, it is called national market. Through the fast development of industrialisation, a country is regarded as a market. In case of India, at the present stage, the commodities of one corner can reach another corner of the country without any obstacles, because of efficient system of communications and transportations facilities. In the present decade almost all the products have a national markets and, therefore, markets have widened to a great extent.

4) International market:

   The world or international market comes up when buyers and sellers of goods evolve on world level. This involves buyers and sellers beyond the boundaries of a nation.
1.8.B On the basis of Regulation:

1) Regulated market: Those markets are owned and controlled by statute measures e.g. stock exchange of Mumbai, Chennai etc. are called regulated market.

2) Unregulated market: In such market there is no control with regard to price, quantity, commission etc. Therefore, it is called unregulated market.

1.8.C On the basis of Time:

1) Very short period market: A market for highly perishable goods such as vegetable, fruits, milk which perish in a very short period of time.

2) Short period market: In such market demand is greater than supply and supply is adjusted to meet the demand of certain goods.

3) Long period market: This type of market deals in durable goods like car, ornaments, household goods like washing vessels, machine, freeze, ornaments etc.

1.9 RURAL WEEKLY MARKETS IN KOLHAPUR DISTRICT

There are 81 weekly markets in Kolhapur district. Most of those are situated in rural part of the district. These are beneficial to the villagers, because majority of villagers are depend on weekly market. They buy all needy goods for the week in the rural weekly market. With the help of information provided by the Gram Panchayat, there were 10 to 25 villages under one rural weekly market. It means people of those villages come to weekly market on the market day for purchasing and selling of their needy goods. Gram Panchayat of weekly market village try to provide the essential facilities to buyers, sellers, traders and all other visitors and try to maintain the good infrastructure of the market place. Though it is more expensive according to their economic condition, that must be done. Here the role of Gram Panchayat is most important and majority of Gram Panchayats do it. As per the knowledge of researcher, it was seen that some of rural weekly
markets that certain villages those having rural weekly markets are become commercial centres of the surrounding area.

In Western Maharashtra, Kolhapur district is economically rich as compared to other districts. In this respect the role of farmers is considerable. The districts farmers are very hard worker. They have kept district economically on the top in the state. All types of agricultural goods have been taken by the district farmers. Till today they are doing that business well.

District farmers have well known about the climate, water supply, new technique of cultivation, plantation, types of crops, farm yard manures, pesticides and its utilization. Many times district agricultural officers also help to farmers. An agriculture of the district is very commendable on account of state and also nation.

The weekly markets (Bazar) are held at villages as well as in towns. These are both collecting and distributing centres. In the rural weekly markets not only facilitates the economic transactions but also bring about a flow of new ideas. As well as sellers and buyers from different villages and towns come to rural weekly markets with goods and news. These periodic gathering of villagers provide a medium of mass communication in addition to their primary function of presenting a channel for the agricultural commodities.

There are number of people who rush to Kolhapur district from other districts and for their livelihood, majority of them are from drought area. Those labours who live in towns are engaged in construction field. Nature of their work is masonry, brinklagering, plastering, tiles fitting, digging, furniture, polishing, keeping watch on construction, etc. All these are depended on weekly market, because they get wages per week and they spend that money on purchasing of necessary goods like vegetable, grains, chilly, clothes, tea, jaggery, sugar, condiments, etc. In the weekly market the economic transactions are increasing automatically and also its turn over
is increasing. This point must be considered here, while studying the rural weekly markets.

Agriculture marketing plays an important role in the rural weekly markets. Now a days farmers are producing according to the need of consumers and getting more amount of revenue. It is important means of raising the income levels of farmers and satisfaction of the consumers. The direct sale-purchase of agricultural goods from farmers to buyers is made at lowest possible cost. It happens only in the rural weekly markets.

1.2 STATEMENT OF THE PROBLEMS

Rural weekly markets are playing dynamic role in connection with sellers and buyers. Here sellers are farmers and buyers are those who come in the weekly market for buying some necessary goods for their daily use only. Farmers, what they produce from their farm sell, their some part of that earning for their needy goods and remaining part of their earning on children’s education, marriage as well as on cultivation of land. Though there is some positive impact of structural changes on the weekly markets and society, yet farmers and buyers also face some problems. Such problems have encouraged, the researcher to study and find out; how farmers and buyers will get more and more benefits of situation and also to suggest how should be the ideal model of weekly market. That is why the present study “An Economic Analysis of Rural Weekly Markets in Kolhapur District” has been undertaken.

