Chapter 1
INTRODUCTION

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. The rural markets in India bring in bigger revenues in the country, as the rural region comprises the maximum consumers in this country. Rural markets in Indian economy create more than half of the country’s income (Vijayakumar 2009). In the era of liberalization and globalization a revolution has taken place in rural India which has compelled the marketers to reach to rural India. The competition is shifting from urban cities to rural areas and villages. The rural market may be developing and it faces some problems such as low per capita income, dependence on the monsoon, seasonal demand, poor communication, power problem and storage problem etc. This chapter introduces the execution scheme of the study conducted on the four rural markets in the Cachar district of Assam.

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; it is an outdoor space for people on large scale where people offer goods for sale; it is a particular area of trade or business which demands for particular goods and services reflecting people’s needs and choices. The essential condition for benefitting from the market is possession of or access to assets required to produce goods and services that are demanded (Rajagopal 1995: 150). Sociologically, it thus implies 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 live in rural India constituting (68.84%) of the total population of 1210.2 millions (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. Thus, rural market in Barak valley has caught the attention of several corporations and marketers. The rural markets of Barak valley have some specific features; these features are:

i) The rural market of the valley is consumer oriented markets.

ii) The rural markets of the valley focuses on the market oriented products.

iii) The role of the rural markets of the valley is to promote Stimulating and conversional marketing practices.

iv) Rural markets of Barak valley perform innovation of product and communication.

v) Most of the rural markets deal in commercial activity.

vi) Sellers and buyers are the main participants of the rural markets in Barak valley.

vii) Most of the time rural markets in the valley offers product and services to the consumers and society as a whole.

viii) The rural markets of the valley are motivated towards profit maximizing business policy.

ix) Finally, profit maximization and customer satisfaction are the goal of the rural markets of the valley.

The pace of development is slow in this region but, increase in purchasing power, increasing literacy level, social mobility contributes to changes in the pattern of rural demands. Earlier, the general impression was that the rural markets have potential for agricultural inputs but the valley is a growing market
for consumer goods. To understand the approach of the rural marketing in Barak valley, it is necessary to draw distinctions between the transactional approach and developmental approaches of marketing. The differences are:

i) **Concept**: Transactional approach is consumer oriented, but developmental approach is society oriented.

ii) **Role**: The role of the transactional approach of marketing is stimulating communication but, developmental approach of rural marketing is catalytic and agent of transformation.

iii) **Focus**: In transactional approach focus is on the market oriented product but, developmental approach of marketing leads to social change.

iv) **Task**: Product innovation and communication are the key task of transactional approach, whereas, social innovation is the key task of developmental approach.

v) **Activity**: The transactional approaches mostly deal with commercial activity and developmental approaches mostly deal with socio-cultural and economic activities.

vi) **Participants**: Sellers and buyers are the main participants in transactional approach of marketing and but, government and voluntary agencies are the participants of developmental approach of marketing.

vii) **Output**: Transactional approach of marketing offers products and services whereas, developmental approach of marketing offers development schemes, projects and programmes.

viii) **Motivation**: Profit maximizing business policy is the motivation of transactional approach of marketing but, services, ideological or public policy are the motivation of developmental approach of marketing.

ix) **Goal**: The goals of transactional approach are profit maximization and customer satisfaction but, market development is the goal of developmental approach.

Thus, by analyzing the features of rural markets in Barak valley and the differences between the transactional and developmental approaches of marketing we can say that, most of the rural markets in Barak valley present a variety along with more transactional and less developmental approach. Yet, it is significantly
coming up in its all variety and it has distinction with the main stream rural market. Hence, there is a need to study the emerging phenomenon of rural market in a far-off region like Barak valley of the country.

REVIEW OF THE LITERATURE

The literature on rural market comprises rural marketing and rural market in their various aspects. The studies on rural market are divided into the following classes.

