

# FIELD SURVEY REPORT 2022-2023

Submitted to

# NAAC

**NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL**



# GOVERNMENT COLLEGE MEHAM



## Notice for BA 6<sup>th</sup> SEM GEOGRAPHY students

भूगोल विभाग के B.A 6<sup>th</sup> Sem के विद्यार्थियों को सूचित किया जाता है कि 18.2.23 को **Field Report Survey (Market Survey meham)** देना है। सभी विद्यार्थी सुबह 9:00 भूगोल विभाग में समय पर पहुँचें।

Ravi  
भूगोल विभाग



# MDU prescribed syllabus for BA 6<sup>th</sup> semester

## Paper 304 – Introduction to Remote Sensing and Field Survey Report (Practical)

Maximum Marks: 30  
Time: 3 Hours

### I - Remote Sensing Practical -15 Marks

**Marks Breakup**  
Exercise = 9  
Record book = 3  
Viva-voce = 3

*Note: There will be four questions in all and candidate has to attempt three exercises.*

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1. Demarcation of Principal Point, Conjugate Principal point and Flight line on Aerial Photographs – 1 Exercise
2. Determination of Scale of Aerial Photographs – 1 Exercise.
3. Interpretation of Single Vertical Photographs – 1 Exercise.
4. Use of Stereoscope and Identification of Features – 1 Exercise.
5. Identification of Features on IRSID, LISS III imagery ( Mark copy of FCC) -1 Exercise.

### II Socio-economic Survey and Report Writing -15marks.

**Marks Breakup**  
Field Survey Report = 10marks  
Viva-voce = 5 marks

#### Suggested Readings:-

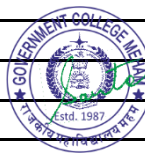
1. John R. Jensen, Remote Sensing of the Environment; An Earth Resource Perspective, Pearson Education, (India Edition) New Delhi, 2009.
2. Lillesand and R.W.Kiefer, Remote Sensing and Image Interpretation, John Wiley and Sons, 1994.

## List of students participating in the Market survey of BA 6 semester

**Strength of students - 160**

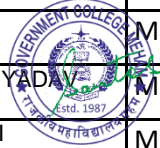
Course	Roll No	Student Name	Place of Work	Duration
BA-6th SEM Field Survey	120130002327	ARYAN GREWAL	Meham Market	1 Day
	120130002169	ATUL	Meham Market	1 Day
	120130002462	BHEEM SINGH	Meham Market	1 Day
	120130002106	CHAITANYA	Meham Market	1 Day
	120130002015	DEEPAK	Meham Market	1 Day
	120130002369	DIPTI	Meham Market	1 Day
	120130002092	GAURAV	Meham Market	1 Day
	120130002224	GURMEET	Meham Market	1 Day
	120130002093	HARSHIT	Meham Market	1 Day
	120130002265	HIMANSHU	Meham Market	1 Day
	120130002399	HIMANSHU	Meham Market	1 Day
	120130002045	HITESH	Meham Market	1 Day
	120130002138	MANJEET	Meham Market	1 Day
	120130002247	MANJEET	Meham Market	1 Day
	120130002059	MANJEET	Meham Market	1 Day
	120130002101	MOHAN	Meham Market	1 Day
	120130002205	MOHIT	Meham Market	1 Day
	120130002585	MOHIT	Meham Market	1 Day
	120130002055	NAVEEN	Meham Market	1 Day
	120130002098	NAVEEN	Meham Market	1 Day
	120130002298	NAVRATAN	Meham Market	1 Day
	120130002393	NEHA	Meham Market	1 Day
	120130002144	NIKHIL KUMAR	Meham Market	1 Day
	120130002241	NITESH KUMAR	Meham Market	1 Day
	120130002099	NITISH KUMAR	Meham Market	1 Day
	120130002120	PANKAJ	Meham Market	1 Day
	120130002108	PARVEEN	Meham Market	1 Day
	120130002623	PARVEEN	Meham Market	1 Day
	120130002050	PAWAN	Meham Market	1 Day
	120130002180	PINKI	Meham Market	1 Day
	120130002354	RAHUL	Meham Market	1 Day
	120130002235	RAHUL	Meham Market	1 Day
120130002238	RAHUL SIWACH	Meham Market	1 Day	
120130002087	RAJAT	Meham Market	1 Day	
120130002295	RAJESH	Meham Market	1 Day	
120130002457	RAJESH	Meham Market	1 Day	
120130002051	RAKESH KUMAR	Meham Market	1 Day	
120130002019	RAMAN KUMAR	Meham Market	1 Day	
120130002313	RAVI	Meham Market	1 Day	
120130002114	RAVI	Meham Market	1 Day	
120130002558	RAVI BHARDWAJ	Meham Market	1 Day	
120130002644	RAVI KUMAR	Meham Market	1 Day	
120130002322	RITIN	Meham Market	1 Day	

