

THE EVOLUTION AND STRUCTURE OF RETAIL TRADE

A CASE STUDY OF UMLING BAZAR, SHILLONG

KWILLY NONGRUM

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C O N T E N T S

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List of Figures, Tables and Plates

	<u>Page No.</u>
CHAPTER 1 INTRODUCTION	2 - 22
CHAPTER 2 THE EVOLUTION OF UMPLING RETAIL MARKET	23 - 52
CHAPTER 3 LOCATION AND MORPHOLOGY OF UMPLING RETAIL MARKET	53 - 77
CHAPTER 4 STRUCTURE OF UMPLING RETAIL MARKET	78 - 106
CHAPTER 5 EMPLOYMENT STRUCTURE OF UMPLING RETAIL MARKET	107 - 121
CHAPTER 6 SUMMARY AND CONCLUSION	122 - 126

P L A T E S

1. ROADSIDE VENDOURY IN THE EVENING	127
2. NEW CONCRETE SHOPS REPLACING OLD WOODEN SHOPS	127
3. BRISK SHOPPING IN THE EVENING	128
4. IMPORTANCE OF VENDOUR ACTIVITIES	128

A P P E N D I X	129 - 130
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B I B L I O G R A P H Y	131 - 133
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22nd September, 1989

C E R T I F I C A T E

This is to certify that the dissertation titled,
" Evolution and Structure of retail trade : A case study of
Umpling ", submitted by K. Nongrum towards partial fulfillment
of the degree of Master of Philosophy (M.Phil) in Geography
is a bonafide study to the best of my knowledge and belief.
Ideas, concepts and quotations from other scholars have been
duly acknowledged.

The dissertation may now be placed before examiners
for due evaluation.


(A. C. MOHAPATRA)

ACKNOWLEDGEMENT

The study of Retail trade is one of the most important aspect of our day to day life. The focus of this study is to explore the importance of Retail trade in Umpling Market. The first part deals with the Evolution of this Market considering many factors which has helped in the emergence of the Retail market. A comparative study was also done with other markets in the Khasi hills and around Shillong so as to understand the real essence of the emergence of Umpling Retail market. The second part is fully devoted to the study of the internal structure i.e., locational, morphology, trade structure and employment etc. of the market and its surrounding area. Many theories and ideas contributed by different scholars applicable in this case are also incorporated to have a clear understanding of the study area.

I express my gratitude to Dr. A.C.Mohapatra (Supervisor) on whose guidance this work has been accomplished. I would also like to take this opportunity in thanking the Head of Department, Dr. R.Gopalakrishnan for being so kind in allowing me to use the department's typewriters and other instruments. Thanks also goes to all teaching staff especially Dr. S.Singh who has finally taken the enthusiasm and pleasure in correcting the manuscripts.

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Lastly, I would also like to mention that all the content incorporated in this dissertation are solely under my responsibility.

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LIST OF FIGURES

<u>Fig.</u>	<u>Title</u>	<u>Page No.</u>
1.	Map of Meghalaya showing Shillong	1
2.	Shillong Standard Urban Area 1981	24
3.	Fringe Village of Shillong	25
4.	Shillong City Showing Rynjah Village	54
5.	Shillong Agglomeration 1981	55
6.	North-South Profile of Khasi & Jaintia Hills	56
7.	Age and Sex Pyramid of Rynjah	57
8.	Rainfall and Temperature graph of Shillong	59
9.	Khasi and Jaintia Hills Rainfall	61
10.	Rynjah Village Landuse 1975	71
11.	Rynjah Village Landuse 1989	72
12.	Community Allocation of Shops (in % and degrees)	83
13.	Investment in Commodity at Different Levels (in Rupees) Communitywise	86
14.	Profit (in Rupees) Communitywise	90
15.	Rental Range of Shops and Community Holding per Rental Range	97
16.	Shillong-Rynjah Commodity Flow	104
17.	Employment Structure of Umpling Retail Market	116

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LIST OF TABLES

<u>Table</u>	<u>Title</u>	
1.	Population of Shillong Urban Agglomeration	31
2.	Sex Ratio of Shillong Urban Agglomeration (1971-81)	33
3.	Variables Showing Degree of Changes in the Fringe Villages of Shillong U.A. (1971-81)	34
4.	Degree of Change in the Level of Literacy in Fringe Village of Shillong U.A. (1971-81)	35
5.	Level of Literacy in Shillong Urban Agglomeration	36
6.	Composite Index for Identification of Villages with more U-rban characteristics (1971-81)	37
7.	Population Age and Sex of Rynjah Village	58
8.	Average Annual Maximum and Minimum Temperature (Centigrade) at Importance Centres in Khasi Hills (Shillong)	60
9.	Annual Total Rainfall at Important Centres in East Khasi Hills (In mm)	62

TABLES Contd....

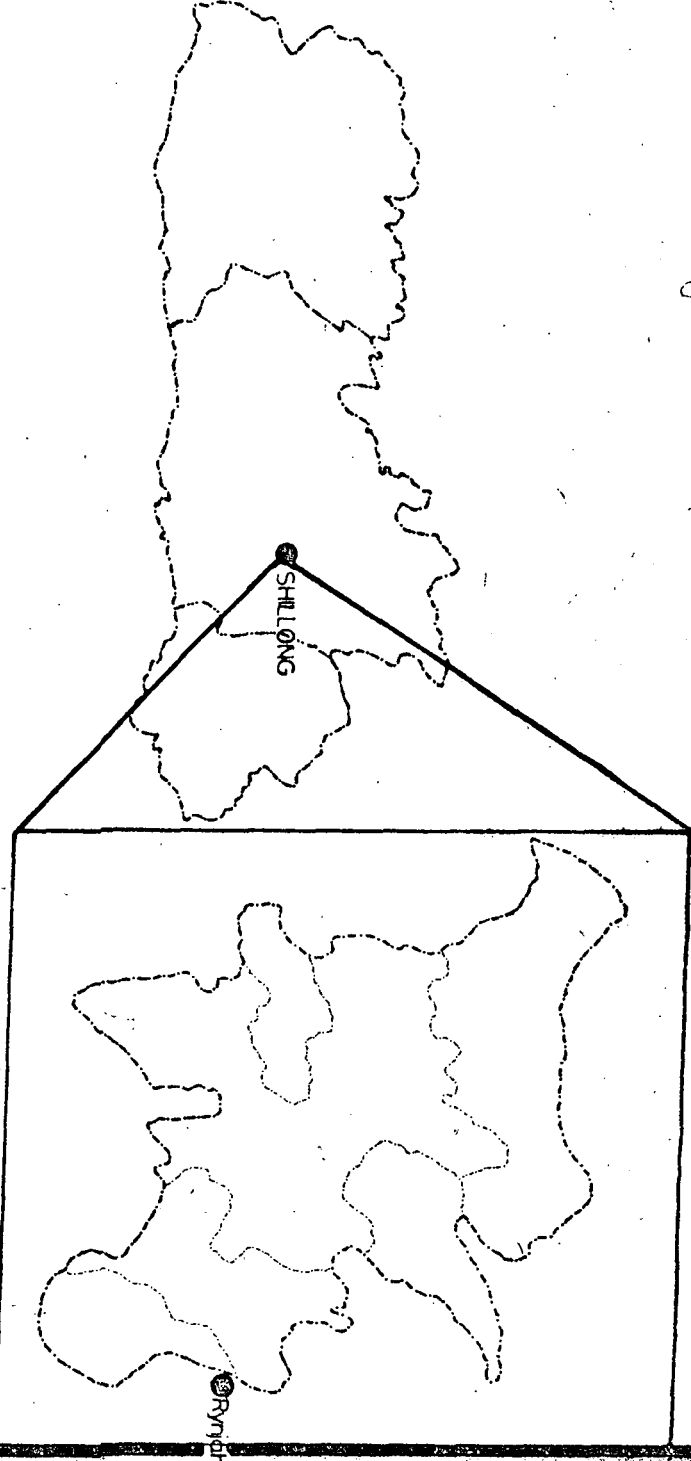
<u>Table</u>	<u>Title</u>	<u>Page No.</u>
10.	Community Allocation of Shops (Umpling Retail Market)	84
11.	Investment in Commodity at Different Levels (In Rupees) Communitywise	87
12.	Vendour Component in Retailing (Communitywise)	89
13.	Profit in Rupees (Communitywise)	91
14.	Community Hold in Commodity Composition	93
15.	Female Component in Retail Activities	96
16.	Rental Structure	98
17.	Illegal Operators in Retail Trade (Umpling Bazar)	102
18.	Shift in the Share of Workers to Total Workers (1971-81)	110
	Table - 3 continuation	114
19.	Dependency Ratio of Rynjah Village 1989	115
20.	Female Component in Retailing and Shopholding	115
21.	Employment Structure of Umpling Retail Market in Shops	117

FIG-1

MAP OF MEGHALAYA SHOWING SHILLONG

0 10 20 30 km

Scale
Metre 1000 0 1 2 3 km



CHAPTER - 1INTRODUCTION

Retail trade is one of the most significant aspects of Marketing geography which is a component of Economic Geography. According to Peter Scott, retail distribution or retail trade is a very important sector of national economy, while perceiving the case of the western countries¹. Yet, despite of its economic importance retail distribution or trade has remain a neglected field of academic enquiry untill recently². The need for marketing geography was first pointed out by William Applebaum. In his arguement he emphasized the need to study marketing. He pointed out that though the subject has been neglected by geographers, a large section of the working population is engaged in marketing function, and a large part of the urban landscape is devoted to structures of whole sales and retail trade and the complex channels of distribution leading from the producing to consuming areas³. As said earlier, Retail trade being a component of Marketing Geography, the importance of the latter in the early stage has been visualized by many American geographers. With this rouse of interest, Ramond Murphoy introduced a special edition of an American journal 'Economic Geography,' entitled,

1. Scott, Peter, "Geography and Retailing", P.12.
2. Scott, Peter, (1970) : Ibid. P.12
3. Applebaum, William, (1954) : "Marketing Geography" American, Inventory and Prospects, (Published for the Association of American Geographers by Syra Cuse University), pp. 245-259.

'Marketing Geography comes of Age' in 1961. The separate status of Marketing Geography was then recognised only in 1972. Thus, Marketing geography received a considerable attention from geographers only for the last 2 decades and is a dynamic discipline with a 'short history and a long future'.

The Introduction of 'Central Place Theory' in 1933 by Walter Christaller has roused great interest among the geographers and has added considerably to the knowledge of retail trade. Apart from retailing 'Central Place Theory' is also related to all tertiary activities⁴. According to Christaller, the starting point is that an urban centre, be it a town or hamlet, exists primarily to provide goods and services for the surrounding areas. Such services are termed as 'Central Function', and services centres providing them are 'Central Places'⁵. It would be impossible to discuss the evolution of a market or the importance of any trade, be it whole sale or Retail trade without a basic understanding of the 'Central Place Theory' of Christaller. Christaller visualized that a central place would have to be located at the centre of minimum travel. Though it is a theory of just assuming and not quite practical in reality, it has by no means contributed a lot in understanding the evolution of market centres and their functions.

4. Scott, Peter. (1970) : op.cit, p.12

5. Ibid, p.12

Although with the understanding of the theory's limitations, it is still worthwhile to mention some of its essence. According to Christaller, assuming that if given a uniformly distributed purchasing power and uniform expenditure pattern with equal accessibility from all points, the 'Complementary region' would be hexagonal in shape. This also implies to the shops located in central places would also have hexagonal market areas. Therefore, with this analysis we could understand that the larger the centre is, the greater the volume, be it in establishments and business types, offer more goods and services and do greater volume of business than smaller centres. Small centres mostly deals with essential commodities and services which consumers purchase frequently with minimum travelling. Christaller held that central places or shopping centres comprise of a hierarchy made up of discrete groups of centres. He also held that each shopping centre of higher order provide all the goods and services provided by lower order centre along with a discrete group of higher - order functions. Therefore, we could assume that the market areas of the lower-order centres rest within the market areas of the higher order centres. The system of central places and their complementary regions could be governed by three alternative principles. The marketing principles is based on the assumption that all the areas could be served its own hinterland and an area or population equivalent to two other settlement in addition (K=3 Principle). The pattern of settlement hierarchy according to transport principle

would be such that many settlements would lie on the main transport routes connecting the higher order centre (K=4 Principle). According to administrative principle the efficient administration control of settlements would result in the evolution of distinct complementary regions in which case a complete hexagonal system is postulated (K=7).

As has been said earlier, Christaller's 'Theory of Central Place' faces severe criticism. Firstly, the assumptions are unrealistic. Secondly, Models are static ones and lack time dimension and lack actual history of settlements. Thirdly, the model has several fix tiers and each tier has the same size and functions, and all higher order place perform all the functions of the small central places. On these bases, Christaller's 'Theory of Central Places' need modification. Therefore, August Losch came out with his 'Economic Landscape'⁶.

August Losch used similar hexagonal framework for his theoretical landscape, but improved and extended on Christaller form by showing how a complete economic landscape can be created based on a general concept of hierarchies. By combining the special cases of Christaller's framework as mentioned above, Losch evolved the framework of an economic landscape in which the number of centres and functions performed at each level of the hierarchy could be flexible. This

6. Losch, August, ' The Economic of Location! p.119

means that all places having similar population size need not have the same level of functions. Thus, Loschian model seem more realistic, though the existence of discrete steps or breaks in hierarchy or continuity in sequence is still questioned. Therefore, Losch's modification of central place theory turns it to a more complex and less rigid than Christaller's. The flexibilities stem from the assumption that as opposed to Christaller, Losch leaves the number of centres at a given level in the hierarchy to be served by a central place at the next higher level free to vary and be determined within the model. Infact, Christaller's theory is a special case of the more general Loschian model. In the Loschian model, although he asserts the vertical arrangement of sub-centre as hierarchal. It is quite clear that the hierarchal structure of the economic Landscape is much less cleared out. Central place theory therefore, could not be regarded as a general theory of spacing and size distribution cities. It should be seen rather as altering of location one of the cities locating like service centres.

The main complementary between these two is that there is a considerable interest in both to the problem of development in the geographical space. Infact, to some extent the Central Place Theory can be considered as complementary to Boudiville theory of localized poles of growth. While Boudiville theory of localize functional growth poles in geographical space is not by itself a theory of location which

explain where the functional growth poles are or where they will be located in geographical space.

For these kinds of locational explanations, the growth pole theory must rely on theories of location of which the Central Place Theory is the only general theory which takes account of interdependencies among services activities resulting from the spatial division of labour. On the other hand, Central place theory does not explain the growth phenomena. It is therefore, a static theory. On the other hand, the growth pole is the dynamic one and explains how induced growth can operate in relative static economy. Thus, with the understanding of the phenomena mentioned above, we could come now to the reality which effect the economy in space.

There are two sets of markets operating within economies, i.e., the market for goods and services and the market for factors of production. These sets link buyer and seller and so facilitate the exchange of commodities passing between them. However, what are market places at the first instance ? A market place according to Hodder and Lee 'may be defined as a public gathering of buyers and sellers meeting at appointed location at a regular time'⁷. Thus, the understanding of the Central Place Theory is a must in this case. Hodder and Lee held that, the function of a central place is to provide a wide range of goods and services to the population surrounding

7. Hodder, B.W. and Lee, Roger, 'Economic Geography', p.137.

it. By understanding the above statements we could now analyse the essence of retail trade and whole sale.

Firstly we face with the problem of understanding the difference between retail and wholesale trade. According to Beckman and Engle, there are three basic criteria to distinguish wholesaling and retailing. They are : (i) The status of motives of the purchaser - whole saling involves the sale of one entrepreneur to another, intended for resale by the second, (ii) whole saling is concerned with bulk demand rather than unit demand (iii) Here according to the standard industrial classification (1968) whole-sale trade involve establishment or places of business primarily engaged in selling merchandise to retailers. Having analysed all these, we now come to the problem of development retail trade in Shillong city with special reference to Umpling (Bazar).

Statement of the Problem :

Till recently, urbanisation was in the incipient stage in the North-East region of India. The share of urban population was not more than 10 percent. This is due to the reason that the region has long remained in relative isolation from the rest of the country with a dominant tribal mode of production. Even, strong colonial penetration of about a century (1850-1947 AD) has failed in changing the production

base of the economy from primary to secondary activities. Therefore, with the absence of industrialization, the trade and commerce sector has constantly grown being the back bone of the economy, and has remained the major avenue of employment generation along with expansion in the administration after the Independence.

Within the total population of 1.3 million of Meghalaya (1981), Shillong, the capital of the State has a significant position accounting for 15 percent of the population of the State. Shillong Urban Agglomeration consists of six townships (1981), i.e., Shillong Municipality, Shillong Cantonment, Nongthymmai, Mawlai, Pynthorumkhrah and Madanrting. Apart from a short setback in early 1970's the city has been growing steadily, but without any significant industrial base. Therefore, employment in administration, other services, trade and commerce and transport is the key element in the growth momentum of the city. Umpling Bazar located in the eastern fringe of Shillong City has got many of the facilities mentioned above. Besides wholesaling, retailing is no doubt the most important aspect of the bazar. In this case, the proposed study is for the Umpling area. Three aspects of retail trade have been contemplated to be studied, like the structure of retail trade, the morphology i.e., location, distribution etc. and the interrelations of a retail trade with other aspects of the economy. Moreover, as number of retail trade nuclei

have come up over time in Shillong, like Nongthymmai, Polo Bazar, Happy Valley, Mawlai, Laban etc. it would be difficult to study them all in order to compare with the emergence of Umpling Bazar.

It is with the above views in mind that the present project is planned, to study in detail the retail trade structure of Umpling Bazar in respect of its evolution, locational factors, morphology, trade structure and associated socio-economic implications.

Literature Survey :

A review on relevant literature to support the case study is very much needed in order to achieve more or less a sound understanding of the internal structure of Rynjah village and the surrounding areas. Though some studies have come out recently, this field of study has been neglected for a very long while. Even upto these day Retailing has not been able to become a full-fledged discipline of its own, but it is still under the shadow of Economic Geography. Therefore, the study denoted particularly to Retailing is scanty.

Henry Smith⁸ was the pioneer in the study of the economic of retailing. But in his comments we find that in the

8. Smith, Henry (1937) : "Retailing Distribution", p.1

very first page, the unhealthy feelings of economist to deal with it. In other word, as Peter Scott said, " because retail trade appears to the English, to contain an essential element of unworthiness, a blend of the sinister themselves with subjects of which the titles carried more dignified and scholarly connotation. He might as well added that this scholar prediction was shared by other social scientists as well, notably by geographers and sociologist; but certainly in subsequent years such prediction was more evident among geographers than among economists⁹. The middle of the century visualized or saw some notable advances in the theory of retailing and in empirical economic enquiry, but the few contribution that were made to our understanding of retailing location and spatial manifestations of Retail Sector in Britain came mainly from the works of Town Planners in case of Britain¹⁰. Only until lately did geographer started paying attention to the spatial analysis of retailing.

It was William Applebaum in 1954 who saw the importance of retailing within the sphere of Marketing Geography¹¹. Even though, it was spelled out by Applebaum, Brian, J.L.¹² Berry also emphasise on this aspect of marketing geography while dealing within metropolitan areas in the service of private business enterprises. In 1962, Jefferys and Knee defined Retail as " all establishments, fixed or not, and all

9. Scott, Peter, op.cit., p.11

10. Ibid, p.11

11. Applebaum, William, op.cit., pp.245-51.

12. Brian, J.L. Berry, "Geography of Market Centres and Retail distribution", p.125.

persons - owner, family workers, employees, full-time or not, engaged wholly or mainly in the sale of goods, in a state ready for final consumption or use, to private consumers. Excluded are units that sell primarily services, e.g., Cafe, Restaurants, drycleaners, laundries and repairers of various sorts of repairing represents the greater part of the trade; also excluded are dealers selling raw materials, agricultural supplies in bulk, machinery and building materials. Included are all retail outlets coming within the above definitions, whether they be fixed shops, kiosks or market stalls, or itinerant traders setting on street corners or selling from door to door¹³.

However, with the propounding of the Central Place Theory and the response of geographer to it have added considerably to our knowledge of spatial retailing pattern. This happened due to Christaller's classic study, 'Die Zentrierten Orte in Suddeutschland'¹⁴ published at Jena in 1933 and brought to the attention of English speaking scholars by Ullman in 1941¹⁵. Geographers dealing with Central Places and city hinterland relationship, denotes many terms such as 'Complementary Region', Urban-Sphere of influence 'Umland', 'urban-field', 'City-region', 'catchment area' etc to solve many purposes within this field. Berry and Pred

13. Jefferys, J.B. and D.Knee (1962) : "Retailing in Europe" Macmillan, London, pp. 143-4.

14. Christaller, W. (1933): "Die Zentrierten Orte in Suddeutschland", Translated by C.W.Baskin, "Central Places in Southern Germany", Englewood Cliff, N.J.

15. Ullman, E. (1941) : "A Theory of location for Cities" American Journal of Sociology, 46, pp. 835-64.

in 1961,¹⁶ also have contributed a lot in order to create substantial literature on Central places. Berry and Garrison too, within the year 1958 has come out with many aspects relating central place theory¹⁷. Losch too have contributed a lot in this field. All these approaches aimed at the problem of delimitation of the surround zones of a city in terms of services and goods under the assumption that all the services and goods have their own sphere of influence and people will travel to the nearest place at which goods and services are available¹⁸. Losch (1954) as Peter Scott put it has studied many aspects of Christaller's Central Place, notably the hexagon, as the most advantageous shape for market areas, demonstrated that the three principles are but special cases drawn from a series of possible solutions. The administrative principle, for example, could be met by a rule of 13. He concludes that a complete regional system embodies an optimum combination of all principles.¹⁹

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16. Berry, B.J.L. and A.Pred., (1961) : "Central Place studies : a bibliography of theory and applications", Regional Science Research Institute, Bibliography Series No.1 Supplement through 1964, by H.G.Barnum, R.Kasperson and S.Kiuchi, 1965.
17. Berry, B.J.L. and Garrison, W.L. (1958)(a) : 'The Functional bases of the central place Hierarchy', Economic Geography, 34, pp. 145-54.
 Berry, B.J.L. and Garrison, W.L. (1958)(b) : 'A Note on central place theory and the range of a good', Economic Geography, 34, pp.304-11.
 Berry, B.J.L. and Garrison, W.L. (1958)(c) : 'Recent development of central place theory', Papers and Proceedings of the Regional Science Association, 4, pp.107-20.
18. Losch, August, 'Die raumliche Ordnung der Wirtschaft Sechste neu durchgearbeitete Auflage', Juna, 1944, Translated by Wolfgang F.Stolper as 'The Economic of Location' New Haven, Yale University Press, 1954.
19. Scott, Peter, op.cit, p.13.

He also added that similar do not necessarily perform same function, centre need not be larger, the greater the size of their market areas, centres if ranked by size may under circumstances appear to be a continuum; and market areas may vary sufficiently in size as to preclude a resting pattern characteristic of Christaller's system. In the Loschian system, consumer is again minimised and no firm can earn excess profits²⁰.

