Chapter 8
SUMMARY FINDINGS AND CONCLUSION

Rural market has changed in concept and scope over the years. Earlier it was used to be designated as marketing of agricultural produces and products. Rural market in Indian economy plays an important role in the lives of mass people. In India other than the metropolitan cities, all the districts and towns are concerned about the rural markets. The rural market in India is not a separate entity itself and is highly influenced by the sociological and behavioural factors working in the country. This chapter gives a brief summary of the study, presents its findings and concludes it.

I. PROBLEM OF THE RESEARCH

Market is not only an economic phenomenon but it is rather more a social phenomenon. It is the way people organize a social life through the transactions of goods and services. While involving in the transactions people play their roles as sellers or shopkeepers, buyers or customers, suppliers and onlookers. These roles organize people into a social life called market. The individuals who play various roles in transactions of goods and services among them constitute various units of the organization (market). These units are socially characterized variously by religion, gender, caste, class, age etc and therefore the market is seen to be organized in various social forms. Besides, these various units are found ordered into various interrelated positions, giving rise to a structure of market, in which the units engage in their respective roles and activities of mutual cooperation and make it a dynamic whole. Furthermore, this dynamic whole impacts upon social, cultural, economic, political, technological and developmental aspects of people’s life in general and brings change in their life. Thus, market is a social organization of people and not simply an economic activity. It is rather a broader social phenomenon. As a dynamically functioning whole it occurs through numerous procedures followed by various units while transacting with one another in their behavioural exchanges. This complex of procedures used in economic exchanges and transactions makes market a social
institution as well. A market is also organized as a social space- it means that market is a regular place of gathering for buying and selling of foods, livestock or other goods; an outdoor space on large scale where people offer goods for sale; a particular area of trade or business, which demand for particular goods and services. The essential condition for benefiting from the market is possession of or access to assets required to produce goods and services that are demanded (Rajagopal 1995: 150). Sociologically, it is a complex of social relations formed out of a collectivity exchanging goods and services in a residential setting of a population. By its setting a market is generally named like as ‘rural or urban’ and each of these markets has its own nature and character derived from the setting. The market in India dealing with farm and non-farm products has grown slowly after the World War I. As 833.1 million people lives in rural India which constitute (68.84%) of the total population of 1210.2 million (Census, 2011), its economy is based on agricultural production which flows from the rural areas. In 1928 the Royal Commission first time recognized the importance of rural market in India and it advocated for a regular marketing system in the country. Again in 1931 Central Banking Committee examined the situation and said the marketing of produce is important matter for the cultivators, and consider that an expert marketing officer should be appointed to the staff of Agriculture Department, in all the major provinces, and further recommended the setting up of a Central Agency for initiating and coordinating the activities related to agricultural marketing. Gradually agricultural production has registered a significant increase after independence resulting in a larger marketable surplus and substantial pressure in the existing marketing system. In the post-Independence period this task of rural marketing was assigned to the Directorate of Marketing and Inspection to formulate marketing legislation for imposing control-standards for rural markets, goods and services and products. With the increased purchasing power and demand for a wide variety of products by the farmers, the rural market offers new and greater opportunity to manufacturers of consumer and industrial products in India. Of 641000 villages in India, 83.3% are with a population less than 2,000. Almost 80% of the villages do not have all weather roads (Phanindra Kumar, S. Swamy 2013 and Census 2001) and 33% of the villages do not have
all weather roads (Census 2011). Rural consumers are also far less homogeneous than their urban counterparts and differ from region to region. Therefore, it is not possible to merely extend urban products to rural markets. The low density of population and inaccessibility makes the problem of servicing these villages individually difficult and often uneconomical. Direct delivery of goods even to the top one percent of the villages costs twice as much as servicing urban markets. That’s why rural market always depends on the urban market. The rural market in India has been divided into four types; namely, (i) permanent market, (ii) daily market (of perishable goods), (iii) periodical market and (iv) seasonal market. Permanent market means a regular gathering for buying and selling of non-perishable and stationary items. Daily market means a daily gathering of people to share their views with one another and buying and selling of perishable commodities. Periodical market is a gathering of consumers or people for a certain period for the purpose of buying and selling, i.e., exchanging goods and services, and even ideas, tangible and intangible, are exchanged. A periodic concourse of people has two important implications: one is of time and space and the other is combination of individuals, units of consciousness, to make any market. Seasonal market is a gathering of people exchanging seasonal products and services as in most cases people of rural areas are performing seasonal production; they produce crops season to season, such as in the winter they produce vegetables and other things. In India the term ‘rural market’, which was earlier used as an umbrella term to refer to all commercial transactions of rural people, acquired a distinct meaning of great significance in 1990s. The concept of rural market has its evolution through three phases; namely, (i) The face before mid-1960s when rural marketing was referred to marketing of rural products in rural and urban areas; (ii) The phase of mid-1960s-1990s when through Green Revolution scientific farming practices ushered in transforming many villages into prosperous urban centers and (iii) The face starting after mid-1990s, was that of marketing of household consumables and durables to the rural market and that was not considered during the earlier two phases. Indian rural market has certain features viz’ (i) the literacy level of rural population is 68.71% for the country; (Census, 2011) (ii) nearly 77% of the rural income is from agriculture and,
therefore, rural prosperity is tied up with agricultural prosperity. If something constitute to agricultural prosperity leads to increased consumption. That is, during the harvest season the demand for consumer goods goes up in villages, including coastal villages. Thus, the demand for goods and services is seasonal in villages; (Census 2011) (iii) the income from agriculture is a function of land holding while households are in the two hectare brackets (iv) the saving habit of the rural community is increasing in recent years as a result of the efforts made by commercial and co-operative banks; (v) a substantial change is noticed in the consumption of main food items in rural areas: the value of non-food items used in rural areas has increased (vi) the composition of rural demand is changing significantly: many new products have found place in the consumption basket of rural consumers, for example, toiletries consumption, readymade garments, baby care, packed food stuffs, entertainment goods like radio, TV etc, consumer durables like refrigerator, fan, two and four wheelers etc. Rural market is, both, transactional and developmental in its approach. Truly rural market has become an attraction for commercial business organizations, though several parts of the rural area are still undeveloped. However, the physical, mental and monetary strength of the villagers was added to develop their business along with the different institutional set up; viz., educational institutions, business organizations and so on. As such rural markets plays more developmental role than transactional one. It is rather a process of delivering better standard of living to the rural people taking into consideration the prevailing rural milieu. In North-Eastern region the market plays an important role in socio-economic condition of society. They were the places where agricultural and other produces were being exchanged and sold. They served as information centres. The basic problem of marketing in the state of Assam relates to the long distance of the main consumption centres of the country which makes hazardous for the marketing of perishable items. Besides, the States has peculiar problems of its own such as; different agro-climatic condition and local habits. In Barak valley of south Assam the transport and communication bottlenecks and inadequate market intelligence facilities have been standing in the way of expansion of marketing of surplus of farmers. The areas bordering with Bangladesh have been particularly suffering
following the imposition of restriction on selling of goods to buyers across the border. Yet, it is significantly coming up in its all variety and it has distinction with the mainstream rural market.