(i) \textbf{Studies Related to the Potential of Rural Market}

India’s rural market is much larger as compared to its urban market in terms of population and households. Until the recent past it has been characterized by low income poor literacy and inadequate infrastructural facilities, despite the fact that over two third (68.84%) of the Indian population is rural and over half (56%) of its national income is generated by the rural areas (Census, 2011). In the present context many companies such as Dabur, Palmolive, Amul, Hero moto corp, Tata and so on producing consumables and durables are being sustained by rural demand which has brought a sharp focus on rural markets. Rural market can play an important role in industrial development and solving unemployment problem. Rural markets are now dominating the urban market in terms of demand and potential. The rural population is almost double of the urban market. The rural people is also urbanised gradually with the raise in literacy rates and publicity to global trends. It showed interest in branded products and services. The consumption trend in rural areas had shown a paradigm shift from price to quality of products. The winds of liberalization in marketing policies removed barriers and many national and international manufacturers have made a venture into different rural markets. The rural market becomes day-to-day attractive because of its size and increase in the population and households despite the mass departure to urban areas. Further, there was a shift from an agricultural economy to manufacturing and service economy and this development has been resulted into increasing job opportunities, income and demand for goods and services in rural markets. The rising rural economy presents a wide range of opportunities to consumer and industrial markets. There
is need for perspectival development in northeastern region of India, keeping in mind the traditions as even Barak Valley of south Assam has a long tradition of handicrafts, weaving, carpentry, boat making and manufacturing various goods for domestic, agricultural and other uses. Studies reviewed for the period 1968-2013, conducted in various states and region of India bring out the potential of Indian rural market. (Dutta 1994, Ganguly 1997, Mohammed 1998, Venkatesh 2006, Pardeep Kumar 2013, Dhingra 2007, Gopalaswami 1968, Sayulu 1994, Narayan Krishnamurthy 2009).

(ii) Studies Related to the Strategy of Rural Market

Strategy for rural marketing is an essential part of the development of rural market. 68.84% of the total population spread over 64100 villages has been completely ignored by the majority of our business houses. A well conceived rural marketing strategy envisages proper understanding of consumers and planning of products to suit their needs. Products are now being sold for the first time in rural areas with the increased in purchasing power greater prosperity and changing life styles of rural consumers. There is greater opportunity to market a variety of products in rural areas. Strategy for the development of hilly and tribal areas continuously takes care of the traditional skills, crafts, occupations, of the people, their needs, aspirations, constraints and inherent capabilities and in most cases it may is necessary to evolve technology appropriates to its local condition than to transfer already existing technologies. Viable strategy for effective marketing management involves identification of marketing challenges coming in the wake of rapid technological changes and promptly turning them into opportunities for marketing of products and services. However, strategy for rural market in India has not fared well on the front of its management, technological evolution and capacity to utilize marketing challenges in these times of transformation under globalisation. Studies reviewed for the period from 1996-2013 conducted in various states of India, have specially focused on these aspects (Ganguly 1997, Baig 1998, Boyd 1996, Menon 1996, Hassan 1996, Sharma 1996, Thambi 1996, Neelamegham 1996, Sarin 1996, Dholakia 1996, Srinivasan 1996, T Sharma 2013, V K bishnoi 2013 Mane 1996, Bartels 1996, Agarwal 2004, Goswami 2004, Kapil Bhagat 2005, Vivek Parikh 2008).
(iii) Studies Concerned with the Working of Rural Market

