SPATIAL DISTRIBUTION OF AGRICULTURAL PRODUCE MARKETS IN MYSURU DISTRICT

**Hemanth Naik V. S.[1] and
Dr. Subash S. Sannashiddannavar[2]**

[1]Research Scholar
[2]Professor , DoS in Geography , University of Mysore, Mysore.

ABSTRACT:

Agricultural markets play a vital role in the development of agricultural the spatial distribution of the agricultural markets can be considered as an index to the marketing activity. The existence of market centers in a particular region in a result of geo-economical factors. The study of spatial distribution of marketing centers is an important part of the geographical study of marketing centers. The present paper attempts to analyze the spatial distribution of agricultural produce markets and sub markets in district of mysuru in Karnataka State. Nearly 60% of the population in the district is mainly depend upon agriculture. The district is well-drained by the river Cauvery and its tributaries, besides the geo-economic factors, agricultural surplus also lead to the development of the agricultural produce markets in the district.

KEYWORDS: *Agricultural marketing, Density, Distribu - tional Relationship.*

INTRODUCTION :
Among various forms of marketing, agricultural marketing is of prime importance. Agricultural markets play a important role not only in stimulating production and consumption, but also in accelerating the pace of economic development. Its dynamic function is of primary importance in promoting agricultural activities. In India the agricultural markets have grown from the traditional village level to National and International levels. Thus, the spatial extension of markets made it a interest of geographers. Agricultural marketing play a vital role in the agricultural development, which is a basic occupation of a large population in India hence, it also impacts on the development of the country agricultural marketing is a link between farming and non- farming sectors, with the development of agricultural sector the marketing system has also been changed. In fact, the agricultural marketing is a key component of overall marketing system in the country (H. M. Saxena-2004).The location of market centre is greatly influenced by the Geo-economic factors and is more emphasizes on the spatial pattern. The spatial distribution of market became an important aspect of Geographical study.

OBJECTIVES:
- ❖ To analyze the spatial distribution of agricultural produce markets in the study area.
- ❖ To study the relationship between agricultural population, density with agricultural markets in the study area.

DATA BASE AND METHODOLOGY:
The present research paper is prepared with the help of secondary data, which is obtained by District at a glance, District statistical handbook,

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sources from the department of agriculture and Agricultural Produce Marketing Committee and so on. The spatial distribution has been analyzed by deploying the suitable statistical techniques. The distribution of market centers in an area is influenced by certain factors. Population, area and number of villages greatly influence the distribution. In the present study, an attempt has been made to analyze the relationship of market centers with population, area and the number of villages by calculating the taluk-wise percentage of each market out of the total area, population and the number of villages in the district.

STUDY AREA.
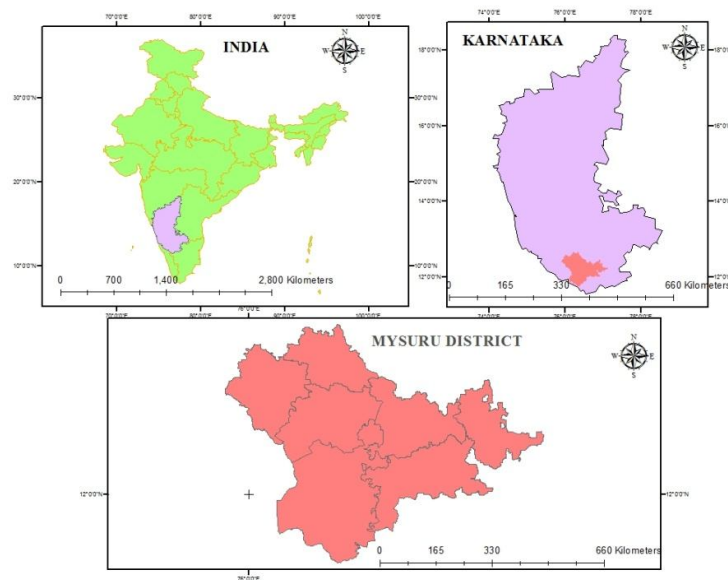
Mysore is culturally a prominent district in Karnataka state. It lies in the Southern plateau and in Southern most part of the Karnataka state. A part of it is semi- Malnad, and the rest is the Maidan region. It is bounded in the north by Hassan, Mandya and Bengaluru districts, and in the south by Chamarajanagar district, and in the west by Kodagu district of Karnataka, and Wayanad district of Kerala State.

