

ROLE OF COMMERCIAL ACTIVITIES IN RURAL MARKET - A CASE
STUDY OF RAIPUR IN UTTAR PRADESH INDIA, RETROS-
PECT AND PROSPECT

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1. Introduction :

Commercial centre (market) plays an important role for the development of rural areas because it provides goods and services to a neighbouring inhabitants. commercial structure was associated with all the central functions of town/rural centre which covers more or less retail goods and services for a profit. In spite of these, various offices, functions, advertisements, firms, government and public organisation were included.

The theoretical model of Christaller¹ seeks to explain an apparent order in the spatial distribution of urban settlements which provides goods and services to centres hierarchy. This order is most conspicuous in the size and spacing of those settlements particularly important for providing goods and services to surrounding population.² Losch³ examined the geometry of hexagonal

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shaped trade area in much greater detail than Christaller and initially from the point of view of individual goods supplied by individual firms rather than the relationships between whole centres whereas Berry and Garrison⁴ emphasised that urban hierarchies essentially command a set of compact or nucleated shopping centres. Garner⁵ has developed a model of the internal locational characteristics of nucleated shopping centres whereas Davis⁶ presented a structural model of retail distribution under which he found out the relationship between the relative location of shops and their trade area.

William Reilly⁷ was the first scholar who advocated the applicability of Gravity Models to marketing geography in the early 1930 along with his law of Retail Gravitation. His original gravity model has been reformulated to determine the exact position within an intermediate area where trade become split between two competing centres⁸ which is known as a 'Break-Point model'.

Following the examples mentioned above, the paper discusses the role of commercial activities in rural market of a developing country. In this regard, Raipur market in Ghazipur district of Uttar Pradesh, India has been adopted as a case study.

2. Chronological Development of the Study area :

Raipur market is located in the north western peri-

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pheral part of Ghazipur district (lies on 25°19' and 25°54' N. Latitude and 83°04' and 83°58'E longitude) in Uttar Pradesh State, India. The population of the study area was 720 in 1971 census. The study area is 62 kms away from its district head quarter (municipal Board, Town) and nearly 65 Kms away from Divisionhead quarter, Varansi (Metropolitan Town). Both towns are connected by metalled road via Saidpur (Tahsil head quarters which is nearly 28 kms away from study area in the south direction. The study area is connected by kuchcha road to Jakhmia on the east side, chirayakot in the north side and Tarwa in the west side.

Raipur commercial centres was a simply village before 1980. Few shops were found in the village to meet the daily needs of the rural inhabitants but when study area was connected by complete kuchcha road to other centres as mentioned earlier, the few shops were opened in the chawk area* during 1980. More or less, chawk place became a centre of local transport i.e. ekka, rikshaws and buses. Being so some permanent shop of confectionery, betels were opened to meet the demand of local travellers.

This was the best initiative for the development of Raipur chawk. It is a fact that there was a need of

* Chawk means that place where from roads meet together from various direction.

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neighbouring inhabitants to develop a market centre in this locality because they have to depend on other surrounding markets for their daily needs and had to travel atleast 5 to 13 kms. Resultly permanent shops of various goods and services were opened to meet the need ~~an~~ of local population. Gradually 20 permanent shops and 30 temporary shops were opened within two years. Among them, medical, Kirma, agricultural tools, fertilizer, vegetable shops were the main shops.

In 1983, study area become an important centre for commercial purposes when Harizan Market of 34 shops was constructed under special component plan of the District for providing the business facilities to Scheduled Caste* persons of the neighbouring area. The cost of one shop was Rs 10,000 but they received 50 percent subsidy from the government and allowed to return. Under the government policy each allottee of shop can receive loan for business purposes on the recommendation of Block Development officer the cost of shops in 120 instalments. This was the year when co-operative office had been opened to meet the basic facilities to farmers i.e. high yielding variety of seeds, fertilizer, pesticides etc.

* Scheduled Caste are delaired very poor class of the society of India in term of economic and social status.