120130002599	ROHIT	Meham Market	1 Day
120130002629	ROHIT	Meham Market	1 Day
120130002317	ROHIT	Meham Market	1 Day
120130002216	ROHIT	Meham Market	1 Day
120130002067	ROHIT	Meham Market	1 Day
120130002556	RUPAK SHARMA	Meham Market	1 Day
120130002329	SACHIN	Meham Market	1 Day
120130002012	SACHIN	Meham Market	1 Day
120130002594	SACHIN	Meham Market	1 Day
120130002003	SACHIN	Meham Market	1 Day
120130002635	SACHIN	Meham Market	1 Day
120130002236	SACHIN KUMAR	Meham Market	1 Day
120130002112	SAGAR	Meham Market	1 Day
120130002580	SAHIL	Meham Market	1 Day
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120130002303	SAHIL	Meham Market	1 Day
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120130002041	SANJAY	Meham Market	1 Day
120130002157	SAURBH	Meham Market	1 Day
120130002595	SHAKTI	Meham Market	1 Day
120130002199	SHIVAM	Meham Market	1 Day
120130002202	SOMBIR	Meham Market	1 Day
120130002603	SUMIT KUMAR	Meham Market	1 Day
120130002608	SUNIL	Meham Market	1 Day
120130002219	SUNIL	Meham Market	1 Day
120130002152	SUNIT	Meham Market	1 Day
120130002244	SUNNY	Meham Market	1 Day
120130002143	SURAJ	Meham Market	1 Day
120130002293	SURAJ	Meham Market	1 Day
120130002507	SURY PARTAP SI	Meham Market	1 Day
120130002155	TANVIR	Meham Market	1 Day
120130002631	VANSHAJ KUMAR	Meham Market	1 Day
120130002604	VIJAY	Meham Market	1 Day
120130002149	SARIKA	Meham Market	1 Day
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120130002131	SEENAM	Meham Market	1 Day
120130002027	SHIKHA	Meham Market	1 Day
120130002514	SHILPA	Meham Market	1 Day
120130002233	SONIA	Meham Market	1 Day
120130002226	SONIA	Meham Market	1 Day
120130002044	SONIKA	Meham Market	1 Day
120130002484	SONIYA	Meham Market	1 Day
120130002122	SUJATA RANI	Meham Market	1 Day
120130002584	SUMAN	Meham Market	1 Day



120130002404	SUMAN	Meham Market	1 Day
120130002561	SUMAN	Meham Market	1 Day
120130002225	SUMITI	Meham Market	1 Day
120130002287	SUREKHA	Meham Market	1 Day
120130002344	SWEETY	Meham Market	1 Day
120126002037	SWEETY	Meham Market	1 Day
120130002107	TAMANNA	Meham Market	1 Day
120130002230	TANU DEVI	Meham Market	1 Day
120130002167	AASHISH	Meham Market	1 Day
120130002640	ABHIJEET	Meham Market	1 Day
120130002289	ABHISHEK	Meham Market	1 Day
120130002173	AJAY	Meham Market	1 Day
120130002547	AKSHAY	Meham Market	1 Day
120130002197	AMAN	Meham Market	1 Day
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120130002084	AMIT	Meham Market	1 Day
120130002319	AMIT	Meham Market	1 Day
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120130002187	ANIL	Meham Market	1 Day
120130002268	ANIL KUMAR	Meham Market	1 Day
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120130002082	ANKIT	Meham Market	1 Day
120130002218	ANKIT	Meham Market	1 Day
120130002239	ANKIT	Meham Market	1 Day
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120130002259	ARUN	Meham Market	1 Day
120130002191	ARUN KUMAR	Meham Market	1 Day
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120130002280	MUKESH	Meham Market	1 Day
120130002201	NANCY	Meham Market	1 Day
120130002394	NEELAM	Meham Market	1 Day
1201300023	NEHA	Meham Market	1 Day

98			
1201300024 91	NEHA	Meham Market	1 Day
1201300022 88	NIDHI	Meham Market	1 Day
1201330020 87	NISHA	Meham Market	1 Day
1201300020 63	NISHU	Meham Market	1 Day
1201300021 98	NITU	Meham Market	1 Day
1201300020 43	POOJA	Meham Market	1 Day
1201300020 68	POOJA	Meham Market	1 Day
1201300026 01	POOJA	Meham Market	1 Day
1201300022 34	POOJA	Meham Market	1 Day
1201300023 21	POOJA YADAV	Meham Market	1 Day
1201300021 32	PRACHI	Meham Market	1 Day





120130002209	PREETI	Meham Market	1 Day
120130002513	PRIYA	Meham Market	1 Day
120130002148	PRIYA	Meham Market	1 Day
120130002071	PRIYANKA	Meham Market	1 Day
120130002134	PRIYANKA	Meham Market	1 Day
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120130002210	PRIYANKA	Meham Market	1 Day
120130002311	PUNITA	Meham Market	1 Day
120130002065	RAJNI	Meham Market	1 Day
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120130002006	RITU	Meham Market	1 Day
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120130002207	RITU	Meham Market	1 Day
120130002126	RUMAN	Meham Market	1 Day
120130002245	RUPAL	Meham Market	1 Day
120130002427	SAINA	Meham Market	1 Day
120130002315	SAKSHI	Meham Market	1 Day
120130002543	SALONI	Meham Market	1 Day
120130002208	SANJU RANI	Meham Market	1 Day

Photographs of students  
carrying out MARKET  
FIELD SURVEY Session  
2022-2023







चौबीसी फोटो स्टूडियो - ऑनलाईन फार्म  
फोटोस्टेट एण्ड स्टेशनरी

Friends  
CAFE  
Print @ RUBY FLEX 9992237008

CHOBISI STUDIO  
IN BHOJ-BAHOJ  
9992237008

Menu board for Friends Cafe:

- Cakes
- Friends PIZZA
- Friends PASTRY HALL
- Friends PIZZA JUST Rs 79

# Field report of survey session 2022-2023

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## CHAPTER 1

### INTRODUCTION

The history of development of marketing and trade is closely associated with the history of civilization. Simple exchange of commodities (Barter system) is as old as man's society. When man started living in groups, he began the exchange of commodities the earliest system of trade was barter.