II. METHODOLOGY THE RESEARCH

The design of the study was meant for a holistic study of the rural market. It has explained facts with the help of aspects of rural market, its type, nature etc. Thus, the entire social structure of rural Cachar was subjected to understand the situation of market. The study analyses four markets such as Irongmara Bazar, Dwarbond Bazar, Alyenpur Bazar and Silcorie Bazar covering the area of 10 Gaon Panchayats under the Borjalenga Development Block of the Cachar district. For the study, oral data were collected from the respondents selected from four types of rural market; namely, permanent (Irongmara), yearly (Silcorie), weekly (Dwarbond) and daily (Alyenpur). The respondents were of two types; namely, shopkeepers and customers. The following four rural markets in Borjalenga Development Block of Cachar district in Barak valley constituted the universe:

i. Irongmara Bazar, a permanent market, in Irongmara Gaon Panchayat in Cachar district of South Assam.

ii. Silcorie Bazar (Baram Babar Mela), a seasonal market, in Silcorie Gaon Panchayat in Cacahr districts of south Assam.

iii. Dwarbond Bazar, a weekly market, in Dwarbond Gaon Panchayat in Cachar district of South Assam

iv. Alyenpur Bazar, a daily market (of perishable goods and grocery items), in Nayabil Gaon Panchayat in Cachar districts of south Assam.

Sellers and buyers in the markets were taken as units of the study for data collection and analysis. The shopkeepers and customers are from different communities, cultures, classes, genders and groups. For selection of units, a combination of multi-stage purposive and accidental sampling methods has been used. In Barak Valley of South Assam, Cachar is the largest district and represents varieties of markets in the valley. In Cachar district there are 7 blocks, out of which Borjalenga is the block that contains all the four types of rural market as well as those involving a variety of ethnic communities like tribes, tea
tribes, tea garden villages, linguistic or religious groups etc. Thus, at first stage, four markets from Borjalenga Development Block namely; Irongmara Bazar, Dwarbond Bazar, Silcorie Bazar and Alyenpur Bazar were purposively selected for the study. At second stage, from each market two types of respondents; namely, sellers (50) and buyers (50) were selected by using accidental sampling method and all those sellers (200) and buyers (200) who were available for data collection during a specific period in a week were included in the sample. However, it was purposively endeavoured during accidental selection of units to represent all communities, castes, tribes and religions in the sample of 400 respondents, i.e., shopkeepers and customers- 200 each. Borjalenga is one of the largest blocks in Barak valley and the largest one in Cachar district and it is having various rural markets as well as quite a good rural-urban market nexus.

An interview schedule was constructed to collect data comprising the questions related to the social background (age, caste, community, income, gender, education, etc.) and the structure and functioning of the markets. It was administered to the respondents from July 1, 2011 to April 3, 2012 in the Dwarbond Bazar, during October 5th 2011 to December 23rd 2011 Irongmara Bazar during July 1st 2011 to September 27th 2011 Silcorie Bazar during December 31st 2011 to February 13th 2012 and Alyenpur (Nayabil) Bazar during February 20th 2012 to April 3rd 2012.

III. CONTEXT OF THE STUDY

The four markets are located in the Borjalenga block which consists of 10 Gaon Panchayats; namely; Ghungur Gaon Panchayat, Borokai Gaon Panchayat Silcorie Gaon Panchayat, Tarutazbari Gaon Panchayat, Irongmara Gaon Panchayat, Borjalenga Gaon Panchayat, Dwarbond Gaon Panchayat, Nayabil Gaon Panchayat, Bagbahar Gaon Panchayat, Loharbond Gaon Panchayat. Borjalenga Development Block is located in the Southern corner of Cachar District. It has covers an area of 194.11sq.km, inhabited by 41 villages. Its topography is heterogeneous, composed of high hills, low lands called beels and haors and plains land dotted with low hills called tillas. The population of Borjalenga Block is 76,744 (Census 2001), with density of 341 per sq.km. The
literacy rate is 49.68% in the block (Census 2001) which is lower than national average of 65.2%. Nearly 63% of the geographical area is under agriculture and 11.5% is under forest. The Borjalenga Block is well linked by road. Of the total population 27.64% belongs to SCs & STs and the rest to the OBCs & General Castes. Of the total population 49.68% is literate but there is a wide gap between male and female literacy rates. Its socio-economic backwardness is borne out by the symptoms like underutilization of resources, agrarian bias of the population, low level of marketization, fragility of the prevailing infrastructure and high incidence of unemployment & underemployment. Its economy is basically agrarian and economic development is highly dependent on the development of agriculture and allied sectors, agro-based industries service sector and market and marketing pattern. Agriculture is the predominant economic activity in the block engaging more than 68% of the working population. However, the agriculture is predominantly of subsistence type with little surplus hampering the economic growth, especially of small-scale units of the market. Although the block is underdeveloped, it has got immense potential. Its rich land and water resources offer scope for development of agriculture and allied activities. Agro-industry based markets also have future in the block. Other markets based on local raw materials can also be developed suitably. An initiative for development of the secondary sector can mitigate the increasing problem of unemployment. Borjalenga Development Block is the largest Development Block of Cachar District, consists of 15 different markets covering all the categories and having two different types of shops; most of them (95%) are private followed by (5%) public shops and further divided into different types of shops; like grocery, garments, hotel & restaurant, tea stalls, vegetable, fruits, battle leaf, pharmacy, tailoring house, laundry, PCO & xerox, hardware & electronics, jewelry, beauty parlour, CD castes, Xerox, stationery & pan (battle leaf) shops, animals selling shop, stationery, cosmetic, cycle work shop etc.