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In 1985, a branch of Union Bank of India was opened for providing the banking facilities to businessmen and to local people. In this year (1986) the market has become a more attractive place due to establishment of consolidation office.

These were the factors which affected the growth of Raipur market. In addition to these, the Ghazipur Varanas Road has been converted into pucca road which has increased the potentiality of study area because Raipur market is approachable from many sides. On the whole, the study area developed fastly as it has become a nodal location of the unserved area as stated by christallar.⁹

3. Methodology and objective :

The present paper is based on primary and secondary sources of data. Field survey was conducted to account for a number and type of shops, their opening, structure, and their daily sale. Market visitors were personally interviewed for knowing the market behaviour on market days in May 1986. Businessmen have been also interviewed ~~to~~ to collect the information about their supply and catchment areas.

Model of trade area dimensions of Reilly¹⁰ (Break-point model) has been used to determine the exact position

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of the trade area of the study commercial centre. The formula of 'break-point model' is as follows,

$$D_b = \frac{d_{ab}}{1 + \sqrt{\frac{P_a}{P_b}}}$$

Where,

P_a, b = the

The objective of this paper is to discuss the retrospect and prospect of the emerging commercial centre i.e. Raipur market. The aim of this study is to highlight on commercial structure of the study area along with commercial mechanism, consumer behaviour etc. The planning for the development of the study area has been also suggested.

4. Spatio-Temporal location :

Raipur market is a daily market which marketing hours are ~~are~~ spread between 8.00 A.M. to 6.00 P.M. but it is ~~concentrated~~ concentrated in the evening hours i.e. 3.00 P.M. to 6.00 P.M. due to rural environment. The study area is surrounded by Jakhania market (10 kms) to the east, Rasapur (11 kms) to the north, Kharihani (7 kms) to the north west, Tarwa (6 kms) to the west and Bahariabad (5 kms) to the south. All these surrounded markets are daily market. Barring Bahariabad and Jakharia markets, rest are located in the administrative area (Azamgarh District) which were affected

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by physical barrier (Baso river) specially in the rainy reason because bridges are not constructed to approach these centres.

5. Commercial Structure :

The study area is the services cum commodities commercial central because each shares half of the total shops (201 shops). It is worth to note that 48 percent shops are permanent (pucca house shop) followed by temporary shops* (30 percent) and Gomati type shops (22 percent). It is interesting to note that gomati type of wooden structured shops can be usually seen in the study area which occupy the place on the front of the permanent shops which exhibits increasing demand for business land use of the study area¹¹ Gumati type of shops are mostly seen not only in the rural market but also visible in the urban commercial centres like Babern¹² and Bachchrawan¹³ as studied by Lal.

(i) Commodity Shop :

Commodity shops consists of 50 percent to total shops of the study area of which permanent shops consists of 55 percent to total shops followed by temporary shops (41 percent) and gomati type shops (4 per cent). Kirana shops have the first (27 percent) among the permanent shops of the commodities

*temporary shop opens on ground on the sides of the road.

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in the study area followed by cloth (23 per cent), General Store & agricultural shops (13 percent each), Bisati (9 per cent). Among the 41 temporary shops, vegetable shops consists of 88 per cent whereas cloth shop registers 10 percent followed by fish shop (2 percent). It is observed that commodities shops are very few in gumati shop. Only 4 shops have been fund in this connection (Vide table no. 1).

(ii) Service Shop :

There are 100 shops of services. Gumati type of shops commands 41 percent of the total followed by permanent shop (40 percent) and temporary shop (19 percent). Cycle repair shops constitute 20 per cent to total permance shops whereas tailoring shops accounts for 15 percent, medical and confectionary shops share 13 per cent each. Among the temporary services shops, tailoring has the first rank (53 percent) which is generally attached with the cloth shops. Out of 41 Gomati type of services shops, betals shops account for nearly two third followed by confectionary (27 per cent).

