EVOlution AND DEVELOPMENT OF FORMAL RETAIL MARKETING
IN COIMBATORE

The city of Coimbatore is located on the Tamil Nadu - Kerala border, at a distance of 500 Kms from the State Capital, Madras. It is between 10 degree 50 minutes N and 11 degree 21 minutes N latitudes and 76 degree 56 minutes E and 77 degree 1 minute E longitude. The city has an average elevation of 427 meters above mean sea level, and is traversed by the river Noyyal, a tributary of the Kaveri. It is an area of low rainfall, being the rain shadow region of the Western Ghats.

Strategic location in front of the Palghat gap - a 15 miles wide corridor between the West coast and the East- has been important for socio-economic contacts between the two regions. During the medieval period wars were waged to gain control of this town for military reasons.

The Physiography and Climate: The general physiography of the city and its environs emerges from the Mysore plateau. The Palghat gap which is to the west of Coimbatore has an important physiographic effect climatically. (E. Swaminathan 1978). The city is encircled by a series of tanks, responsible for the growth of wet point settlements (E. Swaminathan, 1978) which have also restricted the spatial spread of the city to an extent. From 1970 onwards however many of these water bodies are being slowly encroached upon by rapid sub-urbanisation.
Coimbatore has an average maximum and minimum temperature of 36.5 degree centigrade and 18.6 degree centigrade respectively with dry atmospheric conditions. (Table 2.1) The average annual rainfall is 72 cms and occurs during the South West and North East monsoon periods. The stretch of hills and the cool winds blowing through the Palghat gap from the west during the monsoon make the weather salubrious.

The maximum temperature of 36.5 is recorded in May, and the minimum temperature 18.6 in December. The temperature increases from the month of November to April. April and May are the hottest months, while the period November to January is coolest. Rainfall distribution is not uniform all through the year. The maximum rainfall of approximately 18.4 cms is recorded during January, October and November. The average relative humidity is 82 percent. (Ref. Table : 2.1).

**EVOLUTION OF THE CITY**

Early records acknowledge the existence of Coimbatore since 1200 AD, and archeological excavations, have proved the existence of human dwellings even in the Neolithic age (V.R. Ramachandra Dikshiter, 1951). Coimbatore was part of the Chera Kingdom until it was annexed by Nayaks of Madurai, and developed into a militarily strategic town, due to its location. The Nayaka Kingdom of Madurai was founded by Krishna Devaraya. Commanding the approach to Palghat in the West and Guzalhathi pass in the North,

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature ºC Max</td>
<td>30.5</td>
<td>33.1</td>
<td>35.9</td>
<td>35.9</td>
<td>36.5</td>
<td>31.1</td>
<td>30.5</td>
<td>31.9</td>
<td>33.4</td>
<td>31.6</td>
<td>29.7</td>
<td>29.8</td>
</tr>
<tr>
<td></td>
<td>Min</td>
<td>19.2</td>
<td>18.8</td>
<td>22.8</td>
<td>23.7</td>
<td>25.2</td>
<td>23.4</td>
<td>23.7</td>
<td>2.1</td>
<td>21.4</td>
<td>21.2</td>
<td>21.1</td>
</tr>
<tr>
<td>Rainfall MM</td>
<td>27.4</td>
<td>—</td>
<td>7.5</td>
<td>92.1</td>
<td>19.3</td>
<td>107.8</td>
<td>67.0</td>
<td>23.5</td>
<td>29.6</td>
<td>81.8</td>
<td>26.1</td>
<td>1.0</td>
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<tr>
<td>R.H. Percentage Max</td>
<td>87</td>
<td>77</td>
<td>77</td>
<td>82</td>
<td>81</td>
<td>82</td>
<td>74</td>
<td>88</td>
<td>88</td>
<td>85</td>
<td>88</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td>Min</td>
<td>44</td>
<td>29</td>
<td>33</td>
<td>40</td>
<td>32</td>
<td>61</td>
<td>55</td>
<td>52</td>
<td>48</td>
<td>56</td>
<td>51</td>
</tr>
</tbody>
</table>

it was of strategic importance in those historical days. Between 1200 AD and 1800 AD, this town was governed by various rulers. By 1779 Coimbatore was conceded to the British by Tippu Sultan, and its military importance ceased. Instead it began to emerge as an administrative and industrial town.

GROWTH AND SPREAD :- According to Buchanan (Madras Gazeteer, 1901) in 1804 Coimbatore had about 2000 houses and a population of 20,000. It was a multifunctional large industrial city, second to Madras.

