

## RE- CONCEPTUALIZING RURAL MARKET: CASE STUDY OF WOMEN ENTREPRENEUR IN CACHAR DISTRICT OF SOUTH ASSAM

*Dr. Joydeep Goswami, P.O- Borjalenga Vill- Dakbunglow, Cachar/Assam-788117*

### ABSTRACT

The concept of entrepreneurship is commonly understood as the process of exploring the opportunities in the market place and arranging resources required explaining those opportunities for long term gain and so it is a risk of business enterprise. The changes have occurred in the livelihood patterns of various strata of rural society. The paper is based on both quantitative and qualitative data collected through the purposive and accidental sampling method. This paper deals with the livelihood question of gender; such as traditional livelihood pattern of a village society has undergone changes drastically due to the arrival of advertisement and availability of products in the local market. It is also influenced the traditional relationship as well. Unemployment or disguised underemployment has increased due to improper human development, the conditions of women have worsened, and they have to seek their living from small business organization. Here an attempt has been made to re-conceptualize the rural market in the context of women entrepreneur's in Cachar District of South Assam in order to understand their problem and challenges faced in the society. The market has a wide impact on the socio-economic aspects of human being; particularly the better half of the population and rural markets can achieve the desire goal with the active participation of women. Today it's concerned with the flow of goods and services that satisfy the needs and wants of households and occupational activities in rural areas, but it does not mitigate the problem of the second gender in the society and the sufferings from the subordinating in social as well as in family life. Education and vocational training for women will enable them to entered into the rural market and become economically independent

**Key Words:** Rural Market, Woman Entrepreneur.

### INTRODUCTION

The rural market in India is not a separate entity itself and is highly influenced by the sociological and behavioural factors working in the country. Market is not only an economic phenomenon but it is rather more a social phenomenon. It is the way people organize a social life through the transactions of goods and services. While involving in the transactions people play their roles as sellers or shopkeepers, buyers or customers, suppliers and onlookers. These roles organize people into a social life called market. The individuals who play various roles in transactions of goods and services among them constitute various units of the organization (market). These units are socially characterized variously by religion, gender, caste, class, age etc and therefore the market is seen to be organized in various social forms. Besides, these various units are found ordered into various interrelated positions, giving rise to a structure of market, in

which the units engage in their respective roles and activities of mutual cooperation and make it a dynamic whole. Furthermore, this dynamic whole impacts upon social, cultural, economic, political, technological and developmental aspects of people's life in general and brings change in their life. Thus, market is a social organization of people and not simply an economic activity. It is rather a broader social phenomenon. As a dynamically functioning whole it occurs through numerous procedures followed by various units while transacting with one another in their behavioural exchanges. This complex of procedures used in economic exchanges and transactions makes market a social institution as well. A market is also organized as a social space- it means that market is a regular place of gathering for buying and selling of foods, livestock or other goods; it is an outdoor space for people on large scale where people offer goods for sale; it is a particular area of trade or business which demands for particular goods and services reflecting people's needs and choices. The essential condition for benefiting from the market is possession of or access to assets required to produce goods and services that are demanded (Rajagopal 1995: 150). Sociologically, it thus implies a complex of social relations formed out of a collectivity exchanging goods and services in a residential setting of a population. By its setting a market is generally named like as 'rural or urban' and each of these markets has its own nature and character derived from the setting.

