



National Institute of Agricultural Marketing

Kota Road, Jaipur- 302033

www.ccsniam.gov.in

Assam Rural Infrastructure and Agricultural Services Project

MARKET LAYOUT AND INFRASTRUCTURE DESIGN OF RURAL WHOLESALE MARKETS AND RURAL HAATS IN ASSAM

The National Institute of Agricultural Marketing (NIAM) is a premier National level Institute set up by the Government of India in August 1988 to offer specialized Training, Research and Consultancy, and education in Agricultural Marketing. NIAM is an autonomous body under Ministry of Agriculture, Government of India.

NIAM is conducting comprehensive Market study of Agriculture and Horticulture Sector of Assam Rural Infrastructure and Agricultural Services (ARIAS). The Project is funded by World Bank through Assam Agricultural Competitiveness Project (AACP).

THE PRESENT MARKET STUDY AIMS AT STIMULATING MARKET DRIVEN INTENSIFICATION AND DIVERSIFICATION OF AGRICULTURAL PRODUCTION TO PAVE WAY TO SEEK BETTER QUALITY OF LIFE FOR FARMERS & CONSUMERS OF THE STATE.

The Assam Agricultural Competitiveness Project (AACP) aims to increase the productivity and market access of targeted farmers and community groups. To achieve this objective, the AACP proposes to implement a marketing component along with rural roads, agriculture, livestock, fishery and dairy sectors. Agricultural Services, Market Chain Development and Infrastructure.

Marketing issues have most significant effect on farm profitability. The concept of agricultural marketing has changed over time. It is no more "producing first and then finding out buyer to sell at whatever price offered disregarding loss or profit". The philosophy of agriculture as a way life has to transform into profitable business venture to seek better quality of life. This necessitates an independent project of market study to generate information on the key aspects of marketing viz product information, supply patterns, seasonal price changes, packaging facilities & costs, market wise, season wise demand, entering new markets, market driven production and farm profitability. The primary purpose is to help guide producers in their decision making in what products to produce, whom to sell, how market is changing, potential profitability and future prospects

National Institute of Agricultural Marketing is an apex body under Ministry of Agriculture to offer research and consultancy on different marketing aspects of commodities like Oil seeds, Spices, Beverages, Sugar, Plantation Crops, Fruits, Vegetables, Flowers, Live Stock Products and Fishery. The Institute has strong team to conduct market research and various aspects of agricultural marketing.

Key Personnel in the Team

- **Dr. Hema Yadav, Co
Project Co-ordinator**
- **Ms Jolly Barooha,
Architect**
- **Sh S. C. Sarkar,
Specialist**

OBJECTIVES:

The project aims to prepare Market Layout Plan, detail architectural and structural drawings against various components for infrastructure development of 12 (twelve) selected markets- two each, under 6 (six) ATMA districts of Assam viz. **Kamrup, Nagaon, Hailakandi, Barpeta, Sonitpur & Jorhat** including preparation of D.P.R. (cost estimate, BOQ) and bid documents (as per standard bidding document of world Bank to be furnished by PCU) for those markets. The selected markets will have to be designed as per the geographical conditions such as riverine plains or foothills, type of goods transacted, etc.

Approach:

The approach for Market layout and designing would be initiated by proper planning and deciding the broad parameters which are as follows:

- Geographical Parameters
- Planning Parameters
- Market Specific Parameters
- Socio-Economic Parameters

MARKET LAYOUT AND INFRASTRUCTURE DESIGN OF RURAL WHOLESALE MARKETS AND RURAL HAATS IN ASSAM

The wholesale markets and rural haats are seen as an increasingly important mechanism for onward distribution of agricultural & allied produce in Assam. Rural haats have been acting as the nerve centre of economic, social & cultural life of rural population. The world Bank envisages that infrastructure development of rural haats & rural wholesale markets will facilitate the movement of increased produce, help producers realize better prices and to create better trading place.