In 1866 Coimbatore was constituted as a municipal town with an area of 10.88 square Kms. In the same year the Madras-Podanur rail link passing through Erode was opened. Podanur (5 Kms to the South East of Coimbatore) was inhabited predominantly by Europeans and Eurasians, and developed into a railway town. In 1877 the Podanur-Nilgiris (Mettupalayam) rail link was established, through Coimbatore.

In 1888 the first cotton mill was established. The growth of the town since 1898 has been phenomenal with the establishment of a number of textile mills and industries. In 1907, an Agricultural College was established which later became the Tamil Nadu Agricultural University. By 1921 the spatial spread extended upto 21.23 square Kms. In 1921 the Forest College and Podanur-Pollachi meter gauge link were established. Pollachi is market town of yester years, and currently a town with an agro industrial base.
During 1931, the Siruvani Water Scheme was inaugurated. Since 1932, when the Pykara Hydel Power was made available, the city and its environs have been growing at a rapid pace. Cotton Ginning and Spinning Mills, Foundries, and light Engineering Industries are the backbone of the industrial growth of this city. The strong industrial base provides job opportunities for skilled, semi-skilled and unskilled labour. By 1951, train terminals were established at Coimbatore and by 1961 urbanisation had begun to engulf the neighbouring contiguous villages.

Coimbatore city at the head of Kongu Nadu plateau of Tamil Nadu is known for its industrial growth. It has also grown as a seat of administration (the head quarters of Coimbatore district), and a centre of higher education, trade and commerce. Coimbatore district was bifurcated into Periyar and Coimbatore districts in 1979. The city with an area of 105.69 square Kms has been upgraded into a Municipal Corporation since 1981. (Ref. Map. 2.1) Important National and State Highways connect the city with almost all the important cities of Southern India. The ports of Cochin in the West and Madras in the East are well connected to Coimbatore by rail and road.

**POPULATION GROWTH**

The population has steadily increased from 35,310 in 1871 to 8,03,716 in 1991. (Corporation of Coimbatore).
### TABLE 2.2: DEMOGRAPHIC STRUCTURE

**POPULATION GROWTH OF COIMBATORE CITY**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>POPULATION</th>
<th>VARIATION</th>
<th>% VARIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1871</td>
<td>38,310</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1881</td>
<td>38,967</td>
<td>657</td>
<td>1.7</td>
</tr>
<tr>
<td>1891</td>
<td>46,383</td>
<td>7416</td>
<td>19.0</td>
</tr>
<tr>
<td>1901</td>
<td>53,080</td>
<td>6697</td>
<td>14.4</td>
</tr>
<tr>
<td>1911</td>
<td>47,007</td>
<td>6073</td>
<td>11.4</td>
</tr>
<tr>
<td>1921</td>
<td>65,788</td>
<td>18781</td>
<td>40.0%</td>
</tr>
<tr>
<td>1931</td>
<td>95,198</td>
<td>29140</td>
<td>44.5</td>
</tr>
<tr>
<td>1941</td>
<td>1,30,348</td>
<td>35150</td>
<td>37.1</td>
</tr>
<tr>
<td>1951</td>
<td>1,97,755</td>
<td>67407</td>
<td>51.8</td>
</tr>
<tr>
<td>1961</td>
<td>2,86,305</td>
<td>88550</td>
<td>42.8</td>
</tr>
<tr>
<td>1971</td>
<td>3,56,368</td>
<td>70063</td>
<td>24.47</td>
</tr>
<tr>
<td>1981</td>
<td>7,04,514</td>
<td>3,48,146</td>
<td>98.0</td>
</tr>
<tr>
<td>1991</td>
<td>8,03,716</td>
<td>1,01,202</td>
<td>14.4</td>
</tr>
</tbody>
</table>

(Source: Provisional Report, Deputy Director, Census of India, Coimbatore)

The sudden increase in population since 1921 was attributed to the inclusion of villages within the municipal limits in 1913. Further the availability of electricity from 1935, resulted in the establishment of a number of industries between 1941 and 1951, causing an increase in the city population. The increase in 1981 however, was a result of the additional areas included in the
Coimbatore municipality for upgrading as a Corporation.

**MIGRATION:** The rate of population growth in 1961-71 was as follows:—
- 24.47% for the city and
- 64.26% for its urban field.

The growth of the urban field is more due to the reduced trend of the rural component, and accelerated growth of suburban areas. As a result, a huge urban field with strong centripetal tendencies emerges. This could be partly due to in migration. According to the 1961 census, the number of migrants was 1,26,802.

