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ASSESSMENT OF CHARACTERISTICS OF SELLERS AND BUYERS AND THEIR ORIGIN AND FLOWS USING GEOGRAPHIC INFORMATION SYSTEM IN WEEKLY MARKET OF BARAMATI TAHSIL, PUNE DISTRICT

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ABSTRACT

The present research has been designed to understand and try to find the relations of sellers and buyers of these markets. The present investigation is mainly aims to study the rural weekly markets. Therefore, Baramati an urbanized weekly market have not considered for this in-depth study. Baramati tehsil is located at the south west of the Pune district. The belt along Nira and Karha occupy about 35 to 40% area of the tahsil. This region offers favorable situation for irrigation and hence agro-based development and thereby overall growth of weekly markets. Topographically, it is almost a plain region with alluvial soils. The latitudinal and longitudinal extend of the area is 18°2'44" N and 18°23'19" N latitude and 74°13'8" E and 74°42'47" E longitude. Primary data were collected by interview with sellers and buyers of selected markets. Out of 18 selected markets one market, Baramati is major market (urban market) and others 17 are rural markets. Sellers are most responsible and rolling as the key middleman in the market. The sellers have been divided into two broad categories. First one is the local sellers, those belonging to the same village of that weekly market. The second category is outsider sellers which are coming from other villages from the tahsil or nearby the tahsil. The direction wise flow map provides the actual proportion and representing the nature of flow of all unirrigated and irrigated zone buyers.
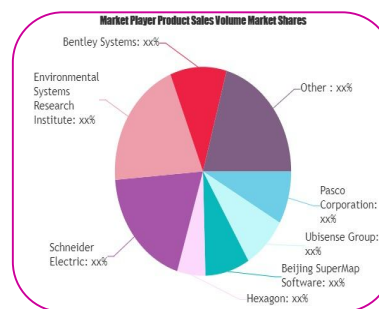
KEY WORDS:*Sellers and buyers, weekly market, Geographic Information System.*

INTRODUCTION :

Sellers and buyers are the soul of any market. Both are essential and have separate identities, roles, characteristics and attachment to the native village and surrounding reg ion of the market. The present research has been designed to understand and try to find the relations of sellers and buyers of these markets. In this an attempt is made to understand the flow of sellers and their cyclic movement with the various markets of the tahsil. This is particularly of the professional sellers, which are totally or partly dependent on the income from market. Some occasional and farmer sellers have also been considered and interviewed frequently. In addition to this the research has also trying to focus the characteristics of buyers. The command is of particular market have also been demarcated for understand the impact of market. For this the information has been collected mainly from primary data sources. It has also aims to understand the socio -economic and other relations of market with the region. The present investigation is mainly aims to study the rural weekly markets. Therefore, Baramati an urbanised weekly market have not considered for

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this in-depth study. According to the overall discussions made in thesecond chapter, the tahsil has broadly divided into two parts. Northern one is backward in case of agricultural development. It is totally unirrigated zone. Compare to this southern part of the tahsil is highly irrigated and economically sound.

