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## A Study on Shri Kshetra Siddhagiri Math: A Role Model in Management

**Dr. Kajal Vijay Khandagale**

Assistant Professor,

Dept. of Agril. Marketing,

College of Agriculture Business Management, Loni,

Tal-Rahata Dist-Ahmednagar

E-mail: [khandagalekajal@gmail.com](mailto:khandagalekajal@gmail.com)

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### **Abstract:**

*The Shri Kshetra Siddhagiri Math has a one of the historical place in Kolhapur district. It is good spiritual experience to the visitors who has visited to the Math. This study concern with only the observations feels by the researchers. This study has focussed on the various aspects such as socio cultural, economic, management and marketing for this study area. It is observed that this Math has playing the role to introduce their ideas and views in front of the society as well as reprentative the rural village people, their festivals, views, occupations, culture and Management in the ancient period. This trust is representing the role model of non-profit making organisation and how to maintain with environmental culture.*

**Keywords:** Socio-Cultural, Economic, Management and Marketing aspects, Math etc.

### **1.1 INTRODUCTION:**

The Kolhapur city is one of the popular places in the historical perspectives. It's is known as 'Dakshinkaashi' where the famous 'Mahalaxmi Temple' is located. This math is among the most visited tourist spots in Kolhapur. The Kanari math is also known as Shri Kshetra Siddhagiri Math is a historical place. It is temple of Lord Shiva and the shiv-pindi was placed in the 14th century by a Lingayat Priest. A unique project, village life replicated in models has been developed at Shri Kshetra Siddhagiri Math, Kaneri, and Tal. Karveer, Dist. Kolhapur, Maharashtra. It is peaceful place to get good spiritual experience. The Math or temple is looking after by Siddheshwar Trust of monastery. Thousands of devotees from Maharashtra & Karnataka gather on Monday and Maha Shivaratri festival. The project is a dream village of Mahatma Gandhi is to "Khedyakade Chala".

The main objective of the Project is to refresh the history of self sufficient village life before the invasion of Mughals in Maharashtra. There were 12 BALUTEDARS (12 main profession based casts i.e. Professions performed by generation by family members) and 18 ALUTEDARS, who provided equipments to all villagers useful in their day-to-day necessities of domestic as well as Agricultural life. These Balutedars, Alutedars and others had a special characteristic with which they served society. The description of all 18 Alutedars, 12 balutedars and other people and their duties are vividly depicted in the museum. The first phase of the museum spans over 7 acres of area with almost 80 main scenes and around 300 statues. Several subtle village lifestyles are taken into consideration. There is a unique combination of expression, accuracy and liveliness in the whole village. Each sculpture has a multi dimensional effect and lifestyle theme. Swamiji very keenly arranged each and every scene to make a proper visual story.

## 1.2 REVIEW OF RESEARCH LITERATURE:

**Anheir H.K. (2000)** has focused management practices for non-profit making organization approaches and styles like holistic conceptions, normative dimensions and strategic development of the organizations. **Kong eric (2008)** has examined the strategic management conceptions framework in the social service non-profit sector. The main aims of the study are the unique non-profit environment and determine which one most applicable to social service in non profit making organizations. **Isoraite M. (2009)** has studied on competitive advantages of marketing strategies and identified marketing relationship with companies outside of the companies of the support functions delivery of the good market and sales. **Singla M. (2014)** has focused on Socio cultural import of tourism development and identifies the effects of demographic variation on the resident's attitudes towards the tourism point of view.

The above study has reveals on different aspects for demographic variations towards tourism, Marketing and strategic development of the organization as well as application of social services are covered on the basis of secondary and primary data but we have focused to different aspects as like management ,socio-cultural, economic, marketing on the basis of only observation method.

## 1.3 STATEMENT OF THE RESEARCH PROBLEMS:

The researchers have observed the questions on the basis of observation in the study area. Some questions are raised researchers mind are as follow:

- a) What is Scio-cultural status towards society?
- b) Which economic aspects by provided by siddhagiri math?
- c) Which and how management and marketing practices are implemented by this trust?

Hence the researchers have selected this topic "A Study on Shri Kshetra Siddhagiri Math: A Role Model in Management" on the basis of observation method.

#### **1.4 SIGNIFICANCE OF THE STUDY:**

This study will be useful for understanding the various aspects of the Shri Kshetra Siddhagiri Math in the view or aspects of the socio- cultural status, economic, Marketing and management practise point of view for developing the place.

#### **1.5 OBJECTIVES OF THE RESEARCH STUDY:**

1. To study Socio-cultural status of the Shri Kshetra Siddhagiri Math
2. To identify Economic and Service aspects of the Shri Kshetra Siddhagiri Math.
3. To examine Management and Marketing practices implemented by Shri Kshetra Siddhagiri Math.
4. To suggest the selected unit on the basis of the observations related above aspects.