The break up was as follows:
- Migration from Coimbatore District 53,881
- Migration from Other districts 30,856
- Migration from Other states 40,751

These statistics relate to the urban field of Coimbatore the L.P.A (Masterplan 1961, Department of Town and Country Planning).

Rural migrants number 76,297 and urban migrants 50,515. Paucity of data makes it difficult to assess the actual extent of migration, but it could be said that 40 percent of the city population has a migrant component. (Structure plan, 1991)

**DISTRIBUTION AND DENSITY OF POPULATION**

As per the 1991 census, the general density of population varies between 22 to 1500 persons per hectare. The density is greater in the southern, western and north eastern parts of the
city. The lowest density is in Raja Street, Rangai Gowder Street, Oppanakara Street and Big Bazaar Street. While the highest is in Ramanathapuram, Ponnaya Rajapuram, R.S.Puram and Selvapuram. Here the density varies from 450 to 800 persons/hectare. Singanallur, Ondipudur and Puliyakulum have moderate densities from 300 to 450 persons per hectare. (Ref. Map. 2.2)

LITERACY: The average literacy rate in Coimbatore city is 69.4 percent (Census 1981). This is high according to national standards. Gandhipuram, R.S.Puram, North Coimbatore areas have the highest literacy rate of more than 80 percent. Singanallur, Peelamedu and Ramanathapuram (labour population predominant) have an average literacy rate of 75 percent to 80 percent. (Ref. Map. 2.3)

TABLE 2.3: OCCUPATIONAL PATTERN - 1981

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% of total population</th>
<th>% of total workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cultivators and agricultural labourers</td>
<td>1.38</td>
<td>4.2</td>
</tr>
<tr>
<td>2. House hold industry, manufacturing</td>
<td>1.59</td>
<td>4.8</td>
</tr>
<tr>
<td>3. Others</td>
<td>29.64</td>
<td>91.0</td>
</tr>
<tr>
<td>4. Total Workers</td>
<td>32.61</td>
<td>100</td>
</tr>
<tr>
<td>5. Non Workers</td>
<td>67.39</td>
<td></td>
</tr>
</tbody>
</table>

Source Census of India 1981
OCCUPATIONAL STRUCTURE: According to the 1981 census, the total number of people employed in the town was 2,28,698 of which males comprised 86.6 percent and females a mere 13.4 percent. Other occupations, accounting for 91 percent of the workers, includes manufacturing and tertiary industries.

SERVICES : EDUCATIONAL :

Coimbatore city is second to Madras with a number of technical and higher educational institutions. Most of the institutions of higher education are situated on major arterial roads like Avinashi Road, Mettupalayam Road, Tiruchi Road and Marudhamalai Road. The Bharathiar University and Agricultural University are located on Marudhamalai Road, while most of the technical institutions like P.S.G. College of Technology, Coimbatore Institute of Technology and the Government Polytechnic are found on Avinashi Road.

High schools and Higher Secondary schools however are generally found within the city limits.

MEDICAL : Coimbatore city has 66 hospitals of which the Government hospital is the largest. It is attached to the Coimbatore Medical College, and located close to the Railway station. It is on Trichy Road.

Sophisticated private hospitals have also come up inside as well as on the outskirts of the city. The Government hospital and hospitals attached to local bodies, have a total bed strength of
The Coimbatore City Corporation maintains maternity and child welfare centres at various places in the city.

**RECREATION:** Parks, play grounds and movie theatres are the major sources of recreation in the city. These occupy 89.9 hectares of land and account for 1.6 percent of the total developed area within the city. The city Corporation maintains 12 parks of which the V.O.C. park is the largest extending over an area of 49.5 acres.

**WATER SUPPLY:** Lying in the rain shadow region of the Western Ghats, Coimbatore suffers for want of this essential resource. The city has a protected water supply from the Siruvani Dam, located on the Western margins of the city. The greater Siruvani water supply system however is inadequate to serve the entire area, and an alternate water supply scheme (Athikadu water supply) is underway. This scheme is to bring the Bhavani river waters from the North Western side of the city.