1.3 OBJECTIVES OF THE STUDY

The objectives of the present study have been:

1. To study the working of weekly markets in Kolhapur District.
2. To study the nature of commodities sold in weekly markets.
3. To study the nature of turnover of the sample sellers.
4. To study the method of sale in rural market.
5. To suggest the remedial measures to improve the rural markets.
1.4 HYPOTHESIS

In the present study following hypothesis have been considered:

1. The village Panchayat does not do much to develop village markets.
2. Acts and rules of market are not strictly observed in rural weekly market.
3. The market turnover in hilly area is more due to backward and low agriculture productivity.

1.5 LOCALITY AND GEOGRAPHICAL AREA OF THE DISTRICT

Kolhapur district is situated in the extreme southern part of Maharashtra state. It lies between 15°43N and 17°17N north latitude and 73°40N and 74°42N east longitude. It is surrounded by Sangli district to the North, Belgaum district of Karnataka state to the East and South Ratnagiri and Sindhudurg district to the West. The Sahyadri ranges to the west and Warana river to the north form the natural boundaries.

This district has an area of 7692 Sq.Kms. which is about 2.50 percent of total area of the state and population of the district is 35,15,413 as per the 2001 Census. It has density of 457 persons per km$^2$ which is higher than 257 persons per km$^2$ for the state as whole. Amongst 30 districts in the state, Kolhapur ranks 24$^{th}$ in terms of area and 9$^{th}$ in terms of population.

District is divided into 12 Talukas namely, Karveer, Kagal, Panhala, Shahuwadi, Hatkanangale, Shirol, Radhanagari, Bhudargad, Gadhinglaj, Gaganbavada, Ajara and Chandgad. The 35,15,413 population of the district is spread in rural as well as in urban area. In this 18,03,746 is male and 17,11,667 is female population. The total number of literate people is 23,75,780. The average literacy rate of district is 77.23 percent; and it is divided as 3,74,321 male and 10,01,459 is female population. In urban area and the rural area the average rate of literacy in district is 86.13 percent and 73.41 percent respectively.
Report of the Census 2011 yet did not publish. The researcher has collected some information for the study. That is declared as a provisional information by the Government.

The district population as per the Census 2011 is 38,74,015 persons. In this 19,83,274 is male and 18,90,741 is female population. It has density of 504 persons per km² which is higher than 365 persons per km² for the state as whole. The average literacy rate of district is 82.90 percent.

The language of the people is Marathi. The tourist places in district are Panhala, Jotiba, Khidrapur, Dajipur, Vishalgad, Narsinhwadi, Mouninath and Bahubali. The maximum temperature of the district is 36°C and minimum temperature is 14°C. Average rainfall in the district is 1138.5 m.m. There are four important irrigation projects in district, those are Radhanagari, Tulasi, Doodhaganga and Tilari. Area under the irrigation is 1,21,831 hectares. Farmers are taking various crops but main crops of the district are sugarcane, rice, soyabean, groundnut and now a days farmers diverted towards vegetable crops.

The area under the forest is 13,558 hectares and total area under cultivation is 4,11,500 hectares out of cultivable land, 3,76,600 hectares is under kharif crops and 34,900 under the rabbi crops. The above all statistical information gives the detail geographical picture of the Kolhapur district.
Table No. 1
Kharif and Rabbi Crops- Main Crops of the District