Subsequently Berry and Garrison (1958, b,c), reformulated Central-place theory in term of 'threshold' and 'range', which together enable a hierarchical structure to be developed without the assumption of uniformly distributed purchasing power basic to the arrangement of hexagonal market area²¹. Christaller in 1966²² defined the 'range of a good' as 'the farthest distance the dispersed population is willing to go in order to buy a good offer at a place'. This limit is determined by spatial competition among the centre supplying the goods. He also emphasised that the range also has a 'lower limit' which Berry and Garrison termed as threshold. "Thresh hold"²³ according to Berry and Garrison is the minimum amount of purchasing power necessary to support the supply of a goods from a centre. Given only the concepts of threshold and range they maintain that a central place

20. Scott, Peter, Ibid., p.13.

21. Berry, B.J.L. and Garrison, W.L. (1958b), :Op.cit. pp.304-11

22. Berry, B.J.L. and Garrison, W.L. (1958c), :Op.cit. pp.107-20

22. Christaller, W. (1966) : Op.cit., p.222 and 9.54.

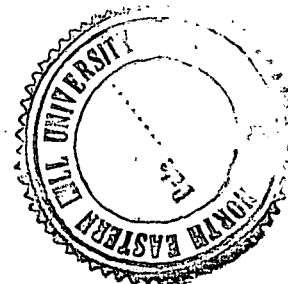
23. Scott, Peter, Op.cit., p.14.

hierarchy will emerge whatever the distribution of purchasing power and whether in rural regions or within a conurbation. These concepts no longer require the notion of no excess profits. There are still many more scholars who have ventured in this field like Beckmann, Schell, Thomas, Johnston, Kenyon and have come out with many views but are within the same channel²⁴.

In the same way central place theory also face many criticism and much of it is directed at its concept of demand. Infact, these are done for the betterment of the state of affair in regard to this direction.

-
24. (1) Beckmann, M.J. (1958) : 'Cities hierarchies and the distribution of City size', Economic Development and cultural change, 6, pp. 243-8
- (ii) Schell, E. (1964) : 'Aspect of central place theory unsubstantiated by store facilities in Boston's retail landscape', Abstract of paper 20th International geographical Congress, London, p.207 (Edited by F.E.Ian Hamilton).
- (iii) Thomas, E.N. (1961) : 'Towards an expanded central place model', Geographical Review, pp. 400-11.
- (iv) Johnston, R.J. (1966) : 'The distribution of an intra-metropolitan central place hierarchy', Australian Geographical Studies', 4, pp.19-33.
- (v) Kenyon, J.B. (1967) : 'On relationship between central function and size of place', Annals of the Association of American Geographers, 57, pp. 736-50.

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Regarding the fringe study related to market some Indians also have ventured into this sphere. Wadhva (1983)²⁵ noticed that a majority of the people who have shifted out to the fringe area belong to the low or middle income groups. According to few Indian Scholars like Nangia (1976), Alam (1965), Gopi (1978)²⁶ observed that the greater the dynamism of the city leads to a faster growth of fringe area.

Thus with the general review of the all the theories, modification and observances of many scholars, we get an insight to many aspects, while dealing with the study case ' The Evolution of Umpling Retail Trade Market '.

25. Wadhva, Kiran, ' Urban fringe land markets ' Concept Publishing Co., New Delhi, 1983.

26. (i) Alam, M., ' Hyderabad, Secunderabad - A study on urban geography ', Allied Publishers Pvt. Ltd. Hyderabad, 1965.

(ii) Nangia, Sudesh, ' Delhi-Metropolitan region ', K.B. Publications, New Delhi, 1976.

(iii) Gopi, G.N., ' Process of urban fringe Development ' 'A Model'- Concept Publishing Co., New Delhi, 1978, p.98.

Research Querries :

As said earlier, after having a general idea of many aspects related to retailing, there are many aspects which we could venture while dealing with the case study.

This involve the quest for documents, local informations and other valid contributions from many people relating to the evolution of Rynjah village as a whole. There are many factors which are interrelated to this evolution phenomena e.g., the evolution of Shillong, the importance of markets (periodic markets) around Umpling, the political phenomenon which happens and has contributed to this evolution. There will be a thorough check on government schemes and loans which has been granted to this area for development. Many others would also be incorporated within this purview.

Regarding the structure of retail trade many applicable ideas and theories of different scholars would be sorted out and incorporate in this work. Other surveyed information would also be emphasised. The internal structure of the area including the market areas will be carefully analysed as such to give a clear idea of the morphology of area. Maps with Cartographic assistance will be of great help in this work. Tables, graphs and other techniques will be used to give a clear idea of the commodity mix and the composition of traders from different communities will be analysed at large.

Finally, many more surveys will be analysed to enable us to understand the population, sex ratio, dependency ratio and the structure of employment both by self generating, and wage in assistance to the service in trading in the area, along side with other services which could be presented in the market area.

OBJECTIVES :

The present study deals with the evolution and structure of Retail trade of Umpling Bazar. The emphasis throughout is on the analysis of the evolution and retail structure and the interrelation with other aspects of the economy. Regarding the evolution of the market, emphasis would be made on how it has originated factors which have led to the evolution of the retail market will also be studied. In dealing with retailing, all other services apart from the consumption of commodities sold in the market, other services such as workshops of all kinds, and services which are informal and formal would be analysed in detail. In other words, the spatial distribution of all these commodities and services would have to be analysed.

Therefore, we sum the objectives within the following:

- (a) to study the history and conditions on which Umpling retail market developed.
- (b) to study the structure of retail trade in respect to locational attributes, morphology and commodity mix and,
- (c) finally to study the structure of employment (both self and wage employment) and trade structure of the market.

Significance of the Study :

As has been said earlier, in absence of industrialization, trade and commerce sector has constantly grown and became the backbone of the economy of Meghalaya. Therefore, it is important to study the retailing structure of Shillong to get insight of the emerging structure, of retailing in this fast growing urban centre located in a tribal and hill area. Moreover, there are very few studies on the various aspects of market development in the region.

Taking a good look at Umpling Bazar we find that it has become one of the most important growth centres in the eastern fringe of the city. To justify the statement, the functions and services rendered by Umpling bazar has its effect to no less than 5 - 6 square kilometre of the surrounding area. Infact, we could find almost all kinds of essential commodities and services in the bazar (market) viz., Banking, medical aids, whole-sale of stocks of all important commodities, reliable transport facilities, technical school workshop of different construction e.g, fabrication, carpentry, automobile, blacksmithery etc. and building constructions. Due to the presence of schools, government and Military administrative units, adding to the private buildings and homes, have helped in developing the bazar and expanding the volume of its commodities sale and service rendered. The importance of government and military quarters are not the least in the development and expansion of the bazar. Taking a glance at the market we find that in the past few years

it has radiated along the roadside to Umpling proper to Lapalang village, Pohkseh and even farther on. This is due to the uprooting of some 20-25 illegal petty retailing shops in recent years. Therefore, we find that Umpling bazar situated in Rynjah village, is not only a central place of the village itself but a combination of other shops and service and infrastructure found in the three other villages as well e.g., (Pohkseh, Umpling, Lapalang) villages.

Data Sources :

The project would not be an easy one. This is due to the fact that materials would be scarce. The study of Marketing geography is of recent origin (of about two decades old). There are neither any number of significant studies on marketing in the region nor adequate data base of research since the region is relatively backward. Therefore, much of the work will be based on field survey and investigation. Other secondary sources would be from Banks schemes and development programme, Government sources and office of the district council, trading licenses from the District Council, Municipality and the Village Durbar which will be utilized to the extent possible.

Methodology :

Since there exist no systematic data on the problem, as said earlier, most of the information will be collected

from documents and field survey.

The project will involve the study of historical condition and locational on which the market has emerged through historical documents and data on Umpling. The locational structure and morphology would involve detailed mapping of the market by physical survey. The trade structure and employment issues will be studied through a socio-economic survey of the market. Within the methodological section, data would be grouped into variables found to be suitable for the purpose.

- (1) Population growth Rate
- (2) Sex Ratio
- (3) Literacy Rate
- (4) Occupational Structure (dependency structure).
- (5) Simple Quantitative and Cartographic Techniques.

These would be in comparison with other resemblance areas and Shillong agglomeration itself. Other aspect such as immigration also would be dealt with physical survey which give impetus to high share of workers in secondary and tertiary activities.

Thus, in general we could represent the whole survey work in schedule which would be attacked. This Schedule in fact will deal with many relevant aspects needed to be analysed in order to give the work a sound footing and very informative.

Plan of Work :

The study as a whole has been done systematically where each chapter deals with definite aspects.

In the second chapter an attempt has been made to deal with the evolution of Umping retail market. This includes the history and condition of its emergence. The third chapter would deal with the location and morphology of the bazar as a whole. In this chapter the pattern of set up of different stalls and ~~conduse~~ aspects would be highlighted. In chapter four would involve the analysis of the trade structure, emphasising on retail trade in respect to the locational attributes, morphology and commodity mix. The fifth chapter would be on the study of the structure of employment (both self and wage employment) relating to the trade structure. Here a detailed survey has been carried out on all kinds of service rendered by the bazar, right from daily labourers to the big businessmen.

CHAPTER - 2THE EVOLUTION OF UMPLING RETAIL MARKETINTRODUCTION :

The origin of market needs to be carefully analysed before other aspects could be described. There had been theories relating to the origin of markets. The common orthodox theory stated that market started with the individual need to barter, thus leading to local exchange, then the division of labour and local markets. After this sequence has been completed, then comes the need for long distance or external exchange or trade.²⁷ There is another theory which is quite opposite to the former orthodox one. It states that markets depend on trade (external trade) and not that it arise out of the demands of purely individual or local exchange.²⁸ Therefore, markets are not the starting points but are products of long-distance tradings. Thus, generating the division of labour and employment.²⁹

A General Review of Shillong City :

As we all know that Shillong is an agglomeration of 6 townships, i.e., Shillong Municipality, Shillong Cantonment, Nongthymmai, Mawlai, Pynthorumkhrak and Madanrting (shown in Fig. 2, 85).

27. Hedder, B.W. and Lee Rogers : "Economic Geography", p.137

28. Ibid, p.137

29. Ibid, p.137

FIG-2

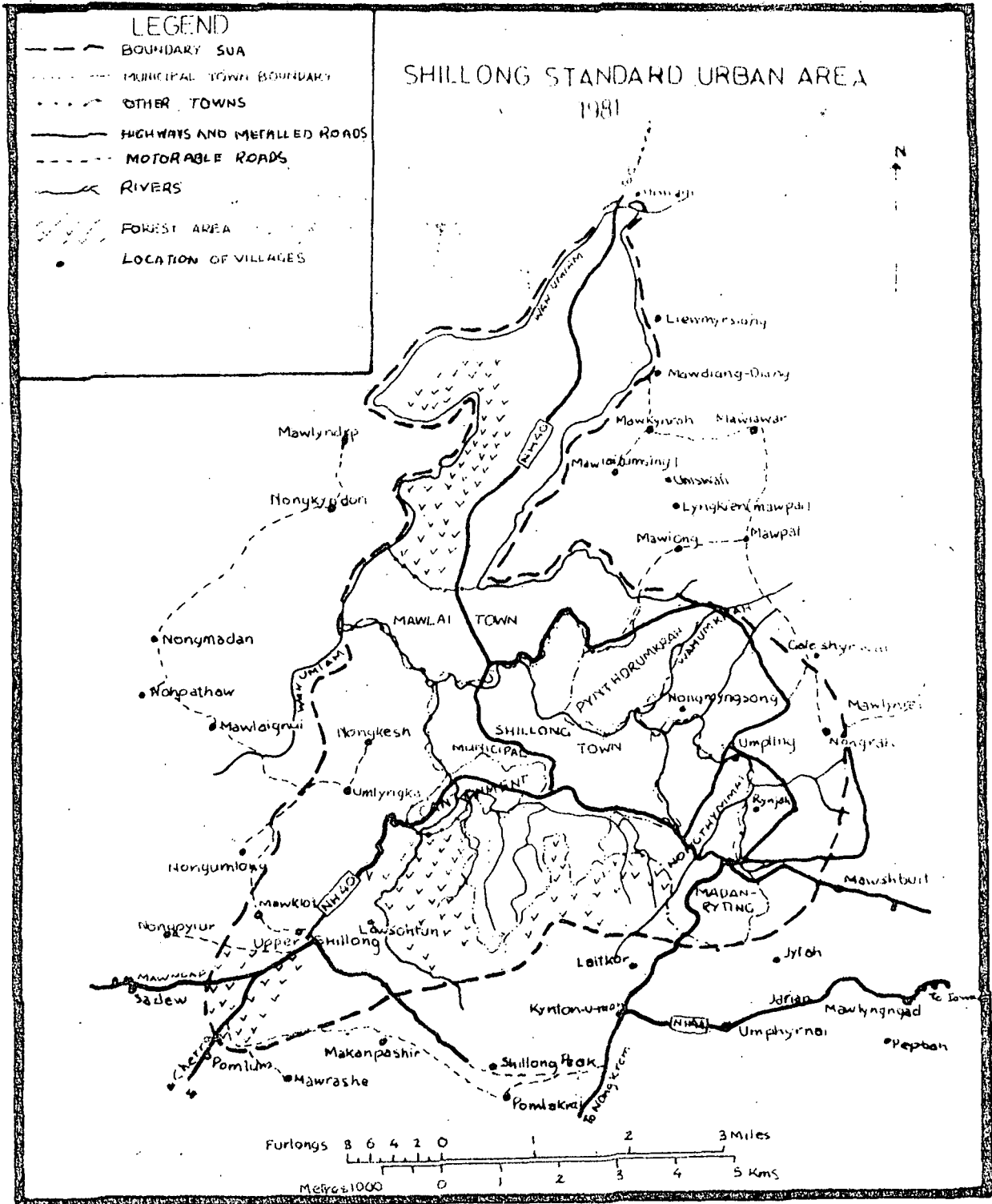
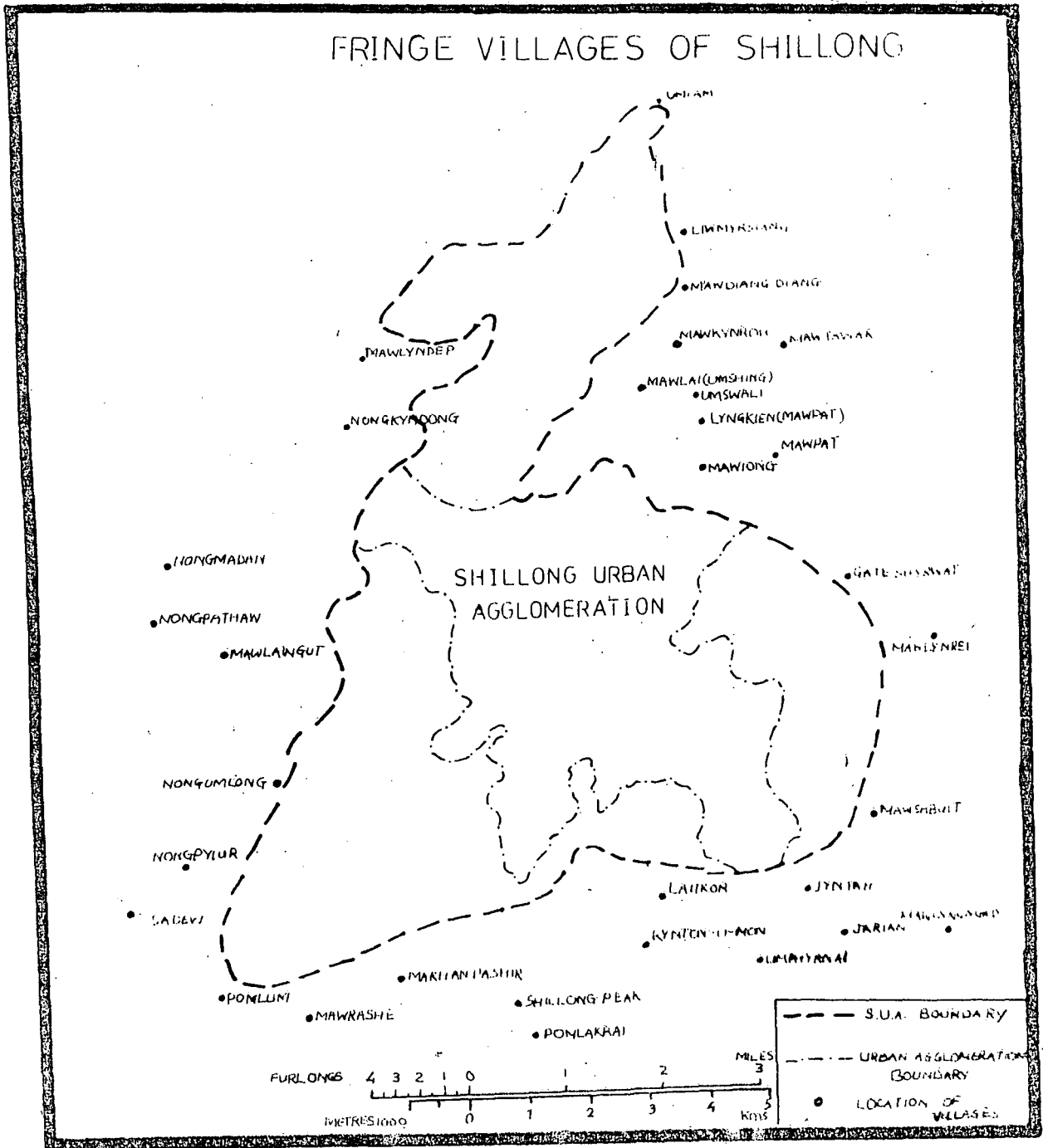


FIG-3



Rynjah lies within the township of Nongthymmai. Being so close to the Shillong city, it is classed as one of the 25 fringe village and also a very dynamic one. "Fringe village depicts a transitional zone between a city and the surrounding villages, in social and economic dynamics"³⁰. It is also a distinct stage in the process of sub-urbanisation.³¹ Due to the expansion and extension of the urban areas, the fringe tends to get in-corporated into the city and a new fringe is created overtime.

In order to understand more about the nature of Rynjah village, a little discussion of the evolution of Shillong nature of urban fringe would be worthwhile. There are three main factors which operated in giving emphasis on the characteristics of an urban fringe. They are as follows:

- (a) Nature and function of the city and
- (b) Overall socio-economic condition of the area within the city and its hinterland.³²

The urbanisation of Shillong is a peculiar one, regarding its location and a predominantly tribal and hilly areas. Shillong infact was a hill (Lum Shyllong) the residing place of the God called 'Lei Shyllong'. Even though the urban centre evolved ~~around~~ the weekly market called Iewduh (Barabazar).³³ The real prominent settlement at that

30. Mahanta, H.B.(1986): Continuity and Change, : A Geographical analysis of the urban fringe of Shillong Urban Agglomeration : A case study of Mawabuit, p.65

31. Gopi, K.N.(1978): "Process of urban fringe Development" A model concept publishing Co. Delhi.

32. Mahanta, H.B.(1986), Op.cit. p.66

33. Ibid. p.68

time (1850's) was in Laban.

The credit of the evolution of Shillong city is no doubt goes to the Britishers who ruled the country at that time. Cherrapunjee was selected as a British Military head quarter in 1829. But due to the harsh weather conditions and shortage of water supply, Shillong was opted in 1834 by Captain Rowlett. Thus, Cherrapunjee lost its importance. Shillong then proved to be a favourable central location and has the advantage of military post and civil station and easy access. This follows the transfer of the District Headquarters of the Khasi and Jaintia hills from Cherrapunjee to Shillong and the shifting was completed in 1876. Shillong was also then made the capital of Assam.

There was allround expansion in Shillong in the post-Independent period. Due to heavy in migration there has been a large expansion of residential and administrative buildings and vacant lands in the municipal area which was created in 1909. Proper planning was absent in Shillong at this stage, there was a haphazard distribution of all kinds of buildings. In 1951, Shillong consists of two parts, the Municipality and Cantonment. By 1961, Nongthymmai and Mawlai townships had developed to form two additional. Due to unrestricted residential expansion and changing in municipal boundary, a clear fringe area developed around Shillong. Happy Valley, Umlyngka, Upper Shillong, Nongkseh, Law Sohtun, Madanrting, Pynthorumkhrak, Nongmynsong and Umpling developed urban characteristics in their morphological and economic

setup. Madanrting and Pynthorumkhrah were included under Shillong Agglomeration in 1981.

In 1972 when the Meghalaya state was created, Shillong remained the capital. Shillong was important for its administrative purpose and has ascribed certain degree of specialization to its functions. The growth of population at a rapid pace leads to the acquisition of new settlement in the urban area. Similarly the share of workers in traditional non-primary occupations declines to a great extent, adding more to the existing urban characteristics. An analysis of its demographic, socio-economic characteristics would be worthwhile in this context.

Examining the Table 1 page-31 certain important characteristics emerge.

The growth of population is higher during the 1960's than the 1970's in all the four constituents except Shillong Municipality. The reason is quite clear due to the large scale out-migration resulting from the shifting of capital from Shillong to Dispur. On the other hand the overall growth rate is higher in the 1970's indicated in the figure for Shillong Agglomeration.

The growth of population is due to the (i) Natural increase (ii) change in the municipality boundary and (iii) in migration from the surrounding rural areas as well as from distant places including inter-state migration.

Excluding the population of Madanrting and Pynthor-
umkhrah the growth of Shillong urban agglomeration remain 28.9
per-cent instead of 43.70 per-cent in 1981. Thus, the population
growth of Shillong depicts of a picture of "Relative stagnation"³⁴.
According to Mohapatra, the causes of the stagnation were due to
(1) Shifting of capital from Shillong to Dispur and (2) Physical
extension of the city into the hinterlands, which do not clearly
figure in the census enumerations.

Immigration into Shillong could be of two types³⁵ (i)
Migration stream from the immediate hinterland of Shillong, and
(ii) Migration from inter-state and distant places within the
state.

But both these, according to Mahanta had no significant
impact as firstly the surrounding areas are governed by tradi-
tional-agriculture and tribal milieu. Secondly, in the second
instance that due to the relative deceleration of its urban func-
tions, particularly after the shift of the capital of Assam,
Shillong has become only a health resort and educational centre.
Furthermore, immigration from other states was by the constitu-
tional safeguards provided to the scheduled tribes of the areas
in the sixth schedule of the Constitution and employment oppor-
tunities in the so call 'White Collar' jobs. However, the construc-
tion sectors have attracted large streams of labour immigration
into the state and Shillong as well. This is quite true with the
case of Rynjah-Umpling area and also of Pynthorumkhrah.

34. Mohapatra, A.C.(1984); "Infrastructural constraints on Urban
development in Hill and Tribal Areas of North-East India",
Paper presented in the 16th Annual Conference of the Regional
Science Association of India, Department of Economics, Jadavpur
University, Calcutta.

35. Mahanta, H.B.(1986) : Op.cit, p.74

By looking at the trend of urbanisation in Shillong, it is found that the eastward trend is more dynamic. This could be to the topographical limitations, slopes characteristics and the complexity of land ownership³⁶ as pointed out by Haloi, that the expansion is relatively slow in many directions. The establishment of housing colonies etc, do not have full liberty in many parts of Shillong, therefore, the statement earlier that the eastward trend of urbanisation is more dynamic. Rynjah village would never have been so important had it not been to the housing colonies. There are four housing colonies which have come up helped by Government loans, they are refugee colony (1950's), Khasi colony (1960's), Posts and Telegraphs Quarters and Society Colony. This constitutes about three quarters of the population of Rynjah area. Moreover, there are Industrial Training Institute (ITI) quarters fast coming up in the southern part of the village, South-east of Rynjah village, we could see a sudden emergence of quarters for military personnels. Even though the eastern areas of Shillong have to accommodate housing colonies, Shillong still face a problem of accommodation and the inner city is getting more and more congested and the traffic density is getting higher everyday and frequent traffic jam is experienced in the city.