**URBAN MORPHOLOGY OF COIMBATORE CITY:**

The morphology of Coimbatore city is similar to any other colonial city with a cultural history, transitioned through alien colonial rule (T.G. McGee, 1967). (Ref. Map. 2.4) It is typical of South Asian cities, characterised by an old nucleus, dormant through several decades of traditional influence and sudden expansion all around once the colonial industrial
COIMBATORE LAND USE 1991

LEGEND

- INDUSTRIAL
- PUBLIC & SEMI PUBLIC
- EDUCATIONAL
- AGRICULTURAL WET
- AGRICULTURAL DRY
- RAILWAY LINE
- WATER BODIES
- RESIDENTIAL
- COMMERCIAL

SCALE: 2 Km

Map No. 24.
impetus had taken shape. (Horvath, 1969).
Herbert (1982) observes ‘the colonial city was the microcosm of colonial society and served as political, military, economic, religious, social and intellectual entrepot between the colonizers and the colonized’. Although this observation is most suited to port cities, Coimbatore has the mixed morphology of the traditional and modern.
The traditional set up that probably existed till 1799 had to make way for the colonial, superimposed by the advent of westernization. The 2000 houses with a population of 20,000 in the early 19th century town (Buchanan, 1901) had its core only in the present southwestern part of the city.
The CBA started from here to spread towards North, North East, West and South East to form a greater CBA today (N. Ananthapadmanaban, 1967) (E. Swaminathan, 1978)

Smailes (1955) developed the concept of ‘townscape’, with three main components being street plan or layout, architectural style of buildings and their design, and land use. In earlier studies the emphasis was on the classification of sub-regions within individual cities, and the relating of urban growth phases to these (Carter, 1965). Along the same lines the urban morphology especially the land use pattern of Coimbatore city may be approached.
Table 2.4 indicates the general break up and the contribution of each component in the rapid urbanisation of Coimbatore city.
TABLE 2.4: COIMBATORE CITY LANDUSE 1985

<table>
<thead>
<tr>
<th>LANDUSE</th>
<th>AREA IN HECTARES</th>
<th>% TO THE DEVELOPED AREA</th>
<th>% TO THE TOTAL AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>3,788.46</td>
<td>68.52</td>
<td>35.89</td>
</tr>
<tr>
<td>Commercial</td>
<td>314.66</td>
<td>5.68</td>
<td>2.98</td>
</tr>
<tr>
<td>Industrial</td>
<td>435.08</td>
<td>7.87</td>
<td>4.15</td>
</tr>
<tr>
<td>Educational</td>
<td>469.26</td>
<td>8.48</td>
<td>4.44</td>
</tr>
<tr>
<td>Public and Semipublic</td>
<td>522.85</td>
<td>9.45</td>
<td>4.95</td>
</tr>
<tr>
<td>Agricultural</td>
<td>5,123.12</td>
<td>-</td>
<td>47.59</td>
</tr>
<tr>
<td>TOTAL</td>
<td>10,553.43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Coimbatore Municipal Corporation

Generally, one can assert that the South and South Western part of the city - comprising the present Central Business Area and its fringe areas - formed the old Coimbatore town during the early 18th and 19th centuries. An old fort (built during the 8th century) existed near the main intersections of North-South, and East-West highways in the Southern part of the city. Although there is no trace of the old fort now, this area is still referred to as fort area.

The old town is situated North-West of the fort. Irrigation tanks are found to the South and West of the old town. It has a rectangular pattern of streets with narrow lanes branching from the main street. Some of these lanes are less than six feet in
width. These streets bear the names of communities for example, Telegu Brahmin Street, Vysial Street, Edayar Street etc. To the North of the old town there is a colony of handloom weavers.

**COLONIAL PERIOD AND MORPHOLOGICAL CHANGE**

With the advent of British rule, public offices and institutions came to be located to the East of the old town adjoining the fort. The Railway line was built through the open space, East of the old town; and the old Railway Station was to the West of the Railway line. The vacant land between the railway line and old town was occupied by public institutions, schools and convents. Public offices were also built on the vacant land to the East of the railway line. This area comprised all state and Central Government offices of importance.

East of this area lies the erstwhile British residential area Race Course - now predominantly occupied by Central and State Government officials and mill owners. The development on the East necessitated the shifting of the Railway station to the East of the railway line, where lodging houses and other tourist facilities have now come up.

**RESIDENTIAL LAND USE:**

The first cotton mill was started in 1888, North of the old town and adjacent to the railway line. Soon many more mills were established in this area called Kattoor predominantly a low income
residential area. Today however rapid commercialisation has overtaken this area, facilitated by the fly over towards the South. At present this area lies between the main Central Business Area and the Secondary Business Area of Gandhipuram.

As the population increased along with the development of industries and trade, new residential colonies were developed in R.S.Puram, Ram Nagar, Gandhipuram and Tatabad - all lying to the North of the old town. Such development was curtailed by the presence of the Agricultural University, Sugar Cane Research Institute, Forest College and Government College of Technology in the earlier period. But after 1960, new residential areas like Sai Baba Colony, and Ramalinganagar have sprung up towards the North-West of the old town, West of Mettupalayam Road. The new residential areas of the last 70 years have well laid out roads, broad streets and houses surrounded by open space. Other residential colonies have been established along Avinashi Road, Trichy Road, Mysore Road, Thadagam Road, Perur Road and Maruthamalai Road.

