

Analysis of a Regional Market and its Impacts on Local Community

Amrita Roy Chowdhury.

Department Of Geography Banipur Mahila Mahavidyalaya Banipur, Habra, North 24 Parganas, West Bengal, India, Pin- 743233.

Date of Submission: 25-07-2020

Date of Acceptance: 05-08-2020

ABSTRACT: A market or marketplace is a location where people regularly gather for the purchase and sale of provisions, livestock, and other goods. Haats/bazaars since ages have been essential place for exchange of commodities where farmers and local people have congregated to conduct trade since times immemorial, exchange ideas, engage in social, cultural, religious as well as political activities. They are not only commercial venues but have been significant hubs of festivity and cultural exchanges.

In different part of the world, a marketplace maybe described as a 'Souk' (from the Arabic), 'Bazaar' (from the Persian), a fixed 'Mercado' (Spanish), or 'Tianguis' (Mexico), or 'Palengke' (Philippines), or 'Haat'/'Hat' (Nepal, India, Bangladesh) etc.

Some markets that operate daily are called permanent market while others are held once (weekly) or two (bi-weekly) in a week or on less frequent specified days such as festival days are called periodic markets. The form that a market adopts depends on its locality's population, culture, ambient, and geographic conditions.

Key Words: Permanent market, Periodic market, Haat/Hat, Hinterland.

I. INTRODUCTION

Market is a part of informal sector or informal economy. An informal sector/economy or grey economy is the part of any economy that is neither taxed nor monitored by any form of government. But the informal sector provides critical economic opportunities for the poor (street vendors/traders/merchants who operate and find employment in these local market spaces).

The Primary focus of the present study is on Habra Super market, of Habra municipal area. Location, space-time arrangement and nearness to the population have made markets a unique distribution and service system in many parts of the

country. This study is an attempt to assess the role of markets on the low -skilled, lower income class of the local urban population and local economy. Habra Bazaar is one of the largest business hubs (Bazaar) in West Bengal and one of the largest hubs for business and one of the local goods suppliers to Kolkata. Habra Bazaar supplies Rice, Green vegetables, Milk, Fish, Chicken, Garments, Jewellery, Jute to Kolkata and other parts of India. Export and import businesses (mainly with Bangladesh) are also noteworthy.

II. METHODOLOGY

The study was conducted over the market incorporating a well-drafted methodology. Once the area was finalized, pilot survey was done; information about the existing bazaar was extracted with the help of local field resources. Accompanied with this detail the markets were visited and firsthand information about the bazaar was obtained. The exact geographical location was identified using the 'Google Maps' application.

Primary data has been collected through the personal interviews using printed questionnaire semi structured in nature and was applied on the sellers and the buyers.

III. LOCATION OF MY STUDY AREA

The study was conducted over the Joygachi super market. This is located at Habra (block I) municipality area; under Barasat sub-division of North 24 Parganas district, West Bengal, India.

This market is 18.00 km. away from Barasat (District Head Quarter).1 km. away from Habra railway station, and 200 meter (approximate) from Joygachi bus stand which is situated on NH-34.

Figure: 1. Showing the Location of the Study Area



IV. ABOUT THE MARKET

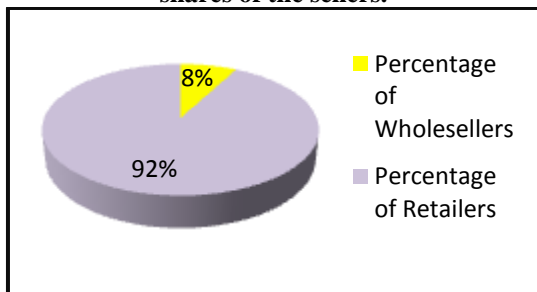
Joygachi super market was established in 1988. The area of the market is near about 24 bigha. This co-operative market is managed by Habra municipality. Category Rate rs.20/- is paid by per shop per day.

This is a wholesale and retail vegetable, fruit and garment market. The vegetable and fruit sellers attend the business every day. This market starts at 3.30a.m. and it is going up to 8.30am to 9.00am.

The garment whole sellers and retailers are come bi weekly in this market and the permanent shop holders attend the markets daily. This is basically a wholesale and temporary market. All kinds of clothes are available here at wholesale price.

