PREFACE

The study entitled RURAL MARKET IN BARAK VALLEY : A SOCIOLOGICAL STUDY is an attempt to analyse the social organization, structure and function, and impact of the rural market in Barak Valley of South Assam. It is based on the field data collected by administering a structured interview schedule and indepth informal interviews to the two types of respondents- shopkeepers and customers- in four markets; namely, Irongmara Bazar, Dwarbond Bazar, Silcorie Bazar and Alyenpur Bazar of Borjalenga Development Block in the Cachar district.

The study is divided into eight chapters. The first chapter introduces the formulation of the research problem on the basis of extensive review of the existing studies on rural markets and the adoption of a suitable methodological strategy, comprising types and sources of the data, universe and units of the study, selection of the units, techniques and tools for data collection. The second chapter entitled Rural Market in India highlights the rural market and its importance and significance in India. Third chapter Field of the Study gives an understanding of the historical, regional, demographic and developmental aspects of the rural market in Barak valley, Cachar district and Borjalenga block. The fourth chapter entitled, The Permanent Market of Irongmara deals with the social organization, structure and functioning and impact of the market. Chapter five on, The Yearly Mela Market of Silcoorie discusses the social organization of the market. Chapter six entitled, The Weekly Market of Dwarbond analyses the social organization, Chapter seven entitled, The Daily Market of Alyenpur deals with the social organization, structure and functioning and the impact of the market. The last chapter Summary, Findings and Conclusion summarizes the study and comes out with the rural markets developmental functions to conclude the study.

The findings of the study show that in the Barak Valley of South Assam, rural markets emerged along with the institutional set up in the vicinity. All the rural markets depend on the urban market for supply of the consumer durables however urban market also depends on the rural market for the perishable goods and agricultural produces. In Barak valley four types of markets are found and each one has its structure and functioning. In Borjalenga Development Block of Cachar district youths across the caste and religious groups are interested in
business dealing in various items like grocery, garments, hotel & restaurant, tea stalls, vegetable, fruits, betel leaf, pharmacy, tailoring house, laundry, PCO & xerox, hardware & electronics, jewelry, beauty parlour, xerox, stationery & pan (betel leaf) shops, animals selling shop, stationery, cosmetic, cycle work shop etc. The customers are mostly middle and old aged from different castes and religious groups. The supply of products in the rural market is increased from the urban whole sellers through road ways. Rural market has a wide impact on the socio-economic aspects the regions of human beings, such as solution of employment problem, establishment of new social institutions, and construction of roads, electricity and drinking water facilities.