(iii) Harijan Market :

There are 34 shops in the harizan market in which 14 shops are functioning. Out of 14 functioning shops, Kirana shops account for 29 per cent followed by sheo maker (14 per cent), cloth, carpet, wood, cycle repair, tailoring, washerman, watch maker and smithy (7 percent each). It is interesting to note that this complex has 50 per cent shops each of commodity and services (Vide table 1).

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Table 1

Type of Shops

Commodity Shop

Service Shop

Type	Permanent Shop	Temporary Shop	In Gomati	Total	Type	Permanent Shop	Temporary Shop	In Gomati	Total
1	2	3	4	5	6	7	8	9	10
1. Cloth	12	4	-	16	1. Confectionery	5	-	9	14
2. Mirana	10	-	-	10	2. Betal	-	-	25	25
3. General Store	7	-	-	7	3. Tailoring	5	10	-	15
4. Building Mat. 2X	-	-	-	2	4. Saloon	1	2	3	6
5. Potery	2	-	1	3	5. Washerman	3	-	-	6
6. Electric Tools	1	-	-	1	6. Cycle repair	8	4	-	12
7. Bisati	6	-	-	6	7. Medical	5	-	-	5
8. Fertilizer	5	-	-	5	8. Cobbler	-	3	1	4
9. Diesel Oil	1	-	-	1	9. Kohar	2	-	-	2
10. Cheff cutter	1	-	-	1	10. Flour & Oil Mill	2	-	-	2
11. Wood	1	-	-	1	11. Pamping Set repair	2	-	-	2
12. Meat	-	-	2	2					
13. Fish	-	1	-	1					
14. Vegetable	-	36	1	37					
15. Wine	1	-	-	1					
Total	49	41	4	94	Total	33	19	38	90

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H A R I J A N M A R K E T

Table1(continued)

1	2	3	4	5	6	7	8	9	10
1	Wood	1	-	1	1	Cycle repair	1	-	1
2	Kalin	1	-	1	2	Tailoring	1	-	1
3	Kirang	4	-	4	3	Washerman	1	-	1
4	Cloth	1	-	1	4	Sheo maker (Cobbler)	2	-	2
					5	Watch maker	1	-	1
					6	Smithy	1	-	1
					7	Confectionery	-	2	2
					8	Betal	-	1	1
Total	7	-	-	7	Total	7	-	3	10
Grand Total	56	41	4	101	Grand Total	40	19	41	100

Source : Based on personal survey.

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6. Spatial Distribution of Shops :

The market is spread in longitudinal pattern (i.e. north-south orientation) along the road sides of Saidpur and Chirayakot. There are few shops (9 and 6 shops respectively) along Jakharia and Tarwa going road. It is remarkable to note that highly concentration of shops are found on that road which has the bus services in the study area. The permanent shops, are centralized within the distance of 100 meters from chawk area of the market but Harijan Complex (market) is located in the outer north part of the study area. There would be much scope for the establishment of permanent shops along the road sides of Jakhania and Tarwa when these road will be converted into pucca road which can be, certainly, accepted as a potential area for the development of commercial activities.

It is interesting to note that temporary shops are centralized in chawk area of the market whereas Gomati type of shops are spread all over the market but these type of shops are attached to the permanent shops or located on both sides of the road.

7. Daily sales :

The retail commercial centre of Raipur accounts for general daily sale of different commodities and services which, certainly, vary from season to seasons. Fertilizer is sold heavily in sowing season (crop growing period). The total

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sale of fertilizer goes upto Rs 10,000 per day in the peak season and comes down to Rs 100 in off season. Likewise the sale of diesel Oil is about of Rs 500 in the peak season (irrigation period of the crops) while minimum sale is of Rs 200 in offseason (Table 2). Like the, same Kirana, General Store, pottery, bisati have their seasonal characteristics of their sale. Generally the sales are at their peak in the months when draniage ceremonies are performed the rural areas. The total sale of these commodities in increase nearly 10 times as compared to average sale day.