STUDY AREA

Baramati tehsil is located at the south west of the Pune district. The belt along Nira and Karha occupy about 35 to 40% area of the tahsil. This region offers favourable situation for irrigation and hence agro-based development and thereby overall growth of weekly markets. Topographically, it is almost a plain region with alluvial soils. The tahsil lies in the core belt of drought-prone zone of the state (Dikshit, 1986; Saptarshi, 1993; Devikar et al. 1997; Vaid and Datye, 1990; Kadam and Saptarshi, 1999; Kadam and Saptarshi, 2000; Kadam, 2002). The relative humidity in the afternoon is about 27 per cent at Pune and 26.6 per cent at Baramati. The remaining part of the year experience moderate relative humidity, ranging from 60 to 85 per cent at both the stations. The latitudinal and longitudinal extend of the area is 18°2'44" N and 18°23'19" N latitude and 74°13'8" E and 74°42'47" E longitude. Highest elevation of the tahsil is 602 m. and lowest being 522m. above mean sea level. The area covered by tehsil is of 1382 sq.km.
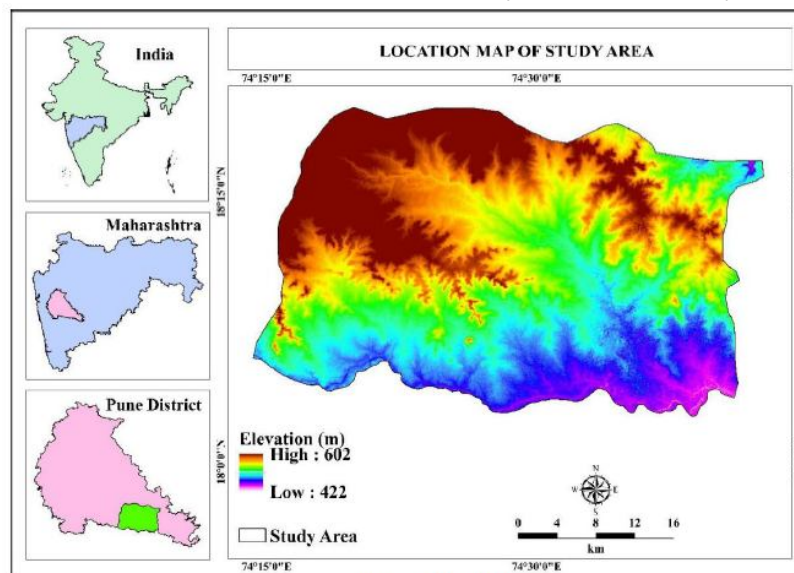

Figure 1. Location Map

METHODOLOGY

These all work are done by primary data collection, there is no secondary data used because there is no record of this type of data with any government or privet sector. The work is done as shown in figure 2. Primary data were collected by interview with sellers and buyers of selected markets (Table 1). There are no other records about the buyers, occasional sellers, service providers like transportations, helping manpower, staff of sellers, number of buyers, native of buyers, commodity and stall wise economy, over all transaction of the market etc. Considering this fact, number of field visits with application of systematic technique has been arranged for the collection of data at micro level. Out of 18 selected markets one market, (Baramati) is major market (urban market) and others 17 are rural markets. Out of these 8 are select for this study (Figure 3).
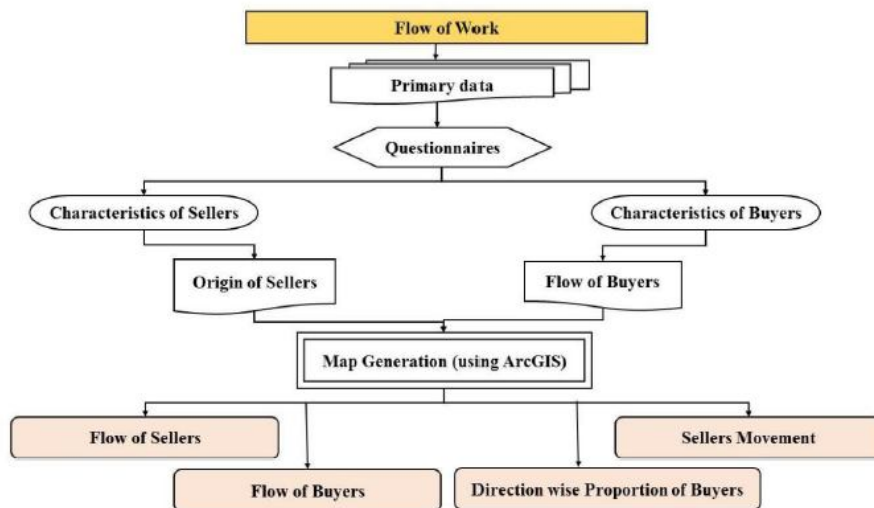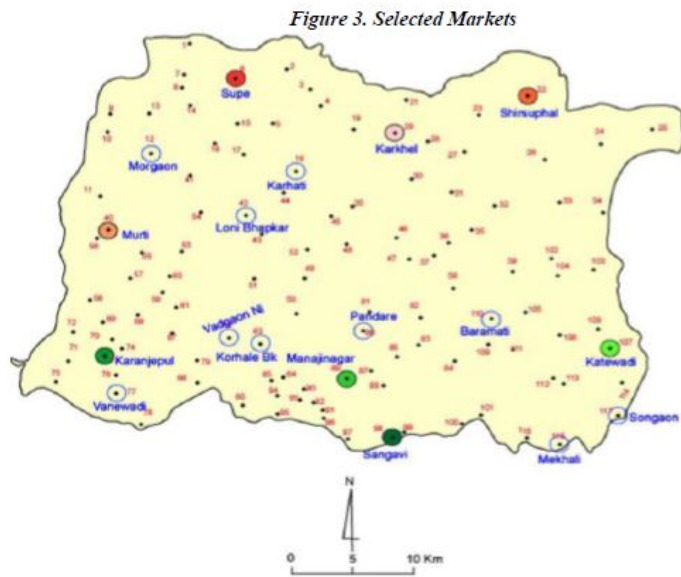
Figure 2. Methodology Chart