Demographic Structure

1971 and 1981 census data for these villages have four indicators which are as follows :-

- (i) Population growth rate
- (ii) Sex Ratio
- (iii) Literacy
- (iv) Occupational structure :

36. Haloi, K. (1984); "Land Ownership in Khasi Hills", Hill Geographer, Vol. II, No. 1 pp.11-17.

TABLE - 1
Population of Shillong Urban Agglomeration

Urban Units	Total Population			Percentage growth	
	1961	1971	1981	1961-71	1971-81
Shillong Municipality	72439	87659	107673	+21.01	+22.85
Cantonment	2988	4730	6653	+58.32	+40.66
Mawlai	8528	14260	20280	+67.21	+42.22
Nongthymmai	10084	16103	21563	+59.69	+33.91
Pynthor Umkhrak	-	-	10735	-	-
Madanting	-	3013	6160	-	-
Shillong U.A.	94039	122752	176064	+30.53	+43.43

Sources: Census of India 1981 and final tables for 1961 and 1971.

Provisional population total Meghalaya Series-14.

(a) Dependency ratio, and

(b) Share of non-agricultural workers.

(a) Population growth rate :

The growth rate of population over the decade 1971-81 can be used as an indicator of the fringe development. The growth rate of a village may result of the three processes (i) Immigration from far-off places into the village (ii) Residential shift from the city and (iii) change in the village boundary. All these three processes are operative in the fringe villages. The higher rate of growth which is higher than any other rural areas and even the city indicates the transitional character of the fringe area. Rynjah village including the refugee colony and the Society colony would certainly experience a growth rate more than that of the Shillong Urban Agglomeration (43.43 per cent) over the decade 1971-81.

(b) Sex Ratio :

The sex ratio can be expressed as the number of females per 1000 males. The decline in sex ratio can be adopted as an indicator of urban influence. The state of Meghalaya shows a higher sex-ratio in general. Any decline in the ratio will indicate a concentration of more male population. The concentration may be the result of (i) sex ratio at birth (ii) differential mortality of the two sexes at different stages of life or (iii) sex selectivity among the migrants, i.e., (a) Male immigration and (b) female outmigration. The decline in the ratio happens if all these factors operate in favour of the males.

TABLE -2

Sex-ratio of Shillong Urban Agglomeration 1971-81

Urban Units	1971	1981
Shillong Municipality	841	910
Cantonment	765	762
Mawia	938	905
Nongthymmai	881	912
Pynthor Umkhrak	-	867
Madanrting	-	950
Shillong U.A.	855	902

Source: Census of India 1981.

Provisional Population Tables 1981 Meghalaya.

TABLE - 3

Variables showing degree of changes in the fringe villages of Shillong
Urban Agglomeration 1971-'81

Name of the village	Locat- ion Code	Decennial populati on growth 1971-81	Sex Ratio		Change in Sex ratio (1971-81)	Literacy			
			% in 1971	% in 1981		% in 1971	% in 1981	% change 1971-81	% growth Rate 1971-81
1	2	3	4	5	6	7	8	9	10
Mawlyndep	1	38.46	873	789	-84	9.05	37.58	28.53	47.5
Nongkyndong	2	61.49	891	951	60	1.72	21.35	19.63	1.9
Maw Laingut	3	121.83	769	939	170	8.03	23.02	14.99	39.2
Nongumlong	4	38.94	1022	1162	140	27.5	47.61	20.11	11.1
Nongpyiur	5	20.82	890	908	18	41.64	63.98	22.34	7.6
Sadew	6	-1.76	1079	1053	-26	64.99	66.15	1.16	0
Pomlum	7	-7.91	631	1069	438	64.38	14.76	-1	-1.1
Makhan Pasir	8	103.51	869	1217	348	24.27	47.27	23.00	32.7
Mawrashe	9	11.89	762	935	172	24.32	42.51	18.19	14.7
Pomlakrai	10	92.41	973	1049	76	9.48	20.16	10.68	30.9
Kynton-U-Mon	11	144.59	1176	1011	-165	32.43	46.96	14.53	25.4
Laitkor	12	74.74	994	967	-27	19.49	34.12	14.63	21.00
Jyntah	13	61.93	1031	994	-37	34.52	46.08	11.56	11.6
Rynjah	14	142.73	834	993	159	23.98	43.30	19.32	33.8
Mawsbuit	15	38.69	1016	931	-86	21.28	30.51	9.23	9.9
Gate-Shyrwat	16	158.14	1263	1018	-245	63.23	38.73	8.51	29.0
Mawpat	17	316.40	667	764	97	2.67	56.21	53.54	68.7
Mawiong	18	-1.03	979	882	-97	8.65	11.54	2.89	3.2
Lyngkien(Mawpet)	19	40.98	921	847	-74	23.97	46.83	22.86	23.1
Umswali	20	86.9	651	933	282	11.27	15.99	4.72	127.5
Mawkynroh	21	25.0	1077	975	-102	35.94	38.75	2.81	3.4
Mawdiang-diang	22	8.0	613	957	344	12.00	18.89	6.89	18.3
Liewmyrsiang	23	29.24	1060	856	-104	38.01	42.99	4.98	4.6
Umiam(Sumer)	24	208.65	588	863	275	58.86	47.51	-10.35	15.3
Umiam(Barapani)	25	176.5	678	832	154	65.62	49.52	-15.1	11.6

Source : 1) For 1981 data unpublished file from the Census of India, Meghalaya.

2) For 1971 data district Census Handbook for East Khasi Hills District, 1971.

Table Contd.

TABLE-4

Degree of change in the level of literacy in the fringe villages of Shillong Urban Agglomeration (1971-81)

Percentage
of literates
in 1971.

	Negative	0 - 10	10 - 20	20
0 - 20		2	22	1, 3, 12, 17, 18, 20
20- 40		15, 21, 23	4, 9, 13	8, 10, 11, 14, 16, 19
40- 60		5	24	
60+	7	6	25	

Growth rate of literates (1971-'81)

Number represents location of village. See, Table - 3

TABLE-5

Level of Literacy in Shillong Urban Agglomeration

	1971			1981		
	Total	Male	Female	Total	Male	Female
Shillong Municipality	68.16	73.01	62.24	67.86	71.36	62.54
Cantonment	57.48	63.05	50.22	60.26	63.88	55.51
Mawlai	52.62	56.30	48.10	56.20	59.92	52.09
Nongthymmai	69.38	72.60	65.73	65.53	69.22	61.48
Pynthorumkhrak	-	-	-	53.39	59.69	46.12
Madanrting	-	-	-	51.96	55.98	47.73
Shillong Urban Agglomeration	66.11	70.80	60.62	62.92	68.18	59.39

Source: Census of India, 1981.

Provisional population total, Meghalaya.

TABLE-6

Composite Index for Identification of Villages with More Urban Characteristics, 1971-81.

Name of the village	Popula- tion growth rate	Change in sex ratio	Percentage of litera- cy in 1971	Growth rate in litera- cy 1971- 81	Change in dep- enden- cy ratio	share of non- agri. workers 1971	Growth rate in non-agri. workers	Total scores
Mawlyngdep	3	4	3	4	4	2	3	25
Nongkyndong	4	3	2	2	1	1	1	14
Mawlai Ngut	4	2	2	4	1	1	1	15
Nongumlong	3	2	3	3	1	2	2	16
Nongpyiur	3	3	3	2	2	2	4	19
Sadew	1	4	2	2	4	2	2	17
Pomlum	1	1	1	1	4	1	1	10
Makhan Pasir	4	4	3	4	1	2	4	19
Mawrashe	2	2	2	3	4	1	1	15
Pamlakrai	4	3	2	4	4	2	4	23
Kynton-U-Mon	4	4	2	4	3	3	4	24
Laitkor	4	4	2	4	1	2	3	18
Jyntah	4	4	2	3	4	3	4	24
Rynjah	4	2	4	4	1	1	1	15
Mawsbuit	3	4	2	2	3	3	3	20
Gate-Shyrrwat	4	4	2	4	1	1	1	17
Mawpat	4	3	4	4	1	2	2	20
Mawiong	1	4	2	4	4	1	1	17
Lynkien(Mawpet)	4	4	3	4	1	1	1	18
Umsawli	4	1	2	4	4	2	2	19
Mawkyroh	3	4	2	2	4	1	1	17
Mawdiang-Diang	2	1	2	3	4	2	3	17
Liewmyrsiang	3	4	2	2	4	1	2	18
Umiam(Sumer)	4	2	1	3	1	1	1	12
Umiam(Barapani)	4	2	1	3	4	1	2	17

The increase in the number of male immigrants to the village is significant in the context of the present study that is the Retail trade in Umpling Bazar. The influx of male immigrants has brought about a marked change in the economy of the village and its surrounding areas. But it is quite unfortunate that a more accurate numbers of immigrants could not be attained. The cause may be due to the slowness of the government agents, the lack of interference of the village authorities, and this have been a slight care to many of the immigrants to be electorates, and to answer to the census agents when survey takes place. They just came here to work and to earn. As Mahanta put it, "The fortune seekers from oppressive climate and often hostile social life of the plains"³⁷ The cool climate and social life encourage these immigrants and thus Sten, rightly put this place as "Scotland of the East"³⁸. Out of the total 25 fringe villages, 11 villages show a decline in sex ratio over a decade while it increases all over the state and Shillong itself.

Rynjah village shows an increase of sex ratio of about 159 in 1971-81 (Table.3) though this could be true but the fact of a good amount of influx from outside should be taken into account in order to get a good knowledge of the village.

(c) Literacy :

The index of literacy shows how much a society is transformed. In all the fringe villages the growth rate of

38. Sten, H.W.(1971); The Meghalaya Year Book, 1971, North East India News and Feature Service Shillong.

37. Mahanta, H.B.(1986), Op.cit., p.66

literacy is quite in a good trend, Rynjah village records a growth rate of 33.8 per cent literacy in 1971-81, the table 4 shows the villages with higher growth and more than 20 per cent literate people in 1971⁸¹.

The classification does not really shows high level of urbanisation. For example, Kerala with 74.42 per cent literacy rate need not be the most urbanised state of India. In other words the decline in literacy rate could indicate a large influx of illiterate people to cater the service needs of educated employees of these settlements. But on the other hand, examining the table except a few, all the fringe area shows a positive trend in terms of percentage and growth rate.

With these two important theories^{mentioned earlier,} we could express our views on what grounds, market places arise or emerge, especially while dealing with the case study of the evolution of Umpling Retail Market.

Historical Background and Functional Structure :

Khasi Hills is often known as 'the land of 30 Kings'. Rynjah village in which Umpling Retail market is situated, is within the jurisdiction of the Syiem of Myllem, which is one of the 25 states in the Khasi Hills, (Semi-Independent during the British regime). Umpling Retail trading market is one among the many to be classified as a 'focal or a growth point'.³⁹ Therefore, although it is very small in size it is very important

39. State Bank of India 1985 : District Credit Plan, 1983-85 and Annual Action Plan for East Khasi Hills District, S.B.I., Regional Office, Shillong, 1985. pp 10, 11.

economically. It is accessible by metalled road and transport facilities are more or less adequate. With the absence of industrialization, trade and commerce sector, has grown to be the back bone of the economy of the state and upto a minute level as the Umpling Retail market.

There had been trade going since time immemorial, between the people of the hills and plains. Moreover, apart from this kind of trade, periodic marketing is still very active in the state of Meghalaya as a whole. Examining the Calender of the KJP (Khasi Jaintia Presbyterian Synod) 1989, we find that there still exist a very stable internal periodic marketing within the Syiemships, e.g., Myllem, Khadsawphra, Cherrapunjee etc. If we take a close look between the Myllem and Khadsawphra Syiemships we find that once in eight days, they share a common market place called Iew Shillong originally situated in the present Laitumkhras bazar. This periodic aspect of this bazar has vanished as Laitumkhras is now within the central part of the city thus all the bazar's periodic entities are now lost, within the urban quality type of market. Iewduh or Bara bazar is still an important part of the periodic market chain in the Myllem Syiemship⁴⁰ and still under the jurisdiction of the Syiem of Myllem. Iewduh is also the biggest market of the Khasi Hills right from olden times. One may also experience the brisk trading in Iewduh or Bara bazar on the bazar day and the market would be unusually crowded. There would also be some certain special

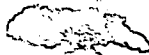
40. Khasi Jaintia Presbyterian, Synod Calender, 1989


commodities which could be brought only on those days which are specially dealt by certain sections of the merchants who specialized in these periodic markets. These merchants travel every day from one market place to another with their commodities. There are certain merchants who buy certain commodities from one market and sell them in another market and making their livelihood in this manner.

Before coming to the case study, we have found now that even Iewduh which is the nerve centre of trade and commerce in Shillong and the whole East Khasi Hills, was once only a periodic market place. In olden days no one was allowed to reside in the market place and sacrifice was also offer to the deity once a year by the Syiem (Pomblang). We also find that Iewduh or Bara bazar along with the Police Bazar which is an extension of the original Iewduh (Bara bazar) had almost all the commodities coming from within the Syiemship, other Syiemships and from other states as well. Then they are distributed to other markets around Shillong and its suburbs and into the interior part of the State also. It also export products of the state to other states of the country, such as potatoes, broomstick, fruits, betelnuts, pans etc. Now, Iewduh is a daily market dealing with varieties of commodities and also create many occupational avenues such as labour and services. It is the main centre of business and serves other satellite market places in which Umpling Retail market is one of them.

It would be difficult to say or analyse the origin of Iewduh as it is one of the oldest market place in the Khasi and Jaintia Hills. It might have been started as stated the Orthodox theory of the need of individual to barter for their daily need. But as examined, the present functioning of Iewduh we find that the second theory to be more suitable for its evolution. We find that Iewduh has nothing to produce on its own. It only acts as a central place and promoter of trade and commerce. It became as it is today, due to the long distance trading and generating other spheres of avenues in occupations such as labour and other services needed by the market.

In analysing the evolution of market places Christaller's 'Central Place Theory' would give valuable understanding on how things took place at the very first instance. According to Christaller, marketing started at a definite centre. Be it a town or Hamlet which provided goods and services to the surrounding areas. These services are called 'Central functions' and the service centres providing them are called central places⁴¹. There are also certain facts which are true regarding the importance of the market centre especially while comparing Iewduh (Bara bazar) and Umpling Retail market. Christaller assumes that larger the centre the more extensive will be the market area and the greater the specialisation in service provision⁴². Therefore, the larger the centre the more establishment and business types

41. Scott, Peter,  Op.cit, p.12

42. Scott, Peter,  Ibid, p.12

it will have, and offer more goods and services and does a greater volume of business than a small centre. Large centre also provides higher order goods which are bought less frequently.

Christaller also held that "shopping centre of each higher order provides all the goods and services, provided by lower order centres together with a discrete group of higher order functions".⁴³ Infact, it is quite right in dealing with the case study as without the influx of goods and services from Barabazar, Umpling Retail market would have no significance and its evolution would not have been possible and so does many other retail markets all around Shillong.

Even though the second theory mentioned above is more suitable with regards to the evolution of market places, the first one also needs consideration. In the process of evolution of all the retail markets in an around Shillong, though there could be some similar factors which have encouraged their growth, there are also some different factors which have played an important role in their emergence. For examples, the emergence of Polo Bazar and Umpling Bazar do have many similarities and differences as well. We find that both the areas are typical growth point areas.⁴⁴

They have adequate roadlinks for transport and cater to a good portion of the area in Shillong. The similarities

43. Scott, Peter, Ibid, p.13

44. State Bank of India 1985, Op.cit. pp 10, 11.

between these two market areas are that they evolved due to the potentiality of being central places. Moreover, it would be meaningless for shoppers to travel from these places upto Barabazar or Police Bazar to do their shoppings daily. It would also be difficult for people from Umpling area to come upto Laitumkhrah Bazar to do their shopping. As said earlier, these places are classed as growth points or focal points. They are important places where people from the surrounding areas meet. Therefore, a need for shops was visualised by many business minded people. The adequate road links also encouraged this as it provides free accessibility of the people and commodities. Taking the case of Umpling Retail market, the population to which it caters also is sufficient enough to stabilise the market. It serves quite a large area in comparison to many of the market areas of Shillong. It serves the villages of Pohkseh, parts of Madanrting, Lapalang, Umpling, Refugee colony and Rynjah village itself.

Umpling Retail market emerged very lately, around the early 60's. Though it is centrally located, because of the more dominant tribal mode of economy, it could not come out as an important Retail market before that. The reason was that, the population in those days was very small and that the people still depended mainly on periodic market which is situated at Laitumkhrah (Iew Shillong) or at Iewduh (Barabazar).

The transport system was also inadequate comprising only of pony carts and few jeeps and old vehicles. Upto the 60's most

of the areas of Rynjah village was just barren land and the most prominent activity was agriculture.

Unlike any other periodic markets, like Balat Bazar and the Mawkyrwat bazar in Maharram Syiemship and Nongstoin bazar in Nongstoin Syiemship, Umpling Retail market was never a periodic one. Today even these periodic markets are slowly becoming daily markets though the impact of the market day in these markets is evidently felt and seen as they are crowded and the volume of sales is also in greater volume than in other days. Umpling Retail market gained impetus so suddenly. This was due to the development of roads in this area. With this development of roads, city buses started to ply upto Umpling Retail market (Rynjah village). Upto-date, Umpling market is the last stop for city buses though few special buses goes upto Umpling proper village and Mawlynrei with timing. This was also started only recently. Therefore, Umpling bazar has become the nerve centre of these areas in the eastern part of Shillong. Moreover, the location of Umpling Retail market is so central that it really fits in Christaller's condition of centrality and as a small centre it provides mainly the daily needs of consumer such as foodstuff and other services needed frequently with minimum consumer travel.⁴⁵

In the process of evolution of Umpling Retail market, many social, economical and political aspects would have to be analysed properly. Umpling Retail market emerged out of the need of the people within the area and also retailing itself is service

generating factors. Thus, both the need to buy and sell and also the need of occupation has carved a way in making this place into a market area. Other social and political aspects needs to be analysed. There has been a full swing development in the surrounding areas such as military base, technical institute, schools, banks, offices, quarters and many others. These factors like they have done in many parts of Shillong such as Happy Valley bazar, Lalchandbasti, Polo-Golf link bazar to a certain extent have given these areas an ideal situation or change to become small shopping centres which grew up with time. As there is very little effort done by the Town and Country Planning department of the state, there are many more areas which by the first instant of opportunity arises and shops started coming up. This is very much in contrast to what we see in regulated urban markets where shops are not allowed to spring up haphazardly but are concentrated in few pockets of the city under the approved civil plans.

The evolution of Umpling Retail market can also be attributed to the political situation which arose in the Indian sub-continent in the post-Independence period. The partition of Bengal in 1947 had an impact on the state, and like many other states sharing boundary with the then East Pakistan, many refugees from East Pakistan flocked into the state for a better scope in life or livelihood.

At that time, infact most of the North-eastern region was under the state of Assam. With the growing influx of these

refugees, Government of India was forced to resettle these refugees and land and resettlement colonies sprang up. Many of these colonies are seen in Orissa, Bengal, Assam, Tripura etc. Here in Shillong the state government had made arrangement for these refugees by buying the land belonging to the Mawrie Zamindari of Rynjah village and the refugees were resettled in the northern part of Rynjah village. The sold land was divided into 300 plots and houses were built for them. These plots were also called revenue plots as these refugees getting these lands and houses are supposed to pay some land revenues to the government. Khasis in those days had to pay to the Zamindars (local chiefs) a sum of rupees 12.00 per year as the house tax. The government also had enhanced a good deal of amenities to the refugees by providing them with roads, water supply, electricity, dispensaries and so on. With this boost of about 300 homesteads, Umpling bazar suddenly became stronger each day.

The Pakistani war in the 70's also created a second influx of Bangladeshi refugees into Shillong. These refugees had come and settled along with their predecessors in Umpling area and so does in Jailroad area in Police Bazar. These refugees also had started their business here as small traders and in small services. Rynjah village, unlike many other villages around could be rightly called a melting pot of all communities. Infact, all major communities of India are found in this village, such as Nepalese, Biharis, people from South India, Punjabis, Mizos, Bengalis, people from U.P., Assamese etc. They all have a share

in trade and services in this small market place. Among the native people (Khasis) most of them who have business here, come from the villages surrounding Rynjah. Although we could see few shops cropping up in the surrounding villages, the craze to be in Rynjah village is still strong. Thus, the rental of shops and land price is much higher in Rynjah village than the surrounding villages, especially along the roadside. The Rynjah village authorities have been lenient enough in giving opportunity for business people to choose this place for business activities.

Even though, one could say that Rynjah village has adequate road links, transport facilities and a good location to be a central place for these areas, why has the market come up here and not elsewhere in other villages? While surveying and asking the elders of these villages it was found that other villages around Rynjah have stricter rules in allowing shops to come up in these villages, especially those belonging to non-tribals. That is why unlike Rynjah and Lapalang village, most of these villages have a greater concentration of Khasi population. Lapalang village, which is just about 500 metres away from Umpling Bazar is also slowly becoming a market area. These villages, which have prominent Khasi population has different characteristics than Rynjah village. These villages like Nongrah, Umpling and even Lapalang have quite a good portion of their area under agriculture, animal rearing and dairy farming. On the other hand,

Rynjah village has no cultivable land and almost all the lands in the village has been occupied by houses and animal rearing and agricultural activities is almost absent, except for a few back-yard gardening. Therefore, one could understand that almost the whole of the population of Rynjah is engaged in other occupations other than agriculture. We could assume that the population of Rynjah is engaged in business, casual labourer, office workers and so on. This is also another cause why this area developed into a market place. Umpling bazar could be compared to other places as well, like Cherrapunjee and Mawsynram. These places are so unfertile that agricultural activities are not possible. Therefore, we can observe that most of the people of these places have gone into business and in Government offices for services. We also observed that most of the well established Khasi business people of Shillong comes from these places, and not from the city itself. In the same way, on the other hand, Rynjah village has no land to agriculture, so the alternative is work in government or start business of any kind. This is also an important factor why Umpling Retail market come into being. As we have said earlier in the previous chapter that Rynjah village is a melting pot of many communities of India, there are even many Khasis from different parts of the city and the state who have come to this place and settled here. Migration is caused by several factors that may be divided into 'push' and 'pull' factors.⁴⁶ Migrations into Rynjah village can be narrated into the following way.

46. Chandra, R.C. & Sidhu, Manjeet, S.: 'Introduction to Population Geography', p.58.

At about 3 decades ago Rynjah village was mostly an open space. Most of the agricultural products at that time was not sold in Rynjah bazar (Umpling Retail market) as it was not a regular market place. In fact, at that time it was completely a rural area. The original inhabitants at that time were more or less sustaining in a traditional subsistence manner. With the rapid influx of people from the inner parts of the city as Jalaw, Mawkhar, Lahan etc, this area started to become important. Since then most of the land has been bought by the people from the Mawrie Zamindaries and as we could see now, most of the agricultural lands of the earlier has become homesteads. As mentioned earlier, the settlement of other migrations suddenly made this area a prominent part of Shillong with all the amenities coming in full swing. This has created a 'pull' tendency for migrants from the rural areas of the started migrating to the city in search of livelihood and have settled down in this fringe village of Shillong.

Apart from the refugees, there had been quite a considerable migration from other states of the country like Bihar, Assam, Bengal and so on. While carrying out the survey, it was found that most of the people from Bihar have been brought in by contractors to work for them as there is lot of construction going on in and around Rynjah village. These labourers as their wage levels are extremely low are forced to look for greener pastures. Some of them too have settled into petty business and

service activities as hawkers, cobblers, hairdressers, tea stalls etc. Bengali migrants have also settled into petty trading and service activities. With the current ethnic unrest in some parts of Assam, many Assamese been noticed to have migrated into Shillong and into Rynjah, and are seen opening businesses here.

As we have mentioned earlier, all kinds of communities have migrated from other parts of the country and from within the state as well. This area has got a great potential of labour and services. Being a small centre and fast growing area it has high demands on labour and variety of services which creates employment opportunities for the migrants.

