

A geographical study of Rajguru market, Hisar

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Abstract

Market is a place where goods and services are provided by sellers to buyers. The present paper aims to study the geographical aspect of shops of Rajguru market of Hisar, Haryana. The Rajguru market is a commercial area which has total area of 8.2 acres. There are 337 shops and the maximum number of shops are of fabric or clothes then the footwear item. The fundamental information has been collected through interview schedule prepared for the purpose. In this study the survey was conducted for 250 shops of Rajguru market and the result was shown in the tabulated form and also through maps which are digitized in ArcGIS software. The result expose that the market is divided into number of blocks, there are spatial variation in the size of shops, different commodities in shops of Rajguru market. The study shows that Rajguru market was established in 1950s, later it was reconstructed in 1970s. The study also depicts that the catchment area of the market is huge, commodities are brought from various places and shoppers come to the market to bought and enjoy the goods and services of market which promote the economic development of the city.

Keywords: commercial area, interview schedule, spatial variation, catchment area, economic development

1. Introduction

Market means place where buyers and sellers meets together in order to carry on transactions of goods and services. This type of market may either be a physical marketplace where people come together to exchange goods and services in personal, as in bazaar or shopping centre, or a virtual market wherein market buyers and sellers do not interact, as in an online market. The market is a geographical space where commodities are kept for selling. Market is a location for collection and distribution of goods and services. Market location affected the people of Hisar and nearby area. People belong to the city have relatively more availability, accessibility and utilization of market commodity then the people living in outskirt areas of the city. In this study an attempt will be made to analyze the present situation of Rajguru market, spatial distribution of various shops, spatial expansion and catchment area of Rajguru Market of Hisar, Haryana.

2. Study Area: Rajguru Market of Hisar

Hisar is situated 164 kilometres west of Delhi on the National Highway No. 10 and has been identified as a counter-magnet city for the National Capital Region to develop

as an alternative centre of growth to Delhi.. The city was founded by a Muslim ruler, FirozshahTughlaq in 1354 A.D. Hisar is an Arabic word which means 'Fort', the city was originally called 'Hisar-e-Firoza'. The Hisar city is an important part of western Haryana which has great influence over the entire state as well as relations with surrounding states also. Hisar is located at 29°09' N 75°43' E in western Haryana. It has an average elevation of 215m above mean sea level. Hisar has a population of 301,249 and is currently the 141st most populated city in India. In Hisar there are number of markets like Goelz Super Market, Green Square Market, Rajguru Market, Sadar market, Flamingo Electronics Market, Lala Lajput Rai Market, Auto Market, Red Square Market and so on. Shivaram Hari Rajguru was an Indian revolutionary from Maharashtra known mainly for his involvement in the assassination of a British Raj police officer. Rajguru Market a shopping complex at Hisar, Haryana was named in his honour in 1953. In Rajguru Market there are different types of shops like grocery, clothes, foot wears, food items, jewellery shops etc. The Rajguru market is one of the biggest market in Hisar. The market was first developed in 1950s later it was reconstructed in 1970s. Now the Rajguru Market has an area of 8.2 acres of land.

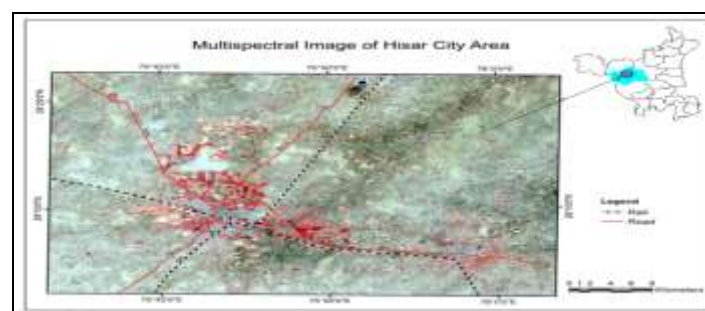


Fig 1: District map of Haryana representing study area



Fig 2: Location map of Rajguru Market

2.1. Objectives of the study

The primary aim of the study was to analyse the spatial aspects of Rajguru market of Hisar. In addressing this aim, the study focused on the following objectives:

- To study the spatial distribution of various shops of Rajguru Market.
- To study the spatial expansion and chronological development of Rajguru Market.
- To identify the catchment area of goods and commodities of Rajguru Market.