Throughout the history, market has played an important role in the development of societies. In India, the structural adjustment policies (1991) may have impacted on rural market directly through the reform agenda for agriculture as well as indirectly through the linkage of non-farm activities with agricultural growth and rural market with the urban market. Marketing has however not even been thought of or looked into as a probable cause of the ill working of public enterprise. It is emphasized that the marketing function on approach especially in a public enterprise is not to accept the limitation of resources rather explain the means of expending and supplementing them in order to progressively enhance the ability to provide consumer satisfaction, this bring out distinctly the advantages of a marketing approach by public enterprises in its decision making, concentrating on distribution, promotion and pricing policies with practical examples in public enterprise. Improved packaging better handling conditions, effective delivery system, better appreciation by the marketing people of machines, banking and other means of financial transactions are some of the way by which marketing cost can be reduced and its efficiency improved. Marketing system plays a crucial role in achieving the twin objectives of providing remunerative prices to the farmers for their products and ensuring regular supplies of these products to the consumers at reasonable prices. Effective marketing in addition to bringing proper utilization of the produce that might otherwise go waste also motivate the farmers to produce more and to maximize the returns from their fields. Efficient marketing helps in effective distribution of farms products and inputs at the minimum cost from the producers to the consumers. Studies reviewed for the period from 1971-2013, conducted in various states of India, reveal functioning of rural markets (Krishna 1996, Singh 1996, Agarwal 1997, Roy 1996, Mehta 1996, Ekbate 1996, Venkataraman 1996, Mohanty 1996, Sharma 1996, Roy 1996, Mathew 1996, Holmes 1971, Subbarao 1978, Lele 1971, Pradeep Kashayap and Siddhartha 2006, F A Iylin 2009, Anil Kalotra 2013).
(iv) Studies Dealing with the Problems of Rural Market

Rural market in India is facing problems of manufacturing goods, transport, warehousing, physical distribution, dealer network and credit. The rural hats and markets suffer from insufficient infrastructural facilities and dominance of intermediaries. Absence of competition in rural market is another problem for its development. In fact the problems of rural market are dynamic in nature and vary along the time and place. Generally its problems related to non availability of material, finance, technology, planning for selling and producing of durable consumer goods, perishable goods and storage. Rural market remains unexploited because of mainly three challenges distance, diversity, and dispersion. As much as rural India presents a great opportunity, there are still many challenges that have to be rise above. Dispersed population and trade, large number of middleman in the value chains leading to the higher costs, scarce bank and credit facilities for rural customers and retailers, are the problems. Thus, there are several problems that make it difficult to progress in the rural market. The large population and number of households indicates a widely spread out market and it is a challenge for the seller to service this dispersed market. The number of the villages is more than 6 lakhs and is not uniform in size. Low per capita income leads to low purchasing power. Almost half of the villages do not have all-weather roads. Therefore reaching these villages is physically very taxing. Hence, circulation efforts made by the marketers are costly and ineffective. Bulk of rural people is not economically stable and is tradition-bound, defeatist, hindered in age-old customs, traditions, habits, taboos, and practices. The large segments of rural population have remained untouched by technological breakthroughs and literacy amongst rural people is low. In northeastern region, transport problem is the root cause of underdevelopment of rural market and hampers the marketing of perishable goods. Besides deficiency in marketing and entrepreneurial practices is another major cause of sluggish growth of rural market. In case of the region, preference is given to policy formulation rather than implementation and in many cases good policies are not implemented due to deliberate attitude of the bureaucrats. The problems of rural market have gained considerable significance in recent years and one of the important steps taken to remove such problems was

(v) Studies Covering the Impact of Rural Market

Rural market spread all over the country is not the same; it varies in terms of products, consumer behaviour, profit and gains etc. The very nature of economic activities of rural market, extending from the provision of quality access to financial solutions, is vital for the development of people residing in the rural areas. The relative importance of profits, prices and efficiency in the context of both the private and public sector undertakings in India, and the price policy interventions by the government have become the common concepts of the management of developing economies. The infrastructure facilities like roads, rural electrification, public distribution system, cinema, television coverage and the like, have received considerable attention in rural areas. The infrastructural facilities in rural areas are increasing fast. As per the census 2011, about 66 per cent of villages are covered by all weather roads. Majority of the villages are provided with partial services. Almost all the villages are connected with electricity. There is a steady increase in rural incomes on account of increased agricultural production, rural industrialization etc. The literacy rate has been increasing at a good pace. Rural market has a wide impact on the socio-economic aspects of human beings, such as, solution of employment problem, establishment of industries, construction of roads, electricity and drinking water facilities. Studies reviewed for the period 1992-2013 conducted in various states of India, shows this impact of rural market in India (Acharya 1992, Mehta and Joag 1996, Giri 1996, Murthy 1998, Desai 1996, Mathew 1996, Sudhamati 2003, Prasain 2004, Baishya 1999, Manpreet Kaur 2013, R Chakroborty, A Chakroborty 2013).
From the review of literature it seems that quite a few studies deal with the issues of regulated rural market and interdependence of rural and urban sectors of India. Above all, the existing studies have mainly focused on economic aspects. Besides, the region of Barak valley has a variety of rural market which shows increased transaction and exchanges over the years, yet, there is found no study of such market, providing its sociological understanding. Therefore, a question arises: What patterns of rural market are perceived in Assam, especially in Cachar district?