The residential land use of the city is along the pattern common to most towns in Tamil Nadu - high densities in the older parts and low densities in the newly planned developing areas. In Coimbatore the new areas include Ram Nagar, R.S.Puram, Race Course and Sai Baba Colony.

The average residential density in the city is 68.52 percent.
This is more than the average urban residential density of Tamil Nadu which is 55 to 65 percent (Structural Plan, 1991 Coimbatore).

**TABLE 2.9: GROWTH OF RESIDENCES IN COIMBATORE CITY**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NO. OF HOUSES</th>
<th>VARIATION</th>
<th>% VARIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941</td>
<td>17,629</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1951</td>
<td>19,049</td>
<td>1,420</td>
<td>8.0</td>
</tr>
<tr>
<td>1961</td>
<td>46,323</td>
<td>27,274</td>
<td>143.0</td>
</tr>
<tr>
<td>1981</td>
<td>1,42,685</td>
<td>83,674</td>
<td>141.8</td>
</tr>
</tbody>
</table>

Source: Local Planning Authority

The core of the city has a density of 250 houses per hectare, against the general city average of 25 houses per hectare in residential areas.

According to the 1985 land use break up, 68.5 percent of the built up area is under residential land use against 54.9 percent in 1961 (Corporation of Coimbatore 1990). The residential spread of the city overlaps the fringes areas. The vertical housing (apartments), has begun to replace the horizontal housing scheme, and well planned residential areas like R.S.Puram, Saibaba colony and Race Course have multi-storeyed apartments for the upper middle and middle class population. The South, South-west, South-east, North and North-Eastern parts of the city comprise the poor
and working class; whereas the west North-west and old European areas in the Central Eastern parts of the city account for the upper middle class and affluent sections of population. The survey conducted by the Town and Country Planning Department (Structural plan, 1991), reveals the following spatial spread of income and household patterns.

**TABLE 2.6 DISTRIBUTION OF HOUSEHOLDS ACCORDING TO INCOME**

<table>
<thead>
<tr>
<th>INCOME PER MONTH</th>
<th>NO. OF HOUSEHOLDS (SAMPLE)</th>
<th>% OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs. 500</td>
<td>867</td>
<td>14.81</td>
</tr>
<tr>
<td>Rs. 501 - 1500</td>
<td>3,026</td>
<td>51.71</td>
</tr>
<tr>
<td>Rs. 1501 - 3000</td>
<td>1,529</td>
<td>26.13</td>
</tr>
<tr>
<td>Rs. 3000</td>
<td>430</td>
<td>7.35</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,852</td>
<td>100.00</td>
</tr>
</tbody>
</table>


**INDUSTRIAL LANDUSE**

There was a clear spurt in the industrial growth during 1941-51 and 1956-60. Although the textile industry was initially in a dominant position, it was later replaced by light and medium engineering industries. The pumpset industry, despite ups and downs is still a force to reckon with. Changes are obvious in the
pattern of industrialisation from the early forties to the late seventies and early eighties. Despite the power crunch and a perennial shortage of coke, it is surprising to see that industry developed.

The large industries like textile mills, textile machinery, transport equipment, foundry, manufacturing/engineering industries produce finished goods in the medium and small scale sector. In 1961, the proportion of industrial land use to the total developed land was 5.5 percent (Special Industrial Survey, 1964). This increased to 7.87 percent during 1981.

**LOCATION OF INDUSTRIES :-**

Textile mills are generally located within the city limits, and three are found very close to the Central Business Area, adjacent to the flyover on Avinashi Road. The other textile mills and factories are mainly located along Trichy Road, and major industrial areas, found in the Eastern parts of the city like Uppilipalayam and Peelamedu. The South Eastern parts of the city like Singanallur, Ramanathapuram and Ondipudhur also account for a number of textile mills and factories.

The Northern parts of the city like Ganapathy, Manaiankaranpalayam; North Eastern parts like Avarampalayam; and interior Northern parts like Pappanaiken Palayam and Siddhapudur have a number of medium and light industries specialising in monoblock, Jet and submersible pump sets.
The engineering units light and heavy are located along Mettupalayam Road, Sathy Road and Trichy Road. The urban region includes a number of industrial estates on Madurai Road and Palghat Road.

