



A Study of Weekly Market in Khanadala Taluka Of Maharashtra

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Abstract-

A weekly market is a market held on a particular day and at a particular place every week. Even in the era of malls, the weekly market has maintained its existence in the rural areas. Every village has a weekly market. The weekly market is an important public place for buying and selling of agricultural produce (vegetables), cow-goat market and non-agricultural goods. The weekly market facility caters to the daily needs of public consumption. A weekly bazaar is held in an open ground, where farmers and traders bring their agricultural produce and other available products and exchange them. Weekly market places play an important role in the development of economic affairs in India. The weekly market achieves sustainable growth through the transformation of goods and services in the rural areas and the weekly market finds more variety of goods. Therefore, this paper analyzes the operational performance of weekly market in Khandala taluka while studying. In India, more so in rural areas, this type of system still exists. Even in many cities, such a market is held in a few places. The weekly market in the village is an important aspect for the economy of the village. It is necessary for the authorities to protect the farmers in the rural areas from looting by the traders. It is necessary to apply rules and regulations everywhere. And also to enforce whether it is being followed or not.

Key Words - traders, weekly market, farmers, rural areas, agricultural produce.

Introduction-

Agriculture is a very ancient Indian primary occupation. Agriculture is looked upon for human sustenance. Agriculture fulfills human's primary need for food. Although India is not industrially highly developed, various types of industries are based on agriculture in India. Even today, a weekly market is held in many villages in the country. It is in this market that the weekly shopping and selling of your goods takes place. In the development of a village, the background, historical tradition, basic needs etc. are as important as that village. Equally important is the weekly market. The market is spinning like a changing age and the winds of the science age are also blowing in

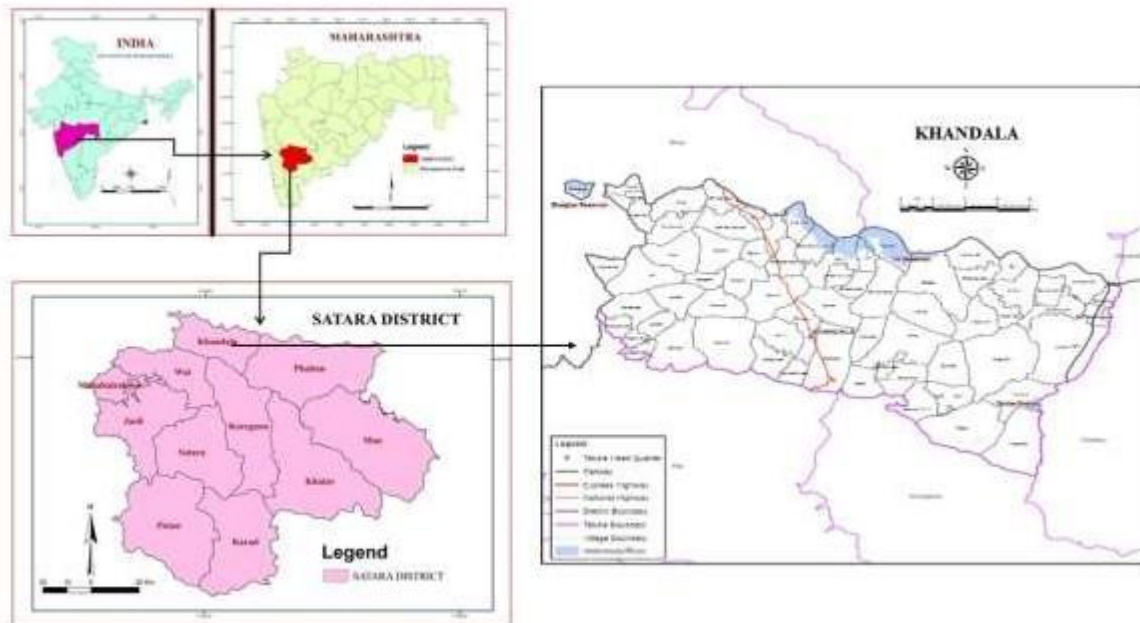
the market. A person who used to come to the market with a list from home, now comes

directly to the market and calls home from his mobile to take the list. 80 to 90 percent of the total goods sold in Athwada Bazaar are agricultural goods, while 10 to 20 percent are non-agricultural goods.

You must have heard the concept of weekly market, you must have done this kind of weekly market. The weekly market brings all kinds of vegetables, pulses, spices, clothes, toys, household items etc. and that too at cheap prices. Marketing is the backbone of economic activity, it is involved in various stages of production and delivery of final products to consumers. Retail markets are mainly classified on the basis of their periodicity, which are daily markets, specialty markets, weekly markets and periodical markets. Athwadi Bazaar is a public gathering place for buying and selling of agricultural produce, livestock and non-agricultural commodities. The market facility caters to the daily needs of public consumption. In rural areas, markets are places where local small traders sell their wares on certain days of the week.