There are a number of road side vendors in a market who constitute groceries, fish sellers, hawkers, poultry products and so on. Umpling Retail market is heavily crowded in evening time. Moreover, on the other hand, those who are not interested in business are busy with their labour and services. Nearly all kinds of services are present in this market some of them are engaged as porters, household type of employment, water carriers, errand boys, helpers in shops, mechanics, sweepers and so on.

Therefore, by analysing the whole chapter we find that the evolution of Umpling Retail market is a very dynamic one. Even though it is a very small market it does a very great

benefit for the people of the surrounding area, and also has created avenues for different people coming from different areas both far and near. It could be true in case of Umpling market that it nests within the higher order centre such as Iewduh (Barabazar)⁴⁷ because most of the commodities came from it. But, there are few exceptions that commodities such as groceries, firewood, charcoal, meat and many other came from the surrounding areas of Rynjah village itself. Some of these commodities are even exported from Rynjah (Umpling Retail market) to Iewduh but very insignificant. Thus, according to Losch (1954) centres of similar size do not necessarily perform the same functions⁴⁸, which is quite true in this case.

So here we find that the evolution of Umpling Retail market is a very complex one and its existence today is also the same. The few examples cited in the chapter could be insufficient but could help in giving some ideas regarding its evolution. It also shows the similarities and differences in its evolution while comparing it with other market places around Shillong and the state as a whole.

47. Scott, Peter, Op.cit, p.13

48. Scott, Peter, Ibid, p.13

CHAPTER - 3LOCATION AND MORPHOLOGY OF UMPLING RETAIL MARKETLocation and Size :

The area under study is Umpling Retail market situated in the Shillong Urban Agglomeration, East Khasi Hills, Meghalaya. It is located in between $25^{\circ}15'$ to $25^{\circ}16'$ north latitude and $91^{\circ}34'$ to $91^{\circ}35'$ east longitude covering an area of about 1 sq. km. The total population is 3200 and there are about 600 households.⁴⁹ The non-tribal elements in the population is very significant in this village.

Rynjah village lies east of Shillong city and it is about 4 kilometres from the D.C. Office near Police Bazar. The village consists of 2 major settlements (see sketch Fig. 11), one is the refugee colony and another is the original Khasi village. They are not far apart from each other are oriented towards the Umpling Retail market. The boundary of Rynjah village alongwith the refugees colony is well marked by the rivulet Demthring in the south, east, and river Umpling in the North which finally become the river Umkhras. The western side is marked by the road coming from Nongthymmai back to Laitumkhras. The rivulet Demthring is the main drainage system of Rynjah village and the colony.

The Rynjah village is a part of the Shillong Agglomeration as such, it is located in a valley among the rolling hills of

49. Village Records, 1989.

FIG-4

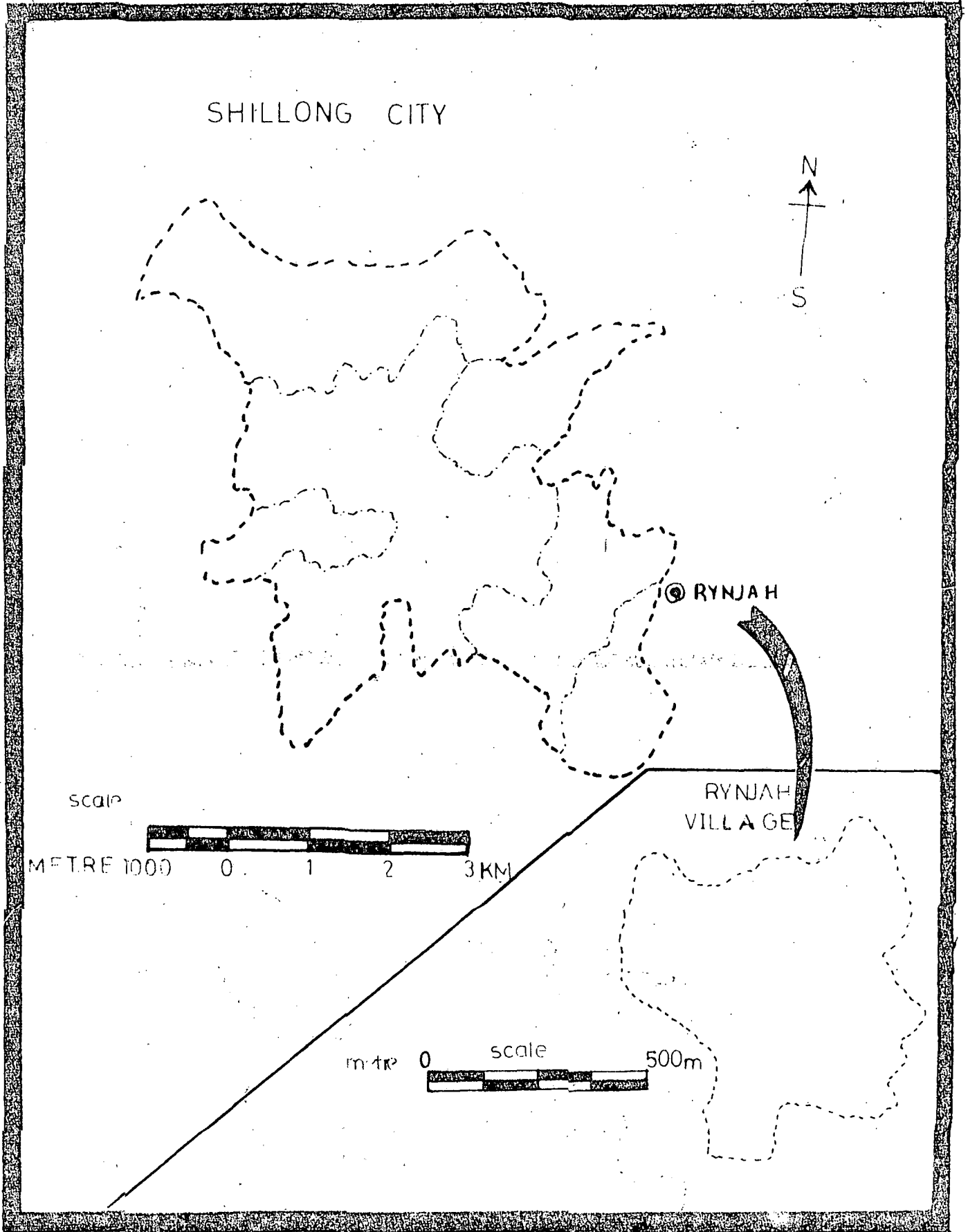
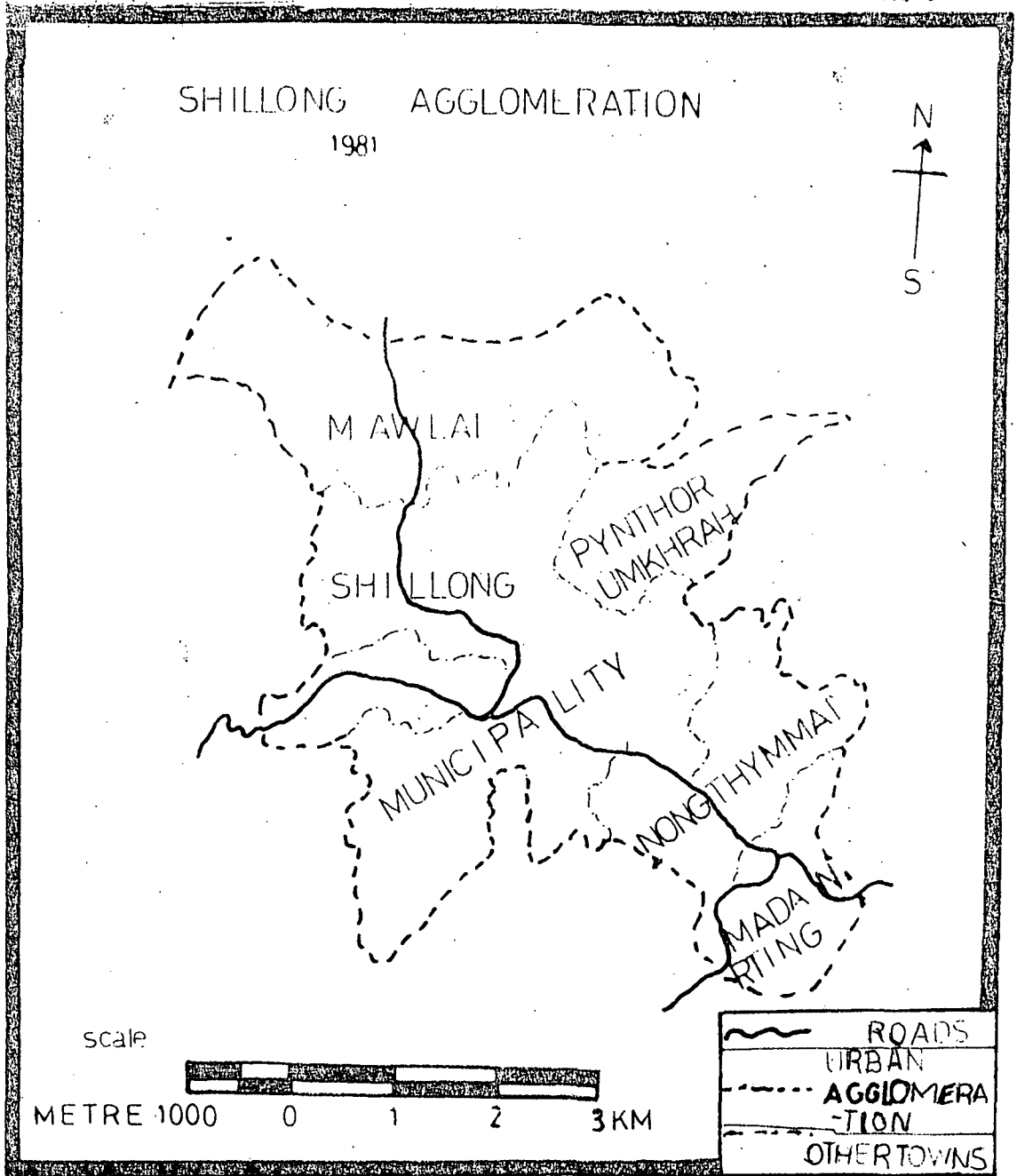


FIG-5



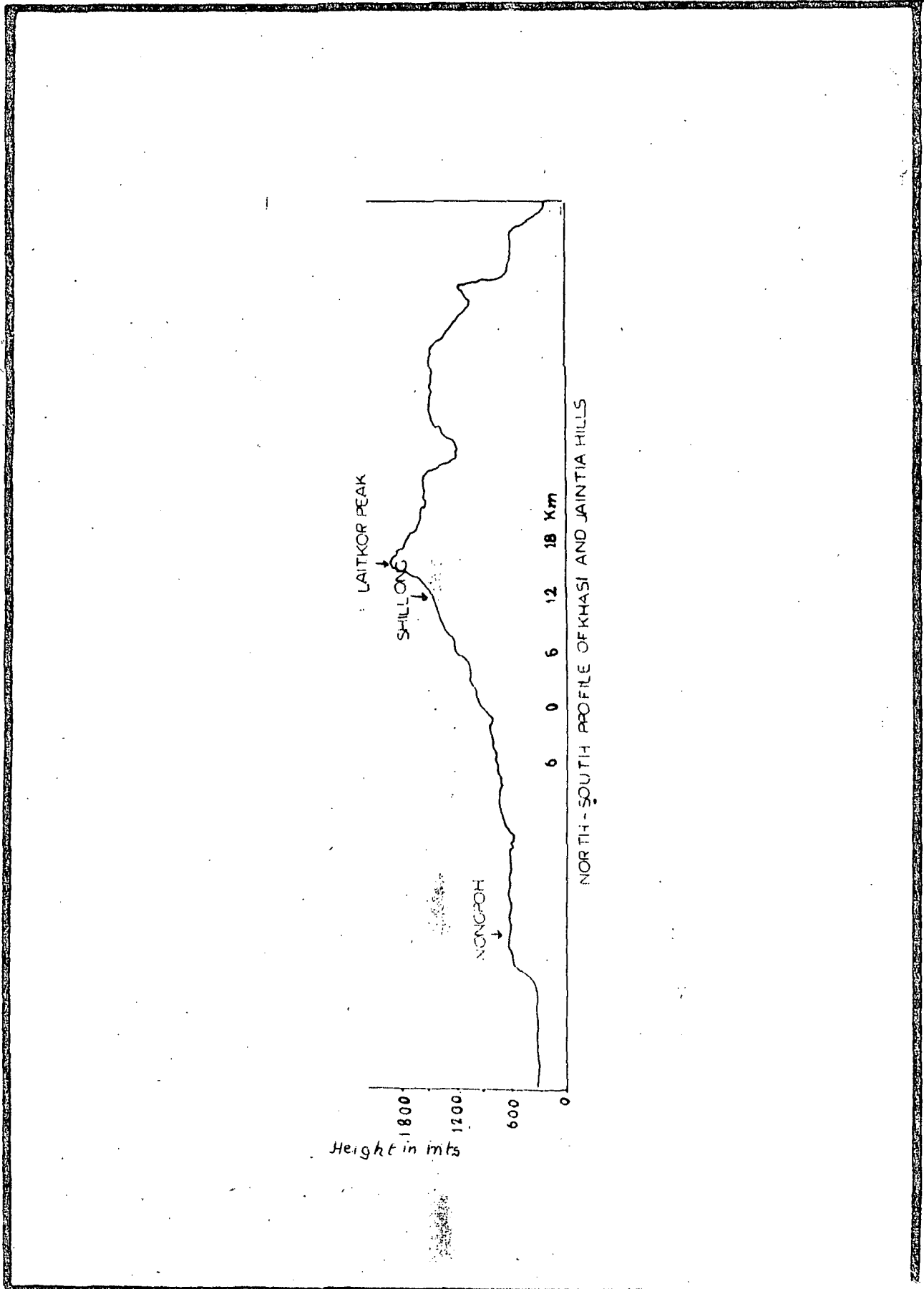
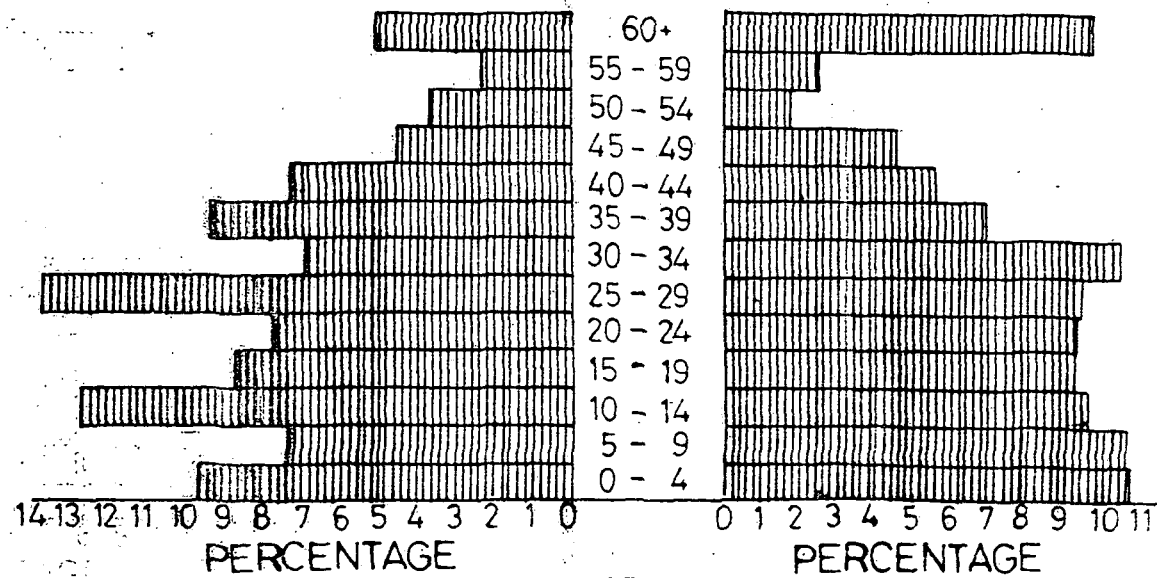


FIG-7

AGE AND SEX PYRAMID OF RYNGJAH MALE 1989 FEMALE



GATE1

57

57

TABLE-7

POPULATION AGE AND SEX COMPOSITION OF RYNJAH VILLAGE.

Age (Yrs)	Female	%	Male	%
0 - 4	176	10.66	152	9.80
5 - 9	175	10.60	114	7.35
10 - 14	158	9.57	196	12.63
15 - 19	154	9.33	137	8.83
20 - 24	152	9.21	119	7.67
25 - 29	155	9.34	211	13.61
30 - 34	174	10.54	113	6.84
35 - 39	115	6.96	154	9.33
40 - 44	92	5.57	112	7.22
45 - 49	71	4.30	70	4.51
50 - 54	31	1.87	56	3.61
55 - 59	37	2.24	36	2.32
- 60	160	9.69	80	5.16
	1650	100%	1550	100%

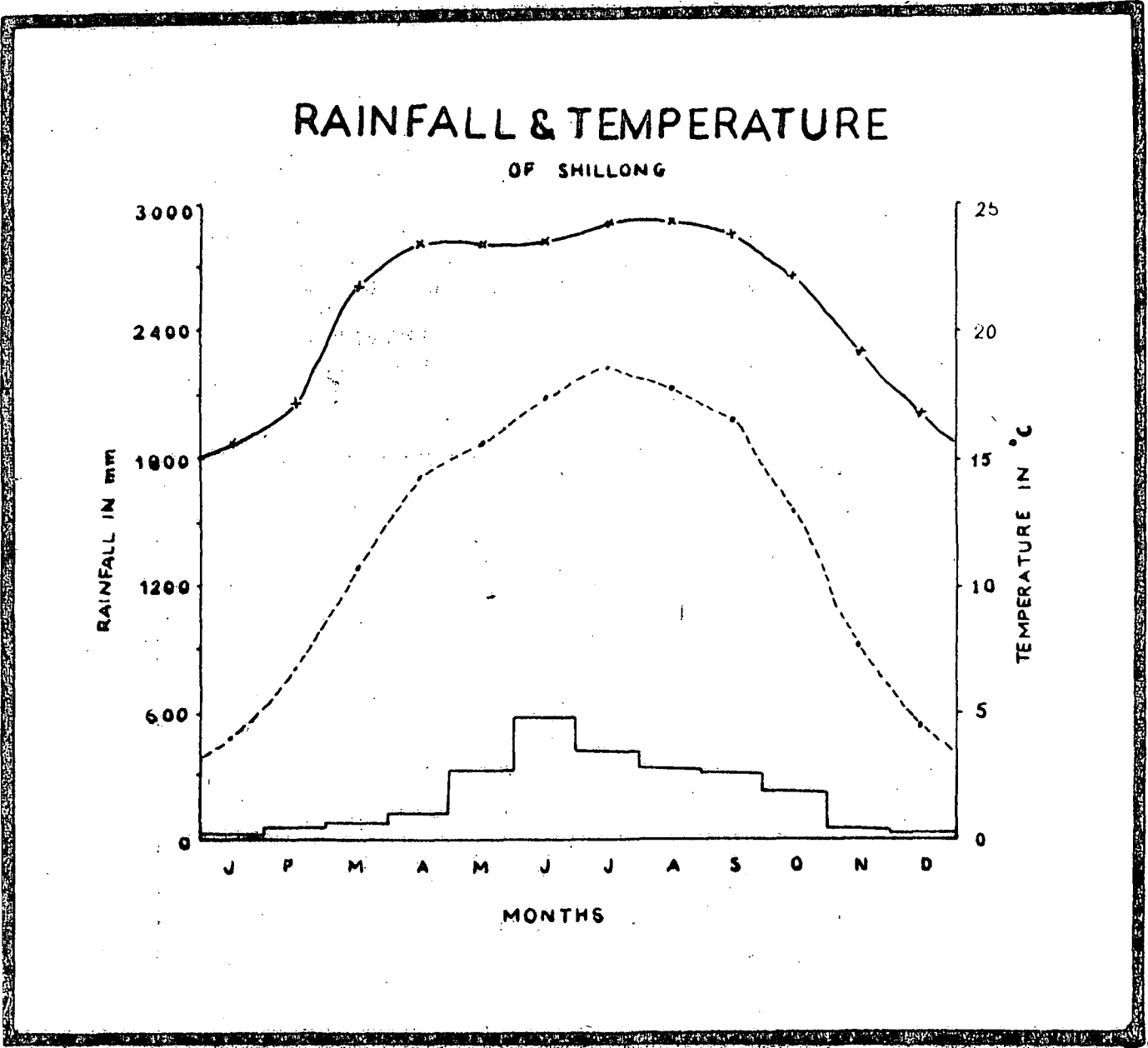
Source:- Field Survey.

Percentage of Female = 51.56%

Percentage of Male = 48.44%

Total 100%

FIG-8



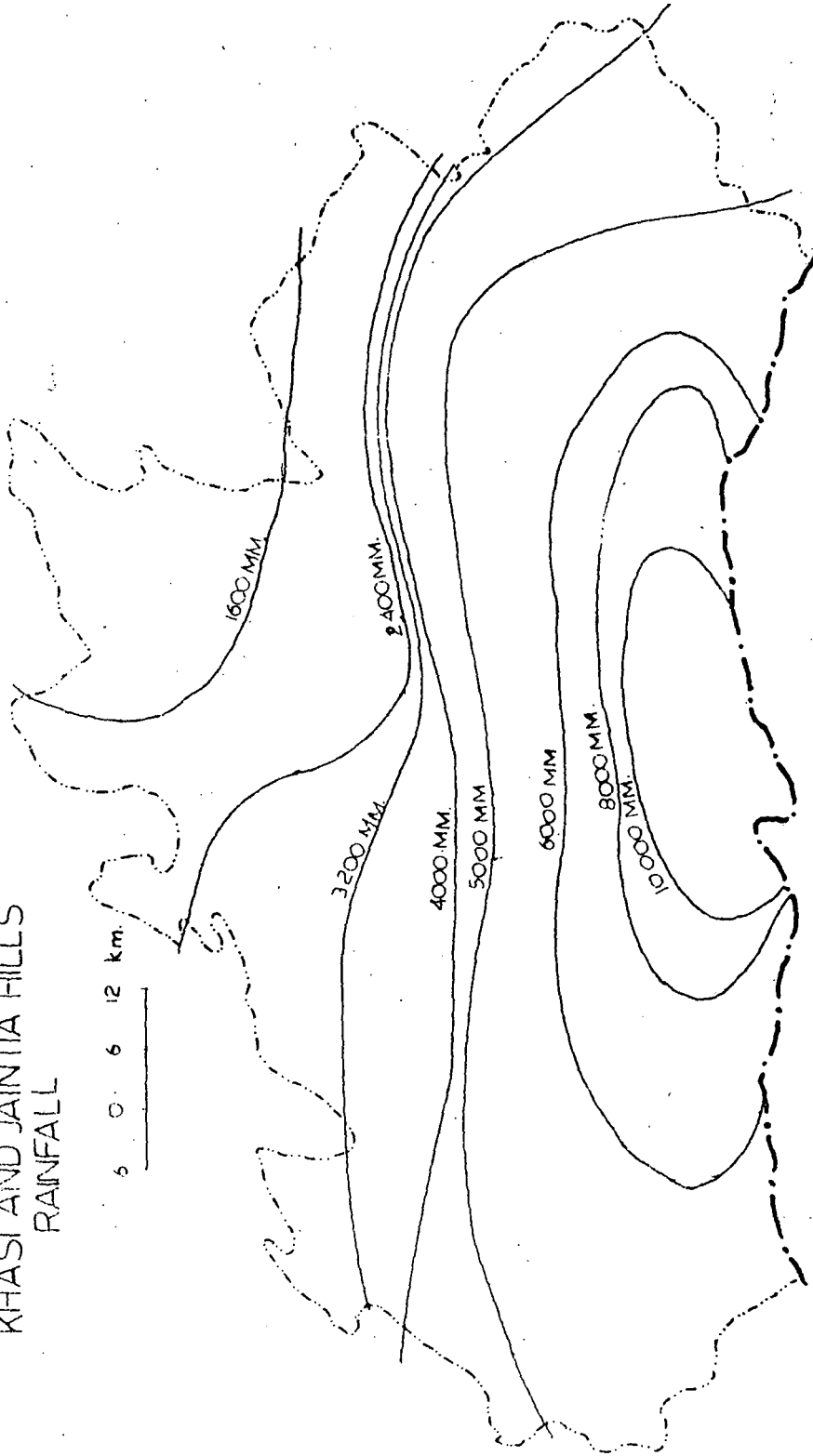
Average Annual Maximum and Minimum Temperature (centigrade)
at important Centres in East Khasi Hills District.