The markets of Borjalenga Development Block, namely; Loharbond(Barika Office) Bazar, Dwarbond Bazar, Chotojalenga(Patta) Bazar, Borjalenga(Rosekendy Mukh) Bazar, Borjalenga(Uportilla) Bazar, Dakhbunglow Bazar, Irongmara Bazar, Aleyenpur(Nayabil) Bazar, Durgakona Bazar,
Silcorie (Camp) Bazar, Silcorie (Dakghar) Bazar, Fakirtilla Bazar, Ghungur (veterinary) Bazar, Silcorie Baram Babar Mela, Irongmara Charak Mela, are differing among themselves on the basis of their types, structure, socio-economic backwardness of the villages and functioning etc. The four sampled markets; namely, Irongmara Bazar, Silcorie Bazar, Dwarbond Bazar and alyenpur Bazar are differing among them by their socio-economic conditions and types. Irongmara market is a developing market and has a permanent set up for daily market. It consists of around 96 shops of grocery items, stationary items, garment shops, hotel and restaurants and general stores. Some of them trade in agricultural products and most of them trade in machine made goods. The extent of the market is very wide in the Borjalenga Development Block but the market is mostly depending on local people and students and employees of Assam University. After the establishment of the University volume of the business increased and also profits of shopkeepers and small holders have increased. Aleyenpur market is a daily market of the block having temporary shops of grocery, tea stall, vegetables seller, fish sellers and general stores. But the extent of the market is not so wide because of poor road connectivity of the village and socio-economic backwardness of the locality. The market came into existence prior to the Independence of India along with the establishment of Borjalenga Tea-Estate, but the number of shops and demand of goods have increased and machine made products have replaced the handmade domestic products in the market. Other two markets Dwarbond Bazar and Silcorie Bazar are though weekly and yearly markets are having permanent structures for daily gathering. Dwarbond Bazar is one of the largest weekly markets attracting the customers and buyers from different places of the Valley. It started in the British period to meet the needs of the tea garden labourers on a particular day of week (talab bar) when they received their wages. Now, along with increased demand of the goods and road connectivity with the surrounding areas via Dwarbond, it has got larger business and weekly gathering. The market consists of 300 – 350 shops of grocery items, stationary items, garment shop, food stuff, fruits, battle leaf & battle nut, vegetables, fish and animals etc. The yearly Silcorie Bazar is organised every year on the occasion of Rasa Purnima in the month of November which,
meet the demand of the labourers of Silcorie tea garden and the local people from
the villages like Silcorie, Daramkhal and Barik Nagar. The market consists of
around 60–65 shops dealing in vegetables, garments and homemade food stuff,
grocery, fish etc. It has a permanent structure for daily market and the market is
extending day by day with the establishment of Shayama Prashad Mukherjee
B.Ed College at Bualmara and Assam University at Durgakona as some of the
students are residing in rented houses at Silcorie.

IV. FINDINGS OF THE STUDY

Briefly, the major patterns of the rural market in Barak valley are as follows:

A. Social Organisation of the Rural Markets in Barak Valley

Rural Markets plays an important role in the socio-economic development
of the valley. These are the places where people from different parts of the valley
come. Both the male and female customers and shopkeepers are from the rural
areas. The customers are from both the genders who gather and share their views
vary by exchanging ideas. Sharing of the ideas in the market motivate the farmers
to use modern scientific methods of production and supply as well as proper use
of resources available and sold in these markets. These markets can motivate the
people of the valley for their positive involvement, which generate avenues for
economic development. Apart from the economic aspects, rural markets in Barak
valley, serves variety of social functions and plays an important role in the social
life of the people. These markets are socially organized various units like
shopkeepers, customers, suppliers and visitors. However, only the shopkeepers
and customers from four different types of market are taken here for discussion of
social organization of the rural market in Barak valley:

1. Social Organization of the Irongmara Market

i. Barring a small fraction of the Bengali females all the shopkeepers of
Irongmara market are Bengali males. All the shopkeepers are Hindu and
the market is dominated by General Caste’s shopkeepers. They mostly
from the middle age group and from medium family (five to eight members).

ii. The shopkeepers’ annual family income ranges from below Rs. 60000 to 200000 and above but most of them belong to the income group of Rs. 141000-160000. The shopkeepers are from different income groups and most of them belong to the middle class families.

iii. Most of the shopkeepers are local and a few are migrated and tea garden population. They have their own semi-RCC and RCC houses with more than two living rooms facilitated with electricity, drinking water, pacca latrines, gas stoves and necessary and luxury household items.

iv. Shopkeepers have access to different means of communication such as news papers TV, Radio and Mobile for recreation and contacts but the access to print media news papers is very low among the shopkeepers.

v. Most of the customers are male and less numbers are female almost all the female customers are students belonging to different lingual groups.

vi. Most of the customers are youths in the age group of 18 - 35 years.

vii. Most of the customers are outsiders and residing on rented houses, hostels and as paying guest, availing the basic amenities such as electricity, drinking water and proper sanitation. But the local customers from the distant villages are not able to avail these amenities.

viii. Most of the customers across all the caste categories and religious groups have access to ICTs such as mobile, internet, computer etc but the access to print media is less among the customers, perhaps due to presence of new ICTs.

2. Social Organisation of the Silcoorie Market

i. Barring a small fraction of females from SCs and OBCs all the shopkeepers in Silcoorie market are Bengali and Bhojpuri males and most of them belong to the middle age group and large families. The village is dominated by the Bengali people followed by the tea garden labourers most of them are OBCs.

ii. The shopkeeper’s family income ranges from less than Rs 41000 to 140000 and above but most of them belong to the income bracket of Rs
41000-100000, because the shopkeepers belong to the medium size and large size families and all the members of the family are not engaged in any activities. So, the per capita income of the family is low.

iii. Most of the shopkeepers are local and a few are migrated and tea garden population have their own Assam type bamboo and mud walls with tin roof, semi-RCC, Assam type half brick walls with bamboo and tin roof and Assam type bamboo walls and thatched roof houses with two or three living rooms facilitated with drinking water, electricity, gas stove, necessary and luxury households pacca and kachcha latrines. The village has two Public Health Engineering Offices and the village is covered by the community tap and community well. These are the main sources of drinking water in the village. All the shopkeepers use chulha while over half (52%) of them use kerosene stove because of the availability of fire wood and low cost of kerosene in comparison to gas stoves. The shopkeepers are not able to afford the cost to use gas stove.

iv. Shopkeepers have access to mass media such as newspapers TV Radio and Mobile for recreation and contacts but the access to print media newspapers is very low among the shopkeepers. All the female shopkeepers are not accessing the modern media because of the poor economic condition.

v. The shops of the market are private and public owned shop (Nyajjo Muller Dukan). Most of the shops are of bamboo wall and polythene roof and bamboo and polythene surroundings. The shopkeepers have different sources of power as electricity, oil lamp and other devices with battery.

vi. The market was established in 1904 but, most of the shop of the market established their business during the period 1990-2012.

vii. The shopkeepers manage the investment on goods as well as fixtures of the shop. The investment made by the shopkeepers ranges from <20000 to 70,000 and above.

viii. The market extend within the block has customers from both the gender. The customers of the market are both regular as well as irregular.
The shopkeepers have taken loan from different loaning agencies such as banks, microfinancial institutions, money-lenders etc to start new business and for the expanding the existing business.

The shopkeepers receive the supply daily and on every alternate day through roadways, water ways and railways on credit, cash on delivery and cash in advance.

The market serves the customers come to the market from distant places. Most of the customers are local and residing within the distance of 1km – 3km.

Varieties of product are available in the market but the price and quality differs from other markets.

Most of the customers visit favourite shop for good quality and shops lay out.