Near about 560 sellers (40 whole sellers and 470 retailers) and 10,000 buyers attends the market daily.

Figure: 2. Pie Chart showing the percentage shares of the sellers.



V. MARKET AREA

This market plays role as Feeder Market of Habra Bazaar Hat, Hat-thuba Bazaar, and Kalibari Bazaar etc. The small shopkeepers of villages or local areal market like Banipur bazaar, Ashoknagar bazaar, Gobordanga, Habra bazaar, Jeerat hat, Monshabari bazaar, Badar hat, Bergoom bazaar, Sendanga bazaar, **Guma, Bira, Bamangachi etc are the buyers.**

They collect their commodities from here in wholesale rate and sales in their local area.

The dependant Villages and markets of this market are Bangar, Gobardanga, and Guma Hat etc.

Nearby Markets of this market are- Habra Bazaar, Hat-thuba Bazaar, Kalibari Bazaar, Asoknager Bazaar etc.

Hinterland of this market:

More generally hinterland can refer to the rural area that economically tied to an urban town area.

The crop growers and the owners of small looms and garment factories of the Gram Panchayet area of Habra (Habra Block I), Bongaon, Chandpara, Madhyamgram, Gobardanga, Machhlandapur, Guma, Bira, Ashoknagar are the wholesalers of vegetables , fruits and garments. In this local economy scale generally this areas plays the role as hinterland of Joygachi Super Market.

Figure: 3. Showing the Market Area.



VI. GENERAL INFORMATION

Table: 1. The Availabilities of Facilities and Services in This Market

Facilities and Services	Availabilities
Weight Bridge	No
Auction Platform	No
Loading Platform	No
Extension space	Yes
Bank	Yes
Loading Platform	No
Cold Store(5 km)	Yes
Agro Clinic	No
Market Building	No
Electricity	Yes
Parking	No
Toilet	Yes[General]
Drinking Water	No
Water Logging	Yes
Sweeping / Cleaning	Yes
Farmer's Dormitory	No
Canteen	Yes
Waste Box	No

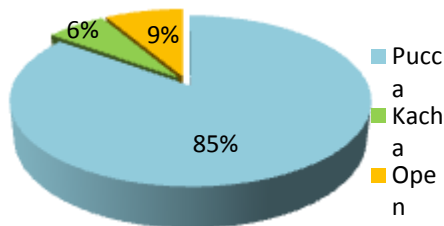
VII. SHOP DETAILS

Total number of shops in this market is near about 588. In which 85% shops are pucca, 9% are kacha and 6% are open shops.

Table: 2. The Shop Details of the Market.

Pucca	Kacha	Open
500	38	50

Figure: 4. Pie Chart showing the percentage shares of the shops.



VIII. ARRIVALS IN THE MARKET OR TRANSPORTATION

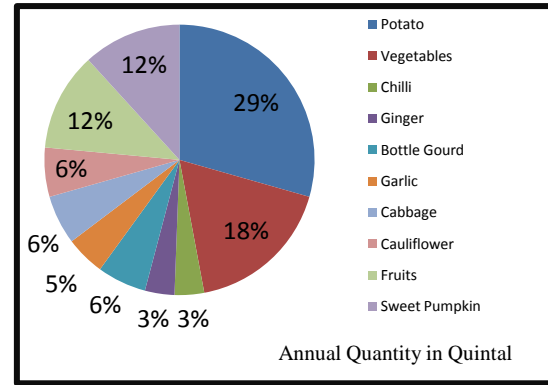
The bulk of the market arrivals being agricultural produce from villages within the radius of 10 -30 km., the produce are brought to the markets from villages in vans, trucks or tractors trolleys. The market committees have been empowered under the Municipality to obtain from the licenses and to maintain market system.

IX. ARRIVAL INFORMATION OF COMMODITIES

Table: 3. The Amount of Commodities Annually Arrives in this Market.

Commodity	Annual Quantity in Qntl
Potato	50000
Vegetables	30000
Chilly	6000
Ginger	6000
Bottle Gourd	10000
Garlic	8000
Cabbage	10000
Cauliflower	10000
Fruits	20000
Sweet Pumpkin	20000

Figure: 5. Pie Chart showing the percentage shares of the commodities.