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Crops</th>
<th>Area (Hectares)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Kharif crops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Rice (Paddy)</td>
<td>1,04,000</td>
<td>27.61</td>
</tr>
<tr>
<td>2.</td>
<td>Jowar (Kharif)</td>
<td>16,000</td>
<td>4.25</td>
</tr>
<tr>
<td>3.</td>
<td>Ragi (Nagali)</td>
<td>24,000</td>
<td>6.37</td>
</tr>
<tr>
<td>4.</td>
<td>Other cereals</td>
<td>6,800</td>
<td>1.81</td>
</tr>
<tr>
<td>5.</td>
<td>Other pulses</td>
<td>12,800</td>
<td>3.40</td>
</tr>
<tr>
<td>7.</td>
<td>Soyabean</td>
<td>55,000</td>
<td>14.60</td>
</tr>
<tr>
<td>8.</td>
<td>Other oil seeds</td>
<td>2,300</td>
<td>0.61</td>
</tr>
<tr>
<td>9.</td>
<td>Sugarcane</td>
<td>94,900</td>
<td>25.20</td>
</tr>
<tr>
<td>10.</td>
<td>Cotton</td>
<td>100</td>
<td>0.03</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>3,76,600</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>B.</td>
<td>Rabbi crops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Jowar (Rabbi)</td>
<td>10,200</td>
<td>29.23</td>
</tr>
<tr>
<td>2.</td>
<td>Wheat</td>
<td>8,700</td>
<td>24.93</td>
</tr>
<tr>
<td>3.</td>
<td>Gram</td>
<td>9,500</td>
<td>27.22</td>
</tr>
<tr>
<td>4.</td>
<td>Other cereal</td>
<td>3,200</td>
<td>9.17</td>
</tr>
<tr>
<td>5.</td>
<td>Other pulses</td>
<td>3,300</td>
<td>9.45</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>34,900</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

A + B = 4,11,500/- (100%)

The above table shows the cropwise area under various crops in Kharif and Rabbi season. In Kharif season area under groundnut crops was 60,700 hectares and it was more than other crops and moreover in Rabbi season area under jowar was 10,200 hectares and it was more than other crops. There was 100 hectares area under the cotton crops and minimum in
Kharif season and 3,200 hectares area under the cereals and minimum in Rabbi crops.

Total area under various crops in kharif season is 3,76,600 (91.52%) hectares and rabbit season it is 34,900 (8.48%) hectares. The percentage of that is 91.52 and 8.48 respectively. This picture shows that the division of district geographical area under the various sectors.

1.5.1 Brief History of Kolhapur District:

Kolhapur is one of the oldest cities in the country. It derives importance from its industrial, commercial, religious and educational centre. As a religious centre, Kolhapur derives its appellation of Kashi of South from the imposing ancient temple of Mahalaxmi. It is said that it has been built by King Karnadeva of Chalukya Kingdom around 550 A.D. to 660 A.D. and in the 9th century. It adorned by Silahara ruler of Kolhapur. It presents the best Hindu architectural model of its kind.

According to another legend the name Kolhapur is derived from the story that a demon Kole was defeated and killed on a hill in the vicinity of Kolhapur. According to Prof. G. H. Khare, the name might have been evolved by its geography. The original Kannada world Kolla or Golla (river bed) must be the source as the Kolhapur is situated on the bank of river Panchaganga.

The history of the Kolhapur is broadly divided into three periods. Hindu period reaching about 1347 A.D., Muslim period from 1347 A.D. to 1700 A.D. and Maratha period since 1700 A.D. Finally kingdom passed to the Yadavas of Devagiri. This area came under the Bahamani Kings of the Deccan and after that the Kings of Bijapur.

In 1659 Panhala and Vishalgad were conquered by Chh. Shivaji. Aurangzeb captured Panhala and Vishalgad in 18th century, but he could not hold it for a long time because second son of Rajaram - Sambhaji Second had succeeded those forts. And Panhala had became the virtual capital of Kolhapur state. In 1782 the Asan of Government was moved from Panhala.
to Kolhapur. The accession of Rajashri Shahu Chhatrapati to the throne came when he was only ten years old. It was the foundation of new area. His rules lasted 38 years from 1884 to 1923. During his rule he touched every aspect of social and economic life of his subjects.

In 1884 Kolhapur as a state had the six subdivisions i.e. Karveer, Panhala, Shirol, Ajara, Gadhinglaj and Bhudargad. In addition to that, it had two parts, Raibag under Shirol and Katkol under Gadhiinglaj. After independence in 1948 Kolhapur state was merged in Indian nation. In 1949 there were 956 villages together with five villages from former state of Kurundwad, one village from the state of Miraj and seven villages from the Belgaum district were formed, the new district of Kolhapur.