Source:-Meteorological Centre Guwahati

1980	Shillong	
	Maximum	Minimum
January	15.5	3.6
February	17.1	6.4
March	21.5	10.6
April	23.8	14.1
May	23.7	15.5
June	23.7	17.4
July	24.1	18.1
August	24.1	17.8
September	23.6	16.6
October	21.8	12.9
November	18.9	7.7
December	16.4	4.5

FIG-9

KHASI AND JAINTIA HILLS
RAINFALL



Annual total rainfall at important centres in East Khasi Hills District (in Millimeters).

TABLE-9

Source:- Meteorological Centre, Guwahati

<u>Year</u>	<u>Shillong .</u>
<u>1980</u>	
January	15.2
February	28.5
March	59.4
April	139.4
May	325.4
June	544.6
July	394.9
August	334.6
September	314.9
October	220.2
November	34.9
December	6.3

about 1750 metres above sea level. The Shillong plateau is part of the Deccan Plateau, separated by the Rajmahal hills thus consists mainly of Archean Rocks group.

The maximum and minimum temperature of Rynjah village is that of Shillong is about 23.9°C in June and about 5°C in December. The annual average rainfall is about 6000 mm.

Roads are the vital communication system of the state and Shillong and so does to Rynjah village. This is due to the unavoidable gradient of the region. These roads or transportation lines have helped in bringing about the change in characteristics from rural to urban appearance of many places. They have also helped in the emergence of many growth points or foci and some of them have become important growth points centres such as Umpling market, Lalchandbasti and so on. Even then, the occupational structure has not attained any remarkable degree and agriculture is still the major occupation. The area surrounding the city is mainly tribal dominated by a tribal mode of economy.

Locational Advantages :

With the development of adequate road links, Umpling Retail market now enjoys favourable locational advantages than any other area surrounding it. Being on the centre and a cross road to many areas around, it slowly became a growth centre. As a cross road it is a favourable place for bus stand, taxi stand and

so on. It is therefore, a junction where all the people in this area meet each other. Thus, it became an important centre for trade and commerce. With this locational advantages many more amenities such banks, post office, police station, schools, Technical schools, workshops and kinds of service and trade (especially retail trade) is growing in full swing. Another factor which attributes to this locational advantage is that Rynjah village and all its surrounding area are also oriented towards the Umpling Retail trade market and all are within 1 kilometre from this place. This would be quite true to Christaller's visualisation of a centre with minimum travel.⁵⁰ Taking the Bara bazar as a higher centre in the hierarchy, even though there are some limits. It seems that Christaller's theory is also applicable in this context that all shopping centres of higher order provide all the goods and services provided by lower order centre alongwith a discrete group of higher order functions. Therefore, we could assume that the market areas of the lower order centres rest within with complementary regions. To ascertain extend, Umpling Retail market could also be true, as all the commodities needed by Umpling Retail market has been supplied by this high order centre which is Bara bazar in this case. But regarding this aspect even the Loschian modification is also acceptable as other functions are also seen within this market which is also not found in the higher order centre (i.e. Bara bazar in this case).

The locational attributes could also be reflected in Boudeville theory of localized poles of growth. As mentioned

50. Scott, Peter, Ibid, p.12

earlier that Umpling Retail market is classed as dynamic growth pole, the reason behind this is that because it is a central place, as Christaller has termed for those areas which are centrally located and which takes into account of interdependence among services activities resulting from the spatial division of labour. Thus, as the growth pole theory is a dynamic one, and is also applicable to the Umpling market.

Morphology of Umpling Retail Market (including Rynjah village and Refugee colony) :

After having a glimpse of the evolution and the urbanisation of Shillong in the former chapter, it would also be interesting to study the process and development which gives the Rynjah village, the cradle of Umpling Retail market, the present state of appearance in its scenario.

Shillong has emerged not as an industrial city but mainly as an administrative centre. It is worthwhile to recollect that Shillong has been the Headquarter of Assam at the British time, Assam State, and finally of Meghalaya. Thus, we see that Shillong has achieved its importance right from the first half of the 19th Century. Shillong is constituted mainly of 6 townships (1981) i.e., Shillong Municipality, Shillong Cantonment, Nongthymmai, Mawlai, Pynthorumkhrah. Early in the 1970's the city has been growing steadily but without any significant industrial base. Therefore, employment in administration, other services

trade, commerce, transport is the key element in the growth momentum of the city.

Therefore Shillong city which has now become a Class I city has a different causes of evolution unlike many of the western cities of Europe or India which are products of industrial revolution. The rapid increase in population and the sprawling urban growth yield many socio-economic and political problems. The problem of urbanisation faced by the world today is so intense that it is often termed as 'Urban Crisis'.

Urban crisis is getting increasingly acute all over the world especially in the developing countries. Therefore, the understanding to the problems faced by the fast growing societies has become so much important. Urban geographers has to face great challenges. Thus, many theoretical formulations and models and empirical studies on specific aspects of urbanisation has come out from time to time.

Spheres in the study of Urbanisation :

(a) The process of Urban growth : Cities and metropolitans have grown from small settlements. This is quite true with the case of Shillong city and even of Rynjah village (Umpling Retail market). In many cases, technological change and the change in economy leads to the acceleration of the urbanisation process.

Hence, every city today, has an evolutionary history which has been an interesting area of research for long period. It was Sir Patric Geddes (1951)⁵¹ study of "City in Evolution" the pioneer in this field. He was also the one to coin the word 'conurbation'. He also realised the process of regional urbanisation and called for a common planning in order to solve their problems of infrastructure and governance.

(b) Urban Morphology : Urban morphology is concerned with the physical qualities of urban environments, identifiable in the plan or lay out of a city, composed of streets or channels of movement. Plots of blocks of space or structure and individual building⁵².

The study in urban morphology is a broad spectrum. Scholars have done typical studies according to functional areas, while others have done in a more micro level, such as the study of a region within a city in relation to the broad morphological characteristics.

Burgess in 1925⁵³ propounded the Consecutive zone theory.- It illustrated the process of expansion of a city by a series of concentric circles. He numbered these circles to designate both the successive zones of urban extension and types of

51. Geddes, Patric, 1949 : Cities in Evolution, William Norgate, London.

52. Herbert, David, 'Urban Geography - A social perspective' Douglas David of Charles Limited, Vancouver B.C. 1977.

53. Burgess, E.W. The growth of the city in R.E.Park, F.N.Burgess, R.D.Mckenzie, 'The City' University of Chicago Press, 1925.

area differentiated in the process of urban expansion. His models represent the outward expansion of city from CBD in the following concentric circles (1) The transition zone of business right ~~and~~ manufacturing and deteriorated housing (2) The zone of industrial worker houses (3) The zone of high class apartment buildings and of single family dwelling (4) The commuters zone, suburban or satellite cities.

Radial sector theory was proposed by Homer-Woyt (1929)⁵⁴ related to the residential neighbourhood. He held that different income groups of American cities tends to be located in district area which could be thought for of as sector of a circle focussing CBD. His investigation illustrated (1) Tendency towards segregation of areas according to income groups and social positions (2) Residence of varying income groups would arranged themselves like wedges along radial lines from centre to the fringe (3) Sectors used by low or middle income groups residences tend to remain perpetually so (4) High income groups residences move outward from the centre in the same sector.

C.D. Harris and E.L. Ullman⁵⁵ propound the multiple nuclear model. Its main distinctive quality is its abandonment of central business district as a sole focal point, replacing it by a number of discrete nuclei around which individual land uses were geared as the condition for location of these nuclei may vary.

54. Woyt, Homer, "The Structure and growth of residential neighbourhood in American Cities", Washington, 1939.

55. Harris C.D. & Ullman, E.L. (1945) : "The nature of Cities". The Annals of American Academy of Political and Social Science, Vol. 242, pp-7-17.

There was no generalised special form which could be suggested.

These theories are based in American cities and they have limited applicabilities in developing countries⁵⁶. But the Zone in transition in all the three theories may reflect the location of slums and suburbs. Developments of such suburbs are not common. R.E. Dickenson in 1951⁵⁷ classified the internal morphology of Western European cities in terms of 'historic centre of growth'. The three concentric morphological zones are (1) The central fully built up zone which is the core of modern city (2) The compact and fully built middle zone that was erected mainly during the 19th century (3) The outer partly built up zone in which urban and rural areas are mixed and to which areas have penetrated.

The city grows outward from the historic core. Even the commercial core of modern metropolis has evolved it. Thus, the core can maintain its cultural association with the growing metropolis. With this we understand the land use pattern and morphology of cities of developed and developing countries. In developed countries, the urbanisation process has reached such a stage where the core has become over-crowded and high income groups of people tend to move out of it into the suburbs. On the contrary, in the cities in developing countries, cities core are still occupied

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56. Allam, S. Manzoor, 1965, "Study on Hyderabad-Secunderabad" and Sunderam, K.V. 1977, "Study in Urban and Regional Planning in India" on Madurai, Moradabad, Tiruchinapali and Coimbatore.
57. Dickenson, R.E., 1944, "City and Region : A Geographical Interpretation".

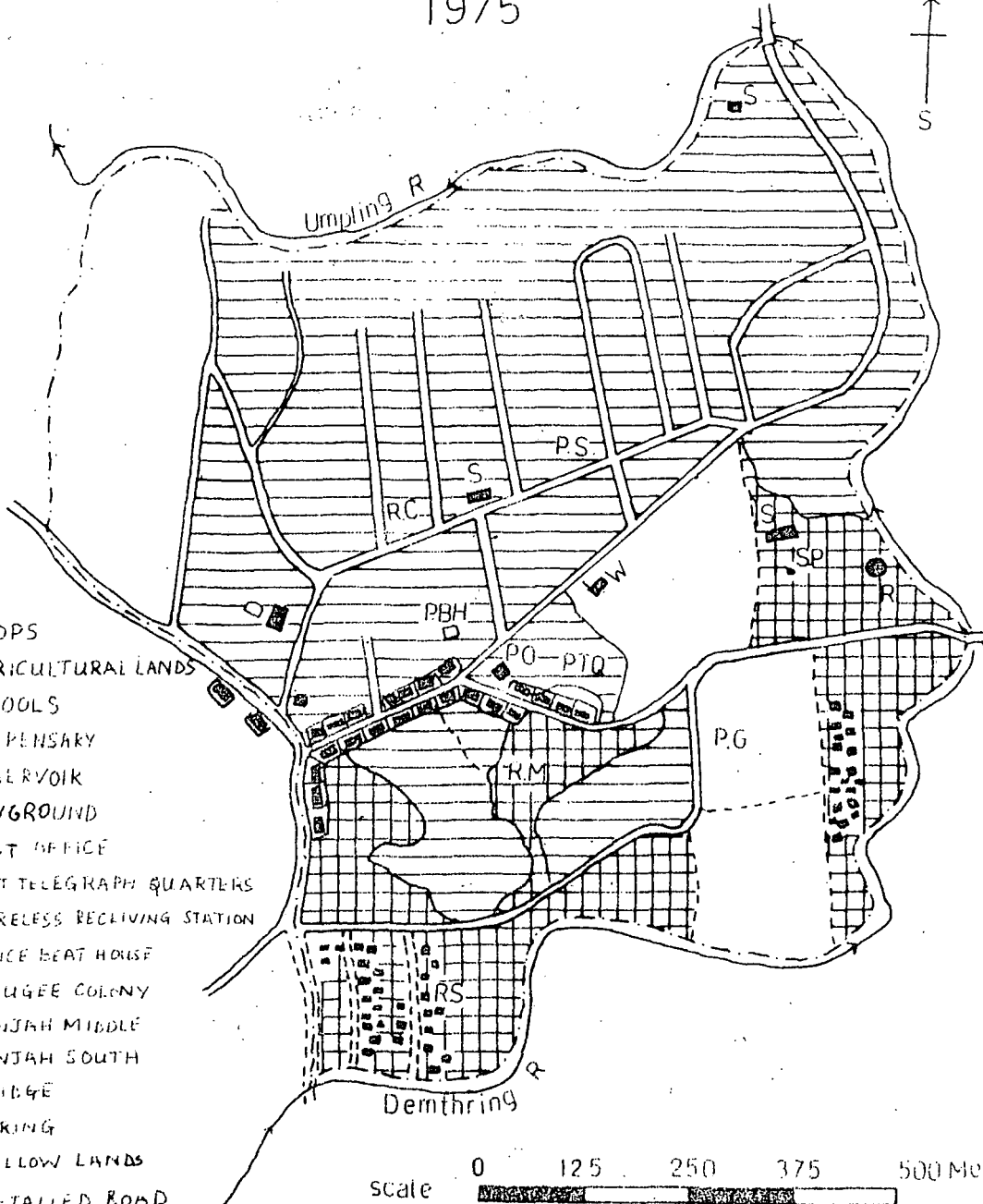
by higher income group people. In Shillong too, the lower income group people have now spread into the suburbs and it is also greatly experience ~~on~~ the north along the Highway 44 and in the East Rynjah also experiences a large influx of people due to the housing colonies which emerged with the help of government loans and subsidies. This is totally a different phenomenon with that of the European context and even the developing countries context mentioned above.

With the general view of all these theories and models, we could now come into dealing with the case study of the morphology of 'Umpling Retail Market'. In doing so we could not eliminate the whole Rynjah village, as it plays an important role in determining the structure of the whole scenario of the area itself. In other words the land use pattern of the wole village, the presence of all the house blocks, roads, lanes and so on form the morphology of the village itself.
























After studying the theories and models propounded by different scholars, we find that there is lack of applicability compared with the case study. As S. Manzoor Allam and K.V. Sunderam has mentioned that as these theories are based in American and European cities, they have little to do within our objectives, except which is quite acceptable in this case.

Taking a look at the map of Rynjah village we find that it is more or less at about 1 sq. km. in area. The whole village

RYNJAH VILLAGE LAND USE 1975



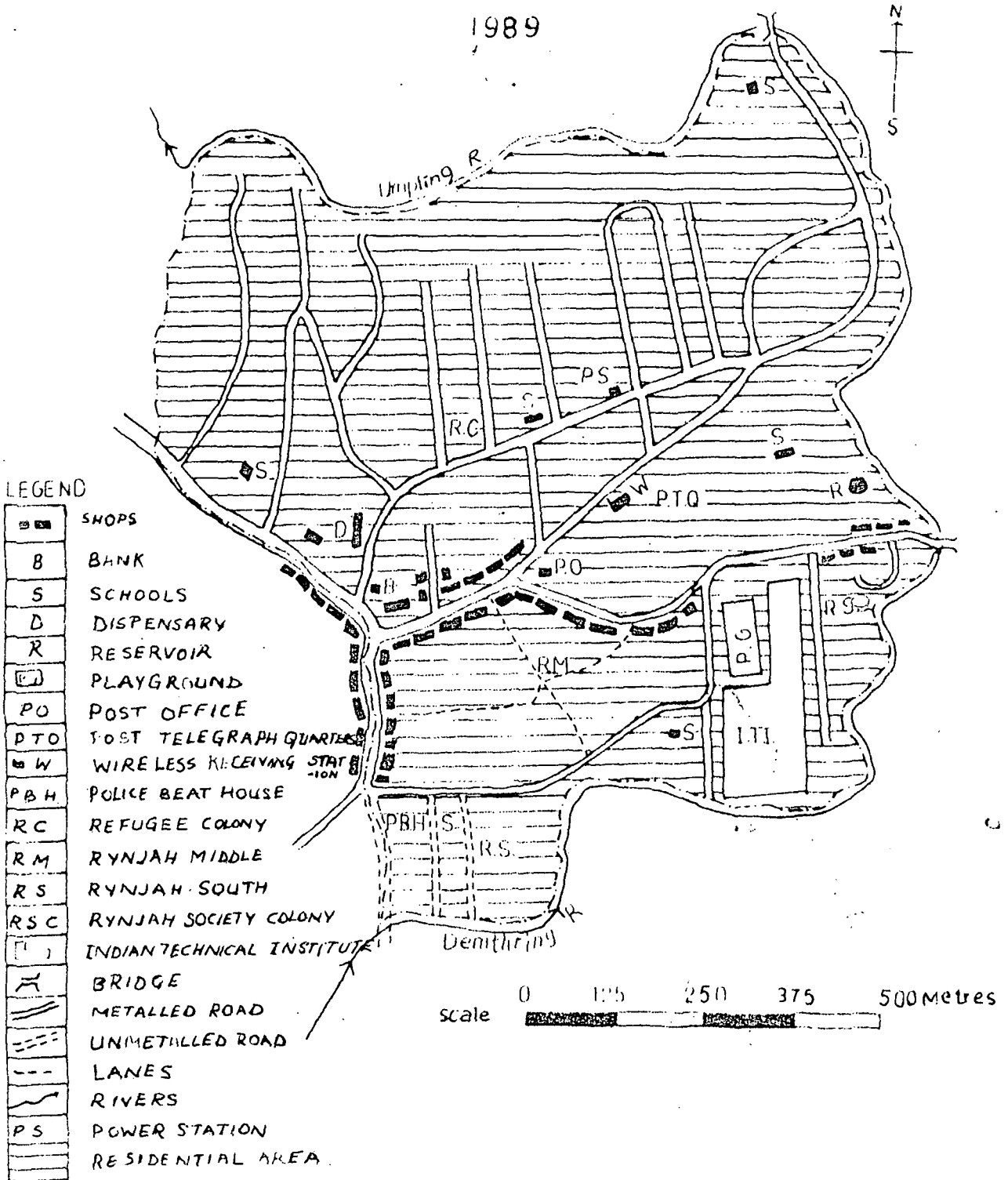
LEGEND

-  SHOPS
-  AGRICULTURAL LANDS
-  SCHOOLS
-  DISPENSARY
-  RESERVOIR
-  PLAYGROUND
-  POST OFFICE
-  POST TELEGRAPH QUARTERS
-  WIRELESS RECEIVING STATION
-  POLICE BEAT HOUSE
-  REFUGEE COLONY
-  RYNJAH MIDDLE
-  RYNJAH SOUTH
-  BRIDGE
-  SPRING
-  FALLOW LANDS
-  METALLED ROAD
-  UNMETALLED ROAD
-  LANES
-  RIVERS
-  POWER STATION
-  RESIDENTIAL AREAS
-  HOUSES

scale 0 125 250 375 500 METRES

RYNDAH VILLAGE LAND USE

1989



as we could see now is completely inhabited and there is no space left even for a suitable playground. Thus the village has been used to its utmost efficiency in order to suit the inhabitant of the village.

Land Uses : Rynjah village could be sub-divided into 5 sections :

- (1) Refugees Colony
- (2) Rynjah (Middle)
- (3) Rynjah Society Colony
- (4) Posts and Telegraphs quarters
- (5) Rynjah (Southern).

Most of the land in this village belong to the Mawrie family of zaminders. The original Rynjah village was in Rynjah Middle section. With the onset of the partition of Bengal, many refugees flock to these places which force the government at that time to buy land for them from the Mawrie zamindars. This place in the northern part of Rynjah became the Refugee colony or the Revenue plot. This area constitute about half of the village area. Ultimately this refugee colony has been divided into about 275 plots and houses are built within a short span of time. Roads are made, schools, dispensary, water reservoir, electricity and other urban amenities were given to these refugees. The second section is the Rynjah middle or the original place of the village and is mostly inhabited by the original people of the area.

About 50% of this land still belongs to the Mawrie Zamindars. The area is not so much developed compared to other sections.

In contrast, the Refugee colony, houses are built with a proper plan and almost every house is connected to a motorable road, Rynjah Middle section is an unplan settlement. The houses cluster together ruggedly.

With many small structures made of flatten kerosene tins. The whole area except for some considerable big houses gives an impression of a slum. This area has been concentrated mostly by low income group where they even have to share to about 6 family on a single house, leaving each with about two rooms. Most of these people are non-khasis coming from different parts of Shillong and other states. Moreover the area lack sanitary system, the existing drains also lack maintenance and water logging is seen in this area except for some section where outsiders have bought and settled, have a cleaner look. But on the other hand, the areas which are still dominated by the natives are the worst places in the whole village.

Moreover, it could be mentioned that this area has been well served by small cemented houses and lanes. But due to the lack of maintenance all these have vanished.

The third is the Rynjah Society colony in the eastern side which a government aid in 1978, housing schemes are granted to the government employees who are not in a favourable position to built their own house. So the government bought the land and has

divided into about 28 plots. These are all meant for the Khasi families. Houses are also built with government aid and after completion of the house a small part of their income per month is cut off in order to pay back to the Government.

This is also another well planned section of the village with roads going inside the settlement and even those parts which are not reached by the road are connected with well cemented lanes. The houses are made with good spacing and individual houses even have facility of extension or more rooms if needed.

All the houses are well electrified and even water supply is at a convenient distance, if not upto their own house. All houses are of Assam tupe though some are all concrete.

The fourth section is the Posts and Telegraphs quarters. This section lies in the centre of the village and occupies about 10% of the village area. This is also another well planned and well developed area of the village. The buildings here are mostly two storey flats and there are also some with three. The area is newly developed starting from late 1987. Now the whole area has been developed and every mode of convenience is thought of very carefully. The section has good motorable road link from one apartment to another and the spacing of the building is also very convenient.

The southern part of Rynjah is inhabited by the Khasis. There are also immigrants from different parts of Shillong. It is also another government housing scheme in the early 60's. This

section is also a well planned one with motorable road in the colonies because the settlement lies on the slope towards the Demthring rivulet. It has not create any insanitation problem until today. The whole area is well electrified and each household is connected with water pipeline and adequate water is supplied by the village main tank situated in Rynjah (Middle section). The Police quarters also exist alongside with this settlement. It comprises of a Beat House and three double-storied buildings.

Other space in the village are occupied fully by many other residential houses. Apart from residential area, if we examined the Map of Rynjah village carefully we find that the western section nearly to the middle section of the village has been occupied by the Umpling Retail market. We also find that there are three sections within the market (1) Pohkseh section (2) Rynjah Refugee colony section (north) and (3) Rynjah middle section (middle).

While examining the land use pattern of Umpling Retail market we find that most of the land are full with shops. With few exception of very big shops, most of the shops are more or less of equal size 10' x 10'. All kinds of shops are found here from well made concrete shops to shabby wooden shops. But many shops (concrete) are coming up very fast replacing the old rotten ones. Umpling Retail market shows a dynamic progress and with this rate of progress it would not be long to see this bazar a bigger one and with better housing facilities than now. Umpling Retail

market, after the repairing of the road in 1986 has done with all sanitary system. But another grave problem of this bazar is the increase of garbage and even though it has been preceively by the village authority and dealt with, there should be more effective means to deal with this menace before it become too late. On an average Umpling bazar occupies the road side of Pohkseh bordering Rynjah village, another part lies in the Mawrie land and others from the other side of the road (Rynjah side) of the Pohkseh-Rynjah boundary. The other section lies in the Refugee colony (northern side of bus stand)(See figure, 11). The bazar area is heavily occupied and especially in the evening, it is at its maximum with the presence of vendours.