### TABLE 1: GROWTH OF INDUSTRIAL UNITS IN COIMBATORE CITY 1941-1964

<table>
<thead>
<tr>
<th>DESCRIPTION OF THE UP TO</th>
<th>1941-51</th>
<th>1952-55</th>
<th>1956-60</th>
<th>1961-64</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY</td>
<td>UNITS</td>
<td>_________</td>
<td>_________</td>
<td>_________</td>
<td>_________</td>
</tr>
<tr>
<td>Textiles</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Food Coffee and Tea</td>
<td>12</td>
<td>5</td>
<td>–</td>
<td>1</td>
<td>–</td>
</tr>
<tr>
<td>Basic Metal products</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>Engineering and Automobile</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Printing and Publishing</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Service Industries</td>
<td>6</td>
<td>15</td>
<td>6</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>–</td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>46</td>
<td>16</td>
<td>56</td>
<td>13</td>
</tr>
<tr>
<td>% to Total</td>
<td>22.9</td>
<td>27.1</td>
<td>9.4</td>
<td>33</td>
<td>7.6</td>
</tr>
</tbody>
</table>

Source: Special Industrial Survey 1964 - Master Plan Cbe - 1977-80

The old villages of Pappanaikaenn Palayam, Puliakulam and Ramanathapuram have developed to provide accommodation to industrial labourers. These are gradually becoming densely populated areas.
EVOLUTION OF FORMAL RETAIL MARKETING IN COIMBATORE

COMMERCIAL LAND USE:-

Variations in providing goods and services in any urban centre, results in a hierarchy which is similar to the hierarchy of Central places. (Berry, 1967). The hierarchy is caused by variation in densities, which is due to extreme market conditions in the urban areas, and business types that enter the hierarchy at levels lower than in rural areas. (Yeates and Garner, 1971).

The higher density or diversity of demand makes for greater degree of specialisation between establishment of the same type, and this tendency increases within the population size of cities. The urban market is considerably more diversified on account of market differences in socio-economic characteristics and ethnic groupings between various parts of the city (Yeates and Garner, 1971).

Studies of Ralph (1929), Proudfoot (1937), Berry and Tennant (1933) have highlighted the existence of different levels of shopping centres within the cities.

According to Ralph (1929) they are:-

(i) The Central Business District,

(ii) Retail Sub - Centres

(iii) String Streets

(iv) Neighbourhood facility goods and

(v) Non - Concentrated business.
According to Proudfoot (1937) however the business centres within urban areas could be classified into five types namely.

(i) Central Business District
(ii) Outlying Business Centre
(iii) Principal Thoroughfare
(iv) Neighbourhood Business Street and
(v) Isolated Store Clusters.

Generally these components of the market morphology hardly suit the third world cities, as many of them are culturally ancient, and traditionally much older than the western cities. This is very succinctly explained by Saxena (1981), who mentions the dearth of studies pertaining to the evolution of market morphology in the third world cities. His typology consists of primary components (nearer to the typology of Proudfoot), and secondary components (resembling B.J.L Berry’s centre ribbon and specialised Area typology)

In developing Afro-Asian countries it is difficult to identify the CBD, although the towns have a principal business centre (Saxena, 1981) which may be called central business area (CBA). This area generally represents the commercial concentration of the town.

The CBA covers a large area in big cities with sub-areas in the form of core, inner belt and outer belt (Saxena 1981). According to this pattern the Vysial Street, Rangai Gowder Street, Raja
Street and Thomas Street form the core. Oppanakara Street, Big Bazaar Street, Variety Hall Road and N.H. Road, the inner belt; Sukravapet, Mettupalayam Road, Mill Road State Bank and Jail Road, the outer belt. (N. Anandha Padmanaban 1967). It is consequently easier to identify the commercial land use between the CBA, and secondary business areas.

The core of the old town, near the fort has the Central business area of Coimbatore. (N. Ananthapadmanaban, 1967). The old houses here have been converted into retail commercial outlets, as the communities of these areas had been wholesale and retail traders for generations. (Ref. Map. 2.5)

This part of the city (South and South West) has narrow streets, with closely built tiled houses - Rangai Gowder Street, Raja Street, Karupa Gowder Street, Vysial Street, Oppanakara Street, Thomas Street, Big Bazaar Street and Edayar Street. These areas specialise in wholesale and retail trade, and forwarding and clearing business. Today however, most of the rich formal retailers have shifted their residences out of these congested streets to high income residential areas like R.S. Puram. But the middle class retailers and the poor, still remain in Central Business Area of Coimbatore city.

The central business district is surrounded by a transitional zone comprising godowns, printing presses, and low class residential houses.

