



Study And Analysis of Tangible and Intangible Activities of Core Market Area of Khamgaon

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ABSTRACT

This study aims to trace the material and immaterial activities that influence market dynamics in Khamgaon, a city in Maharashtra's Buldhana region. Khamgaon, popularly known as the "Silver City," has historically served as a major commercial hub in the Vidarbha area, and the city's market is critical to its social and economic stability. The study examines the physical infrastructure (tangible elements) that define the market's character, such as street networks, vendor placements, built forms, accessibility, and public amenities, as well as intangible elements like social interactions, cultural practices, and traditional trade patterns. The study determines the market region's strengths and weaknesses through a combination of field surveys, stakeholder interviews, and geographic analysis. It emphasizes issues such as traffic, poor infrastructure, the decline of traditions, and a lack of diversity in public areas. The findings demonstrate that maintaining the market's physical and cultural identity necessitates striking a balance between modernism and preservation. Using the findings, the paper presents strategic recommendations for the future growth of Khamgaon market region. These include encouraging pedestrian-friendly neighbourhoods, merging formal and informal economic sectors, upgrading public facilities, and preserving the cultural ethos through architectural and legislative reforms. The goal of the outcome is to assist stakeholders, local government representatives, and urban planners in building a resilient, welcoming, and culturally dynamic marketplace that satisfies current demands.

1. INTRODUCTION

The drafting of research on the study and analysis of key about urban market areas includes a systematic approach to understanding economic dynamics, consumer behavior and competitive environments in this particular municipality. This is a structured guide to help create a complete research task. Define the central market area and clearly delimit the limits of the Khamgaon city's main market area. This could be a central commercial district, as a market area or a commercially dynamic district. The main market area of core of Khamgaon city which Indicate the

objectives of research, such as the evaluation of market trends, the identification of consumer preferences or the evaluation of the efficiency of companies and commercial, residential, public / semi-public, temple and so on in this area. The value of the study of Khamgaon's core market area which highlight the importance of understanding this market area for city planning, economic development or commercial strategy including social and cultural aspects of that area. For the study of the above topic, finding the methods and methodology for execution of solution on the issues facing in the core market area of Khamgaon city and develop as smart public market place for

the different types of tangible and intangible activities which performing the festivals purposes in yearly and monthly. On the site having different types of nodes, streets, landmark, landscape and the core market area consider as a mini district. By finding the issues and problems and giving the solution after that the market form as newly aesthetics including the heritage which utilize all types of activities purposes and look as smart soluted area in whole Khamgaon city. Theoretical structure of Describes theories and existing models related to urban market districts, core market spaces and consumer behavior, and economic activity of urban centers. Previous researches of Summary give the results of previous methods by studying and analysis of research on similar subjects and focus on the methodology, results and gaps aimed at examining your research for denote the solution on the researching.

The market region of Khamgaon city, which is in Maharashtra's Buldhana district, is thoroughly examined in this study, with an emphasis on mapping the material and immaterial activities that influence market dynamics. Known as the "Silver City," Khamgaon has long been an important commercial center in the Vidarbha area, and the city's market is essential to its social and economic cohesion. In addition to intangible elements like social interactions, cultural practices, and traditional trade patterns, the research examines the physical infrastructure (tangible elements) that collectively define the market's character, such as street networks, vendor placements, built forms, accessibility, and public amenities. Through a combination of stakeholder interviews, field surveys, and spatial analysis, the study determines the market area's strengths and weaknesses. It draws attention to problems including traffic, poor infrastructure, the decline of customs, and the absence of inclusivity in public areas. The results highlight the necessity of striking a balance between modernization and preservation in order to maintain the market's physical and cultural identity.

Based on the analysis, the study proposes strategic guidelines for the future development of Khamgaon's market area. These include promoting pedestrian-friendly zones, integrating informal and formal trade sectors, enhancing civic amenities, and preserving the cultural ethos through policy and design interventions. The outcome aims to support urban planners, local authorities, and stakeholders in creating a resilient, inclusive, and culturally vibrant marketplace that meets present needs.