2.1. Research questions

This study is conducted for seeking the answer of following questions:

- How the various shops are distributed over study area?
- How the Rajguru Market has expanded over the period of time?
- What is the catchment area of goods and commodities of the Rajguru Market?

3. Methodology

In the light of the present study, the research methods used in the study, the primary data, secondary data sources are used and mentioned. The sample, sample size and the sample procedure is explained in the present topic. The statistical tools used and their significance in the present study are discussed in the detail in the various sections of the topic. Data presentation in form of tools like tables is given. The graphical presentation of data and interpretations regarding various parameter and their significance are mentioned like by using pie charts and bar diagrams. After setting the objective of the topic, an interview schedule is prepared for the shopkeepers and the customers of market. Various parameters are formulated which will present the data related to the functioning of market. Questions will be asked from shopkeepers, customers and authorities of the market, which includes the various parameters such as space and various facilities and other related issues.

Research methods and data collection

In first phase of the study, observational analysis is made regarding the information of the market. In second phase, the research design is carried out to analyze the problem.

- a. Primary data
 - Primary data was directly gathered from customers, authorities and shop owners.
 - By direct interview with Rajguru market association semi president Mahesh Choudhary.
- b. Secondary data
 - Secondary data mainly from the Municipal Corporation

Hisar and Rajguru market association.

Interview Method The formal instrument in the form of interview schedule is developed to study the state of market and different problems associated with shopkeepers and customers.

Sample size Interview of 100 customers at various location from the Rajguru market are taken for the study. Interview of 175 small shop owners and interview of 50 big shop owners from the Rajguru market are selected. The survey of shopkeepers is taken by using the stratified sampling technique. In the study the stratified sampling is used. The samples are divided into strata which means same item of commodity are taken in one strata and similarly the other strata is taken for some other type of commodity. For example- it was observed that there are more number of clothes shops in the market, so the 150 shops are taken in the sample size after that footwear shops are in maximum then other, the strata size for foot wears is 45 shops and so on. Hence the survey is conducted in this manner.

3. Spatial distribution of various shops

In this research, an attempt is made to study the location pattern, distribution and their influence on shops of Rajguru Market of Hisar. Location and distribution has always been considered as the fundamental step in all geographical analysis. The term distribution refers to placement of location or dis-position. Location and distribution pattern are most useful factors for geographers, because they involve in the physical space and arrangements. The spatial distribution of shops and how it affects and contributes to the development of Hisar city in general. The common site for a market is either the major street of the settlement or an open space generally found at the side of major street or a field adjacent to the settlements. Generally, location of market is always influencing the daily life of the city population who are directly and indirectly connected with the market. So the first aspect to define the spatial characteristics of a market is:

- a. Distribution of shops: There are number of factors to control the distribution of market shops over space. In this study area, there are 337 shops in Rajguru market over an area of 8.2 acres of land. The shops have been distributed mainly into blocks and S.C.F. i.e. shop-cum-flat. There are two S.C.F. line. The line1 is the old shops of line having the even shops number, whereas on the other hand the new S.C.F. line of shops are built in 1970s. It is observed that the shops are unevenly distributed in the study area. The table below shows the

numbers of shops in each blocks and in S.C.F. lines of the market.

Table 1: Distribution of shops

Shops in	Number of shops
Block-a	32
Block-b	28
Block-c	20
Block-d	40
Block-e	28
Block-f	28
Block-g	26
Block-h	20
Scf 1	81
Scf 2	34



Fig 3: Source: Primary Data collected through field survey



Fig 4: Distribution of shops

b. Classification of shops based on the size: Total numbers of shops in Rajguru Market are 337 shops which covers an area of 8.2 acres of land approximately. The shops have been distributed unevenly and their size also

varies from each other. Like the shops of S.C.F. are big in size as compare to the small size shops of blocks of Rajguru Market. There is variation in size of shops of Rajguru Market described in the table given below:

Table 2: Size of shops

Shops	Size of shops
Block-a	8'3"× 16'6"
Block-b	8'3" ×24'9"
Block-c	8'3"×24'9"
Block-d	8'3"×24'9"
Block-e	8'3"×24'9"
Block-f	8'3"×24'9"
Block-g	8'3"×24'9"
Block-h	8'3"×17'4"
Old s.c.f.	9'4"×45'7"
New s.c.f.	16'6"×60'0"



Fig 5: Size of shops

Classification of shops based on the commodity: In this study, an attempt has been made to study the classification of

shops in the basis of commodity. As to know that how many shops occupied by particular commodity in Rajguru market.