With this objective in mind National Institute of Agricultural Marketing (NIAM) was given a consultancy assignment for developing Infrastructure layouts and designs of twelve selected markets of Assam by Assam Rural Infrastructure and Agriculture Society (ARIAS). NIAM has expertise in developing designs and infrastructure of agriculture markets of the country on the basis of principles of MPDC, FAO. The Project team of NIAM has taken keen interest in developing layouts of designs of the market suitable to local conditions. The Designs of the markets have been developed after taking cognizance of topography and local problems of water logging, congestion, inadequate space for trade, unpaved surface, and unhygienic conditions. A pre feasibility survey of the markets was conducted in each market which provided information on annual throughput, number of users, commodity flow and mix, market circuit, vehicular pattern. This information has been useful in prioritizing the markets on the basis of requirement. The modular designs of amenities in the markets, drains, earthwork wholesale and retail sheds, facilities for livestock in markets etc have been developed in a way that same designs can be replicable as per the budget and space requirements of the market. The project has been a participatory endeavor by involving the stakeholders and market functionaries at twelve markets.

The infrastructure layout and designs of Six wholesale and six rural markets of Assam has been accomplished by undertaking field visits, focus group discussion with stakeholders of markets, with Senior officers of the State and ARIAS. The study also gained by participation of Engineers of Markets in developing designs and understanding the local requirements

Objectives and Scope

The overall objective of the project is to prepare market layout plan, detail architectural and structural drawings against various components for infrastructure development of twelve (12) selected markets two each under six (6) ATMA districts of Assam viz. Kamrup, Nagaon, Hailakandi, Barpeta, Sonitpur and Jorhat including preparation of D.P.R. (Cost estimates, BOQ) and bid documents for these markets. These markets will have to be designed as per geographical conditions such as riverine plains or foothills, type of goods transacted etc. These markets have been selected by ARIASP–AACP.

Infrastructure Development under the Project Envisages:

- (a) proper drainage
- (b) raising low lands
- (c) improvement of internal roads
- (d) providing urinals & toilets
- (e) construction of covered selling platforms
- (f) raised platforms in sheds
- (g) providing parking for vehicles
- (h) providing drinking water for human & cattle
- (i) overnight storage
- (j) overnight stay facility for buyers & sellers
- (k) electricity with provision for back-up power facility
- (l) information kiosk with telephone, computer, internet etc.
- (m) office room for market management / lessee with provision for display board of prices.
- (n) any other need based infrastructure

The rural and wholesale markets selected by AACP for up-gradation of market infrastructure and layout design are given as under:

Market	Day
Boko	Saturday
Juria	Thursday Sunday
Topatali	Wednesday
Rupahihaat	Wednesday
Koliapani	Saturday
Titbar Daily	Sunday
Katlichera	Wed. & Sunday
Jamira	Friday
Baharihaat	Thursday
Mandiahaat	Monday
Chengmora Sptahik	Wednesday
Bedeti Budhboria	Wednesday

Markets in Assam have inadequate infrastructure in terms of quality and quantity. Water logging in pathways in rainy season hinders movement of goods and people and the unpaved lanes and bye-lanes inside the markets become slippery and slushy. Temporary thatched bamboo sheds constructed by sellers for selling their goods inside the market are non-durable due to prolonged monsoon, heavy rains and gales and required to be refurbished. Infrastructure of the rural markets, therefore, requires up-gradation to bring exponential growth in village economy through realization of better prices by the farmers.

The selected market trade both agriculture and non agricultural produce and caters to vast clientele. Since they are weekly in nature the trading takes place within a market circuit .Within the Radius of 20 kms farmers / traders / sellers move to transact business in agricultural & allied produce & items of daily use.

The traders also include sellers of items of daily use such as utensils, garments, plastic ware, furniture, fishing nets Shoes, repairs shops, wooden cloth, cosmetics etc.

Two markets selected in Kamrup district are **Boko** wholesale market and **Topatali** rural haat. Boko market located 60 kms away from Guwahati is a weekly market owned by Panchayat. Topatali rural haat is a Wednesday market. Located 55 kms away from state capital of Guwahati, the market serves about 50 villages within radius of 10 kms.

Both the markets of Nagaon district viz **Juria** and **Rupahihaat** are wholesale markets. While Juria is a biweekly market on Thursday & Sunday, Rupahihat is a Wednesday weekly market. Located within 25 kms from Nagaon town both serve around 20 villages. Both trade in argil & allied produce and cater to items of daily use to the surrounding rural population. Wholesale activity ranges between 50-70 percent and around 1200 traders operate in both the markets. While Juria is estimated to receive 15000 visitors on a market day, Rupahihat is visited by some 20,000 people on an average market day. Market is connected with all weather roads. Land area is more than one hectare in respect of both the weekly markets.