The market in India dealing with farm and non-farm products has grown slowly after the World War I. As 833.1 million people live in rural India constituting (68.84%) of the total population of 1210.2 millions (Census 2011), its economy is based on agricultural production which flows from the rural areas. In 1928 the Royal Commission first time recognized the importance of rural market in India and it advocated for a regular marketing system in the country. Again in 1931 Central Banking Committee examined the situation and said the marketing of produce is important matter for the cultivators, and consider that an expert marketing officer should be appointed to the staff of Agriculture Department, in all the major provinces, and further recommended the setting up of a Central Agency for initiating and coordinating the activities related to agricultural marketing. Gradually agricultural production has registered a significant increase after independence resulting in a larger marketable surplus and substantial pressure in the existing marketing system. In the post-Independence period this task of rural marketing was assigned to the Directorate of Marketing and Inspection to formulate marketing legislation for imposing control-standards for rural markets, goods and services and products. With the increased purchasing power and demand for a wide variety of products by the farmers, the rural market offers new and greater opportunity to manufacturers of consumer and industrial products in India. Of 641000 villages in India, 83.3% are with a population less than 2,000. Almost 80% of the villages do not have all weather roads (Phanindra Kumar, S. Swamy, 2013 and Census 2011) and 33% of the villages do not have drinking water facility (Census, 2011). The rural market in India has been divided into four types; namely, (i) permanent market, (ii) daily market (of perishable goods), (iii) periodical market and (iv) seasonal market. Rural consumers are also far less homogeneous than their urban counterparts and differ from region to region. Therefore, it is not possible to merely extend urban products to rural markets. The low

density of population and inaccessibility makes the problem of servicing these villages individually difficult and often uneconomical. Direct delivery of goods even to the top one percent of the villages costs twice as much as servicing urban markets.

#### OBJECTIVE OF THE STUDY

The objectives of the study are-

- i) To understand the socio-economic condition of the woman shopkeepers.
- ii) To appreciate the social organization of rural market in Barak Valley.
- iii) To appreciate impacts of rural markets on the society, economy and culture in Barak Valley.

#### METHODOLOGY OF THE STUDY

The study is based on primary data collected from the respondents (sellers and buyers) drawn from the Irongmara market which constitutes the universe of the study and the sellers and buyers of these markets constitute its units for data collection and analysis. The market has been purposively selected so as to understand the rural market in this part of the country. In Barak Valley, Cachar which is the largest district has a variety of rural market more than any other district. It comprises seven blocks, out of which Borjalenga Block- the largest one among these- has maximum types of the valley's rural markets along with their connectivity with urban market, as well as the markets which involve a variety of ethnic communities such as tribals, tea tribes, tea garden villagers, linguistic or religious communities etc. Hence, these markets have appropriately served the purpose of understanding the impact of the market in rural society. From the market two types of respondents; namely, sellers and buyers who were available were selected by using a combination of accidental and purposive sampling methods for collection of their oral responses. Therefore, while selecting the respondents of both the categories even accidentally it was purposively endeavored to represent the female shopkeepers and customers from all communities and castes in the sample.

#### LOCALE OF THE STUDY

Borjalenga Development Block was created on 22<sup>nd</sup> April 1992, out of the two existing blocks; namely, Salchapra Development Block and Narsingpur Development Block. This block comprises, 10 Gaon Panchayats. The Borjalenga Development Block located in the Southern corner of Cachar district, covers an area of (194.11sq.km) comprises 41 villages and 10 Gaon Panchayats. The heterogeneous topography of the block is composed of high hills, low lands (*beels*) and (*haors*) and plains dotted with low hills (*tillas*). The population of the block is 1.01 lakh (Census 2011) with a density of 341 per sq.km, the literacy rate 49.68% far less than national average 65.2%. The population of the block is projected to be 2.75 lakhs by the end of 2020. Markets of this Block differ among themselves on the basis of their types, structure, socio-

economic backwardness of the villages and functioning etc. Only retail sales are carried out in these markets. These markets are located in rural areas and a few of these are held once or twice in a week or even in a year with regular intervals and some of these are permanent and daily markets. Though most of the markets are connected by roads they lack the basic facilities of regular and cheap transport. Lay-out and construction of stalls are not according to plan and in most of the cases stalls are temporary in weekly and periodic (yearly) markets while the daily and permanent markets having some RCC and semi-RCC structures. They also lack the basic amenities of go-downs or storage facility, proper drainage and pavements, water supply. Commodities coming to the markets from the villages and other parts of the block and district as a whole consist of mainly perishable, machine made materials, live stock produce, wooden crafts and handicrafts. Thus, the markets of the block play a crucial role in the economic development of the block. It is also the meeting place of the shopkeepers and buyers from the surroundings for the purpose of selling and buying articles. Although the block is underdeveloped, it has immense potential. Its rich land and water resources offer scope for development of agriculture's and allied activities. Agro-industry based markets also have future in this block. Other markets based on local raw materials can also be developed suitably. An initiative for development of the secondary sector can mitigate the increasing problem of unemployment observed in the block.