Figure 3. Selected Markets

Table 1. Number of Stakeholders Interviewed

Sr. No.	Selected Market for In-depth study	Number of Stakeholders Interviewed / Discussions have been made with them				
		Supporting Services	Common People	Sellers	Buyers	Total
A) From Unirrigated Zone						
1	Karkhel	22	23	25	24	94
2	Murti	49	54	53	51	207
3	Shirsuphal	56	60	54	59	229
4	Supe	69	81	77	82	309
B) From Irrigated Zone						
5	Katewadi	16	19	22	20	77
6	Manajinagar	49	56	60	64	229
7	Karanjepul	60	58	73	69	260
8	Sangavi	61	73	79	86	299
	Total (A + B)	382	424	443	455	1704

These all data are quantified using score method for the purpose of analysis. This research focuses on the analysis of sellers and next devotes for buyers of the market.

CHARACTERISTICS OF SELLERS

Sellers are most responsible and rolling as the key middleman in the market. He connects the link between product producers and consumers of the same. He is a main stockholder, which role is gainful to the surrounding farmers and also the consumers of such rural based weekly markets. For this, the detailed investigation of sellers has been carried out in the study.

ORIGIN OF SELLERS

The sellers have been divided into two broad categories. First one is the local sellers, those belonging to the same village of that weekly market. The second category is outsider sellers which are coming from other villages from the tahsil or nearby the tahsil. On the other hand, farmer or occasional sellers are not attending more markets and also throughout the week and year. Farmer or occasional sellers are interested to sell their own farm produce in small quantities to raise some cash to buy the other essentials. His main purpose of attending the weekly market is to buy rather than to sell.

CHARACTERISTICS OF BUYERS

All buyers have been divided into two broad categories viz. local buyers i.e. those belonging to the weekly market itself and those coming from outside. The breakup of buyers according to place of origin and distance from the market have tabulated for each selected market. Accordingly, their other characteristics like sellers have also quantified by applying score method. Firstly, it is necessary to understand the flow of buyers with comparative approach for unirrigated and irrigated and also by size of market.

FLOW OF BUYERS

The flow of buyers at each selected market have analysed and classified by their natives. They have divided in to nine groups, eight groups on the basis of their native from which direction their native has located by the market place. The groups have nomenclature as North (N), South (S), East (E), West (W), Northeast (NE), Northwest (NW), Southeast (SE) and Southwest (SW). One group accommodates local

buyers. It has necessity to find the differences between unirrigated and irrigated market places for further study. This is the foundation of correlating them to each other. All such views have been considered for the analysis, presentation and discussion of the nature of buyers.