Table 2

Daily Sale (in Rs)

	No of Shops	Sale	Sale in season	Total Sales
1. Cloth	17	150	1200	2550
2. Kirana	14	200	2000	2800
3. General Store	7	60	-	560
4. Building Material	2	200	5000	400
5. Potery	3	100	1500	300
6. Electric goods	1	50	-	50
7. Bisati	6	40	250	240
8. Fertilizer	5	100	10000	500
9. Diesel Oil	1	200	500	200
10. Chaff cutter	1	150	-	150
11. Wood	2	200	-	400
12. Meat	2	400	-	800
13. Fish	1	150	-	150

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Table 2 (Continued)

14 Vegetable	37	20	70-100	740
15 Wine	1	150	-	150
16 Confectionary	16	70	-	1120
17 Betal	26	30	-	780
18 Tailoring	16	40	-	640
19 Salloon	6	20	-	120
20 Washerman	4	20	-	80
21 Cycle repaire	13	30	-	360
22 Medical	5	100	-	500
23 Cobbler	6	30	-	180
24 Kohar	2	35	-	70
25 Floor & Oil mill	2	60	-	120
26 Pumping Set repaire	2	100	-	200
27 Watch maker	1	25	-	25
28 Kalin	1	50	-	50
29 Smith	1	40	-	40
Total				14,275

It is interesting to note that the total income of services shop also increases during the peak season i.e. washerman, saloon, tailoring, betel, confectionary shops, certainly, gain better income during marriage ceremony periods (Table 2).

On the basis of average sale of shop, it is calculate that the total sale of the commodities and services was Rs 14, during survey period and average purchaseing capacity of the

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8. Trade Area :

The Trade area of the particular goods and services is different i.e. consumers of cloth, kirana, Kerosene oil, usually come within the radius of 5 kms from the study area whereas vegetable purchasers use to come within a radius of 3 kms followed by agricultural goods and services (4 kms) diesel oil (3 kms), General store (2 kms) fertilizer (5 kms) In this way range of good and services quite varied but in general, the tentative limits of trade area of Raipur commercial centre is within a radius of 4-6 kms. The tentative limits are Bebhra to the east, Titra and Uchahua the north, Palivar to the west, Bharatpur to the north west and Bhala Buzurg to the south.

Table 3
Area and Population Served by Raipur commercial Centre

Radius	Number of	Area in km ²	Population ('000)
0-2	15	13.06	5.72
2-4	22	27.67	11.95
4 & above	2	3.22	2.38
Total	39	43.95	20.05

Raipur commercial centre services about 39 villages along, with area of 44 km² (vide table 3). The study area

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surves nearly 20 thousand persons of the trade area. The effective marked area covers a radius of 6 kms from the study area. It is interesting to note that due to presence of physical barrier (Beso river) in the northern boundary of the Ghazipur district the trade area of the Raipur market does not extend in the north direction. However, only 8 villages of the other administrative unit (Azamgarh district) along with 12 km² area and 6 thousand persons are benifited in the study area which is generally unserved in the rainy season the to flood in the river. Similarly, the trade are does not develop in the south direction due to presence of Bahariabad competitive commercial centre.

Table 4

Break Point of Trade area of Raipur commercial centre

Other competing centre	Distance from study area	Population (1971)	Actual Break point of Trade area	Break-t of tr area ca culling Reilly...
1 Jakharia	10	1287	3.00	4.25
2 Rasapur	11	712	2.00	5.48
3 Kharihani	7	920	3.50	3.26
4 Tarwa	8	3825	4.50	1.80
5 Bahakiabad	5	621	2.00	2.58

For the determination of the exact position of trade area of the Raipur market, the 'break-point model' of Reilly has been tested but model is not suited for the study area

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(Vide table 4) as compared to the actual (surveyed) break-point of the trade area. Model is fitted in the south, north west and east side of the trade area but it is not favourable in the north side (Rasapur Market side) and west side (Tarwa market side). It can be generalised that Reilly model is not applicable if the other administrative unit (Azamgarh district) is found near the study area because people of the other administrative area are habituated to contact their administrative centres through market centre for many purposes as is the case with registered Rasapur commercial centre (Vide table 4).