Social Organisation of the Dwarbond Market

i. The Hindu male shopkeepers from General Castes dominated the shopkeepers in the market because the population of the village and neighbouring villages are dominated by Hindu youth followed by the middle age shopkeepers. Barring a small portion of female shopkeepers the male shopkeepers from the age group 18-35 years and 35-50 years across all the caste categories and religion dominate the market. Most of the shopkeepers are local, as the population of the village is dominated by the youth and middle aged people. Most of the shopkeepers are Bengali: about two thirds (37.50%) of the females and about three fourths (71.42%) of the males. By and large similar pattern is found across the castes. The population of the village is dominated by the Bengali Hindu shopkeepers.

ii. The potential of the market attracts the shopkeepers from its urban counter parts to invest in the market and earn profit. Most of the shopkeepers are from the rural areas barring a small fraction from urban areas. All the female shopkeepers are from rural areas of cachar and Hailakandi District. Most of the shopkeepers have been residing in the village since birth. Most of the Hindu shopkeepers are residing in the
village since birth barring a small portion of the SC and General Castes shopkeepers is migrated and tea garden population respectively. While all the Christian shopkeepers have been residing in the village since birth. On the other hand over half of the Muslim is migrated.

iii. The shopkeepers are from the medium and the large size families barring a small portion of the shopkeepers among the General Castes and STs are from small size family. The shopkeepers belong to the large families are helped by the family members to run their business, they run their business throughout the day by replacing each other for some period of time. It shows the low literacy rates and ignorance of the shopkeepers. The shopkeepers in Dwarbond market know different languages but, all the shopkeepers know Bengali as it is a general medium of interaction and transaction among most of the people.

iv. They have kachcha houses only a small portion of the shopkeepers have pacca house. They have three living rooms in their house. They have community tap, community well private pond and well. It shows that the customers who are able to afford the cost of boring pump they have private connections and the rest are depending on the other resources such as community tap and community well because the village have Public Health Engineering Office and covered the entire village. The community tap and community well are very near to the residents of the shopkeepers. The shopkeepers have kachcha latrines: all the females and about three fourths of the males while over one fifth of the male shopkeepers have pacca latrine. It reflects the socio economic condition of the shopkeepers and their standard of living. The shopkeepers are from the lower income groups and cannot afford the expenditure to construct pacca latrines. It shows the similar living standard of the shopkeepers in Dwarbond market.

v. All the shopkeepers use chulha while about two fifths of them use kerosene stove because of the availability of fire wood and low cost of kerosene in comparison to gas. The shopkeepers are not able to afford the cost to use gas stove. The shopkeepers from General Castes and OBCs all others possess the necessary items. All the female shopkeepers can afford
the necessary items while small portion of male possess the luxury items. It reflects the economic condition and the necessities of the shopkeepers across all the caste categories and religious group.

vi. The shopkeepers do not access news papers a fraction of Hindu customers from General Castes, SCs, and OBCs have access to news papers. It shows the literacy level and economic condition of the shopkeepers and reflects that they have other mass media to use. About three fifths of the shopkeepers read news paper sometimes while the rest have the habit of daily news paper reading. The literacy rates among the shopkeepers are low and the costs of the news papers are also a burden on the families of the shopkeepers. They have TV, mobile and radio and all of them have mobile phone. Now a day’s mobile become necessity for the people. They prefer watching non-Doordarshan channels as they give better quality and programmes. It shows digitization of TV channels and better content programmes have replaced the DD channels among the shopkeepers.

vii. Hindu male customers from General Castes dominate the market. About three fifths of the customers are from middle aged group of which over three fifths of the females and over half of the males. But the customers from MOBCs and STs are exceptional; all the customers from MOBCs and STs are from the middle aged group. In those days the school and colleges were very few and the economic condition of the villagers was not so good. Despite having quality and willingness, the people of the village and its surroundings were not able to go to schools and colleges. Therefore the literacy rate among them is found low. Most of the customers know different languages but all the customers know Bengali, most of the times it is used by both the units of the market shopkeepers and customers as medium of interaction. It shows that the Bengalis dominate the market.

viii. The customers are rural residents and they have been living in the village since birth. Three fifths of the Muslim customers and a small fraction of Hindu customers from SCs are migrated from East Pakistan while about one fifth of the Hindu customers are tea garden population. They come
from other parts of India during British period. The customers are from
the medium and large families barring a negligible portion of the Hindu
and Christian customers from small family. The low level of literacy
among the customers is one among the causes of increase in family
members. Apart from this the villagers are mostly from the lower income
groups and engaged in agricultural practices and they have a notion that
more people can earn more for the family. About one third (32%) of the
customers are from the family income group of Rs101000 – 120000 but
most of them are from the income bracket ranging from Rs41000 –
120000. The principal occupation of the village is agriculture and farming
and some of them are doing business or government and private
employee. The above table demonstrates the similarity and differences in
the family income of the customers which reflects their socio-economic
conditions.

ix. The customers are having kachcha houses. It shows the similar living
standard of the customers in Dwarbond market. The people residing in
Assam type houses made of bamboo and mud walls with tin roof are the
tea garden labourers and the cultivators. And others who are from
propertied class and government and private employee are residing in
semi-RCC houses. They have three living rooms. It reflects the socio-
economic condition and size of the family among the customers in
Dwarbond market. But the other who are residing in Assam type houses
made of bamboo and mud walls with tin roof have two living rooms and
they are mostly tea garden labourers and the cultivators from the
neighbouring villages.

x. The customers have electricity facility as the village is covered under the
Rajiv Gandhi Rural Electrification Programme. The customers from the
labourer class do not have electricity facility because they cannot afford
the cost. Private connection, community tap and community well are
sources of drinking water. The villages have Public Health Engineering
Office and it is the major source of drinking water and good numbers of
customer have private tube well and pond in their houses. The customers
have kachcha latrine it also reflects the living condition of the customers in Dwarbond market. The customers from the labourer class have kachcha latrine and the others have paccia latrine as they are not able to bear the cost of construction. They possessed necessary items. The customers do not possess the luxury items because they cannot afford the cost. As the principal occupation of the village are agriculture, farming and also tea garden labourers and have limited economic resources. The propertied people of the village have access to luxury items. The kitchen items used by them are chulha and kerosene stove while. The economic condition of the people and their social status are different. The customers are using kerosene stove and chulha as the consumption cost is limited and they can easily afford the price.

xi. The customers have three different types of media. Most of the customers have access to TV mobile and radio and the others have TV, mobile and only mobile respectively. It means that all the customers have mobile phones. They prefer to view movies and serials, news and sports. The customers of Dwarbond market mostly use TV for recreational purposes. They do not use it to acquire information about business. Most of the customers prefer to watch non-Door Darshan channels for better quality and content of the programmes.