In this transition zone, and along the fringes of the old town,
low quality shopping centres with low quality consumer goods and snack bars, are located.

This phenomenon exists on Vysial Street corner, Gandhipark and the Eastern end of Big Bazaar Street. On the Northern fringe Sukrawarpet, wholesale handloom cloth shops are well established.

During 1961-91, the CBD of the city has progressed from Sukrawarpet to the Mettupalayam Road in the North, to Gandhipark in the West, to the railway under bridge in the East and to Ukkadam in the South. The fly over in the North East separates it from the predominantly labour area of Kattoor. Well developed new residential areas - R.S.Puram, Saibaba colony, in the West; Gandhipuram, Tatabad in the North; and the erstwhile municipality of Singanallur have developed their own Secondary business areas (N.Ananthapadmanaba, 1967).

The Cross Cut Road in Gandhipuram, D.B.Road in R.S.Puram, Mettupalayam Road in North Coimbatore and Trichy Road in Singanallur, are some of the arterials with a high level of commercial land use. Banks and commercial ventures of the CBA have opened branches in these secondary business areas. Unlike the CBA these have service shops - saloon, laundry, cycle repairs etc. People from the urban fringe prefer these areas to the crowded CBA.

The Secondary Business Area of R.S Puram, Gandhipuram and Saibaba Colony cater to predominantly upper middle class people. (Ref. Map. No.: 2.6 and 2.7). Of late two more secondary business areas...
areas have developed in Ramanathapuram on Trichy Road, and Peelamedu on Avinashi Road. This is due to the expansion of residential land use towards Nanjundapuram Road in the South, and Racecourse (Red fields area) in the North.

The secondary business area of Peelamedu is predominantly a mill worker area. Due to the location of several educational institutions and small scale industries, it is gradually becoming a mixed class residential area where textile magnets also reside. The industrial activity however scores over other land uses.

The Madras - Cochin National Highway (Avinashi Road) traverses through this area and vehicular traffic is very high in the evening hours.

Industrial employees and employees of educational institutions have created an increased demand for residential land. A number of hospitals and residential colleges have been established in this area. The retail activity caters mainly to the middle class urban worker. Stores, Restaurants, etc have come up in large numbers along the highway. Textile show rooms and jewellery stores are also gradually being established.

**FEATURES OF THE CENTRAL BUSINESS AREA OF COIMBATORE**

The general shape of the CBA is rectangular with two extensions to the North along Oppanakara street and Rangai Gowder Street. The focal point of the CBA is the intersection between Oppanakara Street and Big Bazaar Street and Oppanakara Street and
Raja Street. The Kumaran daily market is situated in the block between Raja Street, Big Bazaar Street and Rangai Gowder Street. The market has 4 entrances with 474 shops. Vegetables, fruits, flowers, food grains and vegetable oils are sold. The business peak hours are in the evening from 5 PM to 8 PM. Adjacent to this market, on the South, is Big Bazaar Street noted for jewellery and related items. Household goods especially utensils are a characteristic of Raja Street. Rangai Gowder Street deals wholesale in food grains, cattle feed, sugar, gur and vegetable oil.

The CBA has many restaurants and lodging houses, to suit customers from almost all strata of society, except the rich and westernized.

The CBA has begun to react with the major developments in commercial landuse in Secondary Business Area like Gandhipuram, Saibaba colony and R.S. Puram. Huge shopping complexes and arcades have been built within a period of 10 years.

The number of shops selling costly varieties of cloth has increased and smaller shops have been shifted. Many old buildings are being replaced by new ones and showroom space is being enlarged. The process of development and change is continuous, and the CBA is unlikely to abdicate its importance so soon.

**MAIN FEATURES OF THE SECONDARY BUSINESS AREAS**

Shopping complexes with enlarged floor space, built with
taste and strategically located are not unusual in all the secondary business areas. The inter urban and intra urban public transport terminals also influence the commercial ventures here. The large catchment areas of urban upper and middle class population are located in these secondary business areas, providing more impetus for continuous commercial growth.

**PRINCIPAL BUSINESS ARTERIES:** This is a characteristic of all market towns, although its size varies according to the spread of the town. (Saxena, 1981). These arteries usually pass through the CBA, or connect it with other important areas. Avinashi Road, Mettupalayam Road, Trichy Road Thadagam Road and Jail Road fall into this category.

These arteries aid business as well as traffic, and account for a number of service cum sales shops. They are characterised by huge show rooms, stores, lodgings and petrol bunks.