Unlike Police bazar or any kind of bazar when luxurious commodities are concentrated in the forefront of the market place, here it is opposite and all the shops dealing with essential commodities are crowded near the Bus stand (middle of the market). There are general departments, pharmacy, confectionery, tea stalls, vendours while other like jewelleries, cloth shops, shoes are quite at a distance from the centre.

Apart from these usage of the land in the village we could find that some areas have allotted to schools, banks, dispensary, police station, post office. Thus, as said earlier, the village has been used to its utmost efficiency in order to suit the inhabitants, and furthermore with the presence of all these urban amenities and structure of the society, this place could no longer be called a fringe area but is almost incorporated into the Shillong city itself. The Map (Fig. 11) inserted will be a testimonials to the statement above.

CHAPTER - 4STRUCTURE OF UMPLING RETAIL MARKET

As mentioned earlier, there is a greater tendency of growth of Shillong urban Area in the eastern direction, Rynjah being a growth centre and a dynamic fringe village now became an important area. Its importance would be clearly shown in the structure of trade and later in the employment section.

Rynjah is an ideal place for a bazar to emerge. This is due to its centrally adequate road link, adequate transport facilities etc.

While discussing the structure of Retail trade in Umpling bazar, there are many aspects we should keep in mind. They are :-

- (1) Push and Pull factors operating in the surrounding areas, outside the state and within the state.
- (2) The effects of immigrants component
 - (i) outside the state (ii) inside the state
 - (iii) surrounding areas (iv) Government.
- (3) Spheres in which each community tends to concentrate (in investment range).

- (4) Commodity Mix,
- (5) Importance of females in retailing,
- (6) Rental, taxes, illegal operators

Umpling Retail market being at the centre of the areas commands a good position for trade and commerce. Until Umpling village proper, Lapalang, Nongrah or Mawlynrei which still have a good percentage of population engaged (in primary activities, at present we see an absolute change to non-agricultural activities in Rynjah village (Umpling bazar).

There is no more scope for the people of Rynjah village to pursue agriculture as there is no more lands to do so. The last 10 years saw the cropping up of about 50-60 homesteads and all those cultivated areas before are now filled up with houses. The figures (10,11) will clearly show the change in the landuse of Rynjah village. Therefore, we could safely assumed that the people of Rynjah village have now become more non-agricultural in terms of economic pursuits.

This trend of urbanisation also greatly affects the other surrounding villages of Rynjah. The steady growth of homesteads leaves them with less land and forest to depend on. Fire-wood, charcoal and many other forest products which are abundant about 10-20 years ago have now become scarce. With the growing of natural population and a great extent by immigration, the land has

been sub-divided and therefore agricultural products could hardly even satisfy the family needs.

These areas also lack good commanding location. Therefore, they have to be within the limit of a central place which is Rynjah village. Infact, all the favourable roads links to these villages passes through Umpling Retail market. Buses, taxis and all other modes of transportation passes through Umpling Retail market and into these villages. Therefore, with lack of occupational facilities people from these areas flock into this area in search of work. Many people pass through this place to their jobs in the city. The coming up of many houses, the expanding of the bazar, the growing population of the area (Rynjah village), the opportunity of work in many avenues have attracted the people outside the area into it.

Many people come in as labourers for construction, building of walls, drains. The changing occupation of the people of Rynjah from primary to secondary and so on, to office goers have attracted a lot of domestic servants from these villages. With the coming up of many more quarters such as the Posts and Telegraphs Department, the Society colony and many other homesteads the population of Rynjah is growing at a fast rate. These people from the areas cannot cater to the need of the village as a whole (Rynjah village and Refugee colony). Many of them as we could see came into the village's bazar (Umpling Retail market)

to sell their wares and starts different business. Infact, many of them came and settled here itself. The survey on Khasi traders could be a sample example in which we could assume that the increase in importance of the village is not due to the achievement of the original inhabitants but of the outsiders who came and settled here. In the same way, keeping aside the regonised colonies such as the Refugee colony, the Society colony, there is a heavy influx of more immigrant from Assam, Bengal, Bihar etc. These people also faced different problems in their own states and areas that they were forced to leave then and come to these areas with the hope of better employment opportunities. Moreover, with the frequent outbreak of agitation and vidence here in Shillong, it is found that migrant from outside the state opted for areas such as Pynthor-umkhrah, Jail road, Laitumkhrah and Umpling areas, where the society is much more harmonious and where the population strength between the Khasi and others is much more proportionate. In the same way, while considering the population of Rynjah village, we find that out of the approximately 3200, the Khasi accounts for about 1200 and the Bengalis 1000 and other would be sharing the 1000.

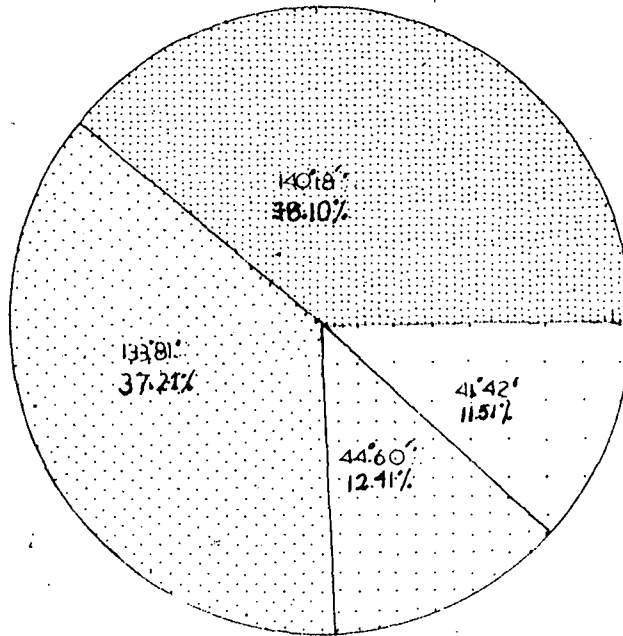
Rynjah village, infact, developed due to the influx of people from outside the areas, from other parts of Shillong and the interior parts of Khasi and Jaintia Hills and outside the states such as West Bengal, Bihar etc. These people have now

filled up the area of Rynjah which is about 1 sq. km. including Refugee colony. Thus, with a population of about 3200 it is very dense populated. The immigrants, both Khasis and other communities concentrate mainly outside the original Rynjah village which is mostly inhabited by the original inhabitant. This area is about 15,000 sq. metres. Within the period of about 30 years about 85,000 sq. metres of areas has been completely inhabited. This happens mainly due to the large scale selling of land by the original Mawrie zamindaries. The area has been developed largely by the immigrants. The Refugees Colony has snatched about 60% of the total area of the village, 20% by the Khasi immigrants, 20% occupied by the original inhabitants and 10% belongs to the Government institutions, such as Beat House and quarters, Posts and Telegraphs quarters, Indian Technological Institute (ITI) and other government institutes.





The effect of immigrants, both Khasis and communities coming from outside the state, has been very great. It has touched on all spheres of life and socio-economic life such as population literacy, economic standard etc. These immigrant have come up here and started all types of business right from small vendours upto big departmental stores, starting of Schools, workshops etc. As Rynjah village has completely been transformed into an urban area, the people of the area are now confined to secondary and tertiary activities. Like Education, health, while

FIG-12

COMMUNITY ALLOCATION OF SHOPS
(in percentage & degree)



INDEX

	Khasi
	Bengalee
	Biharis
	Others

collar jobs, services, carpentry, transport, supplying, trade and commerce, contractors and a variety of informal services.

After having a general idea about the conditions of the area surrounding Rynjah and other areas outside the State itself and also the impact of the immigrant created for the last 30-35 years we now come straight into the case study which is the structure of Retail trade in Umpling Bazar.

Structure of Retail Trade in Umpling :

Umpling Retail market consists of about 113 shops of which about 25 are located in Pohkseh village (see Table 10). The sale in Umpling bazar is more brisk in the evenings and including the open air vendors who operate mainly in the evenings, the strength of the market would be of about 156 stalls. The Retail market is compact along the main road of about 150 metres approximately and include apart of Pohkseh village.

TABLE - 10

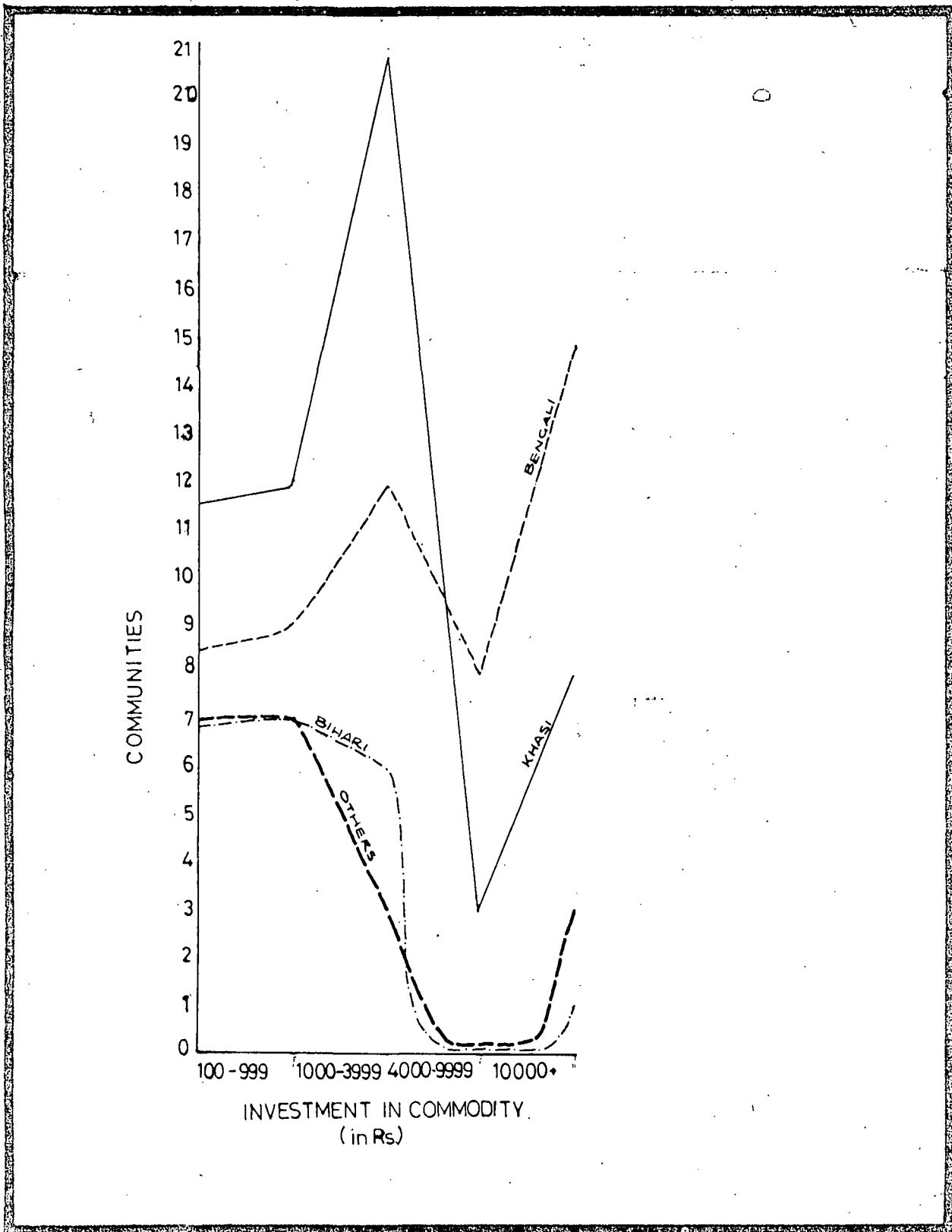
COMMUNITY ALLOCATION OF SHOPS
(UMPLING RETAIL MARKET)

Community	Number of Shops	Percentage
Bengali	44	38.10
Khasi	42	37.16
Bihari	14	12.41
Others	13	11.51
Total	113	100 %

Considering the table, we find that the main communities involved in this Retail market are mainly Bengalis, Khasis and Biharis. Other constitute a smaller proportion. Most of the Bengali traders have settled in Rynjah and the Refugee Colony (Umpling). About 16 of the 42 traders are originally from Shillong (born in Shillong) others are immigrants from Cachar district of Assam, Bengal, Dawki and so on. On the other hand, the Khasi traders are also resides in and around Rynjah village like Nongrah, Pohkeh and Umpling. Unlike the Bengalis, most of the Khasi traders are immigrant from the surrounding areas, Shillong and outside Shillong. Only about 9 of them are 5 from Rynjah and 4 from Pohkseh are originally from this place out of the 44 Khasi traders taken into consideration. In case of the Biharis, most of them, 13 out of 14 are coming from Bihar (i.e.92.86%) they all reside in Rynjah village. Other communities consists of Nepalese, Punjabis, Bhutanese, U.P., Marwaris and even Chinese. Most of these stay in Rynjah village itself.

While considering the Retail trade pattern in Umpling bazar we find that unlike Police bazar or Bara bazar (Iewduh) where the Marwaris are the sole trader, here the Bengalis are more prosperous than any other communities. If we exclude the small roadside vendors, we find that out of the total of 113 shops taken into consideration, 44 belong to the Bengali (i.e. 38.10%), 42 to the Khasis (i.e. 37.16%), 14 to the Biharis (i.e. 12.41%) and 13 to others (i.e. 11.51%). We may add that the Khasis are close behind, but if we study the commodity structure we find

Investment In Commodity at different Levels (in Rupees) Community wise. FIG-13



the differences and realised that it is not the number of shops that count but the commodities inside them. Examining the Table 11, we find that if we create certain class of investment as follows :

TABLE - 11

INVESTMENT IN COMMODITY AT DIFFERENT LEVELS (IN RUPEES)
COMMUNITY WISE

Rs.100-999	Rs.1000-3999	Rs.4000-9999	Rs.10000+	
12	21	3	8	Khasis
9	12	8	15	Bengalis
7	6	-	1	Biharis
7	3	-	3	Others

Source : Field Survey.

The Bengalis control all the 4 classes of investment. In shops especially in higher classes, they are way ahead. Apart from the large investments they are more or less in the same classes or frequency like 9 in very small scale which constitute pan shops, small general stores etc. and 8 in medium scale dealing in general stores and others. They have 1 departmental store and 14 other bigger general stores in which investment ranges from Rs. 10,000 to about Rs. 2.5 lakh in case of a pharmacy. On the other hand, the Khasi are specialized mainly on the first two investment classes, 12 in vendors and grocery operating from shops, 21 in small general stores constituting some food grain, stationery etc and they are doing poorly in medium and big shops. Excluding the three Government Fair Price Shops,

dealt by the Khasis, they will have 3 medium investment shops and 5 so called big investment shops, out of which 4 of them seems to scrape the Rs. 10,000 investment mark and 1 with maximum 15,000 investment. The Biharis are concentrating only on the first two investments. They have 7 in vendours and grocery (very small investment) and 6 in small investment dealing mainly in pan shops, cigarettes, sweet, eggs and confectionery. They also have only 1 general stores which just touches the Rs. 10,000 investment margin. The other communities such as the Marwaris Punjabis and Nagas are doing petty well in trade here in Umpling Retail market. The Marwaris operates a shop which is more or less equivalent to that of the Bengali Departmental Store. As such we have 2 departmental stores in the market with investment of above Rs. 80,000. The Punjabis jeweller also would estimate to about Rs. 20,000 of investment, that too being a new shop. The tribal Naga dealing in liquor is also among the big shops in the area with an approximate value of stock ranging to about Rs. 20,000 or more. Others, like the Nepalese, Bhutanese, Chinese stick to small investment such as Tailoring, tea stalls and small restaurants. Table 11, will give a clear picture of the mentioned statements.

Looking on the other side of fence, we find that the Khasis are doing well in grocery and fish trading. They account for about 22 out of the 43 vendours found on roadside of Umpling Retail market in the evening. The Bengalis consists of 7 vendours

dealing mainly in grocery and the Biharis consists of 10 dealing in grocery and 3 in poultry products and 4 goes to other communities who operates as grocers and hawkers.

TABLE - 12

VENDOURS COMPONENT IN RETAILING
COMMUNITYWISE

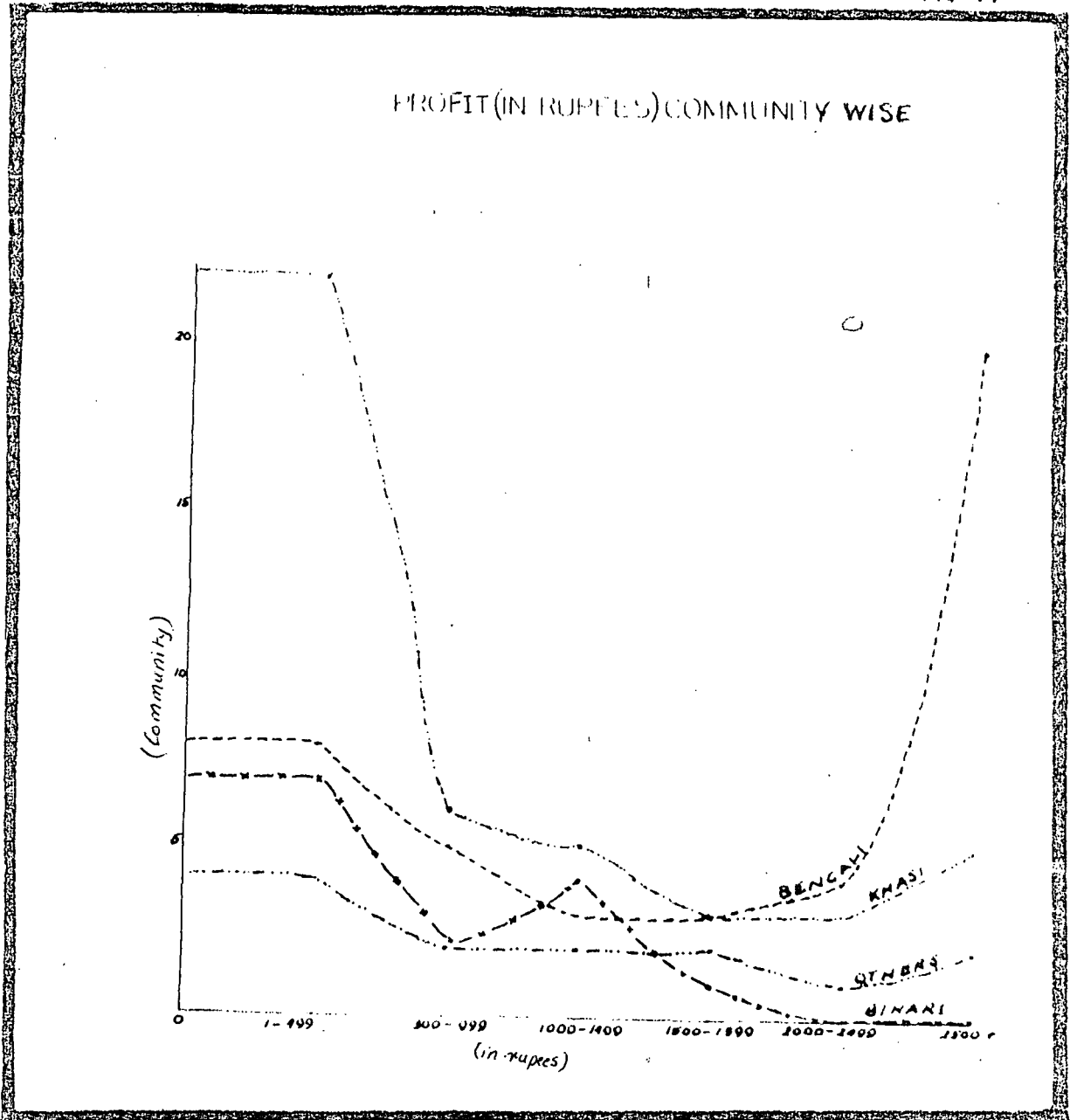
Community	Male	Female	Percentage
Khasis	-	22	51.16
Bengalis	7	-	16.28
Biharis	10	-	23.26
Others	4	-	9.30
Total (Male and Female) = 43	21	22	100%

These small open air stalls would not carry so much and the approximate stock would be to a hundred or two in which the seller would gain to about Rs. 30-40 per evening, except for fish sellers where the stock could vary upto Rs. 500 or a little more and the approximate profit would be about Rs. 80-120 per evening.

Turnover and Profits :

The turnover and profits in this context would be (1) Turnover is the total sale of goods in rupees and (2) profit is turnover ^{minus} expenses i.e. net profit after paying off house-rent, salary to employees and other daily consumption such as water,

FIG-14



milk, fire-wood, tea and so on. It is also difficult to get accurate figures of the profit per month mainly because people are reluctant to give the correct figures. Certain natural elements like rain, cold day also affect trade and commerce. There are also many losses, faces by traders while in buying and selling. At certain time certain commodities are spoilt by pest and other elements.

TABLE - 13

PROFIT IN RUPEES - COMMUNITYWISE

100-499	500-999	1000-1499	1500-1999	2000-2499	2500+	Communities
8	5	3	3	4	20	Bengali
22	6	5	3	3	5	Khasi
4	2	2	2	1	2	Others
7	2	4	1	-	-	Bihari

In the same way, there are some types of business which deal with a good sum of money but bring in little profits like Fair Price Shops. 5% of the total sale for example, if the investment in commodity is about Rs. 20,000 it would be only Rs. 1000 per month and deducting many overhead expenses during that time, the trader would have to be contented with about Rs. 200-300 per month. But there are also certain business like tea stalls where the total investment is small, say about Rs.500 but the sale per day is more or less about Rs. 300 approximate duration to sell of the stock would be of two days, that would mean the seller would approximately get Rs. 70 to Rs. 80 per day

after paying of daily expenses. So his monthly profit would be around Rs. 1,500 after paying house-rent.

Now, we turn to the actual problem of turnover and profit per month among the different communities operating in Umpling Retail market. There are few traders who managed to cross Rs. 3,000 per month as profit. As for the Khasis only a few of them could come to that mark. In the Bengali communities, there are about 4 of them whose income ranges from Rs. 6000 to Rs.10,000 of net profit per month and still many more between Rs. 3,000 and Rs. 6,000. Regarding those low and medium class traders they are even in better situation than the Khasis. There are few of them who are in the approximate Rs. 500 profit per month (8 to 22 Khasi traders) of about less than 1/3 of the same category of Khasi traders. They are somewhat equivalent from Rs. 500 to Rs. 2000 category then Rs. 2500 profit per month shoots up in favour of the Bengalis leaving the Khasi with only 5. The Bihari traders are in the worst position, they concentrate mainly as vending and none of them could cross Rs. 2,000 monthly profit margin. Except one, they are below Rs. 1,500 profit margin. Except departmental store and the Wine stores nearly all of them are below Rs. 2000 net profit per month margin in the case of other communities. The Table-13, would clearly indicate the facts.