4. Social Organization of the Alyenpur Market
i. Hindu male shopkeepers from General Castes dominated the shopkeepers in the market because the population of the village and neighbouring villages are dominated by Hindus. The market is dominated by the youth followed by the middle aged shopkeepers and about one fifth from less than 18 years of age. The shopkeepers are local and the population of the village is dominated by the youth and middle aged people. Most of the shopkeepers are Bengali: about two thirds of the males and all the females. The population is constituted mostly by the Bengali people.

ii. Most of the Hindu customers are residing in the village since birth while two fifths of the Muslim shopkeepers are migrated. They are from the medium and the large size families barring a small portion of the Hindu
shopkeepers are from small size family. The shopkeepers belong to the large and medium size families are helped by the family members to run their business. Their family incomes are mostly ranging of Rs. 41000 – 80000. It shows the similar economic background of the family.

iii. The shopkeepers are illiterate, primary school and middle schools passed, because of the socio-economic condition, non-availability and distance of the schools and colleges from the residence. The villagers were not able to bear the fees of the colleges and schools.

iv. The market is dominated by the married shopkeepers. Most of the shopkeepers and all the female shopkeepers are married. The male shopkeepers from the adolescents’ age are not married. They know different languages but all of them know Bengali as it is the medium of interaction among the majority population in the region.

v. Most of the shopkeepers are local residents and have their own houses but the family members of the tea garden workers and machine operator of Public Health Engineering Office are residing in the quarters and rented house respectively. Most of them have kachcha houses with three living rooms only a small portion of the shopkeepers have pacca house. Most of the shopkeepers have electricity facility and have different sources of drinking water such as community tap, river, community well, private connection etc. They are having kachcha latrine but only a small fraction have pacca latrine. It shows the similar living standard of the shopkeepers in Alyenpur market. Most of the female shopkeepers have kachcha houses while over one fifth (22%) of the male shopkeepers have semi-RCC houses and the rest have RCC house. It differentiates the small portion from the majority.

vi. Most of the shopkeepers possess necessary items and only a small fraction of the shopkeepers possess necessary and luxury items. The accessibility of the luxury items depends on the economic condition of the shopkeepers. The villagers are mostly from lower income groups and only a few can afford the cost luxury items. Most of the shopkeepers use chulha and combination of chulha and kerosene stove in their kitchen.
while over one tenth (14%) of the shopkeepers use chulha. The economic condition of the people and their social status are different. The customers are using chulha and kerosene stove and chulha as the availability of the fire wood and consumption cost is limited and they can easily afford the price.

vii. Most of the shopkeepers do not access newspaper. Only the educated male shopkeepers read newspapers daily. Low level of literacy and distance of the village from the center and main road is the cause of low circulation of newspapers. The villages get newspapers in the evening or even next day. Most of the shopkeepers have T.V., mobile phone and Radio and all of them have mobile phone. It shows the similar media habit among the shopkeepers in Alyenpur market. They view movies and serials and the rest are viewing movies, news and sports. It shows that all the customers are watching movies. The customers of Alyenpur market mostly use TV for recreational purposes. They do not use it to acquire information about business. Most of the shopkeepers are watching non-Door Darshan channels. Some of them do not have electricity but have T.V. and DTH services in their house. They watch T.V. by using battery and they change the battery from the market at a cost of rupees 30 per day.

viii. The market is dominated by the middle aged male customers. All the female shopkeepers barring a small portion of female from OBCs are from the middle aged group. Most of the customers are Bengali as the population of the village is mostly constituted by the Bengali people.

ix. They are local and about three fifths of the Muslim customers and about one third of the Hindu customers from SCs are migrated while one fourth of the Hindu customers are tea garden population. The migrants are from East Pakistan and Bangladesh. They are from the medium and large families barring a negligible portion of the Hindu and one third of the Christian customers are from small family. The low level of literacy among the customers is one of the causes of increase in family members. Apart from this the villagers are mostly from the lower income groups.
and engaged in agricultural practices and they have a notion that more people can earn more for the family. Their family income is ranging from Rs 41000 – 60000 and Rs 60001–80000.

x. Most of the customers are middle school and primary school passed. The customers are mostly tea garden labourers and from childhood got engaged in tea garden for earning.

xi. They are married and they visit the market to satisfy their needs. The demand and necessities of married customers vary from the unmarried customers. The married customers have demand for the goods of domestic uses and the unmarried customers have not. To meet their demands customers visit the market. It reflects that marital status of the customers determines the daily necessities. They know different languages but all the customers know Bengali, most of the times it is used by both the units of the market shopkeepers and customers as medium of interaction.

xii. They are residing in their own houses, but the garden staff and permanent labourers of the tea garden are residing in quarters. Most of them have Assam type houses of bamboo and mud walls with tin roof and Assam type houses with bamboo and mud walls with thatched roof; they are mostly from tea garden labourers and from the lower income groups. But the elite people of the village such as managers, teachers they are residing in semi-RCC houses. They have three living rooms with electricity, drinking water and proper sanitation facilities. It reflects the socio-economic condition and living standard of the customers in Alyenpur village. Other who are residing in Assam type houses made of bamboo and mud walls with tin roof have two living rooms and they are mostly tea garden labourers and the cultivators of the village.

xiii. Most of the customers have possessed necessary items. The customers do not possess the luxury items because they cannot afford the cost. As the principal occupation of the village are agriculture, farming and also tea garden labourers and have limited economic resources. The propertied people of the village have access to luxury items. They use chulha in their kitchen while over one tenth (16%) of the shopkeepers use combination of
chulha and kerosene stove. The economic condition of the people and their social status are different. The customers are using chulha, because of abundant forest resources. It also reflects their power of consumption.

xiv. Most of the customers do not access to newspaper. It means they have other means of communication. They read newspapers daily. They gather up-to-date knowledge about the political and social aspect of the valley. Most of them prefer to watch movies and serials. It means that they watch T.V. for recreation and to gather information. They prefer to view non-Door Darshan channels. The villages have DTH (Direct to Home) service and some of them watch DD channels and most of them watch non-Door Darshan channels.

Thus, the markets dominated by the Bengali shopkeepers from different castes, income and religious groups, of which almost all are males and participation from the females are very less. All the shopkeepers in Irongmara and Silcoorie market are Hindu while in Dwarbond and Alyenpur market shopkeepers are from different religious groups. The shopkeepers are the residents of the valley while a small portion of them are migrants and tea garden population. They are having some commonalities and differences in terms of their living conditions and media exposure etc. In most of the cases female shopkeepers are from the low income groups and it shows the lack of expertise and low level of female participation and gender differentiation in these markets.

The customers are from different language, religion and caste groups. As the population of the block is mostly constituted by the Hindu and a small portion of them are Muslim and Christian. All the customers of Silcoorie market are Hindu. Male customers are dominating the market. Though these markets are dominated by the Bengali people but customers from different lingual groups come but they mostly use Bengali during transaction and some of the shopkeepers use other languages such as Bhojpuri, Manipuri, Assamese, Kuki, Khasi etc for the convenience of their business. Customers belong to different income groups but the female customers are from the low income groups. Most of the Christian and Hindu customers are residents of the valley since birth, but
the Christian customers of Irongmara market are mostly from other states. On the other hand more than half of the Muslim and a small portion of Hindu customers from SCs are migrants. The literacy level of the customers are low while the customers from Irongmara market. The shopkeepers have access to media like TV, mobile and radio but the access to print media is very less among the villagers, because of low level of literacy or access to the other media.

In sum, from the above citation we can say that, obviously, communication or exchange takes place between different groups of people irrespective of their caste, creed and language; communication may be between consumers and sellers, buyers and buyers, sellers and sellers from rural as well as urban areas. These markets have significance in the social relations of buyers and sellers; it binds the people in a relationship with each other from different religions, castes and classes. It incorporates new ideas in the minds of the villagers and thus bringing some changes to their life.