The new district consisted of Shahuwadi, Hatkanangale, Shirol, Karveer, Radhanagari, Kagal, Bhudargad and Gadhinglaj talukas and Panhala, Bavada and Ajara Mahals. In 1956 Chandgad taluka was transferred from Belgaum district was included in Bombay State in 1956 and it remained part of Maharashtra since 1960.

During 1961-71 decade the Mahals were upgraded and accordingly 12 talukas with 1093 villages and 11 towns were recorded in 1971 census. For 1981 census twelve talukas with 1208 villages were recorded. For 1991 census 12 talukas with 1203 villages and in 2001 census 12 Talukas with 1,028 villages were existed and 12 towns were recorded in Kolhapur district.

1.5.2 Landscape and River Basins:

Kolhapur district has well developed river basins. All rivers of the district originated from the Sahyadri mountain ranges in the West and flow in a general eastward direction though the district to the bay of Bengal. The Krishna river flows only for Shirol distance through the district mainly on its eastern boundary. Yet all the rivers are the base of the Krishna river. So Krishna river has mastered all river tributaries of the district. The main river of the district from north to south are the Warana, Panchaganga, Doodhaganga, Vedaganga and Hiranyakeshi. Warana river has a long
course but restricted basin. The Panchaganga commands large drainage area through its main tributaries. The Kasari, Kumbhi, Tulasi and Bhogavati are the southern rivers, Doodhaganga with its main tributaries, the Vedaganga and Hiranyakeshi have long courses.

1.5.3 River Valleys:

A succession of river valleys draining the land towards the east characterizes the landscape of the district from the Warana valley in the north to the upper tributaries of the Ghatprabha in the South from the human point of view these are the most important areas of the district. Well cultivated and densely populated. Malkapur, Kasbabavada, Sarud and Kodoli are more important villages of the Warana valley. In the Kasari valley Gajapur, Bhogaon and Kasar are important villages. Sangrul situated at the spur of the Pal Donger (or Tymzai range) is a market village in the Kumbhi valley. In the upper reaches of the Kumbhi, Kale and Bawada are large sized villages. The road from Kolhapur connects these places and through a Ghat road joins Kharepatan, Bid and Koge are important villages of the confluence plain of the Kumbhi, Tulsi and Bhogawati rivers. The Bhogawati valley is much more well developed economically. A road from Kolhapur to Malvan passes through this valley via Phonda Ghat and connects several large sized villages like Vashi, Rashiwade and Radhanagari. Development of hydro-electricity from the Radhanagari tank and irrigation by means of weir (dam) on the Bhogawati river have brought in greater prosperity to this valley, through sugarcane cultivation. East of Prayag, which marks the confluence of the Kasari and Bhogawati lies the Panchaganga. A substantial area is utilized for sugarcane. East of Kolhapur several commercially important crops are raised. Sugarcane continues to dominate the banks of the river. A little in the interior is succeeded in tobacco, cotton, millets and wheat. Betal leaf gardens flourish wherever well irrigation is possible, pulse and spice crops play an important secondary role, large sized nucleated village are typical of this region. Hatkanangale,
Shirol and Ichalkaranji are local markets and taluka towns. Ichalkaranji is well known for its handloom products, Narsobawadi situated at the junction of the Panchaganga with the Krishna. It is a place of great sanctity. Jayasingpur is a small but flourishing town that is specialized in tobacco marketing. But the city of Kolhapur through its historical tradition. Administrative and commercial importance dominates the economy of the entire district. The Phonda-Patgaon range separates the Bhogawati from the Doodhaganga valley. As compared with the northern valleys, the valley of the Doodhaganga river is wider and also correspondingly well developed. Its upper regions are partly wooded and partly rice-growing areas toward Kagal, cultivation of millets and several other crops increases. The agricultural development of this valley is well reflected in the numerous.

1.5.4 Cropping Pattern of Kolhapur District:

Cropping pattern depends on the soil, climate and water supply of the district. That is why farmers of the Kolhapur district have been taking crops according to climate, soil and water supply.