Table: 3 Specific commodity wise classification of shops

Sr. No.	Specific commodity	Number of shops	Percentage
1.	Clothes	189	56.08
2.	Footwear	61	18.10
3.	Jewellery	13	3.85
4.	General store	14	4.15
5.	Grocery	7	2.08
6.	Bags	13	3.85
7.	Food and sweets	4	1.18
8.	Cosmetic	15	4.45
9.	Furniture	3	0.89
10.	Watch and clock	6	1.78
11.	Art and craft	5	1.48
12.	Electronic	7	2.08
	Total	337	100

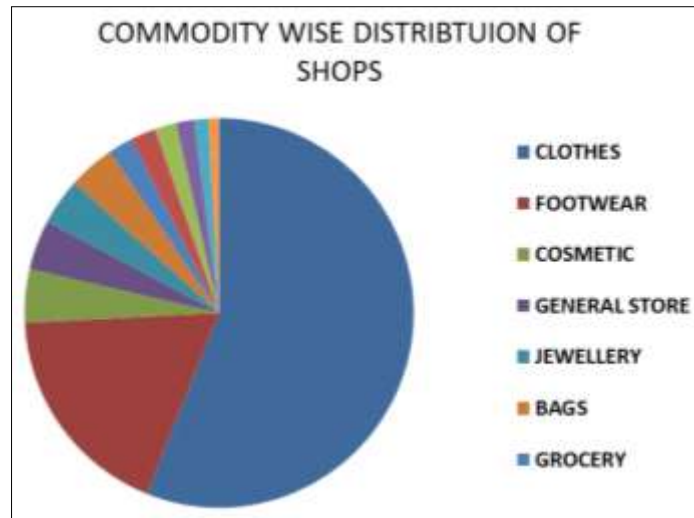


Fig 6: Source: Primary data collected through field survey

c. Type of shops: Total numbers of shops in Rajguru Market are 337 shops which covers an area of 8.2 acres of land approximately. The shops are both the rented and owned in Rajguru market. But the proportion of personally owned is much more higher than rented shop in Rajguru Market. The percentage of types of shops in the market is shown in the table given below:

Table: 4 Types of shop

Type of shop	Percentage
Personally owned	77
Rented	23



Fig 7: Source Primary data collected through field survey

4. Spatial expansion and chronological development of rajguru market

Since the creation of the universe, everything continuously changes, because change is law of nature. The spatial-temporal arrangement of market helps the living and convenience of people participating in market activities in many ways. The temporal aspect is an important dimension in geography. The Rajguru Market has also evolved from last few years. The present picture of Rajguru market is not the same as it was before. The Rajguru market was first established in 1950s and later it was re-constructed in 1970s as it is today. In this study, an attempt is made to understand the past and present picture of Rajguru market. How the market has expanded through time? Why Rajguru market has changed? And in which pattern the Rajguru market has

expanded? In this study, the Rajguru market is defined according to the two time period that is the picture of Rajguru market in 1950s and Rajguru market in 1970s.

IN 1950s

As it was earlier stated that Rajguru market was established in 1950s after independence. The market was extended along with the canal which provides water facility to the entire region. The market was parallel to the canal. At that time the market was in linear pattern. The shops were facing each other. There were only two lines of shops. In 1950s there were approximately 140 shops. The number of shops were given in odd and even manner, like the line or row near the civil hospital having the odd number of shops and the line parallel to the canal having the even number of shops. The civil hospital was in the north of the market, and the bus stand was in the west, and canal was in the south. The bus stand was favouring the location of the market, because of availability of the transport. The area of the market at that time was so small but the accessibility of people to the market is more because market was located between the canal and the civil hospital of the city. But the variety of the goods was limited at that period because there were only few types of shops like cloth, foot wears, food and jewelleryes.