With the development of agriculture and improvement in living conditions, man soon realized the advantages of trade, and he began to produce more than what was required to meet local needs. This kind of trade was limited to certain favorable geographical locations such as banks of river, junction of travel routes, coastal points, an oasis etc. Further development in this direction was responsible for establishment of specific trade centers such as Athens, Corinth, Timbuctoo etc.

The most important aspect of development of market place trade was the beginning of periodic markets. These periodic markets were developed all over the world to fulfill limited needs of the people. With the growing complexity in life and society, the pattern of trade and marketing system has also become complex. The present market place exchange system in the world is a result of geo-economic as well as



socio-political factors and thus they vary from nation to nation, or from region to region.

The modern marketing systems in various parts of the world are strikingly diverse. The complexity and diversity in the marketing system is the product of levels of economic development, functioning of economy, technical development as well as social and political structure.

To sum up, development of marketing system starts from self-sufficiency to barter, followed by periodic assembly of buyers & sellers and establishment of permanent shops and markets, as well as the start of daily and long distance trading in order to fulfill demands of the region.

### 1.1 CONCEPTUAL FRAMEWORK/BACKGROUND

In ancient time, geography was considered as mother of all sciences. With the diffusion of knowledge, various branches of Geography are developing into specialized disciplines. The present work i.e. **"ATTRIBUTES OF BAZAAR OF A SMALL TOWN: MEHAM (DISTT. ROHTAK, HARYANA)"**, falls in "Marketing Geography" which is an important branch of "Economic Geography". The present "Field Methods Report" is an attempt to deal with various aspects of "Marketing Geography".



## 1.2 STATEMENT OF PROBLEM

Present report deals with market place. The word "Market" has been derived from the **Latin** word "**Mercatus**" which refers to the place or method of contact between buyers and sellers. In the present context, market is a place for sale & purchase of different types of commodities, generally brought from outside the town and sometimes produced locally.

Study of market, facilitates application of the geographical principles, method & techniques to the practical problems related to the marketing phenomenon. Study of market strengthens other aspects of economic geography and to help the geographer in the marketing field significantly to solution of problems in the actual business of marketing. We study "market places" as units of space and various kinds of activities, associated with the distribution of goods required by the consumers. Study of market is important in "Marketing Geography" to know the location of retail and wholesale establishments, their sales facilities, market territories etc.

In rural and urban areas, markets are centre of sale and purchase of goods. From last some years, number of markets and facilities available in them, have increased. As a result, progress has been registered in economic activities. Hence, the study of market has become important now-a-days.



### 1.3 STUDY AREA

The study area "MeHAM Bazaar", is a part of MeHAM tehsil. According to 2001 census, total population of MeHAM was 18166, and density of population was 450 persons per km<sup>2</sup>. "MeHAM Bazaar" is rapidly growing as a center of economic activities in MeHAM town. This bazaar has great importance for the people of surrounding areas. The Bazaar is in centre of MeHAM.

There are Six part of MeHAM Bazaar. There are:-

1. Old market: - Old bus stands to Sabji mandi.
2. Azad chowk market:-Sabji mandi to Azad Chowk.
3. Chota Bazaar
4. Electronics Market: Old S.B.I.Bank wali Gali.
5. Dua Market
6. Shiva Market

### 1.4 OBJECTIVES

The main objectives of this study are:-

1. To know general attributes of "MeHAM Bazaar".
2. To understand the "Commodity Structure" of "MeHAM Bazaar".
3. To understand the inter-regional of "MeHAM Bazaar"
4. The total length of MeHAM Bazaar and number of shop in MeHAM Bazaar.



## 1.5 RESEARCH QUESTIONS

The basic research questions are:-

1. What are the factors behind the evolution of "Meham Bazaar"?
2. What is "Commodity Structure of "Meham Bazaar"?"
3. What factors is responsible for the present morphological patterns of the market of Meham?

## 1.6 HYPOTHESIS

1. The poor people are the owner of small sized shops.
2. Since the market is located in residential area,so it would mostly deal in basic household commodities.
3. It is an unplanned market so there would be more violation of rules.
4. The market is facing numerous problems like over crowding ,congestion and shortage of parking places.

## 1.7 SIGNIFICANCE OF THE STUDY

Markets are centre of most of the economic activities. In Meham town, no such analytical micro level study on market has been done. "Meham Bazaar" is growing rapidly both spatially and temporally and serves more or less 40 villages in its surrounding area.





The present study of "Meham Bazaar" is important because it provides basis for evaluating shopping performance, commodity structure, forward and backward linkages etc.