Climate:
Climate of Kolhapur district is on the western part near the Sahyadries, it is always cooler than the eastern part. And during the April and May it becomes hot. The year in respect of Kolhapur district is divided into three periods hot, weather from March to May, rainy period from June to October and cold weather from November to February. The district gets rain from the south-west as well as the north-east monsoons. The average annual rainfall within the district varies widely from about 600 m.m. in Shirol taluka, in the east and upto 6000 m.m. in Gaganbavada taluka and in the west. The western zone heavy and assured (Bavada, Shahuwadi, Radhanagari, Bhudargad) rain fall. The middle zone receiving not more but fairly regular rainfall (Karveer, Kagal, Panhala and Shirol).
Temperature of district remain lowest and it ranges from about 14°C to 16°C December and January and maximum in April that is above 38°C.

**Soil:**

The soil of the district is mainly derived from trap. It divided into three broad zones:

1. The western zone of heavy rainfall is covered with laterite soils.
2. The central part with more or less assured rainfall is covered with fertile and
3. The dry eastern zone with precarious rainfall is covered with medium black soils of varying depths.

Some crops needs hot and humid climate for their growth and some others crops thrive in cold and dry climate. This means that particular crops thrive in particular seasons.

**i) Kharif Crops:** Some crops thrives in rainy season and harvested after it ends, such type of crops called kharif crops. Those are jowar, bajari, rice, mung, groundnut, cotton are Kharif crops.

**ii) Rabbi Crops:** Some crops are sown in winter and harvested at the beginning of summer. They are called Rabbi crops. Those crops are wheat, gram, jowar, vegetables.

**Crops According to Water Supply:**

**Unirrigated Crops:** Crops thrive on rain alone are called rainfall or jirayat crops. Those have been taken by the farmers according to the season. Those various crops are divided into three categories named Kharif, Rabbi and Irrigated crops.

**Kharif:** Rice, groundnut, jowar, tobacco crops, nachani (Ragi) and other crops like bajari, cotton, chillies, turmeric, pulses (Tur, Mung) etc.

**Rabbi Crops:** Jowar, wheat, gram.

**Irrigated Crops:** Sugarcane, banana, vegetables, such as bringals, onions, cobbage, tomatoes, potatoes are also irrigated crops have taken by the district farmers.
**Summer** : After the Makar Sankrati day, means February onwards, it goods hotter and hotter February, March and May are the summer months. It is very bright and hot in May.

**Rainy Season** : It is windy June clouds gather in the sky. It thunders and begins to rain. This continues till the end of September. So June, July, August and September are months of rainy season.

**Winter** : After the end of the rainy season the weather gets colder and drier. October, November, December and January are the winter months.

1.5.5 **Fair and Tourist Places** :

Kolhapur district has been very famous for its cultural and religious activities and many fairs are held in the district in the month of April and May. Those are associated with important deities and religious festivals. So far as trade concerned, fairs are complementary to the weekly markets. Traders and Shopkeepers set up stalls and sale agricultural produce and other articles of daily use. In this district, Jyotiba and Tryamboli fairs are very famous.

Jyotiba fair is one of the biggest in Maharashtra. It is held in month of March or April. For eight days many stalls are opened on the occasion and important commodities like utensils, clothing, stationery, sweetmates, coconuts, etc. are sold.

Tryamboli fair is held at the district headquarters itself. It is held in the month of October. Many stalls are opened on the occasion like phutanas, sweet marts, toys, utensils etc. items are sold at the Tryamboli fair. Apart from these two fairs more than 400 fairs are held every year throughout the district. Kolhapur city is visited by a large number of people every year, comprising mainly of tourists and business travelers. This makes it necessary for the city.

1.5.6 **Industrial Activities** :

As far as industries are concerned, Maharashtra is one of the advanced State in India. Similarly, Kolhapur is one of the industrially advanced district in
the state. At present Kolhapur is better connected with other cities by railway and road and also good infrastructures of the industrial sector. There are many large, medium and small scale industries in Kolhapur, Ichalkaranji industrial belt of M.I.D.C. area.