B. Structure and Functioning of the Rural Market in Barak Valley

In the rural areas of variety, the market is structured variously characterizing its functioning as well. The rural markets of the valley are also no exceptional to this. Its structure consists of various units like shops, shopkeepers, customers, suppliers of goods and visitors. However in the present discussion, the three units; namely, shops, shopkeepers and customers from four different markets such as Irongmara, Silcoorie, Dwarbond and Alyenpur have been used to understand structural and functional patterns of the social organization. Various features of these markets have been discussed here:

1. Structure and Functioning of the Irongmara Market
   i. There are two types of shops in the market. These are private and public owned shops. Most of the shops are semi-RCC type and the rest are of RCC and Assam type with tin roof.
   ii. The market was established in 1946 but, the number of shops in the market increased during the last twenty years from 1990-2010.
iii. The shopkeepers have invested on both fixtures of the shop and goods. The investment made by the shopkeepers ranges from <60000 to 2,20,000 and above.

iv. The customers of the market are from both the genders are regular as well as irregular and differ in terms of literacy level and family income.

v. For establishing new business and expanding the existed one the shopkeepers have taken loans from different loaning agencies; namely, bank (Cachar Gramin Bank & State Bank of India), microfinance institutions (Bandhan, & Matribhuni), money lenders etc

vi. Most of the shopkeepers receive the supply of goods weekly and monthly through roadways and railways. The terms of these supplies are on credit, cash payment on delivery and cash payments in advance.

vii. The market serves four villages in its surrounding and the customers come to the market from distant places. Most of the customers are local and residing within the distance of 1km.

viii. Varieties of product are available in the market but the price and quality differs, in terms of price, availability of goods, market size and volume of business compare to other markets of the area.

ix. Most of the customers visit favourite shops to purchase goods on credit and to maintain the social relations with the shopkeepers.

2. Structure and Functioning of the Silcoorie Market

i. The shops of the market are private and public owned shop (Nyayjo Mulyer Dokan). Most of the shops are of bamboo wall and polythene roof and bamboo and polythene surroundings. The shopkeepers have different sources of power as electricity, oil lamp and other devices with battery.

ii. The market was established in 1904 but, most of the shop of the market established their business during the period 1990-2012.

iii. The shopkeepers manage the investment on goods as well as fixtures of the shop. The investment made by the shopkeepers ranges from <20000 to 70,000 and above.

iv. The market extend within the block has customers from both the gender. The customers of the market are both regular as well as irregular.
v. The shopkeepers have taken loan from different loaning agencies such as bank, microfinancial institutions, money-lenders etc to start new business and for the expanding the existing business.

vi. The shopkeepers receive the supply daily and on every alternate day through roadways, water ways and railways on credit, cash on delivery and cash in advance.

vii. The market serves the customers come to the market from distant places. Most of the customers are local and residing within the distance of 1km – 3km.

viii. Varieties of product are available in the market but the price and quality differs from other markets.

ix. Most of the customers visit favourite shop for good quality and shops lay out.

3. **Structure and Functioning of Dwarbond Market**

i. The public shops owned by the shopkeepers are deal in items provided by the co-operative society as sugar, rice, kerosene oil etc. All the shopkeepers are Hindu among them a small portion from OBCs operate the public shops and the rest operate the private shops. Most of the shopkeepers shops during 2000-2010: most of the females and about two fifths of the males. By and large similar trend is found across the castes and religious groups. The market is the biggest weekly gathering of the area which attracts both the gender to invest and earn profit. All the female shopkeepers established their shops after 2000. They have bamboo walls with polythene roof and thatched roof with no walls, as the market is a weekly event and the organizing committee organizes, and distributes the stalls, land (*bheeta*) among the shopkeepers. A shopkeeper is able to run his business for one year by renewing the agreement license.

ii. The shopkeepers invested Rs 6001–8000 on the shops fixtures it shows the socio-economic condition and structure of the market. The market is weekly market and shops are temporary. So, the shopkeepers spent minimum amount on the shop fixtures and run their business. Most of the shopkeepers across all the caste categories and gender barring a small
fraction from the General Castes have invested less than Rs 6000, as it is a weekly market with low volume of business and most of the customers are from the labour class with low consumption capacity and purchasing power.

iii. The shopkeepers earned profit over their investment. The shopkeepers dealing in wooden furniture mostly incurred no loss and no profit for a week but the very next week they earned profit over their investments. Most of the shopkeepers gained profit with the gradual development of the market. Inflow of modern items has adversely affected the demand and customers’ choice and their faith those who are dealing in traditional items such as handlooms, crafts etc have incurred losses also

iv. The shopkeepers use their business return on domestic uses. It is a weekly event where the unemployed persons invested minimum capital and earn profit and use for domestic use but those shopkeepers who have permanent shops in other places, use the business return on domestic use and re-investment.

v. The shopkeepers have gadgets with battery as source of power to their shops in the dwarbond market. It reflects the similar socio-economic condition. The shopkeepers have their business extent within the block as well as within district. It shows the popularity among the people of Barak valley. The customers come from different areas of the Barak valley but most of the customers are local. The shopkeepers of Dwarbond market deal in the item which serves both the gender. Most of the shopkeepers deal in commodities to fulfill the demand of all customers and to attract the customers across all the caste categories and gender. However, there is a big chunk of shops for women’s items. It means that a huge number of the tea garden and other rural women visit this market. In a way it facilitates the women of the rural area.

vi. The shopkeepers of the Dwarbond market deal in the items which serve both literate as well as illiterate customers. It shows the nature of the business in Dwarbond market. The population of the village is divided into two sections literate and illiterate as most of the villagers are farmer
and tea garden labourers the literacy rate among them is low. Most of the shopkeepers have their customers visiting in the afternoon as it is a weekly market most of the tea gardens remain closed on the market day and the labourers and other staff of the gardens and the people who come from distant places visit the market in the afternoon.

vii. The shopkeepers open their shop at 9am and close it at 7 pm. All the shopkeepers across the caste and religious group open their shop for twelve hours on the market day. They took loan for establishing and expanding their business. The shopkeepers who have taken loan are from the low income group and all of them have taken loan from micro financial institutions. The shopkeepers who have taken loan for the first time they have to mortgage some of their property to the financial institutions. The shopkeepers have taken loan from Bandhan (a micro financial institution) at 5% rate of interest on the loan amount.

viii. Road is the main means of transport to supply the products to the market. The producers who sell their produces and who bring product from town and remote places to the village can reach the market through road. The PWD road from Silchar to Hailakandi and dwarbond to loharbond are the only roads for communication. Most of the shopkeepers across the caste and religious group received their supply by paying cash on delivery while all the Christian and STs deal in self produced items.

ix. The shopkeepers were asked by the customers for credit and the rest were not. In the market local shopkeepers were asked by the local customers for credit. Most of them who seek credit are the tea garden labourers and the female customers of the village. The local shopkeepers extended credit to the local customers for a limited period of one week. The rest do not extend credit to the customers because it is the biggest weekly market of the area where people from distant places come.

x. The shopkeepers in Dwarbond market mostly deal in the items to serve both the genders. The female customers are more prices conscious and bargain the price of the goods. Most of the shopkeepers find male customers bargaining during purchasing, because the market is dominated
by the male customers. Most of the shopkeepers like both male and female customers it shows that the shopkeepers of Dwarbond market are deal in the items which meet the demand of both male and female customers.