A. Objectives

1. To find the historical timeline of the city
2. To study the core market place of Khamgaon
3. To find the issues care area is facing at urban level

2. METHODOLOGY

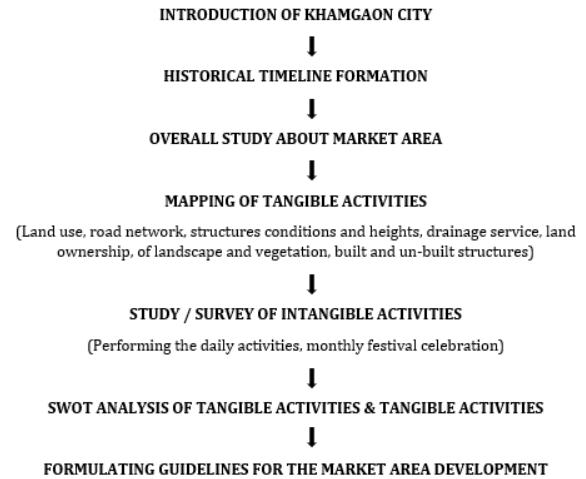


Figure 1: Workflow of the Methodology

A. About Khamgaon City & Core Market Area-

Khamgaon is a city in Buldhana district, Maharashtra, India. It is the largest city in Buldhana district. It is a B class Municipal council in Vidharba region which is located at Northern Maharashtra, Buldhana district, Amravati division. Population of Khamgaon is 2,99,000 and slum population is about 50,870. Total area of Khamgaon city- 13.36 sq km. City having ground water level near about 5 to 10 m deep. Recently the city is introducing as sub- district of Buldhana district in 2024 as mh-28 which number as Khamgaon mh-56. City having climatic atmosphere as hot and dry and average temperature is 33 degree Celsius per year. Wind speed is about 13 km per hour and average humidity is 26%. Soil type of Khamgaon city is soft murrum soil and average rainfall is of 711.45 mm.

Early Trade and Development: The cotton trade in Khamgaon is believed to have started around 1820, with merchants trading ghee, raw thread, and cotton. In 1818, Colonel Doveton's forces broke up a large group of Pendharies near Khamgaon.

Establishment of Municipality: The Khamgaon municipality was established in 1887. It is now governed under the Maharashtra Municipalities Act, 1965.

Tilak Rashtriya Vidyalaya: The Tilak Rashtriya Vidyalaya was established on January 24, 1921, influenced by Mahatma Gandhi's movement. The school's administration was based on the principles of Swaraj, Swadeshi, National Education, and boycotting foreign goods. In 1929, Dr. Parsanis, along with Seth Mohanlal Bhuwarlal Purwar, took the initiative to establish the school.

Khamgaon in Buldhana District: Khamgaon is one of the 13 talukas (tehsils) in the Buldhana district. The district has seven seats in the Maharashtra State legislature assembly, including Khamgaon.

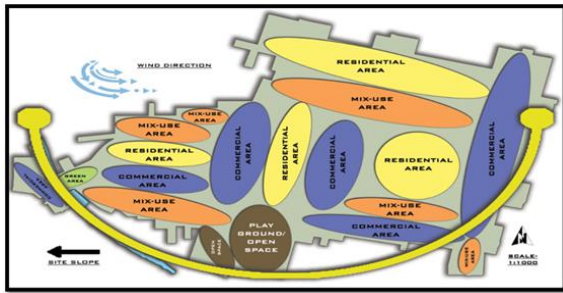


Figure 8; Spatial climatic context (Source- Author)

Existing Land Use Mapping Of Core Market:

There have been tremendous changes in the land use pattern. (Fig.5) Over the period of time the usage of land got modified as per there requirements. The urbanization being the main reason, residential areas got converted into commercial and mixed-use buildings. In comparison with the residents, the road connectivity is not proper. There are too much encroachment and infringe mentation of residential part the area has medium density. The urban texture varies in the type of unplanned fabric look.