### **1.8 GEOGRAPHICAL PERSPECTIVE**

Geographical study is different from the study of other disciplines because in geographical study we mainly focus on spatial aspects in space.

Evolutions of shops, commodity structure, forward and backward linkages of Meham Bazaar etc. have been studied in the following context:-

- (1) Location:
- (2) Distribution:
- (3) Spatial Association

Therefore, geographical perspective of the study has been maintained very well.



### **1.9 SOURCES OF DATA AND METHODOLOGY**

There is an absence of published data on the attributes of the bazaar at Meham. Therefore the field report is based on primary data that shall be collected from the field by filling up a questionnaire, personal interview of individual shopkeeper and field observation. This questionnaire will be divided into the two parts.

(i) **Direct Observation Method:** - This method was used to collect information about nature of "MeHam Bazaar" in general, and nature of individual shops in particular. Moreover, this method was used to collect information about various attributes of "MeHam Bazaar" such as shape & size of shops, material of construction, sign boards etc.

(ii) **Direct Personal Interview Method:** - This method was used to collect information about evolution and nomenclature of "MeHam Bazaar". Moreover, to collect information about physical changes which "MeHam Bazaar" experienced over the period of time till today, supply area, sales area, ownership of shops, time of construction of shops etc.

**Methodology:** - First of all, a sketch of "MeHam Bazaar" was prepared through observation (notional map). Then primary data was collected. After that raw data was classified geographically, chronologically and quantitatively.

After that tabulation was done and data was presented with the help of statistical diagrams such as simple bar diagram.

Distribution maps were also made. Relevant photographs were also used to illustrate ground reality.



## CHAPTER 2

### GEOGRAPHICAL SETTING AND HISTORICAL BACK- GROUNDS

#### 2.1 LOCATION OF MEHAM BAZAAR

Meham is located at 28°98'N And 76.3°E It has an average elevation of 214 metres (702 feet). It is situated on N.H 10.

"Meham Bazaar" is an important market place of surrounding area. With in the district of Rohtak in Haryana, "Meham Bazaar" occupies peripheral location. "Meham Bazaar" lies at a distance of about 250 kms north from Chandigarh, the capital city of Haryana, 100 kms east from Delhi (National capital), 60 kms south from Jhajjer town and 35 kms west from Bhiwani city. As of 2001 India census, Mehham had a population of 18,166. Males constitute 54% of the population and females 46%. Mehham has an average literacy rate of 66%, higher than the national average of 59.5%: male literacy is 72%, and female literacy is 58%. In Mehham, 15% of the population is under 6 years of age.

The Mehham is managed in a municipal committee. In view it is fast developing marketing transport and educational centre. Municipal has hardly any land left for developing and most of the developed. Is taking place in surrounding rural settlement. Having suitable physical development condition with the availability of development



land on one hand and vast potential for growth on the other, the settlement in and around Meham is experiencing fast growth. The town serves as a major regional commercial center of Meham.

### Location of MEHAM in India Geographical



Location of Rohtak district in Haryana



MAP NO. 2.1  
LOCATION OF MARKET IN MEHAM



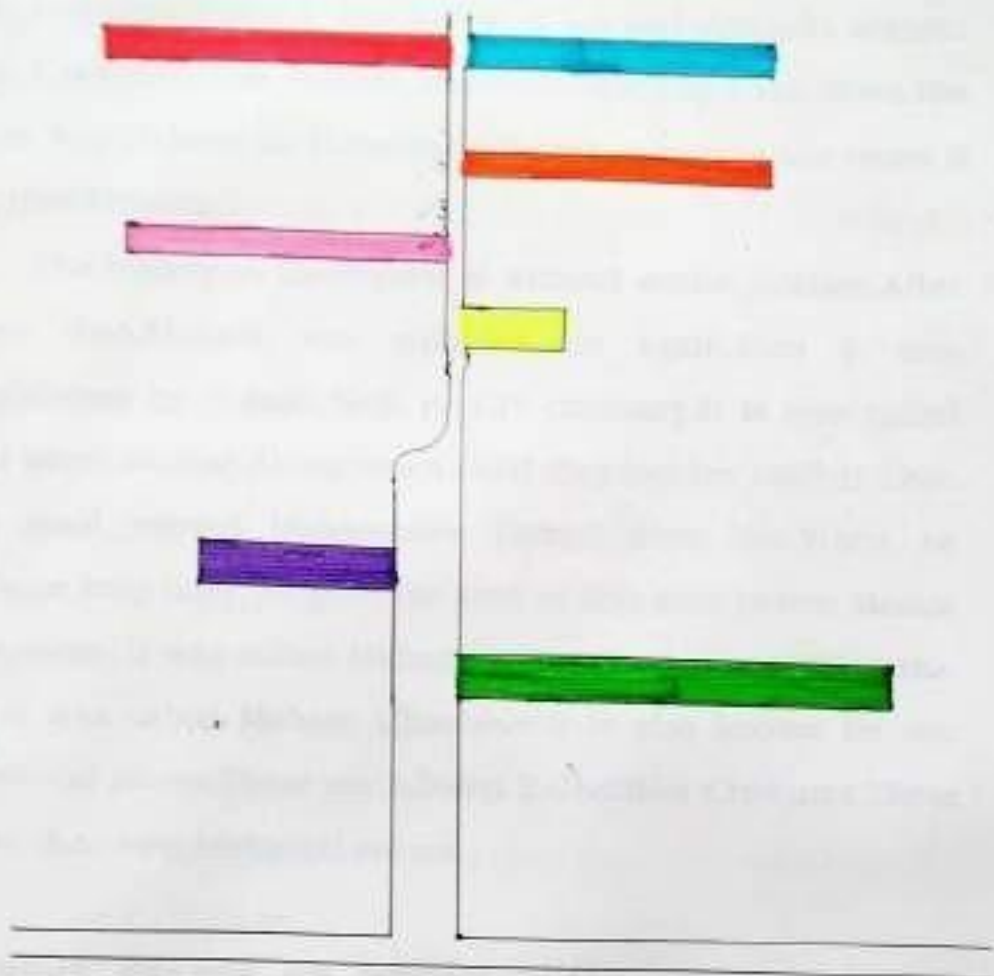
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LOCATION OF MEHAM IN ROHTAK DISTRICTS