#### STATUS OF WOMEN IN SOCIETY

Women all over the world are fighting against their differentiation; the history of these fights goes back to several decades. There had been some historical forces which gives rise to woman's struggle against woman's subordination. Traditional idioms and symbols are also creatively used to liberate women from subordinate position in the social system. In that context there is a debate on Gandhi's role during the freedom struggle to bring women into the political sphere. Vina Majumder (1976), Devaki Jain (1986) and others see Gandhi as a great liberator who adopted a revolutionary approach in raising the status of women. Malvika karlekar argues that Gandhi invented the tradition of a new feminity. Thus the Gandhian woman was to use her traditional qualities to build a new positive image of action, resistance and change. The low status of women in India up to late 1940s had mainly stemmed from illiteracy, economic dependence, religious prohibitions, caste restriction, lack of female relationship, and apathetic and callous attitude of males. Whereas women were supposed to concentrate on their role as mother and householder, men were to be concerned with and politics. Hindu scriptures prescribed a dependent position for a woman throughout her lifetime. The status of women of further deteriorated during the Muslim period. Under the socio-political impact of the Islamic rule, Hindus adopted the Muslim custom of female seclusion, that is, purdah, which implied a complementary division of labour by sex. Though the British rulers initially decided not to interfere with the social laws of Hindus but in the latter half of the nineteenth century and the first quarter of the twentieth century, when some male social reformers talked of reforms for women their efforts provided incentive to women's movements, the British Government agreed

to abolish change some social customs through legislative measures. The disadvantage situation of women in the labour market is a consequence of their illiteracy, lack of training and skill, and low position in the social system, including their total exclusion from the structures of decision-making and power. There has been a remarkable increase in the number of women getting out of the four of the household and becoming workers in both cities and villages, according to the 1991 Report of the Census Commissioner. According to the 1971 Census figures, only 13% of India women were regarding as workers in the total country's workforce. This percentage rose to 25.89 in 1981 and 28.57 in 1991 (The Hindustan Times, April 6, 1993). About 80% of the working women are indirectly engaged in agriculture. Only 12% of the total employees in central and state administrative services and public sector undertaking are women. Total female population and as 'unpaid' workers. In the field of (paid) agricultural labour, the number of women increased from 20.76 million in 1981 to 28.27 million in 1991. The number of women employed in India in 1979 in factories was 5.14 lakh, in mines 0.8 lakh, and in plantations 4.18 lakh. In 2001 census total population in India 1027 million, out of which females are 95.7million,(48.2%), 54.16% are literate. Every year 2.5 million women and children are trafficked from india to abroad. Survey conducted on 2010 showed that every year 150 to 200 women are murdered in the name of witch hunting; from 1995-2009, 2500 women were killed for the same cause. Why do women seek employment? The motivation to work among women is different from that of men. Though the main reason appears to be 'monetary need' but it will be wrong to say that all women pursue a job only with this motive. The important factor in seeking jobs are pointed out as: insufficient wages of husband, death of husband, non support by husband, desertion by husband, and preference for work outside the home. Broadly speaking, 89.0 per cent of the working women worked due to economic necessity.