OBJECTIVES

The study had following objectives:

i. To understand the socio-historical conditions for the emergence of rural market in Barak Valley

ii. To appreciate the social organization of rural market in Barak Valley

iii. To analyse the structure and functioning of rural market in Barak Valley

iv. To appreciate impacts of rural markets on the society, economy and culture in Barak Valley

RESEARCH QUESTIONS

1. What is the socio-historical background of the emergence of rural market in Assam, especially in Barak valley?

2. What social units organize the rural market in Barak Valley?

3. What kind of structural and functional patterns of the rural market are perceived in Barak Valley?

4. What kind of impacts of the rural market is perceived on the society, economy and culture in Barak Valley?
DATA AND METHODOLOGY

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.

Sources and Types of Data

For the study, oral data were collected from the respondents selected from four types of rural market; namely, permanent (Irongmara), yearly (Silcoorie), weekly (Dwarbond) and daily (Alyenpur). The respondents were of two types; namely, shopkeepers and customers.

Universe and Units of the Study

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.

A permanent market has a permanent structure and remains open for the entire day round the year. It is a daily gathering for buying and selling of non-perishable and stationary items. Irongmara Bazar in Borjalenga Development Block has a permanent structure and it deals in both hand-made and machine-made items. Permanent market is the focal point of rural life and provides an important place where people can meet. It is an attractive place to do business represents buyers and sellers equally. Competition is promoted amongst sellers and at the same time the sellers have a large number of potential customers.

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

Yearly market is a gathering of people exchanging products and services as in most of the cases people in rural areas are participating. In Barak valley
most of the yearly markets are related to religious purposes. It is a place where people come from different parts and share their views and sometimes take the major decisions concerning their life.

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

Weekly market is a periodical gathering of consumers or people for the purpose of buying and selling, i.e., exchanging goods and services, and even ideas, tangible and intangible. 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.

(iv) Aleyenpur bazar, a daily market (of perishable goods), in Nayabil Gaon Panchayat of Cachar districts of south Assam.

Daily market means a daily gathering of people to share their views with one another and buying and selling of perishable commodities. The daily market has temporary structure and remains open for four to five hours every day. These markets are usually to sell the small quantities produced by farmers to local traders and consumers.

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.

**Selection of the Units**

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, ie, 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.

Tools for Data Collection

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).

Organisation of the Study

The study is divided into eight chapters.

i. 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.

ii. The second chapter entitled Rural Market in India highlights the rural market and its importance and significance in India.
iii. 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.

iv. The fourth chapter entitled the *Permanent Market of Irongmara* deals with the social organization, structure and functioning and impact of the market.

v. Chapter five on *Yearly Mela Market of Silcoorie* discusses the social organization, structure and functioning and impact of the market.

vi. Chapter six entitled the *Weekly Market of Dwarbond* analyses the social organization, structure and functioning and impact of the market.

vii. Chapter seven entitled the *Daily Market of Alyenpur* deals with the social organization, structure and functioning and the impact of the market.

viii. The last chapter on *Summary, Findings and Conclusion* summarizes the study and comes out with the rural markets developmental functions to conclude the study.

SIGNIFICANCE OF THE STUDY

The study is one of a few sociological attempts made to understand India’s emerging rural market which has for long depended on urban market. Rural market received a shot in arm recently during the period of economic reforms in the 1990s and is falling on the line of urban market. The phenomenon of rural market and resultant rural life style changes are by now getting perceptible. The study sheds light on the new facts such as social organization of the market, structure and functioning of the market and impact of the market in the south Assam where it has its own distinctiveness in terms of variety of organization, products and working, and contributes to the existing knowledge in the area of economic sociology.