RESULT AND DISCUSSION

Sellers of Markets: Unirrigated and Irrigated Zone

Karkhel, Murti, Shirsuphal and Supe are belonging to unirrigated zone. As mentioned above, the discussions have been made here about the sellers according to their native place and distance travelled for market and commodity sold at each market. The travelling distance, types of commodity, their proportion etc information of sellers belongs to irrigated zone and their comparative study were done. It is also intersecting to compare these things with unirrigated and irrigated zone. Here also, four markets have been selected one market from each of class i.e. big, medium, small and minor (Figure 5). In the unirrigated zone markets, some are local sellers, and others are calculated for each 4 kms. Of distance (Figure 4). In this market zone local sellers are more, like Karkhel 79.49%, Murti 69.21%, Shirsuphal 31.78%. Supe is the only market where more sellers are coming from 4 to 8kms. Distance which are 22.13% and local sellers are 20.68%. In the irrigated zone markets, all the markets are more occupied by local sellers. These are,Katewadi 82.42%, Manajinagar 66.55%, Karanjepul 34.07% and sangavi is 31.03%. Other sellers are coming from surrounding villages of the market.
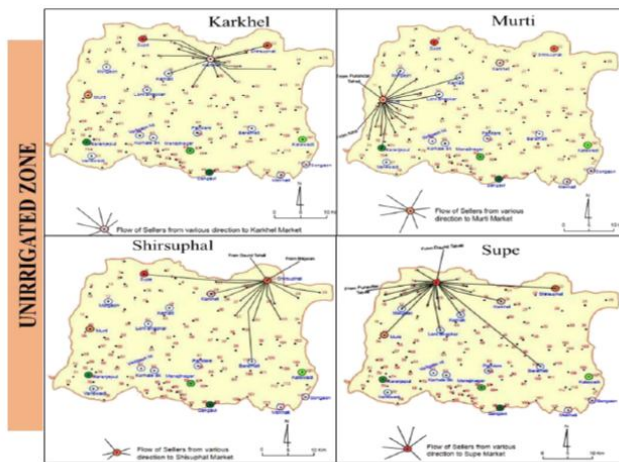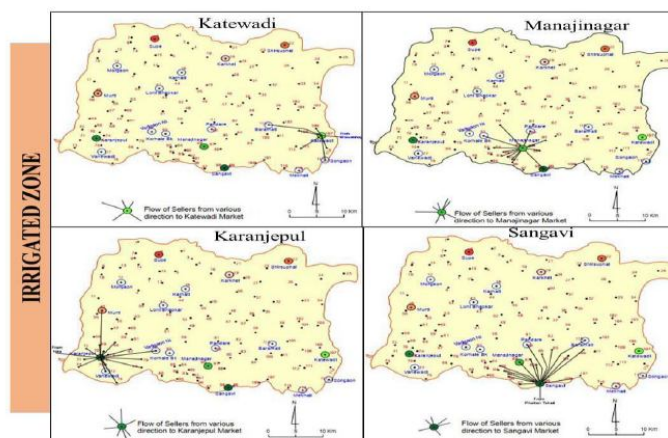

Figure 4. Flow of Sellers (Unirrigated Zone)

Figure 5. Flow of Sellers (Irrigated Zone)

Flow of Buyers from Unirrigated and Irrigated Zone

The direction wise flow map provides the actual proportion and representing the nature of flow of all unirrigated and irrigated zone buyers.

Karkhel market has buyers flow is more from western side (i.e. from W, SW & NW) that is about 24%, Murti has 39% buyers are coming from east and south eastern side of the market. The noticeable think is that from western side (NW, W and SW) which has maximum part is from PurandarTahsil. The proportion of flow of Shirsuphal is more or less same from all the directions excepting northwest and east side of market. About 27% buyers are coming from west to south sides. Supe market, excepting northern side, all the remaining sides has sharing equal proportion of buyers. Some of these have travelling for more than 15 km for this market.
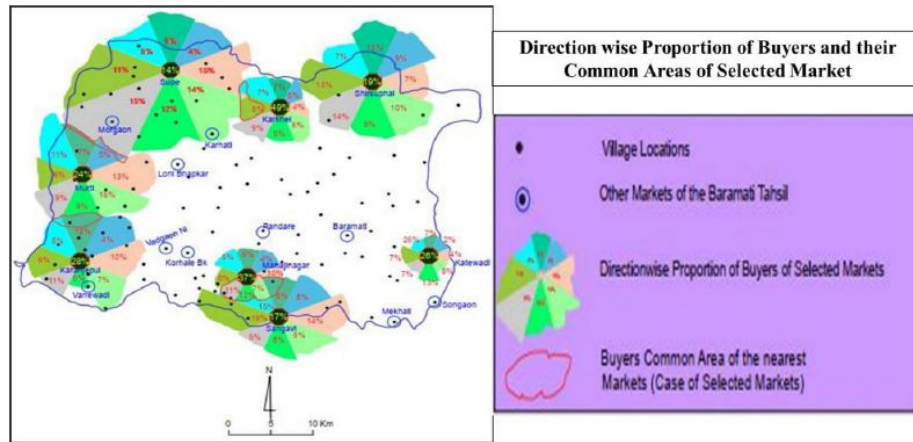