#### IMPACT OF THE MARKET

The market in the era of globalization shows an increase in the volume of business in agricultural produces, handicrafts and so on. It always reflects the expansion of productive activities among the people. But, an increased intensity of trading activities in manufactured goods brought from outside to siphon off whatever cash and agricultural produces, live stocks, handicrafts, and forest products are available. The market has its impact, even at the pace of all-round development of infrastructural facilities in the block, such as road link with the neighbouring remote villages to Irongmara market and other part of the block should be accelerated to lead the extension of the market for the growing volume of products. Apart from these the market has its impact on the institutional and infrastructural development in the vicinity such as school, public health engineering department, bank, road, temples, etc. It has been observed that irrespective of location of the market, it offer a set type of commodities catering to the immediate daily needs of the buyers in the market. The agricultural commodities traded in the market are generated from the villages in its vicinity such as vegetables, rice, fruits, poultry etc and also from the town which keeps the item fresh and also provides scope to the local people and local cultivators to sell their agricultural produce in the market. Here an attempt has been

made to understand the social, cultural, economic, political, technological and developmental impacts of these markets in the villages and Borjalenga Development Block in Cachar district. Impacts of these markets are discussed as follows:

## **Economic Impact**

Till the Independence the villagers (women) in the villages of the area produced mainly for subsistence. So, they produced and consumed it. There was no production for market. But after the market started in the village in 1946 it has shown a growth till date. As a result, needs of the people have increased and, therefore to fulfill the needs, the villagers produce and bring various consumables and agricultural items such as beverages; namely, *matha* (a liquid made of milk), modern dresses, personal hygiene items, soaps, cosmetics and so on. Besides, the agricultural practices, bamboo crafting becomes an occupation and they sell their handmade crafts and their agricultural produces in the market. Thus, they are now market-oriented and they have knowledge of market prices of commodities. The economic impact of the market can be understood in the following sections.

### *i) New Occupations*

In these villages and in its surroundings the principal occupations are farming and trading of agricultural, horticultural and fishery products such as vegetables, rice, flower, fruits and fish. Gradually but slowly the market has become a place where people find the necessities. But the market got a shot from 1996 onwards after the establishment of various departments of Assam University in its main campus at Durgakona, it has expanded and demands of consumers have increased. As a result, new market occupations have emerged in the market such as crafts, plumber, electricians, mechanics, drivers, etc. The people of the village produce handmade items such as, *pakha* (hand fan), pottery, *madur* (mat), *sheetal paati* (bamboo mat) and so on by using the forest materials and recycled items. Because of the development of the village the living standard of the village is changing. The local people have constructed new houses with all facilities like drinking water (boring pumps), electricity etc to provide there on rent to the students and some of the residential staff of Assam University. As the development is rapid the local unemployed youth and the middle age people have adopted new occupations such as plumbing to provide water connection to the houses, electrician's occupation to do inside and outside wiring of the houses and for electrification of houses; mechanics to solve the problems of electronic and non-electronic items as phone, TV, computer etc and drivers who serve most of the customers from the residential staff and local propertied sections of the villages having cars. They have further become apart of the development. Side by side, one can find health workers for preliminary treatment in the village they are mostly rural medical practitioners. Besides, there are cobblers, barbers and laundry men catering to the needs of the local people as well as outsiders. The market is a venue for small and big traders. People often come to the market with their surplus production and sell these to the consumers to get necessities like salt, rice and so on.

The increased income, volume of business and size of the market give rise to new occupations and earning avenues to the rural people.

### **ii) *Employment***

The market in Irongmara provides employment to many people. The development of market and gradual inflow of people from other parts have created new sources of employment in the village. These have engaged persons in various activities such as packaging, transportation, processing etc. Local people get engaged in the bakeries and others shops such as hotels and restaurants for packaging and processing the food items. In the transportation people get engaged to carry the goods to the markets, many among the rural people and the residential staff of Assam University have private car in which local drivers have been engaged. The development of the market and the increasing number of consumers, especially students and the teaching and non-teaching staff of Assam University prefer to stay in Irongmara village in rented houses, which has created employment of the cooks among the local poor women (*mashi*) and other jobs like cleaning, washing etc. Apart from these, the market provides ample opportunities to the skilled and unskilled, unemployed and underemployed youths of both the genders to be self-employed by establishing new business and many among them have purchased three wheelers to earn livelihood. Many people got employment in the shops for smooth running of the businesses in (garments shops, grocery shops, stationery shops and jewellery shops) in the market.