9. Commercial Mechanism :

Raipur market is a retail shopping centres which supplies the goods and services to local rural inhabitants. The businessmen of the study area are dependent on Saidpur or Varansi markets for the supply of goods of different kinds because they get bus transportation to interact for their commercial purposes. Generally businessmen belong to neighbouring villages who have built their permanent shops. The temporary business i.e. specially for vegetable uses to wine from within a radius of 2-4 kms.

The rent of shops vary from centre to peripheral part of town. In chawk area, the rent of one shop is Rs 150 per month whereas it reduces to Rs 80 per month in the outer part of the market. There is no pagadi* system in the study area

* Under Pagadi system, businessman has to pay Rs 5000-10000 to shop builder for his risk.

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which is prevailing in other bigger markets of India. Octroi Tax is not imposed on the sellers in the study area.

It is interesting to note that average value of land was only Rs 60.00 per square yard in 1980 which rose to Rs 180.00 within five years in the Raipur market. The land value of the market declines from chowk to ~~xx~~ outer part of the market. At the present time, the land value of one square yard is Rs 225.00 in the chawk area which declines to Rs 150.00 in the outer part of the market.

10. Consumer behaviour :

It may be noted that study area is visited by 200-250 persons each day which rises upto 500 persons. Cycles are the main source of local transportation of the market visitors. Ekka (house driven vehicle) and trolly (man driven three wheels vehicles) are generally seen in the marketly hours days for local transportation. It is observed that nearly 60 cycles, 6 ekkas and 10 trolly are found on the peak marketing hours.

It is interesting to note that visitors come daily in the market in the evening hours who belong to neighbouring villages. Those who belong to within a radius of 2 kms., visit for four days in a week. Similarly visitors come to market twice a week who hail from a radius of 2 to 4 kms from market centre. Thus it is generalised that number of visitors decreases with the increase of distance from study area. It is reported that 25 percent visitors come to study area for entertainment and rest for their commercial needs.

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It is worth noting that people of Ghazipur district (who reside in the trade area of the market) do not like to visit Tarwa and Kharihand market for their commercial purposes because both market centres are located in other administrative unit (Azamgarh district) and would like to prefer to visit to Raipur market or other market centres of their own administrative unit i.e. Bahariabad and Jakhama because they are habituated to run via these market centres to own administrative centres and felt odd to visit the other market centres of Azamgarh district.

Problem ~~of~~ and Planning:

The study market is not a specialised commercial centre and it consists of goods and services of shops in unsystematic way. As stated earlier that market is expanded in longitudinal pattern i.e. north-south orientation which can also be developed along east west going road if the kucha road will be converted into pucca road. There is no cold storage in the study area so that surplus production of agriculture i.e. potato, onion, is sold at the time of harvest with the result that sellers are forced to sell at cheaper rates.

It is a fact that the study area is an agricultural based area where cash crops like, potato, oil seeds, sugarcane etc. are grown. Wheat and rice are also produced. In this way study area may be developed as a 'agricultural mandi market like Jangipur which is situated nearly 8 kms away from

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district headquarter in the north direction if coldstorage facility will be more available.

It is proposed to open at least one coldstorage in the study area for the development of Raipur commercial centre. The study centre should be connected to Azamgarh via Chirayat and Tarwa and to district head quarter via Sakhania by pucca road. For this purpose, bridges on river Beso at Jahi, Titra and Phaddupur should be constructed so that transportation facilities may be available for commercial interaction to neighbouring area as well as other commercial centres.

Dairy can be developed in the study area because trade area is prosperous and has a market the milk products Khoya, butter, ghee, milk powder can be produced on a large scale. It is reported that small quantity of Khoya (by product of milk) is produced in some villages of trade area to meet the demand of local market centres which can be developed through proper planning.

It is concluded that the future of Raipur market is bright and it will, certainly develop as a big commercial centre.

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