

# GOLDEN RESEARCH THOUGHTS



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## SELLER PROFILE OF UJANI URS :- A GEOGRAPHICAL ANALYSIS

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### ABSTRACT :

*According to the reasonable and celebration registration 1961, there is all out no. of 494 reasonable were sorted out all through Jalgaon region. Ujani Urs is a standout amongst the best prominent Urs in this locale. The yearly standard Urs is hung on Rajjab month of Islamic Calendar. There were 133 shops in the Urs. Scientist has chosen least two shops of each thing. There are 47 merchants chosen for the vender profile. The venders are chosen based on stratified arbitrary inspecting technique. The information has been gathered by meeting strategy, video shooting and photos. 93.62% merchants are has a place with Jalgaon District just as additional time visited. The Total Economic Turn-Over of 3 Days of Ujani Urs is Rs. 969500. In the Ujani Urs, the main five move items are as-First Puja Prasad, Hotel, Big Cutlery Shop, Cold Drinks and Raswanti. It is a Hindu-Muslim Unity Urs. In this way, it is called as Religious Unity Urs.*

**KEYWORDS:** Urs, vender, explorers, ware, Profile and Turnover.

### 1. INTRODUCTION: -

The fairs are ordinarily known as 'Mela, Yatra, Jatra' all through India. Fairs are fundamentally provincial exchanging and social foundation (Saxena H. 2004, Pp. 361). As indicated by Deshpande, in the 'sitting' of reasonable nearby occasions and accounts of religious significance appear to be more essential impact than the geological setting. Be that as it may, from the perspective of circulation of fairs and the participation they draw, there are territorial contrasts (Deshpande, 1941, Pp. 334). The reasonable focuses are religio-business in nature and capacity (Tamaskar, 1986, Pp 100). Practically all reasonable focuses are said to be roused by some religious love or function. This middle are set apart for agglomerations on impermanent slows down, neglectfully business underline the noteworthy capacity of reasonable focuses (Tamaskar, 1986, Pp 151). As indicated by Gedam, It is an overpowering end that the fairs are an outflow of circulatory relocation of vagrant tradesmen and brief movement of travelers (Gedam, 1974, Pp. 23). Periodicity is the most vital part of the fairs. On the off chance that the length of is long, it will draw in more people from a more extensive territory or thus more will be the volume of exchange (Saxena P, 2002 Pp.148). The merchant is a critical factor of reasonable. The accomplishment of reasonable is relying upon the fulfillment of venders (Akhare S. B, Pp. 51).

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## 2. STUDY AREA: -

Hajrat Neamtulla Shah Wali Baba Dargah nom de plume Ujani Dargah is situated on Bodvad-Bohardi Street towards north bearing. It is arranged on the beautiful of virus water spring. It is around 6 km far from Bodvad Tahsil of Jalgaon District. The Dargah is situated at 286 M stature above ocean level. The Ujani Dargah is around 40 feet long and 20 feet expansive. The fundamental passageway door is towards west however the darshan section is towards east. It is religiously, socially and topographically prevalent in Khandesh locale as well as in Maharashtra state. It ended up acclaimed and mainstream, in light of the fact that the Urs is sorted out on consistently just as annually. Geographically and topographically, this area is critical and well known for research reason.

## 3. TRADITIONAL HISTORY OF UJANI DARGAH: -

Neamtullah Saha Wali Dargah is an extremely acclaimed in Bodwad just as in Jalgaon and neighboring regions. As indicated by trust and neighborhood individuals, Ujani was town, and it was a thick backwoods area. Hajarat Neamtullah Shah Wali Baba was a Muslim Sant, lived in the Ujani woods. Presently Ujani town is betrayed town. It implies there is no settlement. The week after week and yearly Urs is commended to pay tribute to Neamtullah Shah Wali Baba. The yearly Urs is praised for three days.

## 4. STUDY OF UJANI URS: -

The The week by week on Thursday and yearly Urs is commended for three days in the long stretch of Rajjab, as per Islamic schedule. Different real religious and social exercises are performed, for example, parade (Sandal), travelers owes celebrates through vegetable and non vegetable (scarification of He-Goat) nourishments, kawwali, and sustenance dispersion and so on. The exceptional thing is male and female explorer's shower by water of virus spring. Quantities of Hindu and Muslim travelers effectively take an interest for the administration and festivity of the Urs. In this way, in this way the Urs is known as "Hindu and Muslims Unity Urs". The Urs sees in straight with semi-round shape due to there are little slopes toward dargah. The Ujani Dargah is an old Dargah. The Urs is commended from 1790, as per Trust. The past assemblage of the Urs was 1000 (1961) explorers. Also, presently it is expanded up to 25000-30000 amid reasonable period 2016-17. The Urs is overseen by Hajrat Neamtullah Shah Wali Baba Dargah Trust; Ujani is built up in 2011. The enroll number is Reg. MS/BW/JGN-280, 2011. Lukman Shah Aamir Shah is the leader of the Dargah.

## 5. DATA COLLECTION AND METHODOLOGY: -

The present research work is primarily founded on essential information source. There were 133 shops in the reasonable. Out of 133 merchants the specialist has chosen least two shops of each thing. Along these lines, 47 venders are chosen for dealer profile. The merchants are chosen based on stratified arbitrary examining strategy. The information has been gathered by meeting technique, video shooting and photos. Some optional information has been utilized from Grampanchayat, enumeration, locale gazetteer, region financial survey; books, inquire about papers, theory, news papers, maps, reports, just as different sites and so forth

**Commodity Structure with Sell of Ujani Urs:-****Table No. 9 Commodity Structure with Total Turn of Ujani Urs**

Sr. No.	Types of Shops	No. of Shops	Total Sale (Rs)	Rank
1	Ayurvedic Medical	1	2000	16
2	Betel Shop	5	25000	9
3	Big Cutlery Shops	11	99000	3
4	Cold Drinks	6	90000	4
5	Entertainments Shops	2	12000	13
6	Hotel	10	150000	2
7	Ice- cream	10	60000	8
8	Pedha	1	9000	15
9	Perfume (Attar Bottle)	3	13500	12
10	Photo Grapher	2	12000	14
11	Puja Prasad	27	243000	1
12	Raswanti	4	80000	5
13	Revadi	6	18000	10
14	Small Cutlery Shop	25	75000	6
15	Tea Shop	6	18000	11
16	Toys	14	63000	7
Total		133	969500	

Source: - Computed by researcher on the basis of field Survey, Trust, Police station, etc. in 2016-17

The table no. 9 uncovers all out move of item in Ujani Urs. The Total Economic Turn-Over of 3 Days of Ujani Urs is Rs.969500. In the Ujani Urs, top five move items are as-first puja prasad, lodging, enormous cutlery shop, cold beverages and raswanti, Because it is a Hindu-Muslim Unity Urs. Along these lines, it is called as Religious Unity Urs. In this way, subsequently Puja Prasad shops are in first position. The Urs is commended in summer season, in this way, Pilgrims ache for virus drinks and raswanti (Sugarcane Juice). In this way, along these lines these are top five deal products.

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