Figure 6. Flow of Buyers

The proportion of buyers of Katewadi is clearly shows that the village itself and their close neighbouring village Kanheri are running the market. Buyers from these two villages are about 52% to all buyers. Proportion of Manajinagar market having outsider buyer are more and equally spread to all directions (Figure 6). The market has about 37% of buyers from the same village. Because of the other market located near this market, this is rolling as a supportive or alternative market for the people. In case of Karanjepul market the proportion of local buyers is just 28% to all the buyers. Sangavi is a big market located on the left bank of river Nira. The flow map of buyers is clearly shows that about 32 to 38% buyers are concern with this region. The range of buyers is comparatively big one; buyers came from more about 15 to 18 km distance. The market is famous for fresh vegetables, fishes and mainly for agricultural things.

Travelling Mode of Weekly Market Buyers

Averagely, buyers are preference for motor cycle mode is higher than other modes for attending weekly market (Table 2). It is about 34% to total buyers. Secondly, buyers came by walking are also more proportion (about 31%).

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Table 2. Mode of Travel/ Transport used by Buyers

Per cent to total sellers

Mode of Travel/ Transport	Karkhel	Murti	Shirsuphal	Supe	Katewadi	Manajinagar	Karanjepul	Sangavi	Average
Walking	48.16	34.58	23.71	19.79	56.34	29.82	24.91	16.87	31.77
B. Cart	0.00	1.02	1.43	2.13	0.00	1.26	1.09	2.59	1.19
Bicycle	16.45	15.61	19.93	14.26	13.36	15.43	10.81	11.49	14.67
M. Cycle	29.05	27.73	35.56	36.89	26.68	34.77	37.83	45.32	34.23
Rickshaw	6.34	5.87	8.18	10.33	1.29	9.46	7.69	10.28	7.43
3W Tempo	0.00	3.24	3.14	3.47	1.10	3.53	4.23	2,46	2.67
4W Tempo	0.00	7.39	2.26	4.52	0.00	3.14	3.79	4.38	3.19
Mini Truck	0.00	0.00	0.00	1.29	0.00	0.00	2.03	1.23	0.57
Truck/ Bus	0.00	4.56	5.79	7.32	1.23	2.59	7.62	7.84	4.62
Total	100	100	100	100	100	100	100	100	100

It is very interesting to see that there are about 80% buyers prefer walking, bicycle and motor cycle for attending the weekly market. It means that today itself also have highlighted the rural economy, behaviour and adjustment to the situation of rural zones by this picture. The major differences between unirrigated and irrigated markets have also seen in this case. Highest number of buyers is using motor cycle, shared / travelling rickshaw and ST bus from Sangavi market. In this case the Supe market is on second highest stage. This means that the irrigated-unirrigated zones with size of market are the major influencing characters for the mode of transport and travel of the buyers.

CONCLUSION

Sellers and buyers are the two main pillars of the market. As the rural weekly market is concerned these two have more importance than any other marketing systems. In rural marketing, the economic transactions have made directly between them or rare interference of others. In addition to this the attachment and the relations between them are comparatively more suitable for strengthening socio-economic and cultural environment of the rural regions. Bothe these are interested to maintain not only the economic relations but also the other socio-cultural and even political relations. They also support allied activities at their native and in the region also. The present study mainly deals with analysis of such things related to the sellers and the buyers. In the above dissection the flow of sellers and buyers their proportion, mode of travelling, etc. have analysed at micro level. Which results is directly or indirectly highlighting the association of between all. Each and every characteristic of buyers and sellers have some association and dependence with the geographical phenomena of the particular region. For this there is need to understand the micro level relations of sellers and buyers within them and also with the concerns of supporting activity owner and the particular villagers. Hare it is necessary to support the system and try to maintain the systems not only for the economic purposes but also for the betterment of socio-cultural and religious environment. In addition to this these markets are mainly providing their services to the rural poor at their next door.

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