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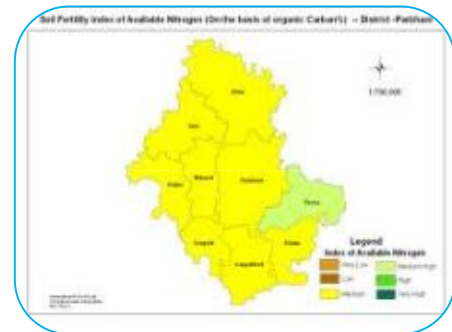


A GEOGRAPHICAL STUDY OF MARKET CENTERS IN PARBHANI DISTRICT

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ABSTRACT

Marketing Geography is one of the special branches of Human Geography. So far as the marketing is concerned it is a geographic phenomenon. The study of marketing system is a part of geography. Market centres furnish goods and services, act as a central point for transportation and serve as growth centre by furnishing various services to the region. Market place is a central place to surroundings which serves the lower order goods and services on a fixed day in a week. According to Walter Christaller (1933). In the present research paper spatial distribution of market center and its relationship with population as well as area have studied.



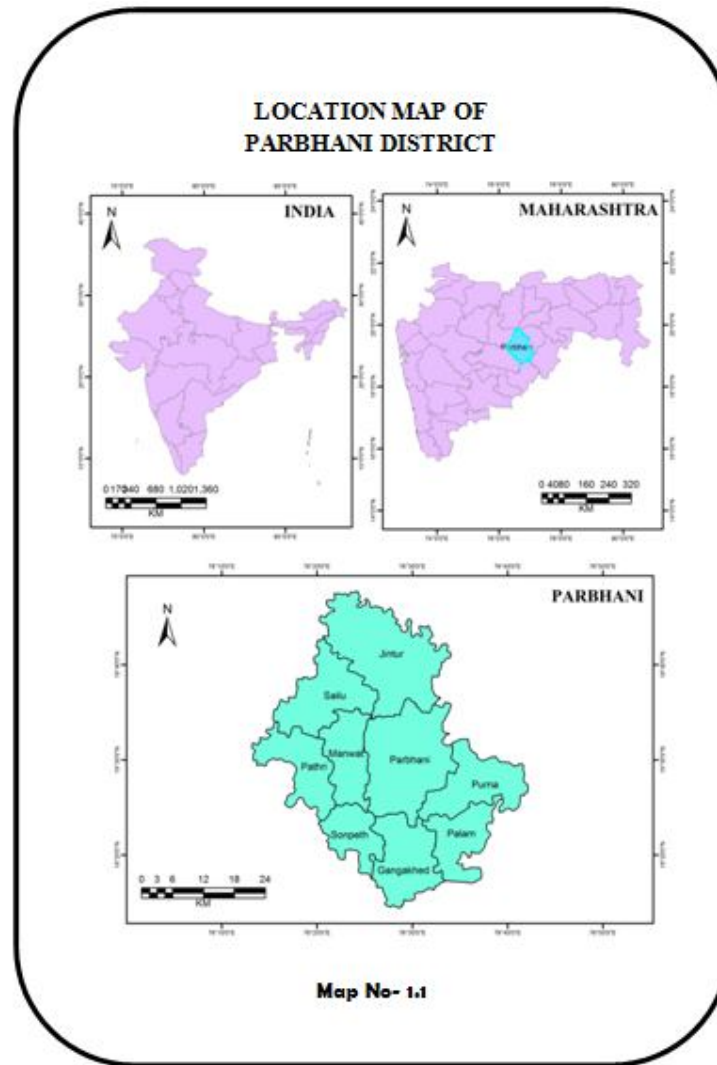
KEY WORDS :- Weekly Market Centers, Inhabited Villages, Area.

LOCATION -

Parbhani District is situated in the central part of Maharashtra and lies between 180 40' and 190 55' North latitudes and 700 10' and 770 15' east longitudes. It is located towards east of Maharashtra and it is one of the eight districts of Marathwada division. With an area of 6155 sq km. and a population of 15.27 lakhs, it ranks 8th in the Maharashtra State. The District is surrounded by Hingoli and Jalna Districts to the North, Nanded and Hingoli Districts to the east, Latur District to the south and Jalna and Bid Districts to the west. It has nine talukas and two sub-divisions which together have 841 villages and 9 towns. As per 2011 census, Parbhani district has total 18,36,086 population out of which 8,93,216 are females and 9,42,870 are males. Out of this population, 68.24% is rural population. The occupation is predominantly agriculture, industry, commerce and transport claiming only a small share of it.