IN 1970s

The Rajguru market was reconstructed in 1970s. Now the number of shops in Rajguru market is increases to 337 which covers the area of 8.2 acres of land. Earlier the market was having only two lines of shops facing each other. It was in linear pattern. But the present picture of Rajguru market is having numerous shops, dividing into blocks, lines or shop-cum-flat. It was divided into the old S.C.F. line which was also there in 1950s, and new S.C.F. line which are the biggest shops of market and market is having number of blocks such as Block-A, Block-B, Block-C, Block-D, Block-E, Block-E, Block-F, Block-G, Block-H. Now the market is somewhat similar to the triangle shape or can say in triangular pattern. It is located near the main road which is connected by Sirsa and Delhi road. There is Gurudwara, temple and bus stand near the market, which increased the value of market. Because people can easily access to the market, and they also have availability of transport. The market was reconstructed due to some

reasons which are listed below:

- In 1950s there were only two rows of shops facing each other. And market was located between the civil hospital in the north, bus stand in the west and canal in the south. Because of the bus stand and civil hospital the market was facing the problem of over crowd, safety issues, traffic jam. So the market authority decided to widen the roads so that the flow of traffic and people is maintained. That is why the line of odd number shops had been removed from the market area.
- Earlier in the south of Rajguru market there was a canal. The canal was parallel to the even number of shops of the market. But later it was relocated at the outskirts of the city because the canal was not maintained properly and to provide the sufficient water quantity the canal was constructed at the outer area of the city.
- Civil hospital was located to the north of the market. But the area of the hospital was not sufficient and the whole area was facing the problem of overcrowded, traffic jam. The hospital needs more space so the planners decided to relocate the hospital out from the market area. After that the new shops were built like all the Blocks and the new S.C.F. line was constructed in 1970s. Now the whole market is expanded and covered an area of 8.2 acres of land.
- The bus stand of the city was also relocated out from the market area because the market area became so congested, jammed and problems like robbery was also increased.



Fig 1: Even numbers of the shops of old S.C.F. line



Fig 2: New SCF line of the market

It has been explained that how the market has expanded and in which pattern the market has changed. Earlier it was just the two lines of shops but now it has been divided into number of blocks and having number of shops which provides goods and services to not only the local people but also the people come from the other states and villages.

5. Catchment area of rajguru market

Catchment area is defined as the sphere of influence from which the retailers are likely to draw its customers. The catchment area is the geographic area from which the retailers sale their goods, which they bought from various places. It is an area from where they expect to gather footfalls and run their business. A catchment area of the market is the area from which a city provides goods and services which attracts people not only the local people but also the people of nearby areas of the city like from villages, and also the people of the other cities for some specific type of goods which may be the specialty of the market. The study deals with the catchment area of Rajguru market at what extent the goods has been carried out and used and from where the goods has been carried out for the people and also from where the people came to get the goods and services of Rajguru market? This study tells the flow of goods and services whether it has been bought from some company, industries or from other places and also the flow of people that means what distance they travel to enjoy or to have the goods and services or from which areas the shoppers come and using a specific shopping destination. Now it has been divided into parts the first part deals with the catchment area of commodity and the second part deals with the catchment area of people. These two parts are explained in the detail below:

a. Catchment area of Commodity: Channels through which information, material and money flow between a company and its suppliers and create a network of economic interdependence. In this study, it has been analyzed that the retailers brought the material from various places in India like from Punjab, Delhi, Mumbai, Haryana, Bangalore and so on. It'll be discussed in this study what kind of commodities have been brought from where. Hisar is a developing city which is well linked with the whole state as well as with the nation through road, rail and air transport. The huge market of the city which comprises of many types of shops. The market supply all the goods and services which is required and demand by the local shoppers and the shoppers of nearby areas. The fabric shops(cloth shop) are more in numbers than any other. But in the city there is no textile industry, the retailers shopkeeper brought the fabric mainly from the outsides areas. Similarly ration, jewellery, cosmetic material brought by the shopkeeper from different places. These are discussed in detail below:

- Fabric or cloth market: In fabric market most of the retail shopkeepers brought the material from the wholesale markets from the nearby areas as well as the other states i.e. Ambala, Bhiwani, Hisar, Panipat, Rohtak in Haryana, Amritsar, Ludhiana, Jalandhar, Patiala in Punjab, Surat, Ahmedabad in Gujarat, Jaipur, Delhi, Banaras, Mumbai and Bangalore.
- Ration, grains and fruit items shops brought material from the grain market of Hisar itself, farms as well as

from Delhi and other states.