Location: Mysuru District is located between $11°30^I$ N to $12°50^I$ North latitude, $75°45^I$ E to $77°45^1$E longitudes. It covers an area of 6318 Sq Kilometers, i.e., 3.29% the total geographical area of the state, and it has the total population of 4136127 as per 2011 Censes, which accounts for nearly 5% of the total population of the state.

DISTRIBUTION OF AGRICULTURAL PRODUCE MARKETS.

The Mysore district has seven taluks. Nearly 60% people in the study area are mainly dependent on agriculture for livelihood. The spatial distribution of agricultural produce markets are influenced mainly by the geo-economic factors. The study area consists of totally 14 agricultural produce markets, out of which seven main markets are located in taluk head quarters, and remaining six are the sub markets located in the main villages.

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APMC SUB MARKETS IN MYSORE DISTRICT
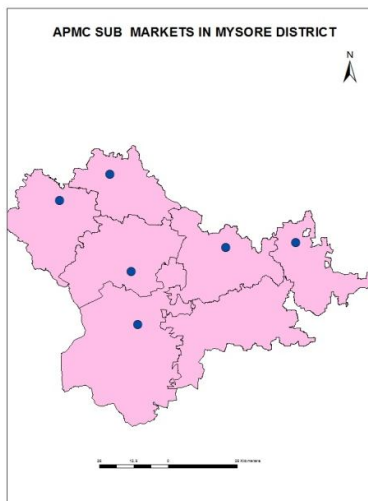
Table No.1

Sl. No.	Main markets	Sub-markets
1	Santhe Saragur (Heggada Devana Kote)	Yarahalli (Hand post)
2	Hunsur	Rathnapuri
3	K. R. Nagar	Saligrama
4	Mysuru	New sayyaji rao road
5	Nanjangud	----------
6	Periyapatna	Bettadapura
7	T. Narasipura	Bannuru

NEAREST NEIGHBOUR INTER-MARKET DISTANCES.

Table No.2

Sl. No.	Markets	Nearest neighbour inter market distance (in Kms)
1	Sante Sargur (H. D. Kote)	33.85
2	Hunsur	17.40
3	K. R. Nagar	17.40
4	Mysuru	24.00
5	Nanjangud	23.80
6	Periyapatna	22.00
7	T. Narasipura	23.08

Source computed by author

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AVERAGE NEAREST NEIGHBOUR SUMMARY
The pattern of distribution of market centres with Z score of 4.38
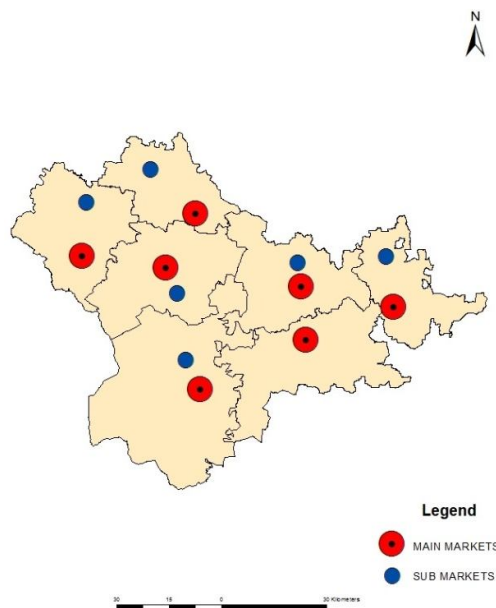
AGRICULTURAL DENSITY AND MARKET CENTRES
There is a relationship between Agricultural marketing and Agricultural population. The Agricultural population and production influences on the development of Agricultural marketing hence the Agricultural density and market centres is studied in the area.

Table No.3

Sl. No.	Taluks	Agricultural Population	Total Geographical Area in Hectares	Density	No. Agricultural Produce markets
1	H. D. Kote	83792	194138	0.43	02
2	Hunsur	84893	98194	0.86	02
3	K. R. Nagar	71618	61976	1.15	02
4	Mysuru	46297	81740	0.56	02
5	Nanjangud	89961	98541	0.91	01
6	Periyapatna	80095	83121	0.96	02
7	T. Narasipura	56383	58627	0.96	02
		513039	676382	0.75	14

Source : District at a glance 2013-2014,Data computed by the author.