**CONNECTING BUSINESS STREETS:** These are either interlinked with principal business arteries or off shoots of them (Saxena, 1981). D.B Road links the Northern limit of the CBA with the secondary business areas, and aids in linking Mettupalayam Road and Thadagam Road. Cross Cut Road also connects Mettupalayam Road on the West to the Sathyamagalam (Jail Road) on the East.

These are characterised by general merchandise, automobile spare parts, furniture, ready made garments, fruits and vegetables.
ISOLATED STORE CLUSTERS OF COMMERCIAL IMPORTANCE

Isolated formal retailing has gradually emerged inside the city over the past two decades (E. Swaminathan, 1978). As the residential and industrial land use expands to meet the demands of the population, stores are conveniently opened where ever organised retail facilities are lacking. Areas like P.N. Palayam, Siddhapudur, Pulliakulam and Ondipur are industrial, low and middle class residential areas, where large scale commercial activity is irrelevant. This form of retailing therefore serves the population to a great extent.

PHASED DEVELOPMENT OF THE RETAIL ACTIVITY: The evolution and development of urban retail marketing inside Coimbatore city has been in a phased manner. During the early thirties, until the advent of modern industrialisation, the retail system was mainly traditional and confined to two of the several streets of the present CBA. The next phase - during the fifties and sixties - can be attributed to the new upper class residential development in the Western, Northern and Eastern parts of the city.

The seventies had revolutionised the retail system with the introduction of super markets, that suited the upper middle class consumers. Ironically, it was started on the basis of the co-operative system. Many retailers followed this system especially in the newly
developed secondary business areas like Gandhipuram, R.S. Puram and Saibaba colony.

In the old CBA however, the traditional pattern was not abandoned, and consequently business faced a downward trend. As a result, specialised retailing became the order in these areas.

The early eighties ushered in a marked change in the locational and spatial pattern of formal retailing. Westernization was fashionable and preferable to the traditional mode of selling.

Simultaneously, multi-storeyed shopping complexes were constructed in R.S Puram, Gandhipuram, Saibaba colony, Tatabad and Ramanathapuram during the eighties. Surprisingly, sophisticated formal retailing proved to be more lucrative in the secondary business areas, despite the percentage of urban poor and middle class residents.

The low income group population is overlooked by these modern sophisticated establishments of spiralling prices, giving an impetus to informal retailing.

Although the dearth of statistics makes it difficult to substantiate the claim that the formal retail system is inclined towards the upper strata of society, municipal markets (whose number is woefully inadequate given the increase in population) are beyond the reach of the lower income group consumer. (Table 2.8). (Ref. Map. 2.8)
Location Of Daily Markets In Coimbatore City

- North Cbe [Market]
- Saibaba Colony [Market]
- Ghandhipuram [Market]
- Ramnagar [Market]
- Flower [Market]
- Kamadhenu [Market]
- Thiyyagkumar [Market]
- Muhamed Ali [Market]
- Singanallur [Market]
Prices of perishables are exhorbitant and there is also no question of 'haggling' in an established retail outlet. The informal retailer therefore finds it advantageous to be a 'stand-in' in this situation

**TABLE 2.8: DETAILS OF MUNICIPAL MARKETS**

<table>
<thead>
<tr>
<th>SL. NO.</th>
<th>NAME AND LOCATION</th>
<th>NO. OF SHOPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kumaran Market (CBA)</td>
<td>474</td>
</tr>
<tr>
<td>2.</td>
<td>Gandhipuram Market (Srinivasa Puram)</td>
<td>146</td>
</tr>
<tr>
<td>3.</td>
<td>Shasthri Road Market (Ramnagar)</td>
<td>35</td>
</tr>
<tr>
<td>4.</td>
<td>Panner Selvam Market (Mettupalayam Road)</td>
<td>46</td>
</tr>
<tr>
<td>5.</td>
<td>Mohammed Ali Market (Ukkadam)</td>
<td>289</td>
</tr>
<tr>
<td>6.</td>
<td>Murugan Mills Vegetable Market (Mettupalayam Road)</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Kalyana Sundaram Market (Kattur)</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Kamadenu Market (CBA)</td>
<td>-</td>
</tr>
<tr>
<td>9.</td>
<td>Singanallur Daily Market and Weekly Shandy</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Coimbatore Municipal Corporation

From the Mean Centre and Standard Distance calculated for the distribution of daily markets (Ref. Map. No. 2.9) it has been observed that approximately, a radius of 2 Kms in the study area is well served by Municipal Daily Markets.
Mean Centre And Standard Distance For The Distribution Of Daily Markets

Legend
- Daily Market
- Mean Centre
- S.I.D. Distance 5-7 cm

Scale: 0 1 2Km

Map N 2-9