- Cosmetic material brought by the shopkeeper of the Rajguru Market from the area like Ambala, Delhi, area of Himachal Pradesh like Solan, Badi and other parts of the cities like Mumbai and Kolkata.
 - At present, in the Rajguru market there are 13 shops of jewellery are existing and most of the shopkeepers brought the raw material from Delhi, Mumbai, Jaipur and Kolkata. It is also mentioned here that all the skilled labourers are from the areas of Bihar, Uttar Pradesh and Kolkata.
 - Utensil shop: In Rajguru market, there are 7 shops are existing and most of the shopkeepers brought the raw material from Hisar itself because Hisar is known as steel city and the basic raw material has been brought from the industries like Jindal's iron and steel industry, but some items are also brought from the cities like Ambala, Delhi and Mumbai.
 - Furniture items: There are only 3 shops in Rajguru market, where the raw material for furniture is being carried from the plywood industry of Hisar itself and furniture are also prepared by the workers or skill labourers.
 - Foot wears: After the cloth item, in Rajguru market there is maximum number of footwear shops. And the material are maximum brought from the Ambala, Rohtak, Bahadurgadh, Jalandhar, Amritsar, Ludhiana and Patiala and also from Delhi and Mumbai and also the branded items are brought. The foot wears are also prepared by labourers of Hisar itself.
 - Electronic items may contain the electric appliance like refrigerator, cooler, fan, lights, laptops, mobile phones, air conditioners and so on. All these electronic appliance are brought from mainly Delhi, Rohtak, Ambala, Faridabad, Gurugram, Jalandhar, Mumbai and Bangalore.
- b. Catchment area of People: The distribution chain connected a producer or supplier with the customers. The marketing activities is totally depend on demand and supply factors. Here the catchment area of people is refers to at what extent the shoppers come to the market and from where the shoppers come. In this study, it has been analyzed that the shoppers came from various places to Rajguru market to shop. Hisar is well connected city to other parts of the country through various transport network. People of villages of Hisar are mainly dependent on the market for their basic requirement. Because the Rajguru market is easy to access from nearby area of the city. It is located at the centre of the functional area. People from the nearby areas of Haryana, Rajasthan bought the material from the market. Even the helpers or workers of the shops are local as well as came from the outer area of the city. The market serves jobs to many villagers. Customers of Rajguru market belong to different villages and cities. Customers mainly come from nearby villages of Hisar because of availability of transport, easy access to the market. Areas from where the customers come are Aryan agar, Gangwa, Satrod, Ralwas, Siswala, Kirtan, Mohabbatdhani, Hiranvaas, Mirya, BalasamandGorchi, Sahapur, Ludas, Kharakhedi, Agroha, Raipur, Kamri, Mirka, Kamari, Ladwa, Puthi, Rohnat, Sultanpur and so on. And the customers who belong to Rajasthan but came to shop from the market are Chaudharivas,

Shiwani, Serda, Rajgarh, Chuppa and so on. Through the survey it has been noted that the majority of customers are local people and came from the nearby villages. Hence the Rajguru market is important shopping centre for many people which provide various kinds of goods and services to the shoppers.

6. Conclusions

In the nutshell, it has been established that Hisar is situated 164 kilometers west of Delhi on the National Highway No. 10 and has been identified as a counter-magnet city for the National Capital Region to develop as an alternative centre of growth to Delhi. Hisar has a population of 301,249 and is currently the 141st most populated city in India. There is a market consisting of 337 shops mostly the clothing, footwears, jewellery and general stores. As there are 337 shops and the shops have been distributed mainly into blocks and S.C.F. the old S.C.F. line have 81 shop, new S.C.F. line have 34 shops and blocks have less number of shops then these shop line. The size of shops also varies from block to block like the shops of new S.C.F. line of the market and it has biggest size then the other. The market is well developed in 1970s which provide number of goods and services to the local people and nearby areas. Male dominate in this marketing business in the market. The market is cheaper, comparison to the surrounding district's market, where common man can easily approach to the market for their livelihood.

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