OBJECTIVE -

1. To study the physical setting and social aspects of Parbhani district as a basis for the distribution of market centres.
2. To study the spatial distribution of market centres.
3. To analyze the number of market centres in the study region, and their relationship with settlement as well as population



METHODOLOGY -

Following methods have been used for area of influence of trade areas of market centres. Jackson's, V.L.S. Prakash Rao's modified method and Saxena's modified method are used in the present study.

$$\text{Jackson's method Trade Area} = \frac{\text{Total Area}}{\text{Number of Market centres}}$$

$$1. \quad \text{Trade Area KM}^2 = \frac{\text{Area KM}^2}{\text{Number of Market centres}}$$

$$2. \quad \text{Trade Area} = \frac{\text{No of inhabited villages}}{\text{Number of Market centres}}$$

$$3. \quad \text{Trade Area KM}^2 = \frac{\text{Population}}{\text{Number of Market centres}}$$

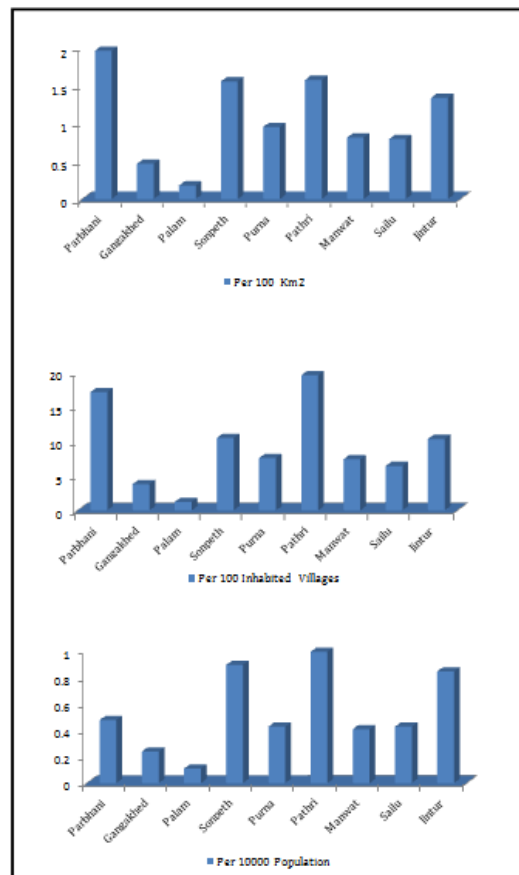
Spatial distribution of Market Centres :

As the number of market centre per 100 km² of area are 1.78 for the whole study region. Highest ratio have seen In Parbhani tahsil is 1.98 and lowest ratio has seen Palam Tahsil which is 0.1 . In the study region the number of market centre per 100 inhabited village is 09.28 ratio.

Table No. 3.1
Spatial co-relation of Market Centres

Tahsil	Number of Market Centres	Area			Statistical Values of Number of Market Centres		
		Area Km ²	Inhabited Villages	Population	Per 100 Km ²	Per 100 Inhabited Villages	Per 10000 Population
Parbhani	22	1113	128	458551	01.98	17.19	00.48
Gangakhed	03	635	105	164045	00.47	03.81	00.24
Palam	01	561	81	92793	00.18	01.23	00.11
Sonpeth	06	383	57	66750	01.57	10.53	00.90
Purna	07	730	92	162282	00.96	07.61	00.43
Pathri	11	592	56	110255	01.59	19.64	01.00
Manwat	04	487	54	97017	00.82	07.41	00.41
Sailu	06	753	93	139346	00.80	06.45	00.43
Jintur	17	1257	164	200068	01.35	10.37	00.85
Region	77	6511	830	1491109	01.78	09.28	00.52

(Source –Compiled by researcher)



Highest spatial Per 100 Inhabited Villages ratio has seen in Pathri tahsil which is 19.64 while lowest ratio has seen in Gangakhed tahsil. It is seen that the density of settlement in the central area is more, and market centres are less. In the plain area density of settlement and number of market centres are more. It is because the size of the settlement. For the whole district the number of market centres per 10,000 population is 0.52. Highest Number of Market Centres per 10,000 has seen in Pathri tasil it is 1.00 and lowest ratio has noticed in Palam tasil.

CONCLUSION :

Overall analysis of the market centers in the district shows that, there is uneven distribution of market centers in the study region. There is 77 weekly markets in Parbhani district. According to Table Number 3.1 highest 22 market centres have notice in Parbhani Tahsil and lowest market Centre have notice in Palam Tahsil. Palam, Sonpeth, Purna, manavat ,Selu Tahsil heavenly market centre due to the lack of transport facility, The locational characters of markets centers and socio-economic developments are responsible for the high degree of spatial interaction in marketing activities of these Tehsils. The local governments have develop the infrastructure for these market places.

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