In Udhyam Nagar many small industries are working there. Jaysingpur, Ichalkaranji, Hupari, Yadrav, Hatkanangale, Shirol, Gokul Shirgaon, Shiroli are other industrial centres in Kolhapur district. Near Kagal, Five Star MIDC is developed. In that MIDC, National level industries have registered their place. It is very remarkable for Kolhapur.

There are many large and small scale industries in Kolhapur district. The large scale industries include textile industries, sugar factories, production of chemicals, automobile spare parts, oil engine, steel casting and Gokul milk project, small scale industries, include leather industries, silver ornaments is manufactured at Hupari, Kolhapur saaz and Kolhapur chappal and jaggery are also famous in the country. These industries are helping the district development.

1.5.7 Transport and Communication Facilities of Kolhapur District:

Kolhapur has been connected to Mumbai by broad gauge railway. Daily train service are available from Mumbai and many other important places to Kolhapur. And district enjoys a good system of communication facility by bus route by Gram Sadak Yojana. Villages also connected each other by road and it becomes the good network among the places have been holding weekly markets. In the weekly markets, farmers are selling their surplus agricultural produce in the nearer weekly markets and get money, from that they meet their essential needs. It is mentioned that, weekly markets have become the part of life of the rural farmers and also farm workers employees and other people. It happens only because of a good communication facility.
In addition to that, telephone, postal service, mobile have reached all over district. With the help of that traders, shopkeepers, transporter, villagers contact with each other and solve their difficulties.

1.5.8 Trade and Commerce:

This road facility plays important role. It is more beneficial to Kolhapur that Pune, Bangalore, national highway passes through Kolhapur, the district connected by road to Ratnagiri, Goa, Sangli. Railway line running through the district and linked with other States of Karnataka, Gujarat, Andhra etc. It has been helping to increase in the trade of the districts.

Jaggery, sugar, chillies, groundnut, oil, milk and milk products, oil engines, agricultural implements, grinding mills, Kolhapur chappals, Kolhapuri saaz, silver ornaments are sent out from the district and radios, machines, cars, medicines, bicycles, salt, jowar, kerosene, petrol, coconut oil, these goods are brought into the district.

There are many wholesellers in Kolhapur as well as in small cities. Retail seller buy some goods from them and sold in the rural weekly market. They meet the needs of village people by providing needy goods to them.

1.5.9 Social Life of the District:

The social structure in Kolhapur district of various religions, castes and culture. There are eight Municipal Councils and one Municipal Corporation in district. Head quarter of the district is Kolhapur. There is a Municipal Corporation.

The total population of district is 35,15,413 out of that 29.65 percent means 10,42,320 people are living in urban area and 70.35 percent means 24,73,093 people are living in rural area of the district. The population of SC category is 12.75 percent means it is 4,44,215 persons and ST category population is 0.49 percent means it is 17,225 persons.

The geographical area of the district is 7,685 Sq.Kms. and population density is 457 person per Sq.Kms. in urban area it is 1,804 and in rural area
is 327 persons per Sq.Kms. Annual rate of population in urban area is 3.24 and for rural area 1.23 percent. The sex rate of the district is 949 in urban area it is 918 and in rural area it is 962. Rate of literacy of the district is 86.13 percent and rural literacy is 73.41 percent. There is 10.29 percent means increase in average literacy of the over decade.

According to Census 2011 is 38,74,015 persons. In this 19,83,274 is male and 18,90,741 is female population. It is declared as provisional population. The sex ratio is 925 and literacy rate is 82.90 percent.

1) The sex ratio of the district is 949. It means the male population is 18,03,700 and female population is 17,11,712 and urban area sex ratio is 1000 : 918 means the total of the male is 5,43,440 and total of the female population is 4,98,878. And in rural area sex ratio is 1000: 962. It means the male population is 12,60,496 and female population is 12,12,597. As well as the district population upto 6 years old children 12.49. It means the population of children is 4,39,076. the district SC and ST categories population is respectively 12.75 percent and 0.49 percent means 4,48,216 and 1,726 persons.

According to Census 2011, sex ratio is 925, and sex ratio is 0-6 years 913. It is also provisional data.

2) Out of total population of district 29.65 percent means 10,42,319 persons is 70.35 percent, it means 24,73,093.