xi. The customers are residing within the distance of 3-4 km: about two fifths of the females and about one third of the males. Most of the Hindu customers are residing within the distance of 4 km while most of the Muslim and Christian customers are residing at the distance of more than four kilometers. They visit market in the afternoon as the customers are mostly the local villagers and tea garden labourers from the neighbouring tea gardens.

xii. The customers find price difference of goods in the market because the shopkeepers deal in both self produced items and items bring from outside. The price of the local produces is less than the goods bring from outside. They also find difference in the quality of goods because both hand-made and machine-made items are sold in the market. It is a weekly market where people find different items catering all the demands of the customers. The items variety found in Dwarbond market are grocery, stationery, furniture, animal (cattle and goat) and so on. It shows that it is the largest weekly market of the area where the customers found all their needs

4. Structure and Functioning of Alyenpur Market

i. Most of the shopkeepers established their shops after 1990. The shops are temporary structures of bamboo construction. It shows the nature of business and similar socio-economic background of the shopkeepers. They invested less than Rs. 5000 on goods. It shows the value of business and socio-economic background of the shopkeepers in Alyenpur market.

ii. The shopkeepers incurred profit over their investment. The shopkeepers who deal in the self produced items perishable) incurred loss over their investment and also incurred no loss-no-profit. They use their business return on domestic use and on re-investment.
iii. Most of the shopkeepers have battery with gadgets as source of power to their shop. It reflects the similar socio-economic condition of the shopkeepers. They have their business in locality. It shows that the volume of business and the extent level of the market are not so wide and it mostly serves the local people. They deal in the daily necessities (perishable) and the customers across both the genders visit their shops. It is a place of daily gathering and the local customers purchase their daily necessities from the market. Their preferences also change and they visit particular shop regularly as well as irregularly. It reflects the relations between the shopkeepers and customers

iv. Most of the shopkeepers have both literate as well as illiterate customers. It shows the shopkeepers deal in necessaries which serve the purpose for both literate as well as illiterate customers, perishable commodities such as fish, vegetables, fruits etc.

v. Road is the only means of transport to supply the goods to the market from outside. The shopkeepers who received supply from the local suppliers are sometimes the producers as well.

vi. The shopkeepers open their shops in the evening and close at 8.30 pm. It shows the type of the market and their business patterns. It is a daily market of perishable commodities people gather daily to sell and purchase goods. However, all the shopkeepers open their shops for five hours a day.

vii. Majority of the male shopkeepers and all the female shopkeepers have taken loan for smooth running of their business and for establishing new business. Most of the shopkeepers have taken loan from microfinance institutions such as Bandhan by mortgaging land documents and jewellery at different rate of interest. It shows that Bandhan has grabbed the opportunity and it is the only financial institution in the village, besides small moneylenders.

viii. Transportation problem is the root cause for the slow growth and uneven development in the area. Most of the shopkeepers received supply daily and weekly on credit or by paying cash on delivery. The local suppliers
supply their products daily and those who received supply from Silchar town receive supply weekly and monthly. The shopkeepers who deal in grocery items they receive the supply weekly and the others receive their supply daily from the interior parts of the village.

ix. The shopkeepers sell goods on credit to the customers. It shows the relationship and trust among the shopkeepers and customers. The shopkeepers are practicing separate price fixation and charge high price of the goods. But the customers want to purchase the best at low price and they bargain the price of the products. Both male and female customers are bargaining price of the goods. They like both male as well as female customers because they deal in the items which serve the purposes of both male and female. Both the gender visits their shop to meet their demands.

x. Most of the customers are residing within the distance of 1km from the market. It means the market mostly serve the local customers. The extent level of the market is within the locality. The customers are divided into two parts half of them find the products of their requirement available and the rest do not. They find difference in price of the goods. The goods produced in the village are less costly in comparison to the hybrid products such as vegetables while the local fish is costly in comparison of the fish brought from outside.

xi. The customers find difference in quality of the products. Most of the goods (perishable goods) produced in the village are sold in the market. The customers get the items fresh while products brings from outside are not fresh. Customers visit their favourite shops for credit it shows the relationship between the shopkeepers and the customers.

C. Impact of Rural Market in Barak Valley

The market in the era of globalization shows an increase in the volume of business in agricultural produces, handicrafts and so on. It always reflects the expansion of productive activities among the people. But, an increased intensity of trading activities in manufactured goods brought from outside to tap off whatever cash and agricultural produces, live stocks, handicrafts, and forest products are available. The market has its impact, even at the pace of all-round
development of infrastructural facilities in the valley, such as road link with the remote villages to each market and other parts of the valley should be accelerated to lead the extension of these markets for the growing volume of products. Apart from these, markets of the valley have its impact on the institutional and infrastructural development such as school, public health engineering department, bank, road, temples, etc. Here, the social, cultural, economic, political, technological and developmental impacts of four markets of Barak valley in Borjalenga Development Block are discussed as follows:

1. **Impact of the Irongmara Market**
   
i. Irongmara market has wide impact on the society as the increased income and volume of business and size of the market has given rise to new occupations and earning avenues to the rural people. Unemployed and underemployed youths get self-employed. Thus the local people across castes, genders and age groups show their interest in marketing leads to increase in the number of shops.

   ii. The market plays an important role in creating political consciousness of the rural people. Irongmara market provide not only the ground for discussion of political events but also a place which helps in the formation of public opinion, along with the emergence of new groups, institutions, association and organizations which reduce the dependence on politicians and political parties to avail the government facilities which leads to the development of the infrastructure in Irongmara village.

   iii. Use of modern technologies and availability of these technologies in the market generate avenues for the socio-economic changes in the society.

   iv. The development of the village lies with the development of people and their living standard. Various aspect of the people in Irongmara village; namely, education, bank, road, communication, electrification have developed along with the development of the market.

2. **Impact of the Silcoorie Market**
   
i. Silcoorie market has a wide impact on the society as the increased income and volume of business gives rise to new occupations for a specific period
of three to four days. Thus, the local people across the caste categories and genders and age groups show their interest in marketing. They purchase items from remote places and town and sell at a high price and motivate the youth for the seasonal business and the number of shop increased.

ii. The mela is a yearly gathering and plays a pivotal role in the political aspects. The market is not only the place for discussion. The villagers discussed the matters in the market and motivate others to react on government policies and programmes. Along with the formation of groups, unions and associations which reduced the dependence on political parties and politicians.

iii. The modern technologies and machineries replaced the traditional items and practices of the villagers such as uses of electronic gadgets and handmade tattoo replaced by machine made tattoo.

iv. The market has its impact on the institutional and infrastructural development of the village; namely, school, road construction, community hall construction and so on.