Commodity Mix :

Being almost totally urbanised, Rynjah village on the whole do not produce anything anymore. The working force are

TABLE - 14

COMMUNITY HOLD IN COMMODITY COMPOSITION

	<u>Bengali</u>	<u>Khasi</u>	<u>Dihari</u>	<u>Others</u>
1. Departmental Store	1	-	-	1
2. Confectionery	-	-	3	-
3. General Store/Stationery	12	2	1	1
4. Hardware	2	-	-	-
5. Studio	1	-	-	-
6. Pharmacy	3	1	-	-
7. Firewood/Charcoal	1	2	-	-
8. Tea Stall/Meals	3	4	-	2
9. Jewelleries	-	4	-	1
10. Laundry	-	-	2	-
11. Fair Price Shop	1	3	-	-
12. Bookstall/Newspaper	1	2	-	-
13. Saloon	1	-	2	-
14. Teer (Shillong Lottery)	3	6	-	-
15. Cigarette Shop	6	-	-	-
16. Restaurant	-	1	-	1
17. Beef Shop	-	2	-	-
18. Tailoring	4	4	-	2
19. Grocery	-	7	-	-
20. Book Shop	-	3	-	-
21. Electrical Shop	3	-	-	-
22. Watch Repairer	-	4	-	1
23. Furniture	-	1	-	1
24. Mutton Shop	-	-	1	-
25. Distiller/liquor shop	-	3	-	1
26. Chicken seller	-	-	1	-
27. Video Cassete hiring	1	-	-	-
28. Weaving	-	-	-	1
29. Automobile repairing	1	1	-	-
30. Poultry Products	-	-	1	-
31. Mattress Maker	-	-	1	-
32. Blacksmith	-	-	1	-
33. Hawkers	-	-	1	-
34. Vendours	7	22	10	4

Source : Field Survey.

now engaged in secondary and tertiary activities. Therefore, all the essential commodities is brought in from Bara bazar and a few like vegetables, fire-wood, charcoal are brought from the surrounding villages like Lapalang, Nongrah, Mawlynrei and beyond those villages. But these are somewhat negligible. All the essential commodities are brought in from Bara bazar and almost all of them could be bought from this market in retail form. Services are available within the Society itself, like barber, cobbler, laundry, blacksmith, mattress makers, weaving, watch repair, radio repairing, tailoring, automobile repairing, book-lending and newspapers, jewellers, doctors etc. These will be elaborated in the next chapter when we discuss about employment.

Examining the Table-14, we find that there is about 20-25 groups of general commodity composition which deals with many hundred of kinds of commodities. Umpling Retail market, could be termed as a 'Mini Bara-bazar'. One would not have to go to Bara bazar or Police Bazar to buy general things which are available in Umpling Bazar. Shops ranges from big departmental stores which deals with almost every essential goods such as, food grain, milkfood, oil, kerosene, salt, sugar, stationery, clothes, cosmetics, toys, snacks, ornaments, cigarettes and a lot of different things such as utensils, crockery, etc. The general stores also deals with these kinds of things but to a lesser extend. These are specialised in confectioneries, dealing with bread, dairy products, snacks, etc. Hardware stores which

deals with building materials are also available. The Chemist shops is highly dependable for almost all kinds of medicines. Firewood, charcoal and other burning materials such as kerosene, gas are also available. Fair Price Shops are also 3 in number and are more or less adequate for the society as a whole to get most of the essential commodities such as rice, dal, flour, edible oil, kerosene, sugar, salt, etc. All kinds of edible meat like beef, pork, mutton, chicken, fish, eggs are easily available here in the bazar. All kinds of clothing are also available. Expert in the fashion clothes and tailoring is also found here. The grocers cater to all kinds of vegetables. Tea stalls and restaurants for meals are also available. There is also a distillery where cheap local brew is made under license. A wine store of expensive (Indian made) foreign liquor is also available. All kinds of Video libraries for hiring are available. So does all kinds of lettery (States and Teer) is entertained in this retail market. Furniture of all kinds is available here. Almost all kinds of services is also available in the market like radio repairing, watch repairing, saloons, automobile repairing, mattress repairing and there are even two shops specialized in silver and gold ornaments (jewellers). Therefore, we could see a large variety of goods and services available here. For better detail the Table-14 will give a more clear idea.

Female component in the Retailing structure :

It is a clear phenomenon to cite that in all the three

dominating communities who operates in the market, i.e. Khasi, Bengali, Bihari and some others, there is lack of women traders except in the Khasi community where the women participate as sellers. The Table -15 will clearly show the true fact of the situation.

TABLE - 15

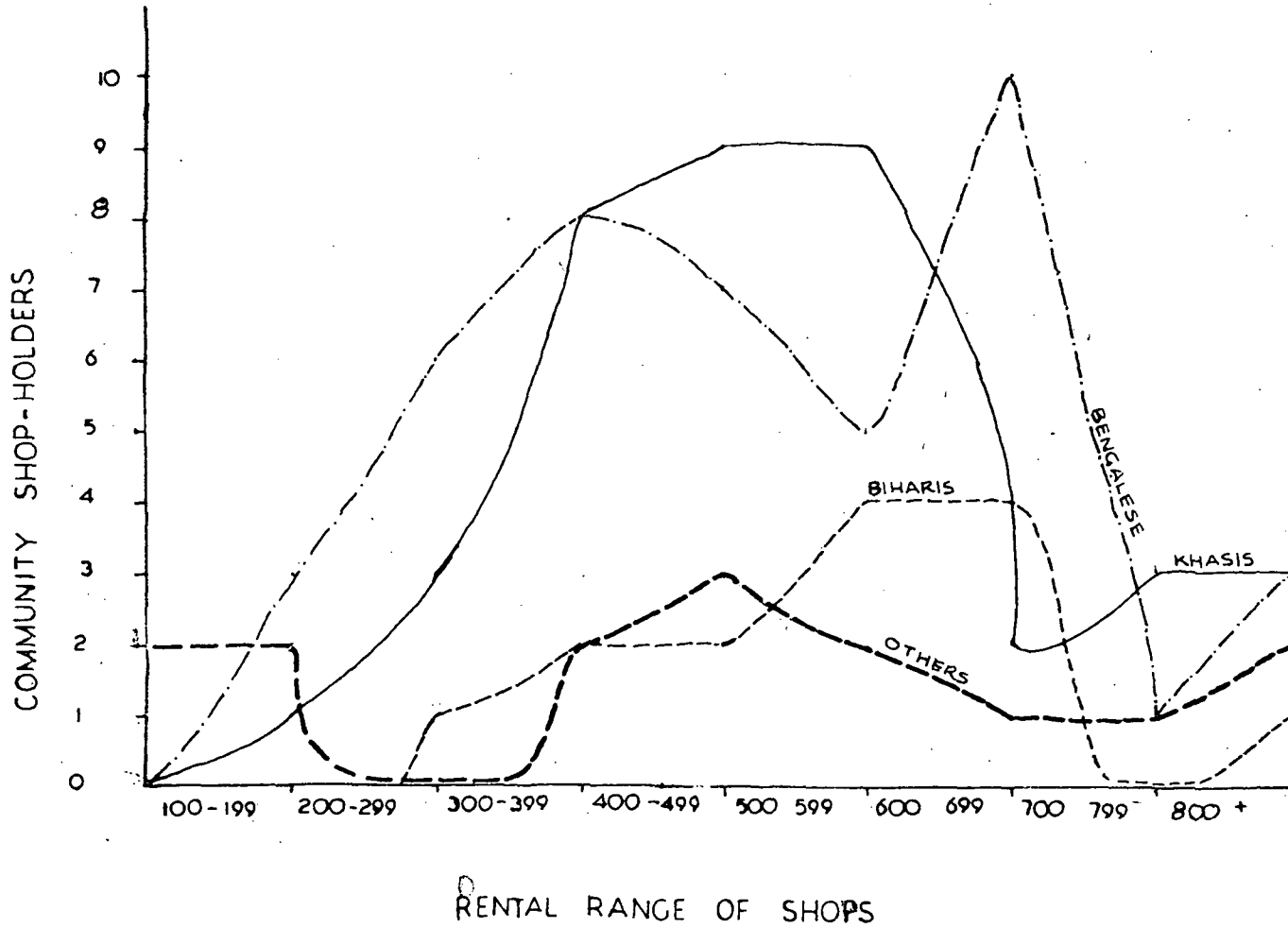
FEMALE COMPONENT IN RETAIL ACTIVITY

Community	Male	Females	Percentage
Khasi	20	22	
Bengali	44	-	
Bihari	14	-	
Others	10	3	
Total	88 (77.88%)	25 (22.12%)	

Out of the 42 Khasi shops, 22 are operated by women and 20 by men including the vendors and fish sellers. This shows a more free atmosphere in the Khasi society than any other society where women are also treated as equal in the society. On the other hand, if we take a look at the Bengalis and Biharis, we find that women participation in trade and commerce especially in Umpling Retail market is completely absent. In case of the Bengalis, we find that the women are more engaged in 'white collar jobs' for those who are able but the rest of them stay at home. In other communities, female participation is not absent but negligible.

FIG - 15

Rental range of shops and Community holding per rental range
 Source:-Field Survey



Rental Structure :

According to Ratcliff an Entrepreneur will seek a place where his net return be at the maximum. Therefore, he will also seek a place or site in relation to the market where the cost incurred by the combination of input will furnish an output that maximise profits. But this kind of a site will attract competition among retailers and the higher bidder would be able to get these kinds of sites⁵⁸. As the Retail market under study is too small of about 150 metres along roadside, shops need not be situated at the front or at the corner. Even though there is a little bit of competition for the sites in front say around the Bus stand. Some favourable sites are occupied by land owners themselves and the affect of rent is not felt, and need not even compete for sites. Moreover, it does not go to the extent where according to Firey the competition for a site will lead to a systematic retail pattern determined by maximum rents that specific types of retail outlets are able to pay for each site⁵⁹. However, we could see that all the

TABLE - 16

<u>RENTAL STRUCTURE</u>							
<u>100-199</u>	<u>200-299</u>	<u>300-399</u>	<u>400-499</u>	<u>500-599</u>	<u>600-699</u>	<u>700-799</u>	<u>800+</u>
-	1	2	2	4	9	-	Bihari
2	-	2	3	2	1	1	Others
1	3	8	9	9	2	3	Khasi
3	6	8	7	5	10	1	Bengali

58. Ratcliff, R.U. (1949) : 'The problem of Retail site selection' Michigan Business Studies, 9.1, pp.365-75.

59. Firey, M(1947) : 'Landuse in Central Boston', Cambridge, Masachussets, pp. 229-61.

shops are concentrated in a small area and it is very much in a haphazard manner and no specialized, which means that one could find even a grocery shop along with a departmental store or a pan shop with a cloth shop or a cobbler alongside with a jewellery shop. For example, in this context we cannot accept Peter Scott's assumption that jeweller's for instance are able to pay an average higher rents than furniture retailers because they can exploit fully those sites where pedestrian flow are the heaviest.⁶⁰ This could be true to cities like Delhi, Bombay etc. But for a very small area, as Umpling Retail market, we find that these jewellers are not so popular. So they could be contented in some corners and the frontal sites are occupied by essential commodity dealers and grocery. It also could be seen that if there is competition among even a grocery and a jeweller, here in, this context it would be totally opposite to what Scott assumes because in many cases we see that a grocerer pays more for rent than jeweller. Therefore, this retail market is mainly specialized on essential commodities and it is not of fashionable character like Police Bazar, although these elements are also present in the market. By examining the Table-16 and the graphs (Fig.15) showing retanal structure in Umpling Retail market we find that except for a few very low ranging shopkeepers from Rs. 100 to about Rs. 300, all of them range from medium to high rate of rent. While surveying all the low rent, about 16 of them are small wooden structures, at the average area of 6'x5' feet. But for buildings, for which rent ranges from Rs. 300 to Rs. 800+ there are certain factors which need to be considered

60. Scott, P.(1958) : 'Location and Frontage in city retail areas', The Valuer, 15, p.21.

for example, like (1) area of the shop (2) type of construction (3) whether electrified or not etc. The average areas of shops within this range is around 8 x 8 Feet. Most of them are concrete buildings. But there are also some shops which came under the same category but have been built with wood (Assam Type). They are somewhat bigger in area around 10 x 12 Feet in area. Most of the shops are electrified, except for the very low rental shops which are mostly very small and weak. Therefore, there is no systematic building for shops. This creates the haphazard landuse in the market place. But to a certain extent there are few length where the shops are almost of concrete having the same rental value.

The Table 16 and figure 15, show that approximately 85 per cent consists of shops which range from Rs. 300 to Rs. 800+ in rent the rest would be Rs. 100 to Rs. 250 which constitute only 15%. This happens because of the consciousness of the land owners of the rate of rent. Most of them have replaced with concrete structures and it would not be long to experience a complete change in the landuse of the market in Umpling. Even now, small shops like pan and cigarettes shops are concentrated in corner in between big shops. These are the shops which belong to the low category of rent. But while comparing the area-wise we find that a small shop of area 5' x 5' with a rent of Rs. 200 per month would have to be very high. Even the small structures which sell beef, pork, mutton, chicken, etc. with an area of about 5' x 5' feet. and very weak, insecure and are not fit to

keep the commodities at night time are also within the range of Rs. 200 to Rs. 300. This is very high, even with this also we cannot get the real approximate rental value.

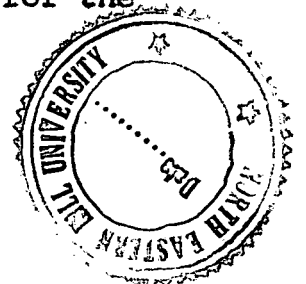
Thus by looking at the Table - 16, we could assume that the approximate value of rent in Umpling bazar would be around Rs. 450 to Rs. 500 per month for an approximately 8' x 8' shop. The graph will clearly indicate this. It give the impression that almost all the shops are uniform in size though there are exception here and there.

Taxes :

Except for the Khasi traders all the other communities have to pay taxes to the Khasi Hill Autonomous District Council (Tax Deptt.). Taxes varies with the commodities sold in the shop. Therefore, taxes also has a range which accounts from Rs. 80 to about Rs. 500 for the departmental store per annum. The pharmacies pay taxes to the government itself (Health Department). In the same way, even 'Teer' (Meghalaya daily Lottery) also have to pay taxes to the government.

Other taxes are of local ones. As Umpling Retail market also include a part of Pohkseh village, about 25 shops situated in Pohkseh boundary have to pay excess tax for water and street lighting which accounts to Rs. 5 per month. This is absent in the case of the shops situated in Rynjah village (actual Umpling Retail market), but all have to pay Rs. 25 per month for the

102417



cleaning of the bazar area as this place is not under the Municipality area. This also include the Khasi traders who do not pay taxes to the District Council.

Illegal Operators :

In all spheres of trade and commerce illegal operators are not uncommon. As said earlier, apart from the Khasis, all the non-khasis traders have to pay sales tax to the Khasi Hills District Council. By examining the surveyed questionnaires we find that excluding the vendours, there are 9 Bengali traders, 6 Biharis and 7 of the other community who operate illegally accounting to about 20 per cent of the total traders including the Khasis. If the Khasis are excluding it will be more than 30 per cent. This is very alarming rate and a need to stop this is very urgent.

TABLE - 17

ILLEGAL OPERATORS IN RETAIL TRADE
(UMPLING BAZAR)

No. of Shops and Vendours	Illegal Trading	Percentage
156	43	27.56

Source : Field Survey.

The Importance of Vendours :

The vendours are also a very important factor in the structure of Retail trade in Rynjah. Out of the total 156 shops and

vendours, they account to about 43 of them, i.e., about 27% which is a considerable amount. Out of the 43 vendours, 22 are khasis which is roughly 50 per cent. These vendours specialised in grocery, fish selling, poultry products and hawking. All the Non-Khasi vendours are operating illegally without any license.

Not only they are important in the structure of Retail trade of Umpling (Rynjah), they also cater a great service in supplying vegetables, egg, dry fish, etc to the people of the surrounding areas. Except for some Khasi and Bengali vendours, most of them come only in the evening to sell their wares. These people come with vegetables, hardly with an approximate value of Rs. 150. They almost sell off their stuff before 8.30 P.M. that is about 4 hours selling from 4 P.M. onwards. Even though, their function is very important, their turnover and profit is very small at about Rs. 175 and Rs. 25-30 respectively per evening. Only the fish sellers and a few grocers would do a little better with a profit of above Rs. 50 per evening.

Commodity Flow :

Rynjah village being under the urban influence for so long, has now been transformed into an urban area itself and is within the township of Nongthymmai. As it has become into an urban area, the society has completely transformed itself from agricultural to non-agricultural activities. The whole village itself is now full of homesteads and there is no space for agricultural activities anymore. Being transformed into an urban area

SHILLONG - RYNJAH COMMODITY FLOWS

1989

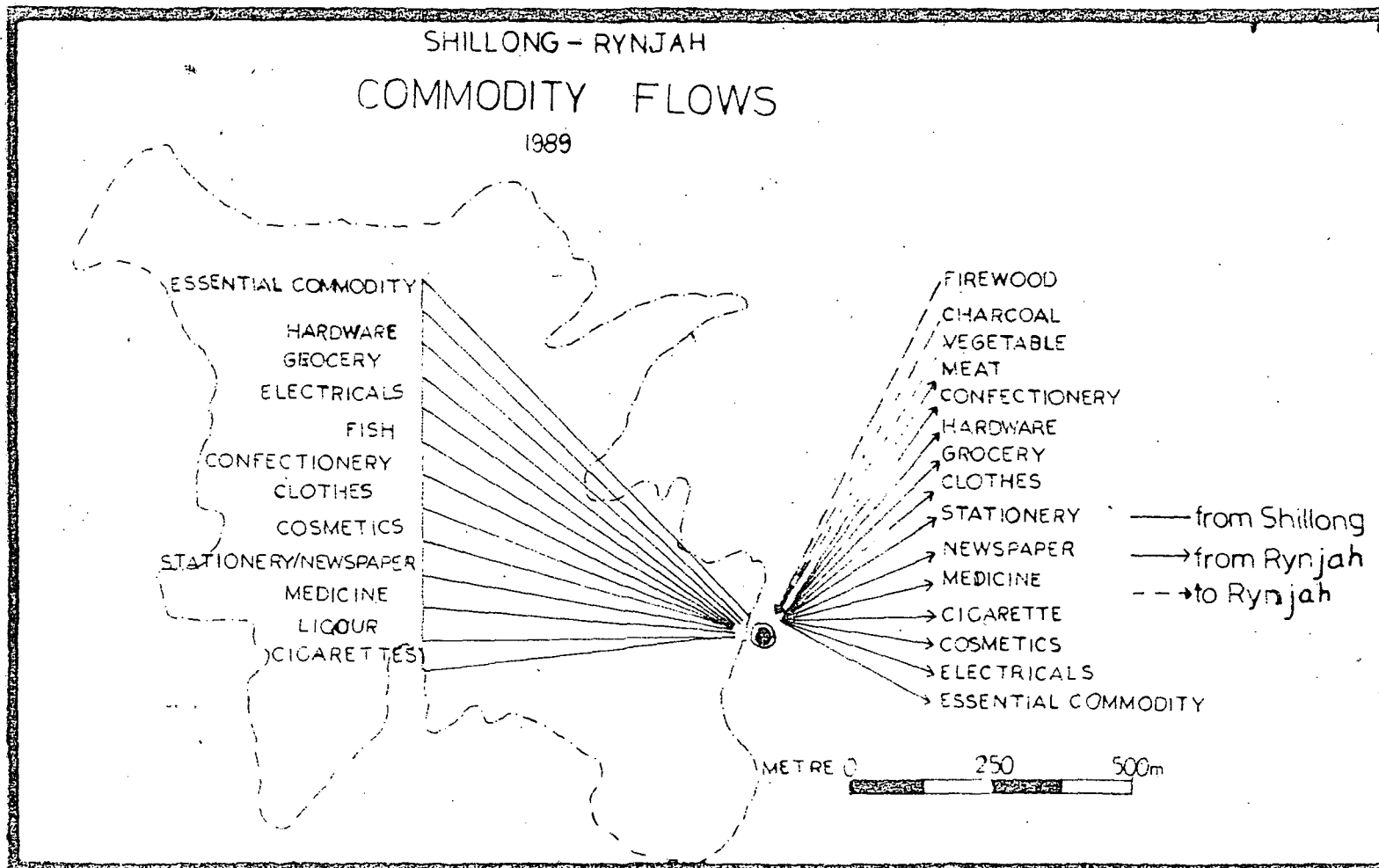


FIG - 16

with no other infrastructure, the village (including the Refugee colony) do not produce anything except labour and service. Therefore, all the essential need comes from Barabazar and few from other surrounding areas. On the other hand, Umpling Retail market being an important place like Barabazar, with good transport facilities and road link acts as a distributing area to the other surrounding area like Pohkseh, Proper Umpling village, Lapalang, Nongrah, Mawlynrei and so on. Therefore, Umpling Retail market acts as a 'Middle-man' in this aspect.

As said earlier, except for a few services and commodity all the need of the village is brought in from Barabazar which is about 5 KM from Rynjah. They are :- (1) Foodgrains (2) Cosmetics (3) Hardwares (4) Medicines (5) Book Stationery and Newspaper (6) Grocery and (7) Clothes etc.

The Table - 14 will clearly indicate the commodities found in the market.

These are not meant only for the people of Rynjah village itself but to the surrounding villages too. There are commodities which are bought in from Barabazar in order to regenerate retail trade and create more avenues in occupation. Example like tea, sugar, do not end up as end products which will be consumed by the shoppers but will regenerate other occupational avenues such as tea stalls, restaurants etc. There are many more of these kind of items which helps in this way.

The Retail market being a Bus stop, experienced an influx of commuters in the morning and evening. This shows that this area is populated by a large number of service people. That is why the buses are always parked during these hours. The coming back of commuters in the evening creates a brisk trade of essential commodities like fish, meat, vegetables, foodgrain, oil and

many others.

It could be estimated that from 8 AM to 10.30 AM about 30 buses (Syndicate buses, Mini buses, Government buses) leaves for Barabazar, carrying atleast 40 passengers. This would estimate at 1200-1500 passengers within 2½ hours. In the evening at about 5 PM to 7.30 PM the same number of persons would return. Thus, the Bazar would be suddenly crowded.

The sale in the day time is very mild and very insignificant in comparison to the evening hours. The figure . 16. would give a clear understanding of the commodity flow in and out of Umpling Retail market.

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CHAPTER - 5EMPLOYMENT STRUCTURE OF UMPLING RETAIL MARKETINTRODUCTION :

Among all other attributes of marketing, employment is one of the most important aspects which cannot be excluded. With growing employment, the dependency ratio declines. Retail is one of the most important avenues where the informal jobs could be created. Thus, most of the under privileged of the society could be incorporated in the work force of the economy. On the other hand, retail sales account for more than one half of total consumer expenditure and retail trade employs as many as one in every ten insured workers in Britain. Although, total employment in retailing is less than one third that in manufacturing, retailing as measured by employment is the largest single industry of many British towns⁶¹. Berry (1963)⁶² also perceived retail employment as important variable especially in the unplanned centres while studying the retail centres in Chicago. As the evolution of Umpling Retail market is also an unplanned one, therefore, many variables might be of importance to the case study. Peter Scott noticed the influence of the problem of working proprietors within the labour force in retailing.⁶³

61. Scott, Peter : 'Geography and Retailing', 1970, p.11

62. Berry, B.J.L. (1963) "Commercial Structure and Blight, Retail pattern and processes in the city of Chicago"
Research paper, University of Chicago, Deptt. of Geography.