Figure 9; Existing land use (Source- Author)

Built And Unbuilt Mapping of Core Market Area:

Spaces is the negative ground or the non-object and contains the notion of palace. Building are objects / things. Positive spaces between existing and new buildings which become a way to get people there. Or it becomes the place of celebration for the local people there. The built environment encompasses places and spaces created or modified by people to serve their needs of accommodation, organization and representation. The unbuilt environment " in an urban land provide lot of benefits to the citizens of the community.



Figure 10; Built and Un-built spaces (Source- Author)

Vegetation Landscape of Core Market Area:

These are heavy rush and congested place in the main market area which is not for enjoyment as a nature or landscape view. But they provide areas of natural ground which absorb run-off and assist in the problems of surface water drainage. The vegetation that is present on the site majority consists of neem, crepe jasmine, fig trees.



Figuree11: Landscape vegetation (Source- Author)

Road Network of Core Market Area:

The broader the road width, broader is the purpose of the road. The road widths vary according to the forms with its functionality. The road that connects one city or area to another are termed as sub arterial streets with context to the site. Market line road has parking along the road side, leading to congestion of traffic flow.

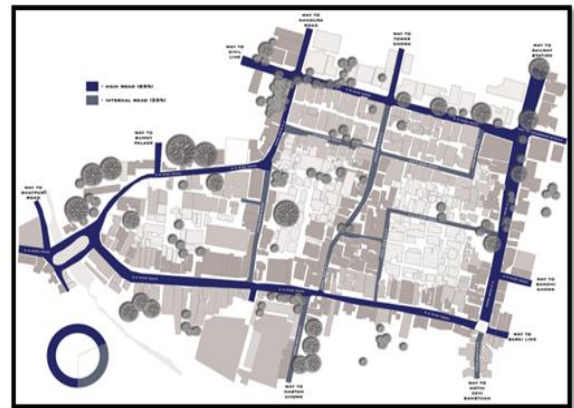


Figure 12: Road network mobility (Source- Author)

Buildings Heights of Core Market Area:

The height of a building in relation to its overall configuration or massing is one of the more significant factors in determining. The permitted maximum height in the particular area. As the buildings here aren't much taller, local street views, strategic views and amenity views can be viewed. A taller building within the vicinity of shorter one's form a landmark itself.



Figure 13: Heights of buildings (Source- Author)

Buildings Conditions of Core Market Area: Most of the buildings are in good state. Old buildings have been restored. Few of the old buildings have been demolished and constructed newly. The buildings in fair condition are not used frequently. Buildings stated in poor condition are either temporary structures or old structures.

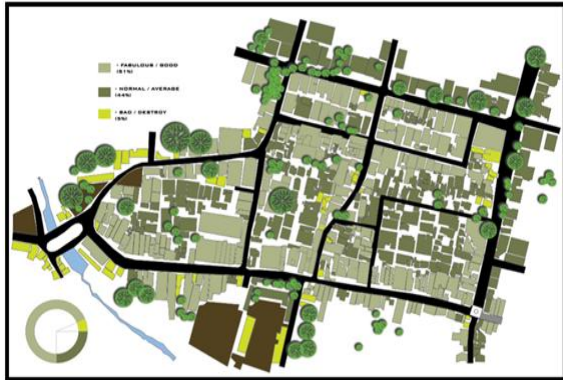


Figure 14: Conditions of buildings (Source- Author)

Land Ownership of Core Market Area: The maximum ownerships in the site are of private ownership. Low quantity land of the government ownership lands is using under government ownership. A private land is being donated to a trust, plays a different role. Few government buildings are not in good condition and un-utilized.