#### **1.6 RESEARCH METHODOLOGY:**

In this study, the researchers have observed various aspects implemented by selected study area. Therefore we have discussed some points are related socio cultural, Economic, Management and marketing aspects for taken actual results as well as we have secondary data from various research journals for supportive the this study.

#### **1.7 LIMITATIONS OF THE STUDY:**

1. This study is based only on observation method. The study will not consider primary and secondary data.
2. This study limited only sidhaigari math.

#### **1.8 RESULT AND DISCUSSIONS:**

##### **A. Socio Cultural Status:**

The researchers have observed the social situation and culture in Maharashtra state especially in the village background to develop in sidhaigari Math. The research study area reflecting the pictures of the traditional village peoples according to their occupations and this occupations categories those people caste. In the ancient period what is the educational system i.e. Gurkul method in this system guru and shishy as like teacher and student in the modern period. This trust has provided hospital facilities to the poorest people in near villages. To arrange fairs festivals, exbhitons every year for the purpose of representing the village culture like foods, cloths in different area.



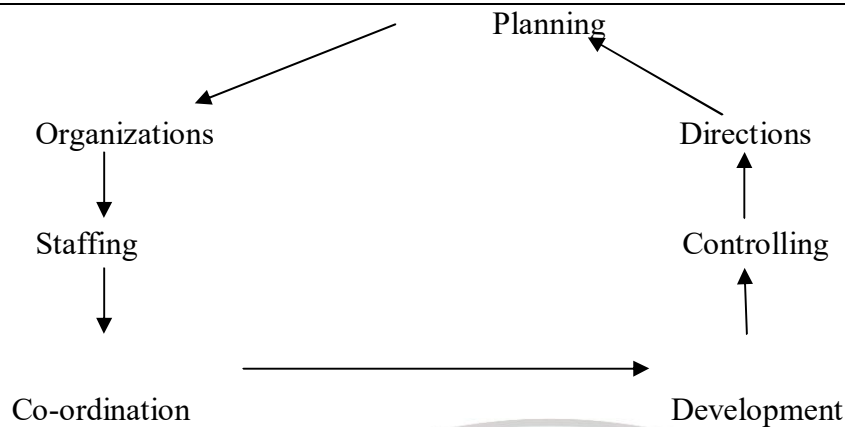
### B. Economic Status:

The researchers have observed that play an important role in also economic development. They are provided different guidance to farmers especially for organic farming, Animal husbandry and Milk production. This trust has accepted different types of donations in various people, trust, companies, agencies etc as well as this donation has proper utilized for the purpose of providing various services to the society. As a tourism destination of this trust for the domestic and foreign tourist they are charged minimum rate.



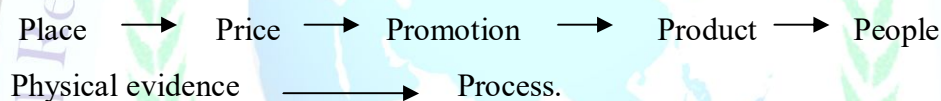
### C. Management Practices:

In the Sidhaigari trust has implemented various management practises such as they are securing land for parking facilities where to peoples are working as traffic employees. Every day they provided food facilities to the visitors and manage that work significantly. There is one children park has been established in congested area but park well beautifully managed for attracting the children's. As the trust situated in hilly area they are facing water problems but with the small amount of water they are manage water for drinking, trees, for animals and agriculture etc. Whatever the waste is occurred in the area of trust they are recycled this Waste for the purpose of making statue (meaniquence). Out of seven acres the wick has been developed with approximately 1.5 acres and in this area the whole village such as Farmers, Artisans, Various festivals, Temples, Schools, and Hospitals in ancient period.



#### D. Marketing Aspects:

With the less time the trust has got huge success as a tourist destination with the help of marketing aspects. The trust has produced various types of milk and milk products, organic farming products for selling through installing shop. The Math has made traditional village every one like this destination. The marketing aspects of this trust are only mouth publicity only. They well managed seven P's of marketing namely Place, Price, Promotion, Product, People, Physical evidence, and Process.



#### 1.9 SUGGESTIONS:

1. The government should take initiatives to promote this trust state level to national level in particular and national level International level in general level.
2. The local people should take care of this place as home and maintain the environmental culture.
3. The government should provide grants for the more development of the trust.
4. There will be an opportunity to the students to do the research in the area of tradition culture, sociological and historical research.
5. The trust should construct a gust house to the visitors who wants to stay.
6. The trust should appoint a person as a guide for information about the traditional culture.

#### 1.10 CONCLUSIONS:

Shri Kshetra Siddhagiri Math is one of the famous historical places in Maharashtra state. The trust has been plying significant role regarding development of social cultural, economic development, management and marketing aspects. Math is a role model for non- profit making organisation for developing their own trust. This Math has provided Barter economy interpersonal healthy happy relationship among villagers is reflected. The Museum projects the entire village as a single family, and as single family members in a joint family. It is concluded that the trust has role model in management point view only.

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