63. Scott, Peter, Ibid, p.71

He also noticed that the level of employment per shop varies with the level of sales, but the relationship is complicated by variations in the level of sales per worker⁶⁴. Thus, the number of persons employed per unit of sale varies with the kind of business⁶⁵. However, with the increases economics of scale result in an increasing level of employment rises less rapidly than the level of sales.⁶⁶

Retail employment shows considerable variations in composition by sex, age, education and degree of training.⁶⁷ This aspect is also very peculiar aspect which would be dealt when talking about the employment structure the case study (Umpling Retail market). This also shows that the male and female composition in any retail market. The structure of the market also determined the sex composition work forced. As Peter Scott puts it, the areal analysis it should be confined to a particular trade, food shop would involve more male labour than in cloth shops. Also the composition of the work force by part time and full time labour like wise varies areally by type of trade⁶⁸. This was then perceived by George (1966)

64. Scott, Peter : Op.cit., p.71

65. Hall, M. & Winsten, C : 1961 : 'The pattern of variations of retail margins', Bulletin, Oxford University, Institutions of Economics and Statistics. pp. 283-87.

66. Bellamy, R. : 1946a : 'Size and success in retail distribution', Bulletin, Oxford University, Institute Statistics, 8, pp. 336-8.

67. Hannaford, R.G.M. : 1959 : 'Education and Training for distribution', O EEC, Paris.

68. Scott, Peter, Op.cit., p.72

that more part time workers are employed in food products than in clothing trade, especially in metropolitan area than in smaller centres.⁶⁹

There are many aspects which are problems to even count as part time labour simply to half or full time. Furthermore, the high proportion of owners and family workers in Retail trade every where preclude the use of man hour as in indicator of labour input. Therefore, Hughes and Pollard (1956) could be more appropriate to assess the areal input of labour in retailing by the wages and salary paid rather by showing the number of persons engaged⁷⁰. They also observed that where the average sales per person engaged is high, wage will also be higher. Coming back to George (1966), he observed that regions with relatively high sale per person engaged, tend to have a lower percentage of unemployment⁷¹ than areas with low sale per person.

While examining the European countries retailing, we find that the sales per person is similar to that exhibited by the average sales size of establishments, though the range of variation as we would expect is less.⁷² If we examine Europe as a whole, Northern Europe which has the largest shops and has a well developed consumer co-operation, also returns the highest sales per employee. The Mediterranean countries which have the smallest shops and the highest proportion of working proprietors, have lowest sales per worker. This could be presumably because of

69. George, K.D. (1966) : 'Productivity in distribution' London, p.80

70. Hughes, J.D. & Pollard, S: 1956. 'Labour in British retail Trade' 1950, Yorkshire Bulletin of Economic & Social Research, pp.109-29

71. George, K.D., 1966, Op cit, p.80

72. Jefferys, J.B. & Knee, D. 1962 : 'Retailing in Europe' London

TABLE - 18
Shift in the Share of Workers to Total Workers 1971-'81

	% of Agricultural Workers			% of workers in House hold industries			% of other workers		
	1971	1981	%change	1971	1981	%change	1971	1981	%change
Shillong Municipality	1.35	0.37	-0.98	1.52	1.66	+ 0.14	97.13	97.34	0.21
Cantonment	0.21	0.10	-0.11	2.18	0.93	- 1.25	97.61	98.97	1.36
Mawlai	37.86	19.78	-18.08	3.62	0.88	- 2.74	68.52	79.44	10.92
Nongthymmai	2.24	1.41	-0.83	1.44	0.86	- 0.58	96.32	97.73	1.41
Pynthorunkhrah	-	9.88	-	-	1.73	-	-	88.39	-
Madanrting	-	2.96	-	-	2.61	-	-	94.43	-
Shillong Urban Agglomeration	4.59	3.65	-0.94	1.78	1.48	- 0.3	93.63	94.81	1.18

Sources Census of India, 1981. Provisional Population Total, Meghalaya.

110

a low level of private expenditure per capita. On the other hand, Belgium has small shops and medium sale per worker, presumably because of a relatively high level of expenditure. While in Finland, the growth of consumer co-operation has led to large shops and a high sales productivity of labour, despite a level of per capita expenditure below the European average. Switzerland despite of high level of per person engaged, had medium sized shops and average sales per person engaged, presumably because markets have been unduly fragmented, by the diversity of consumer preference. In Britain and Sweden, where per capita income expenditure is also high, the level of sales per person, though above average, is not high as might be expected from the sales size of shop. Perhaps, it is that among other reasons retailing embodies more services in these countries than anywhere else⁷³. Even if we look on the other side of the globe like USA and USSR, Goldman (1963) has shown that sales per employee in the two countries are not so markedly dissimilar, although it would be in favour to USA⁷⁴. Soviet retailing is characterised by the lack of service which would facilitate a great turnover. However, the ratio of wages is higher in USA than the Soviet Union. This could be due to that USA could use relatively more capital while Soviet retailing uses relatively more labour.

73. Scott, Peter; Op cit, p.74

74. Goldman, M.I. 1963, Soviet Marketing "Distribution in a Central Economy" New York.

This substitution of capital for labour in retailing, as in other sector of Western economics, has been a basic component of recent change 75.

Employment Structure: Coming to the Indian context, at least 75 percent of non-agricultural work force is one of the criteria used by the Indian census in defining Urban area. In dealing with the case study, this phrase could be very vital as agricultural workers within the past 10-15 years has slowly vanished from the scene. This could be due to the fact that there is no more land to cultivate. The two land use maps (Fig, 10, 11) of Rynjah would clearly indicate the fact. The more or less complete 'occupational shift' and occupational diversification can be a true indicator of an incorporated fringe village into the Urban territory.

The employment structure of a village could be examined through (i) dependency ratio (ii) share of non-agricultural workers. As the village (Rynjah) is associated with a fast rate of change in occupational structure, indicated by a high growth rate of non-primary sector, it could mean a significant occupational shift as well as migration effect of non-primary work force.

Dependency Ratio: Dependency ration is computed by :

$$DR = \frac{Nw \times 1000}{w}$$

Where DR = Dependency ratio,

Nw = Total Number of Non-workers and

w = Total Number of workers

The bulk of non working population consists of population in the dependent age groups, i.e. children below the age of 15 years and old people over 60 years plus housewives handicapped and a large section of women, the later could be less applicable here in Meghalaya. Therefore, the lower the ratio the healthier is the picture, since the workforce would not be unduly over burdened. The ratio may not directly imply that urbanisation by itself depicts a low level of dependency rate, but in the developing countries like India, where selective migration is a common feature, a large young migrating population would change the overall dependency structure of the city towards the lower figure.

The dependency of Rynjah village is 1043 persons. This ratio is comparatively low when seen in the context of rural India, which is 2000 and that of Shillong of 2076 in (1981). The explanation to this can be that (1) in tribal areas the female participation rate is generally high and that dampen the DR and (2) village which are more or less urbanised like Rynjah avail urban employment which further boosts the figure for workers. To cite this example it could also be seen that when taking a random sampling of Umpling retail market, out of the over all 113 shops surveyed in Umpling bazar 22 belong to Khasi women which constitute only 27 percent of the shops. With this sample example one could imagine the contribution of these tribal women to the society as a whole.

Table Contd. -3.

Name of the village	% growth rate in Agri. workers (1971-81)	Non-agricultural workers				Dependency Ratio		
		% in 1971	% in 1981	% growth rate in (1971-81)	% change 1971-81	1981	1971	% change in (1971-81)
	11	12	13	14	15	16	17	18
Mawlyndep	0.63	26.85	44.00	12.7	17.15	1040	1046	-6
Nongkyndong	9.36	26.85	1.25	-9.3	-25.6	813	596	217
Maw Laingut	3.9	6.25	2.44	-4.5	-3.81	1065	699	366
Nongumlong	0.06	13.07	15.85	2.6	2.78	1694	1045	649
Nongpyiur	-1.4	4.14	14.09	22.3	9.95	1378	1185	193
Sedew	0	17.46	17.46	0	0	1063	1101	-38
Pomlum	15.17	62.58	0.69	-9.8	-61.89	844	884	-40
Makhan Pasir	-1.31	9.43	26.9	20.6	17.47	3070	1151	1913
Mawrashe	3.29	18.00	8.40	-4.4	-9.6	739	850	-57
Pomlakrai	14.2	3.29	4.05	20.0	0.76	882	1387	-505
Kynton-U-Mon	-2.96	25.00	77.38	62.2	52.38	1154	1055	99
Laitkor	0.33	13.42	27.35	15.9	13.93	1942	1083	859
Jyntah	0.55	51.35	75.95	21.5	24.6	1018	1662	-644
Rynjah	193.3	95.85	56.64	-0.4	-39.27	3080	1779	1204
Mawsbuit	-0.66	79.63	51.19	13.2	21.56	1086	992	924
Gate-Shyrvat	13.00	60.00	23.33	-5.3	-37.00	2700	720	1980
Mawpat	12.6	-	53.50	-	-	1197	974	223
Mawlong	2.73	25.14	10.93	5.3	-14.21	563	690	-127
Lyngkien (Mawpet)	17.8	63.46	32.05	-2.4	-31.41	1626	1326	302
Umswali	9.45	29.03	-	-	-	600	677	-77
Mawkyndroh	8.14	30.65	6.02	-7.5	-24.63	927	1065	-138
Mawdiang-diang	13.33	28.57	31.37	16.6	2.8	764	1381	617
Liewmyrsiang	7.00	25.37	20.57	2.9	-4.81	1065	1552	-487
Umiam (Sumer)	87.33	99.53	68.68	-0.6	-30.65	1995	309	1686
Umiam (Barapani)	18.42	96.73	90.71	8.9	-6.02	2391	1407	-984

TABLE - 19DEPENDENCY RATIO OF RYNJAH VILLAGE, 1989

	Dependency	Workers	
Females	669 + 423* = 1092	558	1650
Males	542	1008	1550
Total	1634	1566	3200

Source : Field Survey.

Dependency Ratio = $\frac{1634}{1566} \times 1000 = 1043$ persons

* Non-workers in the working age group.

TABLE - 20FEMALE COMPONENT IN RETAILING AND SHOPHOLDING

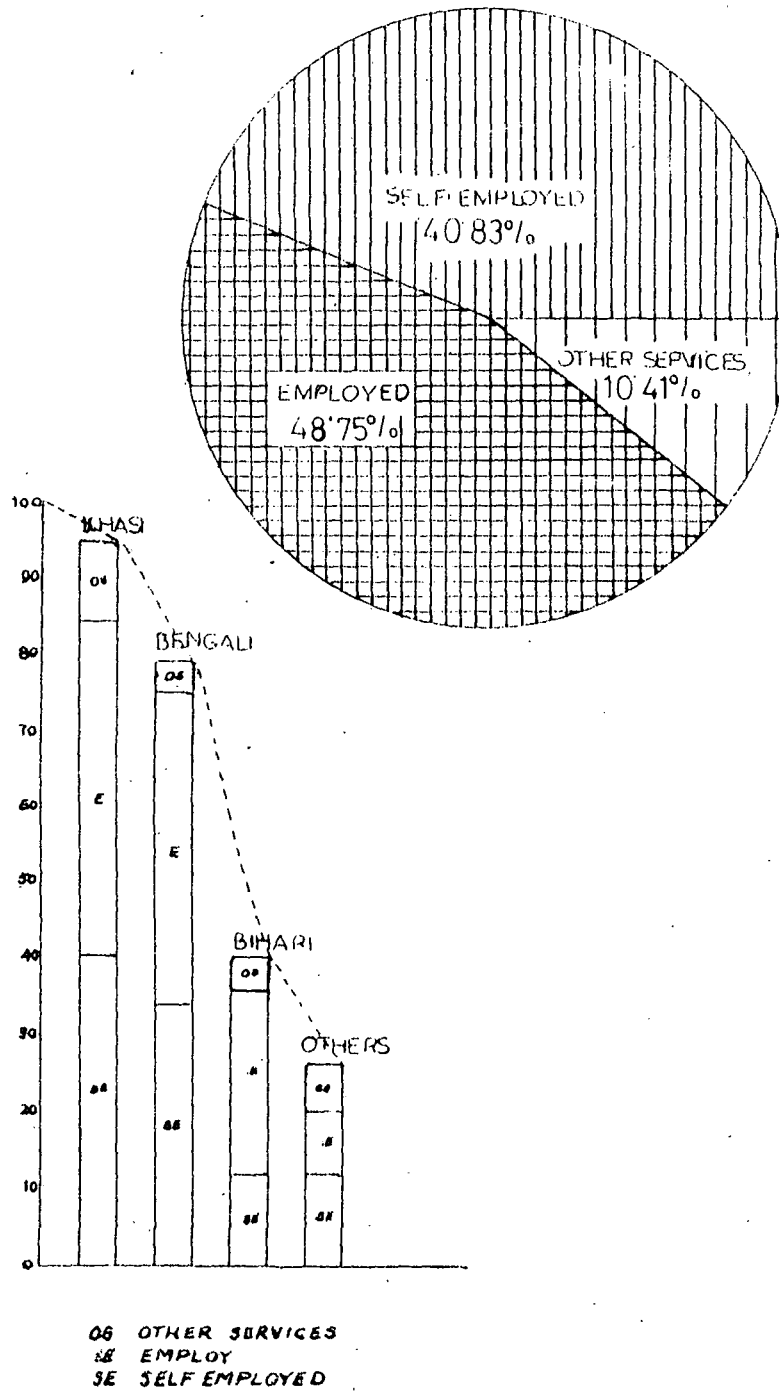
Community	Male	%	Female	Female in %
Bengali	114	77.88%		
Khasi	20		22	22.12%
Bihari	13		-	
Others	10		3	

Source : Field Survey.

Coming into the real problem in retailing the employment structure of Umpling Retail market we find that the significance

FIG-17

EMPLOYMENT STRUCTURE OF UAMPLING RETAIL MARKET



of the retail market is very immense. Taking the employment in which the shops (excluding the vendor) we find that around 240 persons are employed here in the market. This constitute about 15.33 percent of the total workforce of the village. Including the vendors who mostly operates in the evening it would be around 18.07%. If we examine the employment within this sphere of retailing we find that 40.83% are of self employed, 48.75% are employed in the shops and other services inter-relate with these shops such as coolies, water carrier, milk supplier it will constitute to 10.41%. Having analysed this we find that about 47.08% have been held by the Khasis and 52.92% is shared by the Bengalis and other communities.

TABLE - 21

EMPLOYMENT STRUCTURE OF UMPLING RETAIL MARKET IN SHOPS.

	Self	Employee	Other services
Khasi	40	114	11
Bengali	34	41	4
Bihari	12	24	4
Others	12	8	6
Total	98	117	25
	240 grand total.		
Percentage	40.83%	48.75%	10.41 %

Source : Field Survey.

On the other side of employment structure of the market we find the vendour activities are also an important aspects as an employment avenue. This kind of activity is almost nil in the afternoon and is concentrated only from 4.30 P.M. to abo-ut 8. P.M.

In this vendour activity we find that about 51.16% are the Khasis who deal in grocery and fish selling, the other 48.84% is operated by the Bengali and other communities.

Coming back again to the dependency ratio, which in Rynjah village is about 1043 persons we find that it is quite low. As Rynjah village is the melting pot of all communities one may find immigration is heavily experienced.

Rynjah also experience immigration of both sexes. This is due to many convenient factors which the area permits. Although no survey has been carried out, yet with few correspondence we find that most of male immigrant are Biharis and Bengalis. On the other hand, apart from retailing which is about 18.07% (Shops and vendours) about 25% goes to other informal activities all around Shillong and the rest 50% are service people. We could assume this as about 75% of the population dwells in government aided apartments within the three colonies except the Rynjah middle Section. The rest 6.3% are in other occupations within the society itself. With the majority of the population involves in government jobs there had been heavy demand for household servants.

The local population from the surrounding areas could not accomodate this demand. Thus, we see a considerable influx of Bodo girls from Assam into this place. This is another reason why the dependency ratio is comparatively low and has substitute or counter balance the male influx of other male immigrants. Even girls from inside Meghalaya also are found migrating to this place.

As mentioned earlier, that because Rynjah village is a mix community society, all societies could venture as they wish, especially in the trade and commerce. Apart from the Khasis all other communities are suppose to posses a trading license to operate a definite area of Khasi Hills. The Table - 17 showing the Illegal Operators in Retail trade in Umpling Bazar both shops and vendours estimated at about 27.56 per cent to the total number of shops and vendours including the Khasis. This would amount to 46.73 per cent of the non-khasis traders who are operating illegally. But the authorities are silent to this phenomenon.

As unemployment is becoming acute with the passing of time, retailing has become another avenue where enterprising young generation these day try to venture. Out of the total shops in Rynjah village (Umpling Retail market) of 113 shops, 69 shops are operated by the people below the age of 35 years which constitute around 61.10 per cent of the shops. Most of these has ventured in fields like (1) Bookstalls and News Agencielis (2) Video

hiring (3) Tea stalls (4) general stores (5) Restaurants (6) Fair Price Shop (7) Pharmacies (8) Hardwares (9) supplying of firewood (10) Grocery (11) and many other small business. Due to the extreme influence of urban area and the growing increase in price of all commodities, it is not an uncommon sight where you see even school students trying to start at business thus lowering the dependency ratio as low as 50.24% of the Shillong city as a whole.

Other avenues, where these young people have ventured are in service activities. In this class there are two types (1) privilege (2) the less privilege. In the first case where young people have had some education and experiences, and has an access to monetary assistance has been able to set up many service centres such as small scale workshops for repairing of radio, watches, automobiles, spraying and reconditioning vehicles and others. While on the other hand, the somewhat under privilege are then occupied in these shops and service centres.

Turnover and Wages : Employment would be incomplete without the mentioning of salary, wages and turnover and profits of business to those who own those business.

Having surveyed the Retail market of Umpling, we find that the total amount of profit of selfemployed would be around Rs. 300,000 per month both shops ranging from Rs. 200 profits of saloon, to about Rs. 20,000 departmental stores, and the whole range of general, and specified stores. This figure is quite ^{true} to imagine. Due to many set backs it would be a problem to give us quite an approximate figure. But the figures prove quite true, by logical

assumption on an average most of the shops would be coming around Rs. 3000/- per month with quite a few exception who would touch the Rs. 15,000 to Rs. 20,000 margin.

On the other hand, the wages and salary of the service people would be very low. Accumulating all the service people's salary and wages we find that the whole retail trade came to Rs. 50,000 per month. This is also quite logical as most of the employed people in the market are working as sales people only. There had been cases when employment in the shops especially service shops like tailoring, watch repairing, doctors in pharmacy who work in contract basis, i.e., they get their own fees out of which the shopowner has no say over it, examples like doctors. While others like tailors share a percentage out of the sale of a finish goods. Moreover on the other hand, entertainment like 'Teer' also would fall in this category as a person would use only the license of another person just by paying a certain royalty to the license owner.

Apart from these there are still many other avenues where employment is created in this Retail market. For example like in supplying of firewood, charcoal, milk, water and other necessities of the market is also worth mentioning. Thus with all these varieties of employment both self and employed and other services, the market contributed a lot to the local people and many other from the society. Even people from outside the state and from within the state have migrated into this area and have operated in many aspects of business to earn their livelihood. Thus, Umpling Retail market is a dynamic Retail centre and with proper planning it would still expand and even accommodate more people in the population thus bringing down the dependency ratio and reduce the evils of unemployment.

CHAPTER - 6SUMMARY AND CONCLUSION

Retailing trade is one of the most significant aspects of Marketing geography. The most important thing which strike one mind is the importance of retail trade in our day to day life. The study of retailing in Umpling Retail market (Rynjah village), has brought to light the influence which are directly and indirectly affecting the daily need and even the occupation of man. It also deals with demographic, socio-economic and morphological characteristics of the area.

The dissertation deals with wide spectrum of aspects. As Rynjah, being a fringe village which has almost been incorporated into the Shillong Urban area has wide variety of similarity with the city. Being one of the important retail centre in the city it has attracted many immigrants. This has made Rynjah village as it is today.

The area is fully exposed to urban influence of the city. The colonies which has been created by the Government in recent years has helped the place to gain importance and become a commanding centre to other areas. That is why this place has been termed as a 'focal point' or a centre place. Being a very dynamic centre and with good road and transport facility it has been growing from strength to strength and had

been able to serve the people of the area and the surrounding villages very effectively. The more or less adequate urban amenities also is worth mentioning, as they play a very important role in the expansion of the area. Thus, we see that Shillong city is very fast expanding to the east.

Many other necessities in order to develop the dissertation were examined and incorporated in it. Therefore, the main theme of this paper has been to analyse in detail the Evolution and the Structure of Retail trade of Umpling Bazar (Rynjah), which ultimately provides a very strong impression on the retailing activities of the area.

The historical background of Shillong regarding the evolution, demographic, socio-economic structure and the important markets of Meghalaya especially that of Khasi hills district has been mentioned in order to give a comparative insight on the paper. Many historical developments such as the partition of Bengal in 1947, the Bangladesh war in 1970, and all the disturbances in the state and other states have also adversely affected the area. Thus, we could term Rynjah village as a melting pot of all communities. The large immigration into the area has a great impact on the morphological setting and development of the area or the village as a whole. Many locational attributes have been pointed out so as to emphasise the important existence of the area with relation to the other surrounding areas.

As mentioned earlier, this place is occupied by many communities. Therefore, the Retail trade also at certain point of time has to be a comparative study between the communities of the area. Moreover, many aspects of services present in the area are also worth mentioning.

Emphasis was also made on the commodity compositions. This would show the more specialized aspect of Retail trade or in other words the size or the volume of commodity of the market. The inter-relationship between Shillong and other areas had not been neglected because their importance are immense and has been reflected in the thesis.

Other aspects of trade like investments, turnover and profit also have been studied in order to understand the structure of the market. Rent being one of the main components of trade has also been dealt with, as it affects the turnover and profits of the entrepreneur.

Employment generated by the Retail market has also been taken into consideration as it is one of the major factors which man cannot live without it. As we have seen that this market is a phenomenon where all kinds of people are attracted to as shoppers and sellers, we find that it has provided employment to various types of people. Female component has also been highlighted. Infact, we could see in this study that the dependency ratio of Rynjah is comparatively low than the national and Shillong level.

Many interrelated phenomena are also looked upon and many tables and cartographic techniques have been used in order to substantiate the figures and tables given in the study. Moreover, many set-backs and bottlenecks of the trade structure and employment which are harmful for the society especially in the trade which are illegal, i.e. without proper licensing is also pointed out in order to make the authority aware of such a problem especially in this tribal state where the 6th Schedule of the Constitution of India is still applicable.

Therefore, after summarising all these aspects we find that there are still many things which need to be improved in the Umpling bazar area. After all, most of the area as shown in the land use are within complete plan but this market has no planning at all. This has been a problem in the past, when shops were seen right on the middle of the road. This has taken a lot of problems to root out these things and also needs a lot of effort to do so. Due to the chase for frontal sites every land owner has tried to protrude their houses into the market area. This is no doubt would create another grave problem in the future when the area becomes more important and the commodity handling would be more in volume in which only Jeeps and other small transport system would not be possible. Therefore, a planned space from now would be an important aspect to think of, so as to avoid the

problems later on. It has been mentioned that the garbage of the market also have created problems. This problem could not be dealt with only by the local authority as there is no more place to dump the garbage. With the change of land-use of the area as a whole into an urban landscape, it would be more convenient if this place, Rynjah village as a whole is incorporate within the Municipality. This would solve some problems as the later has resources to maintain the civil area clean.

As Retail has gained impetus here in the bazar, it would be wise from the part of the Government to encourage all these activities especially the native people to reduce unemployment. With many examples set out by many entrepreneurs, it is found that this area could cater to many kinds of avenues of employment. Thus, with these few advices and encouragement to all sections of occupation without doubt, this area has a bright future and a stable and efficient Retail market, to be able to serve more better to the people of the area and the surroundings and to be among the prosperous areas of the city.

E N D



Plate-1: Roadside vendoury in the evening.



Plate-2: New concrete shops replacing old wooden ones.



Plate-3: Brisk shopping in the evening



Plate-4: Importance of vendoury activities
Seen in the background

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