Figure 15: Land ownership (Source- Author)

Drainage Services on Core Market Area: There are all the drainage line connected with market area including the internal small area. It is connected whole road network and upper part of its is use as for parking purpose. Outlet of the drainage line are connecting through chamber.

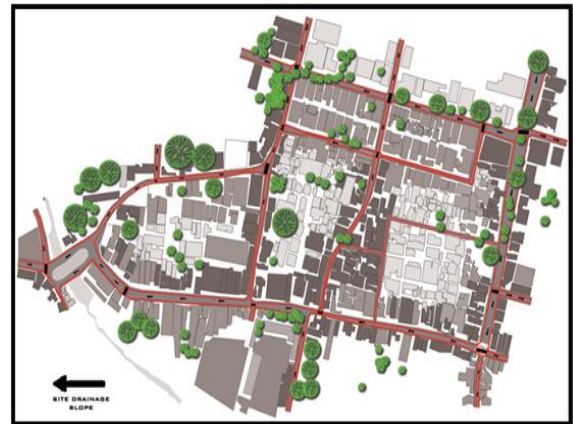


Figure 16: Drainage services (Source- Author)

C. Context Study of Core Market Area of Khamgaon – Intangible Activities

Daily Intangible Activities: Activities like morning walk, school time rush, labors working time, street vendors open their shop, whole market opening time, office time, school and sectors twine time, evening relaxation time, and so on.

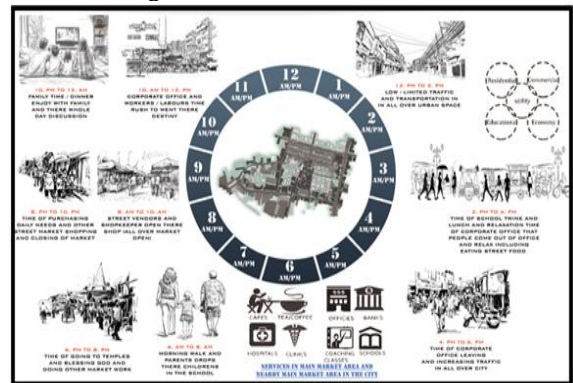


Figure 17: Daily intangible activities (Source- Author)



Figure 18: Festival celebration in whole year in market places (Source- Author)

3. SWOT ANALYSIS

S- strength of the market area Is having all types of wholesale and retail shops available for purchasing product	O- opportunities is that which have the area to suggesting as to focus the proper settlements of street vendors on the other area which having the all over access to the whole city which providing all things at one place
W- weakness on the site is that there are not having the proper parking that's why street vendors can't have any access to walk with there the las in-market area which create a buffer zone	T- threats of the market area which facing the issues like encroachment and violation on site between street vendors and shops owners

4. GUIDELINES/SOLUTIONS FOR THE DEVELOPMENT OF SMART MARKET

- Guidelines for the Khamgaon city's market area is that to provide the proper market place for street vendors which the land is allotted for the market area in Khamgaon city as per noted in DP legend.
- As public and semi-public zone, that look like aesthetically as smart market area or place in Khamgaon city which is non-congestable and well plan for buyers and salers also.
- By make the planning for market area, it becomes a satisfied and preserving as the smart market of the khamgaon city.
- As per the research and survey of city market, by giving the guidelines through the practical way like planning and execution for the smart market area of khamgaon city.
- By applying all the above methods, types of issues are being solve like parking issues, transport and traffic issues, street vendors issues, buffer zone created issue which solve after the replacement or rehabilitation of market area in khamgaon city.
- From the above soluted guidelines, the daily, weekly, monthly and yearly intangible activities being safely enjoyable in day-to-day life.

CONCLUSION

Due to the proper planning for the market place, all of the problems become solve like as violation,

buffer zone creation and parking issues. And the main problems for intangible activities as daily need activities and monthly, yearly activities festival which celebrate in that particular place which get the satisfaction for their enjoyment.

CONFLICT OF INTEREST

The authors declare that they have no conflict of interest.

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