The study area has 7 taluk as with 513039 agricultural population and 616382 Hectares of agricultural land. The agricultural population in the table includes both cultivators and agricultaral labourers. (Table No.3).

The average agricultural density in the study area is 0.75 the taluks like H. D. Kote, Hunsur, Mysuru, Nanjangud, Periyapatna, T. Narasipura have the agricultural density less than 1 since the K. R. Nagar has highest area under the irrigation (58.72%) it has highest agricultural density of 1.15.

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DISTRIBUTIONAL RELATIONSHIP OF MARKET CENTRES

The spatial distribution of markets is mainly influence by certain factors like population, area and no. of villages (S I HUGAR – 2000). Hence in the present paper an attempt made to measure the relationship of market centres with area, number of villages and population. By Calculating the taluk wise percentage share of each market in the study area.

GENERAL DISTRIBUTION

In the study area each taluk has 1 main and 1 sub-agricultural produce market. The main markets are located in the taluk head quarters and the sub markets are in major villages.

MARKET CENTRES AND AREA

Each agricultural produce markets in the study area serves 7.13% of area of the district. Due to good network of road transport, direct purchase of agricultural products by the local traders at the door point, the agricultural produce markets have not developed in more places so the district is having agricultural produce markets in less number.

MARKET CENTRES AND NUMBER OF VILLAGES

Each taluk in the study area serves the villages in different proportion. It is observed by the calculation that each market serves on an average of 7.14% of villages of the district. H. D. Kote taluk has highest number of villages in the district and it has more forest cover which limits the surplus agricultural production so agricultural produce markets serves a larger area 10.35% which is higher than the district average (7.14%). The rest of the taluks are having their share less than the district average. The T. Narasipur taluk has less number of villages so the agriculture produce markets in this taluk serves a smaller area of 4.71%.

MARKET CENTRES AND POPULATION

It is calculated that on an average each agricultural produce market centre in the study area serves 7.70% of population of the district. In the Mysuru taluk where urban population is dominant indicates higher percentage (21.35%) than the district average. But in the taluks like H. D. Kote, Hunsur, K. R. Nagar, Nanjangud and T. Narasipur serves less percentage of population than the district average.

Table No.4

Sl. No.	Taluks	No. of Market centre	Area (in Sq. Kms)	No. of Villages	Total Population	Percentage share each agricultural produce market in the district Total			
						Area %	Villages %	Population %	Composite index %
1	H. D. Kote	02	1622 (25.67)	281 (20.70)	263706 (8.78)	12.83	10.35	4.39	27.57
2	Hunsur	02	900 (14.24)	213 (7.84)	282963 (9.42)	7.12	7.84	4.71	19.67
3	K. R. Nagar	02	596 (9.43)	180 (6.63)	252657 (8.41)	4.71	6.63	4.20	15.54
4	Mysuru	02	828 (13.10)	156 (5.54)	1281768 (42.70)	6.55	5.74	21.35	33.64
5	Nanjangud	02	991 (15.68)	191 (7.03)	384922 (12.82)	7.84	7.03	6.41	21.28
6	Periyapatna	02	785 (12.42)	203 (7.41)	243076 (8.09)	6.21	7.47	8.04	21.72
7	T. Narasipura	02	596 (9.43)	134 (9.87)	292035 (9.73)	4.71	4.93	4.86	14.5
	Total		6318	1357	3001127	49.97	49.99	53.96	153.92
	Average					7.13	7.14	7.70	21.98

Numbers in brackets are in percentage.Source : District statistical hand book – 2011,Data computed by the author.

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COMPOSITE INDEX

The composite index values are calculated and deviation's from the average are worked out in order to understand distributional relationship of agricultural produce markets in the study area, for which the combined effect of the area villages and population are considered. Due to more urban population in the Mysuru taluk and more forest cover in H.D. Kote taluk the agricultural markets are serving large area. But in the remaining taluks the composite index is less than District average (21.98%).

CONCLUSION:

Mysuru is one of the important agricultural district in Karnataka State where nearly 60% of the total population is engaged in agricultural activities. The climate soils and irrigational facilities in the district are most favorable for the cultivation of various agricultural crops in surplus. The surplus production of agricultural crops leads to the development of agricultural produced markets in the study area. Each taluk in the district has 1 main and 1 sub markets. The present study suggest that there is a need of the development of more agricultural produced markets in the study area. And even it is necessary to bring awareness about the functions of agricultural produced markets among the farmers.

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