MAP NO.2.4

DIFFERENT PARTS OF MEHAM BAZAAR



INDEX.

	SHIVA MARKET
	DUA MARKET
	ELECTRONIC MARKET
	CHOTA BAZZAR
	AZAD CHOWK
	MUNICIPAL OFFICE
	OLD MARKET- SABZI MANDI.

**HISTORICAL BACKGROUND:** - According to the different sources and article published in newspaper, Meham has its own historical value. It has a lot of ups and downs. In ancient times, it is called that Meham was established by Lord Shiva. His name was Mahesh in Puranas. So, therefore besides his name it is called Meham.

The history is incomplete if without authentication. After some time, Meham was ruined once again, then it was established by Pishori Seth in 12<sup>th</sup> century. It is also called that when Samrat Akbar was a child, they lost her mother. Then his maid named Mehamanka looked after him. When he became king later, he gave the land of this area to her. Beside her name, it was called Meham. It was spread over 24 acres. So it was called Meham Chaubisi. It is also known for two historical places. These are: 1. Bawri 2. Chaubisi Chabutra. These have their own historical values.

**PRESENT STATUS OF MEHAM:** - Meham is located in southeastern part of Haryana State and constitutes a major part of eastern Haryana plain. It is located in Rohtak District. Rohtak District, a part of eastern Haryana plain is bordered by Sonapat in north east and Jind districts in the north, Jhajjar District in the South, Hissar district in the North West and Bhiwani in the West. The district headquarter is one of the eight identified priority towns in National Capital Region. Thus





## CHAPTER 3

### MORPHOLOGICAL PATTERN

The morphological pattern of a market is complex phenomenon consisting of features of the market place and the infrastructure of market. The morphology of a market is a result of physical factors like site, situation on the one hand and social and political conditions on the other hand.

The present chapter denotes to morphological pattern of the Market of Meham. The morphological pattern of the Market of Meham is quite different from a planned market of a planned city. The form of Meham Market is not fully organized. Very strict architectural controls have been imposed to keep the market within the planned plan. The form of the market is Y-Shaped and Y-Shaped form is characteristic feature of an unplanned city.

Besides the form of market, there are certain components of market morphology which can be understood with the help of some components of the market. These components include:

- (a) Land use pattern.
- (b) Type of structure
- (c) Building material
- (d) Number of stories
- (e) Type of roof.
- (f) Size of shops (Physical dimensions)



### A) THE LAND USE PATTERN:

Land use refers to the use of the land for various purposes at a particular time. The land use pattern of the Meham, Rohtak market has much variation. Although the fixed land use pattern is not followed in the market but still there is a very balanced proportion of the different type of land uses.

### B) STRUCTURE:

The structure of a building is a very important characteristic in the study of morphology of an area. Structure refers to physical layout of building which include

- a) Building material
- b) Number of stories
- c) Type of roof
- d) Type of building/structure
- e) Physical dimensions

#### a) Building material:

Meham is an unplanned town and all parts of the town are unplanned and Meham market is also a totally unplanned market. Right from the beginning of the market it was build with the concrete and brick walls. All the walls are totally built up from bricks and concrete. The old buildings are made up from bricks where as in the newer buildings cement and concrete is used as building material. Iron rods are used to



give strength to the structure. So the basically all parts of the market are made up from cement, brick and iron. Most of the small shops have steel sheds and iron shutters are used as entrance into the shops.

**b) Number of stories:**

The market is divided into two parts one having single story shops and another with double story buildings. All the small shops which are used as service shops are single story shops, whereas all the show rooms are double story. There are some show rooms which have shop at ground floor and houses at first floor and in some of the other side some shops are used as offices at first floor. The serial extent of both types of shops is around equal where as the total number of single story shops are much more then the double story shops. To be very precise, the total number of single story shops is 180 which are 73% of the total shops where as the double story shops are 53 in numbers which is 27% of the total shops.