### **iii) *Change in Income Patterns***

The economy of Irongmara is tied with agriculture, horticulture and fishery produces. As market develops slowly the people accept changes. After Independence till 1971 the local people produced vegetables, fish and rice to meet demand of their families as the road condition was poor and supply of goods from outside to this area was irregular. After 1971 the population of the village increased because of the inflow of refugees from Bangladesh. Besides, consumption of daily items also increased. Since the local people have entered the market economy a tendency has developed among them to market their agricultural produces and, as a result, they are beginning to market milk and forest products. The market has got a shot in income and gradually the demand of items increased after 1996 in a rapid way along with the establishment of various departments of Assam University in its main campus at Durgakona. These changes took place due to literacy, demand for modern accessories and consumables. They have also started to cultivate some varieties of vegetables; namely, papaya, brinjal, cabbage, cauliflower, radish and varieties of cash crops etc., which lead to the change in income patterns. Again, the vegetable sellers, fish sellers and shopkeepers purchase the handicrafts and agricultural produces from the local producers of the village and made them available to market for consumers and earn profit.

#### iv) *Changing Roles*

As the literacy rate is low among people of the Irongmara market, they are engaged in low cost jobs. Most of them are daily workers and farmers. They produced agricultural, horticultural and craft items such as rice, vegetables (seasonal) in their agricultural land. Handmade items such as *Dhupkathi* (incense sticks), *rema jharu* (flower broom), *tukri* (basket), *mura* (tool), *dala* (tray of wickerwork), *kula* (winnowing fan) etc. in their houses by both male and female family members. They market the products and earn money to purchase daily necessities. Thus, the customers are the marketers and play dual role as sellers and buyers.

#### v) *Increase in Shops*

At the beginning, the villagers produced mainly for subsistence they produced only their needs such as vegetables, rice and shared among themselves. But the establishment of the market in the village has definitely shown an accelerated trend towards marketization of the produces and has provided better facilities for selling of their surplus production. The market was established in 1946 but in 1950 three colonies were established to rehabilitate the refugees and side by side the demands of consumables and other items increased which led to the increase in shops as the propertied villagers opened new shops. Further, the number of shops increased gradually, but the market got a shot after 1996 along with the establishment of different departments of Assam University at the main campus in Durgakona, which generated demand of goods among the consumers and number of shops increased to meet these demands. As most of the customers are students and residential staff of Assam University, having demands for various items like clothes, stationary, beverages, medicine, xerox and so on. To meet those demands the suppliers from Silchar town supply the goods to the market. The increasing demand and better supply to the market have generated better income and it has also changed the living standard of the rural people. Thus, the market and its potential have motivated the villagers across various caste categories and genders to invest capital and earn profit.

### **Social Impact**

The market is place of relationship between customers, sellers, suppliers and other groups; such as committee members, panchayat members who have their own shops of medicine, clothes, stationery, tea stall and restaurants. There are those who do not have their shops but are involved in the transaction of goods and services. They set by both side of the road and sell their goods. It also serves as a place of contact with the outsiders, as most of the customers of the market are students and they belong to different parts of India, through whom local people come into contact with socio-economic and cultural aspects of India's other parts and borrow ideas and socio-cultural aspects from them such as new dresses, media habits, religious participation etc. This phenomenon is applicable to the Bengali people of Irongmara market and other neighbouring villages. Another important feature is language, the shopkeepers in Irongmara market are Bengali and they usually speak in Bengali to their own people but the students and



residential staff of Assam University come from different communities they have their own languages such as Manipuri, Khasi and mostly Hindi and Assamese. The students learn the local language of the shopkeepers and the villagers and vice versa, but for convenience of transaction they communicate in Hindi