Study Area -

Khandala is a taluka in the Satara district of Maharashtra, India, and is located in the Satara district. The latitude for Khandala, Maharashtra 412802, India is: 18.055596 and the longitude is: 74.016792. Elevation: 658.78 Meters (2161.35 Feet) In this area, Khandala is a Taluka located in Satara district of Maharashtra. It is one of 11 Talukas of Satara district. There are 66 villages and 1 towns in Khandala Taluka. As per the Census India 2011, Khandala Taluka has 30230 households, population of 137418 of which 70565 are males and 66853 are females. The population of children between age 0-6 is 14999 which is 10.91% of total population. The sex- ratio of Khandala Taluka is around 947 compared to 929 which is average of Maharashtra state. The literacy rate of Khandala Taluka is 76.08% out of which 80.97% males are literate and 70.91% females are literate. The total area of Khandala is 522.91 sq.km with population density of 263 per sq.km. Out of total population, 86.38% of population lives in Urban area and 13.62% lives in Rural area. There are 9.44% Scheduled Caste (SC) and 1.51% Scheduled Tribe (ST) of total population in Khandala Taluka.



Features of weekly market in Khandala taluk

The nature of the weekly market varies from place to place in India, but the characteristics of the weekly market in Khandala taluk are as follows.

- Sunday market day
- Market in the open space in the eastern plains of the Tehsildar Office
- Control of Panchayat Samiti officers
- Fluctuation in price on import and export of goods
- Low cost of goods
- Market according to local needs.

Importance Of Weekly Market In Research Topic

The weekly market in rural areas is an old barter system, which made the history of human civilization. In the modern commercial world weekly market centers changed in its nature with the new phases associated with industrialization. In India, weekly market places play an important role in the development of economic transformation. The weekly bazaar transforms the goods and services in the rural areas and the market should have more variety of goods. The growth of the weekly market largely depends on the following. Population, location, facilities and transport system including road connectivity between markets and villages etc. It is considered to be a factor that will have a deep and long-term impact on the rural economy.

In order to meet the daily needs of human beings, weekly market plays an important role from buyers to sellers. Distribution of goods mainly foodstuff animal dry fish household goods. We see productive vegetables as well as perishable goods from the farm. Market system includes trade, commission agents, auctioneers, consumers, sellers, retailers.

Objectives Of The Research-

- Weekly markets can be studied as part of economic development and potential employment generation centers.
- The importance of providing me space from farmers at low cost can be studied

Methodology Of The Study

The present study is focused on the basis of primary and secondary sources of information to conclude the objectives formulated by the researcher. The researcher collected primary information from the traders, buyers, farmers, shopkeepers and officials of the weekly market of Khandala. The researcher collected some information from national and international journals. Secondary data was collected from the researchers intuition through published and unpublished reports.

Development Of Employment And Economy

A trade is an employment opportunity for the poor in the big cities of India. Because this trade is seen in less skill in small financial capital. These people can live a dignified life with the money coming from this. The weekly market is seen as a source of employment and upliftment of the standard of living for the workers in the unorganized sector. We see this as an important factor to reduce the problem of unemployment in rural areas.

The pattern of vendors in the weekly market in Khandala taluk is as follows

Sr.no	Nature of Weekly Market Vendors in Khandala Taluka	Number of Traders	Percentage
1	Full Time Trader	370	49.33%
2	Part Time Traders	150	20%
3	Seasonal Vegetable Traders	138	18.4%
4	Traders Who Supply Goods According To Season	92	12.27%
Total		750	100%

Source: Primary data compiled by researcher

We will study the nature of the traders who sit in the weekly market in Khandala taluka of Satara district of Maharashtra. In this, the number of purnaval traders is mainly seen as 370. Also its total percentage is 49 33%. Also, part-time traders include 150 traders. Its percentage appears to be 20%. After this, the number of traders dealing in vegetables is shown as 138 people, which mainly consists of farmers. 18% of it is seen in it. The number of people trading in the commodity market is around 92 people in almost every season due to the seasonal availability of goods. And its percentage is 12.27%. In total 100% we see 750 including Khandala weeks as a trader in the market.

Types of Goods sold in khandala

Sr.No	Product name	Total No.of Traders	Percentage
1	Vegetable	421	56.13%
2	Fruits	56	7.46%
3	Pulses	50	6.66%
4	Fish	35	4.66%
5	Clothes, toys, household items	30	4.3%
6	Others items	158	21.06%
	Total	750	100

Source: Primary data compiled by researcher.

According to the above table, we are going to see the name of the products and the percentage of the traders who are there in the weekly market in Khandala taluka. Initially 421 traders participate for this vegetable crop and its percentage is seen as 56.13%. After this 56 people are included for fruits. Its percentage appears to be 7.46%. Includes 50 people for pulses. Its percentage appears to be 4.66%. 30 people business is seen at the place among textile toys other household items. The percentage of this appears to be 4.3%. At the same time, the percentage of 158 traders included in the other item is 21.6%. In this way, 750 traders are seen plying their trade in the weekly market in Khandala taluka.

Instructions

weekly Bazaar in Khandala Taluka is one of the oldest bazaars in Satara District. The weekly bazaar especially has no space for vendors and no permanent shops. It faces various problems such as traffic problem. The market played an important role in the growth of the economy and employment among the people in the rural areas and the neighboring people. The researcher found that the following are the major summaries from the above analysis. Khandala's weekly market employs 370 full-time vendors, 150 part-time vendors and 138 seasonal vegetable vendors for its employment. The researcher found that the weekly market of Khandala shows a high level of vegetable vendors with a total number of stalls of 421. Because, this market is known for weekly vegetable market. Therefore, the researcher suggested that the authorities of the weekly market should take necessary steps to improve and protect the vendors as well as the customers of the weekly market for further development.

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