PLATE No 3.1 MULTI STORIES BULDING IN MEHAM MARKET



PLATE No 3.2 SINGLE STORY BUILDINGS IN MEHAM MARKET

e) **Physical dimensions:**

The physical dimensions of an individual shop have their own very importance in constructing the morphology of the market. Every market has different types of shops which vary in shape and size. Some shops are smaller and some are bigger. It reflects the economic value of the shop which affects the ownership pattern as only wealthier section of the society is able to buy the bigger shops. Meham markets have very different type of shops. The largest are those one which were built in the main market between Old Bus stand and PNB bank. Mostly these shops are double story buildings another type of shops are only six in numbers which have dimensions of 10x50 feet, these are also double story shops. The next type is single story shops which are 200 in numbers these shops have 15 feet front and 20 feet depth.

So, we can conclude the above statements that all the bigger shops were built in the early phases of development and as the time passed the size of the shops decreased which increased the total number of shops.



**PARKING PLACES:**

The space for parking is very important in a market. The parking places cover percent of the total area of market. In Meham market there is no space for parking so inner roads of the Meham market are always blocked.

### Public Utilities:

The Meham market is unplanned market so no public utility provided by the government in Meham market. The two water coolers provided by the private community named as Mahajan Seva Samiti. One is located at the Azad Chowk and second near the Shiva market in the main bazaar.

### CHAPTER SUMMARY

1. The land use in the market is not according to the planning.
2. The structure of the market is totally unplanned, and there is no specialization of commodity services.
3. There are no parking places for vehicle in the market. Every time there is overcrowding of vehicle.
4. The different parts have different names in the Meham market.



## CHAPTER 4

### COMMODITY STRUCTURE

The terms "Commodity" in this study includes activity as well as service available in the shops and are being used for convenience.

The "Commodity Structure" of "Meham Bazaar" in this study refers to such attributes as the number of commodities, their location relationship and whether there is spatial specialization in the commodities offered in the bazaar. Commodity structure of "Meham Bazaar" displays the imprint of life style and the requirements of local people.

Initially, in "Meham Bazaar", there were only few shops. The commodities sold were medicines, cloth, pulses etc. There was no spatial specialization in commodities. At present there are 284 shops in "Meham Bazaar" offering 43 commodities.

The table is showing the commodities identified in the "Meham Bazaar".



**Table 4.1****Commodities and number of shops in Meham Bazaar**

S. No.	Commodity/Activity/Service	No. of Shops
1	Tea Stall	7
2	Handloom	2
3	Gift Items	6
4	kiryana store	11
5	General Store	10
6	Hardware	6
7	Electronic Goods	13
8	Photo Studio	7
9	Readymade Garments	17
10	Cloth	12
11	Cosmetics	4
12	Jewelers	6
13	Footwear	10
14	Furniture	3
15	Bartan	5
16	Fodder	3
17	Medical Store	7
18	Fast food	3
19	Sweets	20
20	Telecom	2





21	Cold drink	4
22	Barber	7
23	Confectionary Items	1
24	Cycle repair	3
25	Music	4
26	Clock	5
27	News paper	1
28	Book depot.	8
29	Juice	5
30	Crockery	2
31	Light & Tent House	2
32	Tailor	12
33	Beauty Parlour	5
34	Paint	2
35	Photostat /STD	6
36	Mobile Repair	10
37	Optical	2
38	Welding	1
<b>Total</b>		<b>234</b>



The above mentioned **Table** is showing that there are 7 shops in tea stall, 20 shops of sweet, which are highest number of shops dealing in one commodity. There are 3 fast food centers in "Meham Bazaar" and clientele of these

predominantly comprises of government employees and visitors to the bazaar.

There are 10 General stores and the common commodities sold in general stores are tailors material, crockery, kitchen material and cigarettes. There are 17 readymade garment shops. In "Meham Bazaar". Moreover, there are 6 jeweler shops which show that local people are very fond of jewellery. There are 13 electronic goods shop, which show increasing living standard of local people.