## **Political Impact**

In early days, the beating of drum and announcement made by public couriers were the earliest forms of communication. Since its early times, the market has been working as a centre of political communication, as the shopkeepers and local people of Irongmara were associated with different political activities. In those days all the decisions related to partition of the country and political and social issues were announced in the market and it became a hot spot of political discussions. Even today the Irongmara market in Borjalenga Development Block remains a centre of political communication. Because it is the developed market of the area and the economic condition of the people is better in comparison to the other markets of the block. The political leaders from different political parties belong to the village. The market plays an important role in creating political consciousness of the rural people. Political events are discussed in the tea-stalls and coffee-shops. Information flowing from the centre and state headquarters gradually percolates to the rural market through the three tier system of Panchayati Raj Institutions and different media such as newspapers, TV, leaflet, posters and banners. In this way, rural people gain information about other parts of the society and about important events relating to the state and centre. Irongmara market is not only the ground for discussion of political events but also a place where the villagers sit together in the tea stalls and discuss various social and political issues among them, which help in the formation of public opinion along with the emergence of new groups, institutions, association and organizations which reduced the dependence on politicians and political parties to avail the government facilities. Reference groups in the village, include doctors, teachers, traders, panchayat members, health workers, bank managers and others who are the influence the rural people and the small traders. They motivate the people by discussing and raising major issues, such as, communication, electricity, drinking water and various government schemes like Kalpataru, Prime Minister Rural Rojgar Yojna, Mahatma Gandhi National Rural Employment Guarantee Scheme etc. They further react on the government decision to reduce the dependence of people on the political leaders for betterment. The market witnesses the emergence of various groups, association and organizations in the locality such as, the University Students Association of Irongmara (USAI) raises the issues and problems of university students such as availability kerosene oil, electricity, drinking water etc., Merchants Association of Irongmara (MAI) fixes the single price of goods in the market and plans for further development of the market. Irongmara Mashi Association (IMA) fixes the wages of the domestic workers and raised the issues related to violence against the domestic worker (mashi). Irongmara Rabindra Pathagar (IRP) and Uttarkhanda Samajkalyan Sangha (USS) raised vibrant issues related to the development of village such as road construction, community hall construction, electrification, sanitation etc and it motivated the

villagers to participate. These institutions play a vital role in the construction of MLA Galli, 6 No Galli, Bazar Road, 3 No Galli etc, These roads connect the remote villages with the market. They also have taken grant from Government of Assam in association with Borjalenga Pioneer Sangha to provide proper sanitation to the villagers of the remote places in the year 2003. Though the organizations and associations claim to be non-political they have some implicit alliance with the political parties. They advocate the programmes such as road (*galli*) construction, sanitation programme etc for social change. Obviously, such communications provide a feedback which is necessary in a rural area. By this way, people's reactions to government policies or programmes are raised and discussed by the people and conveyed back to the government which in turn may take suitable actions accordingly. Thus, that Irongmara market has a wide impact on the political aspect of the village.

### **Technological Impact**

The era of modern technology in India brings socio-economic changes which sweep rural areas today. Innovations and inventions like modern machinery; viz, tea and coffee machines, Xerox machines, Fax machines, digital TV and so on play a major role in shaping of the market. The society changes and these social changes are fueled by the reach of digital TV, mobile, computer, electronic gadgets etc., along with the improvement in living standard of the rural people and increased brand consciousness of goods among the villagers, students and residential staff of Assam University and other outsiders from different parts of the country. Television and satellite communication has created several changes in rural areas especially in dress patterns, food habits, access to modern electronic gadgets such as mobiles, i-pod, tabs etc. because, TV is the medium for cultural transformation and one of the most important mode for advertising of newly launched items. The villagers viewing TV programmes and advertisement have adopted the new technologies which was hitherto unheard of these areas. Irongmara market is a place where modern machinery items are found and which have improved the standard of living of the villagers. The local people use modern equipments which replaced the originality of the rural market such as, coffee machine in a tea-shop, digital TV, and so on. Now, these products are available in the market as the demand of the rural people has changed. These changes generate income for the mechanics, who install the machines in consumer's house. The customers of the market belong to different classes. Middle class, upper middle class and labourers, have their own choices of goods, living standard, capacity of consumption etc. These all classes are found among shopkeepers and customers in the market. Thus, the uses and availability of modern technologies in the market generate avenues for social, cultural and economic change in the society.