There 65 percent people are working in agricultural sector. It shows the main occupation of district people is agriculture, 18 percent people are in service sector. The above statistical information of the district shows the percentage of population in different sectors.

People who are living of the country side of the district have the main occupation of agriculture. Other than the agriculture the milk farming, goat farming, poultry, make earthen pots, wood articles and leather and iron articles, are occupations depended on agriculture. In district there is weekly market in some villages. Villagers go to such markets for sale of agriculture
produce of needy goods. Generally they eat which foodgrains they produce in their region, majority of people of the district eat jowar or bajri bhakari, rice is also main food of those people. Some of them also eat wheat chapatti, dal, vegetables etc. On festival occasions puran poli is prepared.

Generally farmers and farm workers wear dhoti, bandi, or shirt. They also wear cap turban, rumal turban, some of them wear shirt and pair of pyjamas, women wear nine yard saree. In the district where the rainfall is low, house are flat-rooted and where the rainfall is heavy houses are shaping roof, the wall of the houses are built in brick and mud. Some people are living in huts. Houses of some people big in size and built in brick, stone and cement.

During every year, followers of the different religions celebrate festivals like Gokul Ashtami, Pola, Ganesh festival, Dasara, Diwali, Makar Sankrati, Holi, Gudi-Padwa, and also Ramajan Eid, Buddha Jayanti, Mahaveer Jayanti and Christmas. Specifically Pola festival is celebrated on a large scale by the district farmers, as well as Independence and Republic days are celebrated as national festivals.

There is little difference in city life, there are more facilities available compared to village. There are big markets of vegetables, grains, clothes, groceries on the other side play grounds, entertainment centres and higher education, banks, hospitals are available in the city. And weekly market day is also an important day in cities, foodgrains, animals, and other commodities are brought and sold on a large scale on that day. Those people who are living in the city, the daily food of that people is wheat, chapaties, rice, bajari or jowari bhakari, dal and vegetables. Some people eat fish, meat, eggs on the holy days, special dishes are cooked.

1.6  RESEARCH METHODOLOGY

1.6.1  Selection of the District :
The Maharashtra state is divided into five different regions namely Western Maharashtra, Vidarbha, Marathwada, Konkan and North Maharashtra etc.
For the administrative purpose Mumbai, Pune, Aurangabad, Amaravati, Nagpur and Nashik are the major administrative regions. These regions are divided into the 35 districts. It is not possible to the researcher to visit and collect an informative data from all districts. Researcher has restricted only to the Western Maharashtra and mainly to the Kolhapur district. There are twelve talukas in the district. These talukas have different climate, soil, rainfall, water facility. According to the geographical status the district is divided into these regions namely Karveer, Shahuwadi and Gadhinglaj. These three regions are important for the administrative purpose.

While taking into consideration the geographical status of all talukas of the district, different types of crops are taken according to suitable climate, soil and other related factors to the crops. Before selection of weekly market places, researcher has approached to weekly market places of selected talukas. Major portion of the district population depends on agriculture. They met their daily needs from their surplus of agriculture produce. They sell those produce in nearer weekly markets and to serve their needs. So the economic condition of farmers is depended on the agriculture.

Therefore, the researcher has decided to study an economic analysis of rural weekly market in Kolhapur district for the study.

1.6.2 Selection of Taluka and Weekly Market Villages:

There are 12 talukas in the district under the study. Researcher has taken a decision to select all taluka and selected weekly market places, from each taluka while selecting the weekly market places. This is shown in the following table:
**Table No. 2**

**Number of Sample Markets selected**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Talukas</th>
<th>No. of total weekly markets</th>
<th>No. of sample markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Karveer</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Kagal</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Hatkanangale</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>Shirol</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>Panhala</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>Shahuwadi</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>7.</td>
<td>Gaganbawada</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>Radhanagari</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>9.</td>
<td>Ajara</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>Bhudargad</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>11.</td>
<td>Gadhinglaj</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>12.</td>
<td>Chandgad</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>81</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

Source: Field Survey

The above chart shows the total weekly markets in district which are 81. And out of that; 25 weekly markets have taken as a sample weekly markets. The percentage of the sample weekly markets come near about more than 30 percent.