### COMMODITIES STRUCTURE OF MEHAM BAZAAR

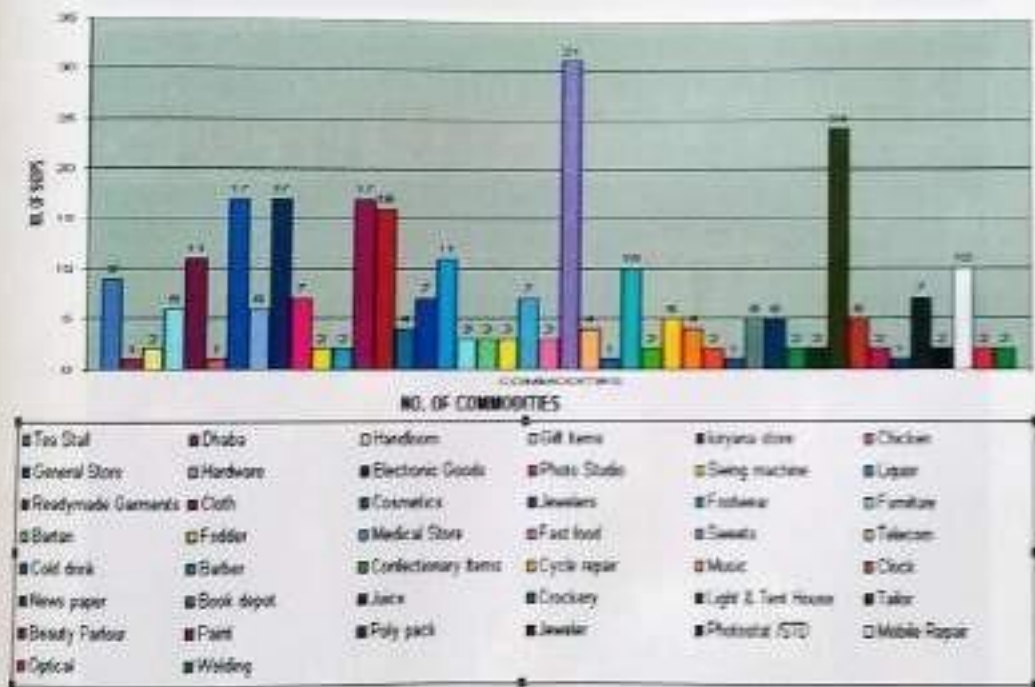


Fig. No 4.1 THIS DIAGRAM IS SHOWING THE COMMODITY

STRUCTURE



## CHAPTER 5

# FORWARD AND BACKWARD LINKAGES OF MEHAM BAZAAR

### 5.1 FORWARD LINKAGES (SALES AREA)

In this study, sales Area refers to a geographical area from which a market draws its customers and offers retail as well as other services.

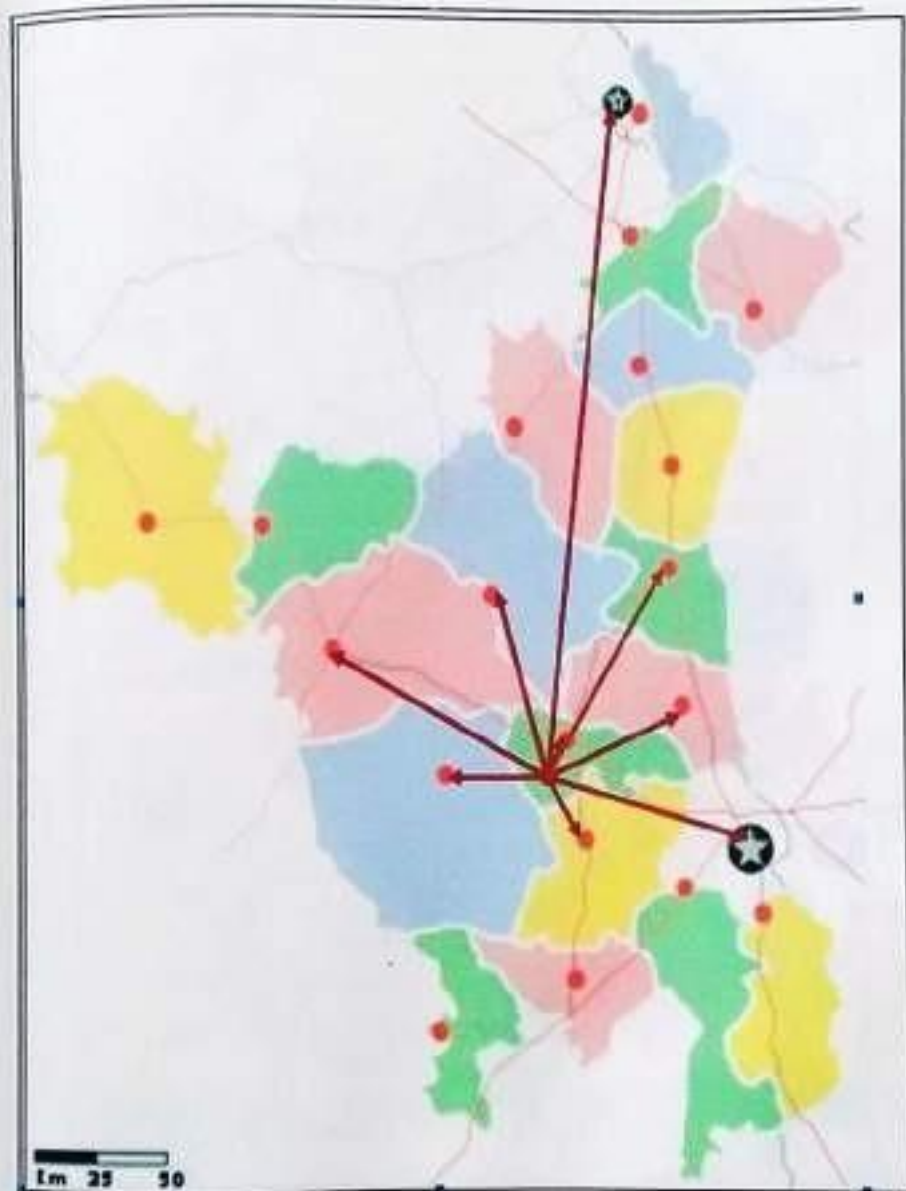
Sales area is complex aerial phenomenon and is a result of (i) size of the market (ii) Nature of accessibility, (iii) range of goods, (iv) consumer behavior.

Delimitation of sales area boundaries is essential to understand the present status of market and for its future planning.

Sales area of "MeHAM Bazaar" spreads over 3451 hectares and it is comprised of 40 villages, serving a total population of 30,000 including that of surrounding villages.