X. MARKETING PROCESS

Basically, the marketing system in this market is simple and direct. The profit is the motive of both traders and consumers; therefore, there is much hanging in prices and one can see too much variations of the prices. The commodities traded at the bazaar include cloth, readymade clothes, food grain, vegetables, fruits etc.

XI. FINANCIAL POSITION

The value of the agricultural commodities arrives per day in the market is near about 5, 88,000 rupees. The amount of annual collection is approximately 1, 80,000 rupees and the annual expenditure of the municipality for this market is near about 24,000 rupees.

XII. STRUCTURE OF MARKET

In a periodic market four distinct groups of functionaries can be identified. These are producer, sellers, traders and consumer buyers and commercial buyers. The producer and sellers are farmers, and the consumer or buyers are local people and small retailer shop owners. Commodities usually brought to the market place, for disposal are vegetables, fish and other agricultural produce.

XIII. IMPACTS OF THE MARKET ON LOCAL COMMUNITY

- Economic effects:** The most important community benefit is the local multiplication effect, which primarily facilitates the development of the region, with enabling most of the income generated to be kept by the local communities and induces additional income generation.
- Social effects:** local economic development has several positive impacts and having spatial development significance, such as- it

encourages business activity, it preserves and creates jobs, it activates the local community, expands the cooperation network it strengthens the

- c. **Local Identity**, it improves the viability, it renews the relations between urban and rural areas.
- d. **Economic usefulness of local products:** The most fashionable and most common tool of local economic development might be the production and development of local products, as well as the promotion of their sales. The production of local products is encouraged primarily to meet the demand of local population.

XV. MAJOR SUGGESTIONS FROM THE STUDY

The local communities need to be supported under the local economic development policy so that they could reorganize their local economies and initiate closer relations between local producers and consumers. Moreover, local products should be supported, local processing and sale should be facilitated, and the approach and attitude of people to local products and sustainable consumption need to be changed.

XIV. Table: 4. The Stake Holder Analysis of This Market

Stake Holders	Examples	Interest	Strategies For Implementation
Primary Stake Holders	Suppliers, Distributors, Creditors, Customers, Employees Etc.	Revenues And Safety, Service Or Product Quality Or Value, Income Opportunities,	Increase developmental schemes; take policies for maintaining Workers, Suppliers, Customers profit.
Secondary Stake Holders	Public, Communities, Activist Group, Business Support Groups Etc.	Health, Economic Development, Safety,	Give chances to the out sliders and they must be encouraged to invest.
Key-Stake Holders	Bazaar Committee, Government Agencies, Municipality Etc.	Economic Development, Job Opportunities For Local People.	Improve in marketing Processes to cover more customers.
External Stake Holders	Governing Or Managing Bodies, Financers, Guarantors Etc.	Financial Returns, Taxes.	Help in development of the market area.

The haats/bazaars of West Bengal have since centuries provided such linkages and villages have never suffered from the menace of isolation. Haats/bazaars are part of a system of markets that bound villages into localities and small communities into larger ones. They are the locus of activity for the indigenous society. They play an important role in maintaining growth of the agricultural sector.

Local governments having a strong hold in regional markets should take the responsibility of promoting sustainable business practices like strengthening the market system in the context of sustainability; increasing the social investment; enabling the commodity trade including regulation of market fee, license for market players; providing technical training for stakeholders for better price discovery etc.

XVI. CONCLUSION

The haats/bazaars cater to the basic needs of the agricultural producers and consumers by providing them with both economic as well as social services. These services encompass the marketing of agricultural products along with a direct impact on the productivity.

XVII. REFERENCES

- [1]. Agricultural Market Directory, Market Survey Report, Year : 2011-2012, District :
- [2]. North 24 Parganas, Government of West Bengal.
- [3]. <https://vua.uniag.sk/sites/default/files/27-31.pdf>.
- [4]. file:///C:/Users/Hp/Downloads/Sendhiletal.2018_RG.pdf
- [5]. <https://en.wikipedia.org/wiki/Habra>.
- [6]. <http://www.habramunicipality.com/>.



**International Journal of Advances in
Engineering and Management**

ISSN: 2395-5252



IJAEM

Volume: 02

Issue: 01

DOI: 10.35629/5252

www.ijaem.net

Email id: ijaem.paper@gmail.com