After identification of weekly market villages, researcher has selected weekly markets and collected essential information from the sample buyers, sellers and Gram Panchayat on the market day.
1.6.3 **Interviewed Respondents**:
The following table shows that the taluka wise sample rural weekly markets and strength of respondents interviewed by the researcher.

**Table No. 3**

**Taluka-wise Sample Respondents interviewed in the Weekly Markets**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Taluka</th>
<th>Gram Panchayat</th>
<th>Interviewed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sellers</td>
</tr>
<tr>
<td>1.</td>
<td>Karveer</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Kagal</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>3.</td>
<td>Hatkanangale</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>4.</td>
<td>Shirol</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>5.</td>
<td>Panhala</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>Shahuwadi</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>7.</td>
<td>Gaganbavada</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>Radhanagari</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>9.</td>
<td>Ajara</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>10.</td>
<td>Bhudargad</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>11.</td>
<td>Gadhinglaj</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>12.</td>
<td>Chandgad</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
<td><strong>(30.86%)</strong></td>
<td><strong>125</strong></td>
</tr>
</tbody>
</table>

Source : Field Survey

Researcher has visited to the sample weekly market on the market day and interviewed the Gram Sevak of sample Gram Panchayat, sellers and buyers with the help of questionnaire. As well as researcher has made observations relating to the bargaining transaction quarrels, among the buyers and sellers. The information of market tax was also collected.
The researcher has made a design for the proper search and gone through this interview with the help of the questionnaires. The researcher has collected information from the respondents about the marital status, education, total persons in the family. The researcher has collected essential information that, working experience in agriculture, nature of water supply, amount-invested in agriculture, annual agricultural income. She has also made enquiry and collected important information from the marketing point of view, transportation difficulties problems arose while marketing, income on the market day etc.

Contd...
1.6.4 Research Design:

**Research Design**

Kolhapur District

- **No. of Total Rural Weekly Markets**: 81
- **No. of Sample Rural Weekly Markets**: 25
- **Selection of Market Components**

  - Sellers
    - **W.M. 5**: Total Sample Sellers – 125
  - Buyers
    - **W.M. 5**: Total Sample Buyers – 125
  - Gram Panchayat
    - **W. M. 1**: Total Sample Gram Panchayat- 25

- **Total Sample of all**: 275
1.6.5 Collection of Primary and Secondary Data:
For this study, the primary data was collected through the selected 125 buyers, 125 sellers, and 25 Gram Panchayat. Secondary data was collected from published books, records of Government Offices, and also Grampanchayat and Internet.

1.6.6 Analysis of Data:
The information which was gathered by the researcher through the various sources was tabulated and classified in accordance with the necessity. In analysis, the following quantitative techniques like percentage, mean, standard deviation, variance, range, and C.V. have been applied.

Formulas –

1. Mean = \( \bar{X} = \frac{\sum x}{N} \)

2. Standard Deviation = \( \sigma = \sqrt{\frac{\sum (x-x^2)}{N}} \)

Standard deviation (SD)

3. Variance = \( \frac{\text{SD} \times 100}{N} \)

4. C. V. = \( \frac{\text{SD} \times 100}{X} \)

5. Range = Largest Value - Lowest Value
1.7 LIMITATIONS OF THE STUDY

Following are the limitations of the study:

1. Area of the study is only rural weekly market places.
2. Only 30.86% of sampling is taken.
3. Marketing activities taking place between 3 to 6 p.m. in rural weekly market, so data collection was difficult.
4. There is not enough secondary data on Rural Weekly Markets.
5. The study covers only retail sellers and buyers.

1.8 CHAPTER SCHEME

Researcher has divided and drafted present study in the following seven chapters.

I) INTRODUCTION, DISTRICT PROFILE AND RESEARCH METHODOLOGY
II) REVIEW OF LITERATURE
III) FUNCTIONS AND WORKING OF RURAL WEEKLY MARKETS IN KOLHAPUR DISTRICT
IV) LEGAL PROVISION REGARDING RURAL WEEKLY MARKETS
V) TURNOVER OF SAMPLE RURAL WEEKLY MARKETS
VI) PROBLEMS OF RURAL MARKETS
VII) CONCLUSIONS AND SUGGESTIONS
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