TERMINOLOGY

1. **Acre**: A standard unit for the measurement of land area, popular in India, equivalent to 4.840 square yards.

2. **Benami farmer**: An individual who is not a farmer who manages to participate in the Rythu Bazaar scheme by making false claims (that he is a farmer) and obtaining evidence in favour of his fraudulent claims.

3. **Consumer Rupee**: An expression used in Marketing and Economics in India to refer to the amount actually paid by the consumer for the procurement of a product or service.

4. **Dharma Khata**: A marketing practice common in “organised markets” in India whereby weighing scales are maintained and operated by an impartial agency which can be used by any person involved in the marketing process to confirm the reliability or genuineness of weighing scales or devices used by marketing intermediaries operating in the organised market.

5. **Double Income Group**: A term generally used to refer to families where both the spouses have independent incomes of their own.

6. **Ethnic vegetables**: Vegetables indigenous to the locality and forming a part of the staple diet of a majority of people residing in a given area.

7. **English Vegetables**: A term used colloquially to refer to vegetables not cultivated indigenously but having demand in a given area. Such vegetables are purchased from the points of cultivation and brought to the local markets by traders. Traders use the term “import” to refer to the process of acquisition of such vegetables and their sale in the local market.
8. **House-Visits**: A term used to refer to the practice of itinerary hawkers making everyday visits to the residences of customers along with stocks in order to sell their produce.

9. **Hinterland**: The term refers to the area, contiguous to the city/town in which the Rythu Bazaar is located, from which farmers are authorised to come over to the market with their farm produce. Generally, the area encompasses at least 20-30 villages.

10. **Independent Houses**: A term used to refer to housing units with only one or a very few households residing within the housing unit. The term is essentially used in contradistinction to apartments.

11. **Itinerary Hawkers**: The term includes both hawkers carrying head loads and pushcart- hawkers.

   a. **Hawkers carrying Head loads**: The term refers to a class of hawkers who carry limited stocks of vegetables/fruits in baskets carried on the head of the hawker making door to door visits to sell their wares. They are essentially small time operators.

   b. **Push Cart Hawkers**: The term refers to a class of hawkers who carry and display a variety of vegetables and fruits in small quantities on push carts operated manually making house visits to sell their wares to customers.

12. **Kharif**: A Hindi word, widely used all over India, to refer to crop dependent on rainfall.

13. **Last mile connectivity**: A term of recent origin, especially popular in Rural Marketing, which refers to the possibility of the marketing party relying on and utilising "one mode of transportation" for transit of goods from the point of production to the point of ultimate sale of the produce. (This effectively precludes the need for repeated loading and unloading of goods at different transit points causing heavy transit losses in
view of the fact that the marketing agency would not have the opportunity to personally supervise the process).

14. **Last Minute Supplemental Purchases**: Purchases made at the last minute based on the fact that the requirement of such food ingredients is recognised very late.

15. **New Areas or New Town**: A term used colloquially to refer to areas of the city, which have gained importance in the city/town only during the recent years. The New Town of any city/town generally consists of well-designed residential colonies. Such areas of the city are generally away from the central marketing area of the town.

16. **Old Town**: A term popularly used in India to refer to parts of a city/town where forces of urbanisation took root at the earliest point of time.

17. **One-Time Occasion based Large Volume Buyers**: The term refers to individuals or organisations who normally buy farm produce in small quantities but buy farm produce in large quantities to meet the specific and special needs arising occasionally such as a marriage or any similar event in the family.

18. **Pick and Choose**: The right of a customer to select and pick produce to be purchased from out of the market lots made available by the seller without encountering any resistance or interference from the seller. The right to pick and choose encompasses the right of the customer to reject any produce offered for sale by the seller.

19. **Pucca Roads and Buildings**: A term used colloquially to refer to roads with well-laid out cement/ black top surfaces motorable throughout the year, even during periods of inclement weather.

20. **R.C.C Structures**: The abbreviation stands for the term Reinforced Concrete and Cement structures which are viewed as relatively permanent structures capable of withstanding any weather conditions.
21. **Rurban**: A term used in the literature on Indian Economics to refer to an area which shares the characteristics of both an urban area and a rural area. Such areas lie on the outskirts of large cities and act as a link between a city/town and a collection of villages having physical, economic, informational and demographic linkages with the city/town.

22. **Share-Auto**: A facility wherein commuters traveling to a common destination on identified road routes can pay the three-wheeler operator for their share of the sitting space in the vehicle.

23. **Sharecropper**: A cultivator who enters into an agreement with the owner of the farmland to share the crop cultivated in a pre-determined ratio (in lieu of rent payable in cash).

24. **Trade Cry or Call**: The term refers to the practice of itinerary hawkers announcing their arrival and the availability of produce (while making house visits) in order to attract the attention of customers.

25. **Trade Cycle**: The term refers to the everyday itinerary followed by itinerary hawkers selling produce in an identified area. The practice of sticking on to a given itinerary allows the trader to gain regular customers.

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