### **Developmental Impact**

The Irongmara village has been changing fast. Changes in the life style, standard of living, demands of goods, consumption power and literacy rate are seen among the villagers. The pace of development has been rapid during the last 20 years (1990–2010) along with the

development of the market. Various aspects of the Irongmara villagers; namely, education, bank, road, communication, electrification have gradually but slowly developed along with the development of the market.

It led to the development of the infrastructure of the Irongmara village. During the last two decades (1990s and 2000 onwards) along with the development of market and inflow of people from other parts of the North East India the scope of earning has increased by three times and more than 136 pacca houses have constructed and a trend of paying guests houses, hostels and rented houses is seen leading to some concrete constructions in the village. Now the population of the village is divided into two parts; namely, the local and the students and outsiders such as residential staff of Assam University, staff of bank and public health engineering department. To meet the needs of these outsiders Irongmara village has six paying guest houses run by the local people, 18 messes/hostels for boys and girls spread the entire village and rented houses, where most of the students and some of the staffs are staying. They availing all the facilities by paying an amount ranging from a monthly charge of Rs 3500–8000, according to the facilities available. After the establishment of market each and every house has got electricity, drinking water facility and four remote villages; namely, Hatitilla, Puran Irongmara, Bagmara and Chowdhury Para connected by the market road. New institutions like (i) private schools; namely, Vivek Home English Medium School, (ii) bank; namely, Cachar Gramin Bank (iii) microfinance institutions; viz, Bandhan, Matribhumi etc. have developed in the village along with the market, which leads to the economic growth and economic stability of the people of Irongmara village.

## CONCLUSION

Rural marketing has changed in concept and scope over the years. Earlier it was used to be designated as marketing of agricultural produces and products. The markets has its own structure and functioning, in Borjalenga Development Block women from all the caste categories and religious group are interested in business and deal in various items like garments, hotel & restaurant, tea stalls, battle leaf, tailoring house, laundry, PCO & Xerox, jewelry, beauty parlour, stationery, animals selling shop, cosmetic etc. but the customers are mostly middle aged and old aged belong to different castes category and religious group. The market has a wide impact on the socio-economic aspects of human being; particularly the better half of the population and rural markets can achieve the desire goal with the active participation of women. Today it's concerned with the flow of goods and services that satisfy the needs and wants of households and occupational activities in rural areas, but it does not mitigate the problem of the second gender in the society and the sufferings from the subordinating in social as well as in family life. Education and vocational training for women will enable them to entered into the rural market and become economically independent. The independent will reduce their stress bring fundamental changes in their values and beliefs and make them bold enough to demand and stand-up for their rights. It may be concluded that making women aware of their rights in the rural areas requires a

different type of planning and approach than making women aware of rights in the urban areas. At the same time, we have to concede that legislative sanctions by themselves cannot raise the status of women. This effort has to be coupled with other efforts. It is only this conjunctive approach that can get justice to women in our society. To conclude we can say from 1946 Irongmara market has been developing gradually and during 1996-2010 the pace of development has increased and a variety of shop have emerged attracting financial institutions to grab the opportunity to finance. The market is dominated by the Hindu, Bengali male shopkeepers from the middle age group but during the last two decades female participation in the market is appreciable. The shopkeepers are local residents of the village by birth and belong to the different income groups and living standards with exposure to modern mass media. Irongmara market is one of the developing markets of the valley, which extends within block and has a variety of customers. It has wide impact on the society and offers opportunity for socio-economic development in the area and particularly for women entrepreneurs.

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