Straight line distance travelled by a villager to visit "MeHAM Bazaar", ranges from 4km to 25km (map5.3). The actual distance covered is of course more because the actual line of movement is along the metal led road and foot tracks. Most of the travel is almost entirely on personal vehicle and foot and hiring vehicle. This also suggests the absence of influence of public transport on the regular interaction

**EXTENT OF SUPPLY  
AREA OF MEHAM BAZAAR  
IN HARYANA STATE  
(Forward Linkages)**



**Map No. 5.1**

**EXTENT OF SALES  
AREA OF MEHAM BAZAAR  
IN ROHTAK DISTRICTS  
(Forward Linkages)**



**Map 5.4**

As we can see almost all supply centers are located at the North-East of "Meham Bazaar". Here also, supply centers within supply area are not distributed due to physical barriers.

The vehicles which are used to bring commodities to "Meham Bazaar" from its supply centers and used to bring commodities inside the "Meham Bazaar" are being shown in plate 12 and plate 13.

### **Conclusion:**

The following conclusions can be drawn from the above discussion:

(i) There is good influence of public transport on interaction between "Meham Bazaar" and its sales area.

(ii) Lower order commodities come from supply centers which are near to "Meham Bazaar" and high order goods come from supply centers which are far away from "Meham Bazaar".

(iii) The supply area is unevenly distributed. Most of the supply centers occur in south-west of "Meham Bazaar".



## CHAPTER 6

### PROBLEMS AND FUTURE PROSPECTS

The study of commodity structure of "Meham Bazaar" tells that there are two chief problems associated to the commodity structure. The first problem is of weak spatial specialization in commodities. The second problem is of unplanned growth of the market which leads so many problems such as waste material, garbage, narrow roads, extension on road, over crowded.

The problem associated to sales area is that, there is absence of influence of heavy transport on regular interaction between "Main Market" and villages situated in its service areas. Although problem is that hardly any space exist for new development in the market presently. Inside the market, streets are narrow which limit the entry of larger vehicles inside the market. There is linear arrangement of shops.

In addition to above mentioned problems, there are some other common problems such as absence of public toilet, Problem of garbage disposal and poor drainage network





PLATE No. 5.5 IS SHOWING THE OVER CROWD OF MEHAM BAZAAR



PLATE No 5.6. IS SHOWING THE TEMPORARY EXTENSION ON ROAD.



## Future Prospects

It is clear that "Meham Bazaar" is fast rising in growth. The reason behind that the influence of NCR (National Capital Region).

At last we can say that past of "Meham Bazaar" is very bright future.

The Meham market is a center place market. All around villages people come at here and bring his requirements supply.

In future the possibility of grew market at near the new bus stand and its surrounding area.



## CHAPTER 7

### SUMMARY AND CONCLUSION

The present study or work is mainly focused on its commodity structure, sales area and supply area, morphological pattern, problems of market, geographical setting and some general attributes of "Meham Bazaar".

As far as commodity structure of "Meham Bazaar" is concerned, earlier commodities sold in "Meham Bazaar" were less in number. The subsequent expansion of "Meham Bazaar", its increased connectivity and interaction with other markets located outside the region and a general improvement in the income level of people, has expressed itself spatially an increase in the number of commodities in "Meham Bazaar".

At present, there are 234 shops in "Meham Bazaar", offering 38 commodities.

There is weak spatial specialization in the arrangement of commodities identified in Bazaar. The variety of commodities in "Meham Bazaar", reflects their orientation towards meeting the ubiquitous demands of local space as well as the influence of interaction with more developed regions. The high order goods are lacking in "Meham Bazaar", indicating the absence of sufficient threshold.

As far as sales area and supply area are concerned, the following conclusions can be drawn:

- (i) Physical barriers limit the sales area of "Meham Bazaar" as a result, sales area is unevenly distributed and most of the sales area is found in the south-east of "Meham Bazaar".
- (ii) There is high-quality influence of public transport on interaction between "Meham Bazaar" and its sales area.
- (iii) Lower order commodities come from supply centers which are relatively near to "Meham Bazaar". And high order goods come from supply centers which are far away from "Meham Bazaar".
- (iv) Most of the supply centers occur in East-North of "Meham Bazaar".

The following conclusions can be drawn about general attributes of "Meham Bazaar":

- (i) Earlier, building material was stone, timber and mud plaster. With the spread of education, the building material of shop structures became cement, bricks and iron.
- (ii) Inside the "Meham Bazaar" street surface is made up of concrete and dominant mode of movement over the street is pedestrian.
- (iii) The printed sign boards are common among the shops 180 shops that is 76% of total are using printed sign boards only 21% which is 48 shops are using traditional



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It includes those questions which were asked from individual shopkeepers.

- Q. 1. What do you know about evolution of Main Market?
- Q. 2. Time of opening of institutional services?
- Q. 3. From where goods are supplied? With distance and name of place?
- Q. 4. From where customers come to your shop ? Give name of village and distance?
- Q. 5. Ownership of shop?  
(A) Rented Shop            (B) Self-owned Shop
- Q. 6. Give time of construction of shop?
- Q. 7. Problems which you face in Main Market?