Katlicherra Bazar wholesale market and **Jamira** rural haat are the ones selected from Hailkandi district. Katlichera market is biweekly held on Wednesday & Sunday. Jamira is a Friday market. Both the markets are owned by Panchayats. While the wholesale market attract more than 1200 traders on a market day rural haat has 300 plus traders. The number of visitors visiting wholesale market are estimated at 15,000 as against 4,000 at rural market. Both the markets trade in foodgrains, fruit & vegetables, cattle fish, betel leaves etc. Katlicherra Bazar wholesale market receives as many as 500 trucks of bamboo, 50 trucks of bamboo products and 150 carts of thatch in the market. Both the markets are connected with all weather roads & have electricity, potable water & mobile phone range. Jamira receives 400 trucks of bamboo, 30 trucks of bamboo products and 50 handcart load of thatch for selling in the market.

Both the selected markets of Barpeta district are wholesale markets owned by Panchayat. They serve about 25 villages within the radius of 10 kms. While **Bahaarihat** Bazar accommodates 1200 traders, **Mandiahaat** (Monday market) accommodates 400 traders. More than one hectare land is available at both the market places. Connected with all weather road, both trade in foodgrains, fruits & vegetables, spices, betel leaves, cattle, poultry etc. Markets are operated & managed by lessee.

Rural haats selected in Sonitpur district viz. **Chengmora** saptahik bazar and **Bedeti Budhboria** are multi commodity rural haats held once a week. Owned by Panchayat but operated & managed by lessees they are interior markets respectively 140 kms & 80 kms away from the district head quarter, Tezpur. Market shed comprises of 30 villages within radius of 10–12 km for both the markets. Percentage of wholesale activity is around 30% in Chengmora while it is 10% in Bedeti Chengmora has 300 traders with 5000 visitors and Bedeti has 200 traders with 3000 visitors. Bedeti is a Wednesday market. Water, electricity & mobile receptivity is available at both the places like other haats in the state they are multi commodity haats trading in all agricultural, horticultural, livestock & fishery produce along with items of daily use purchased by the rural masses. Both have all weather road connectivity.

Koliapani Saturday market and **Titbar** Sunday market are the two rural haats selected for development under the project from Jorhat district. Both of them serve 15 – 20 villages within radius of 10 Km. Around 1.25 hectares land is available at both the places and like elsewhere owned by panchayat they are operated and managed by lessee. They are comparatively small markets in terms of no. of traders & visitors. Less than 100 traders operate in these markets and 2500 persons are estimated to visit the market on market day. Wholesale activity is around 30% and haats trade in all agricultural and allied products along with items of daily use of the rural people. Connected with all weather roads they have drinking water, electricity & mobile range for speedy communication. Koliapani is an important cattle market also.

The Markets are owned by Gram Panchayat and leased put for a fixed period for operation. A tripartite memorandum of understanding ARIAS, Zila Parishad and Anchalik Parishad have

been signed for development of market infrastructure in the selected markets, development of market linkages and overall and involvement of producers.

The Market Profiles indicate the infrastructure requirement of each market. On the basis of physical and economic parameter, markets have been designed to have facilities to cater to the marketing of agricultural produce. The design approach is based on prioritization of infrastructure on the basis of suggestion received by different stakeholder and market functionaries.

The Infrastructure layouts and designs provide provision for modular approach for replicating infrastructure viz.. developing Sheds for retails and wholesale, drainage earthwork , sanitary amenities, drinking water facilities.

The Bill of Quantity and Detail drawings of the components have been worked out for each market and are available with NIAM

Methodology:

Methodology and tools to accomplish the study will be as follows:

Tools	
Questionnaires Interview Field Visit Meetings Focus Group Discussion <i>(Use of Primary & Secondary data)</i>	Need Identification Survey & site visit <ul style="list-style-type: none">• Farmers• Community• Panchayat
Schedule	Feasibility Survey <ul style="list-style-type: none">• Collection of Data• Assessment of Resources, Material• Facilities• Throughput, Arrivals
GIS / CAD	Feasibility Report (Analysis) <ul style="list-style-type: none">• Preparation of layout plan of market• Preliminary design and drawing• Draft cost estimates
	Detail Project Report (DPR) <ul style="list-style-type: none">• Final Layout• Final designs and drawing• BOQ• Cost estimates
	Bid - Document