3. Impact of the Dwarbond Market
i. The weekly market of Dwarbond open new avenues for the people of the village and other distant villages such as, the villagers from both the gender come to the market with home-made as well as machine-made items and sell the products in the market. Weekly market plays a pivotal role in rural economy because the market serve as the main channels through which the commodities and products brought from outside and self produced commodities are marketed.

ii. The weekly market of Dwarbond has worked as a coordinating centre for the people of remote villages. The weekly market is a place of interaction of various communities, it helped those communities to live and work collectively and in a harmonious relationship.

iii. The Dwarbond market witnesses the emergence and growth of various organizations. Weekly markets on political aspects of the village are formation of new groups, clubs, association etc. From the beginning the
village was the centre of politics in the area. These organizations and associations has reduces the dependence on the political parties and politicians and raise the developmental issues on public forum.

iv. The availability of modern video and computer games shifted the concentration of children from outside the wall to inside the wall. As the demand of the people increases and an expansion in the volume of business the farmer adopt modern technology for cultivation to produce more and satisfy the demands of the people. The rural markets develop slowly but beside these developments it has a traditional outlook.

v. Dwarbond market is the biggest weekly gathering of the area. On every Thurs day thousands of people have been visiting the market and 250–300 shopkeepers catering their demand. Various aspects of the people of Dwarbond; namely, education, road communication, infrastructural and institutional development, electrification have been developing gradually but slowly. The changes in the life style, standard of living, demand of goods, consumption power and literacy rate are seen among the villagers.

4. Impact of the Alyenpur Market

i. The daily market of Alyenpur open new avenues for the people of the village and other distant villages such as, the villagers from both the gender come to the market with home-made as well as machine-made items and sell the products in the market. The market plays a pivotal role in rural economy because the market serve as the main channels through which the commodities and products brought from outside and self produced commodities are marketed.

ii. The daily market of Alyenpur has worked as a coordinating centre for the people of remote villages. The daily market is a place of interaction of various communities, it helped those communities to live and work collectively and in a harmonious relationship.

iii. The Alyenpur market witnesses the emergence and growth of various organizations. Impacts of daily markets on political aspects of the village are formation of new groups, clubs, association etc. From the beginning the village was the centre of politics in the area. These organizations and
associations has reduces the dependence on the political parties and politicians and raise the developmental issues on public forum.

iv. The availability of modern technique of cultivation shifted the concentration of the farmers. As the demand of the people increases and an expansion in the volume of business the farmer adopt modern technology for cultivation to produce more and satisfy the demands of the people. The market develops slowly but beside these developments it has a traditional outlook.

v. Alyenpur market is a daily gathering of the area every day the villagers have been visiting the market and 60-65 shopkeepers catering their demand. Various aspects of the people of Alyenpur; namely, education, road communication, infrastructural and institutional development, electrification have been developing gradually but slowly. The changes in the life style, standard of living, demand of goods, consumption power and literacy rate are seen among the villagers.

V. THE SUGGESTIONS

Though the rural market occupies an important place in the socio-economic and cultural life of the people of Borjalenga Development Block, but the markets are facing some serious problems. The following suggestions are therefore made for the development of the rural market:

i. Rural society is found by tradition, old customs, practices etc. The impact of modern science & technology has made very less impact on the old beliefs are still continuing. Therefore, educational facilities should be enhanced among the rural people for use of the modern technology in their day to day life activities.

ii. Rural markets are not developing because of inadequate banking & credit facilities. Rural market needs banking facilities to enable transfer of funds, to transact on credit basis and to obtained credit support from the bank. Therefore, villager-friendly institutional facilities need to be enhanced in rural areas.

iii. Even today most villages largely depend on phones for their communication. Print media and visual media etc. reaches only about
20% of rural areas of Barak Valley. So, print media and interaction with the expert by using ICTs should available in the villages of the valley, for the development of these markets.

iv. Most of the farmers have small landholdings and low per capita income, which results in low consumption pattern as compared to the urban population. The small holder faces challenges to decide about quantities, regularity of distributions, package size etc. due to the low per capita income of the rural people. So, the per capita income of the rural people should be raised by generating opportunities to market the agricultural production, handicrafts etc.

v. Infrastructural facilities like roads, storage, powers etc. are inadequate in rural areas of Barak valley and have an adverse impact on the markets. Provision of adequate transportation system, proper electrification, drainage facilities, drinking water facilities and other amenities for the development of these markets are strongly required.

vi. Rural economy is seasonal, rural people have two seasons specifically Kharif & Rabi. Villagers have money mostly during these seasons and demand of the people is also seasonal. Therefore, better training and use of modern technologies should be accessible to the farmers for the agro-based production throughout the year. As rural market create new avenues to the people belong to different age group, caste and religion of Borjalenga Development Block, rearing of agricultural production and handicrafts is to be encouraged. Steps can be taken to promote the modern techniques of production and using the modern technology for the production, because the traditional production system of the valley particularly in Borjalenga Development Block is too outdated to successfully compete with the increasing demand.

vii. The local or the State Government may arrange some cold storage facilities in the block. This will help the producers of perishable goods to hold back their produce for sale at reasonable price.

viii. Steps may be taken to establish small scale industries to produce commodities by using the local production which will be available in the
local market at reasonable price. This will also help the farmers in getting remunerative prices and eradicate the local unemployment to some extent.

VI. CONCLUSION

To conclude it can be said that in Barak Valley, rural markets have developed along with the establishment of different social and economic institutions. All the rural markets depend on the urban market for supply of the consumer durables. In Barak valley there are four types of markets and each of the markets has its own structure and functioning. It is also observed that youths and middle aged people from all the caste categories and religious groups are interested in business and they deal in various items like grocery, garments, hotel & restaurant, tea stalls, vegetable, fruits, pharmacy, tailoring house, laundry, PCO & Xerox, hardware & electronics, jewelry, beauty parlour, pan (betel leaf) shops, animals selling shop, stationery, cosmetic, cycle work shop etc. But the customers belong to different age groups, castes categories and religious groups.

Permanent markets are having permanent structure and the other three types such as weekly, yearly and daily markets have temporary structures. These markets were mostly established in the British period and gradually developed but the pace of development accelerated during the last twenty years from 1990-2010. The shops are different in terms of their structure and commodities of transaction. Financial institutions like bank, money lenders and microfinance advance loans to these markets. The market extension depends on the type and functioning and variety of customers of its customers. The rural markets in the valley have the potential and future opportunities for the socio-economic development of the rural areas. The markets of Barak valley have considerable impact on the economic, cultural and social lives of the rural peoples. The commodity structure and catchment area of these commodities as well as the participation patterns in the markets clearly focuses the fact that, these markets serve most of the basic needs of the rural population in the villages where the market held and in its surroundings. These markets have impacts on the social life of the people, the people come into contact with each other and share their thoughts and ideas through which formed relation between them, it may be the relation of customer to shopkeeper, shopkeeper to shopkeeper, customer to customer etc. These
markets have impact on the political, economic, technological and developmental aspects of the people. The items sold in the markets are different but sometimes the commodities are the same in all the markets. Most of the shopkeepers and customers of the markets are having different units of land to fulfill their different needs such as cultivation and other activities like firming, fishery etc. In most of the cases they sell their agricultural produces in the market and re-invest the capital on the business and family. Here, the social and economic status of the female members has improved as they can participate in the social and economic activities of their families.