

A
Field Report
on
Market Survey at Bishnupur Market



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TO WHOM IT MAY CONCERN

This is to certify that Shri/Km.*Yumnam Suraj Singh*.....
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the field study under the curriculum of 6th semester Geography practical of the
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CHAPTER-I

INTRODUCTION

FIELD WORK IN GEOGRAPHY

The term geography has been used since the beginning of ancient civilization of Greeks. The term geography as we know has derived from two Greek words: Geo (Earth), Graphic (Description). Many Geographers has defined the term differently according to their view point. The most generally accepted definitions is that "GEOGRAPHY" is nothing other than the description of a place and a country and their mutual relationship and behavior with regard to terrestrial structure versus civil organization and state of their habit ; From the very beginning field work has been are important task in Geography. PTOLEMY, ERASTOSTHENE, HUMBOLDT, RITTER etc; know the importance of field work. To them to know the earth description they mostly relied upon accurate field work. From the actual study of the area, one can understand all the major and minor descriptions of that area studies. We can understand every needed information collected directly or indirectly of that area. Of all the geography attributes, population is very important as such the Study Socio- Economic Structure becomes appropriate. In other sense, man is the central point of Geographical Study. The most comprehensive studies of social organization and group like from a territorial of spatial specialized in such study of social life in relationship to space a habitat.

In the different part of the world is carrying on the various kinds of Socio – Economic activities for childhood of highest manner of life. The different in those activities in different part is mainly due to such cause as the physical structure, surface, climate, soil, vegetable and natural resources, coupled with human activities and technical activities, attainment of political independence logically implied vigorous efforts for raising the social and economic levels of the people who were steeped in poverty, ill-health, mal – nutrition, illiteracy, conservation and traditionalism. All local development programs are meant to assist in building modern nation bringing all its potential resource in line with modern political, economic and social standards are established in the majority of democratic countries. In a vast country like India with innumerable variation in climatic, geographical, political, social and economic condition there should be proper decentralization of administration in the implementation of all development programs for speedy all – round development of the country.

METHODOLOGY:-

The present study is intended to do with the help of intensive field work. The study is mainly based on secondary data including census reports, official reports and other government and non – government documents and publication.

The secondary data have been collected from all the concerned department and other sources by giving through the relevant records and also by holding discussions with the concerned official and agencies. Theoretical work have also been consulted for acquiring solid background. The secondary data are further supplemented by primary data whenever necessary.

OBJECTIVE OF THE STUDY:-

1. To understand the socio – economic conditions of the people of Bishnupur in general.
2. To study the changing process in the socio – economic structure of the people of Bishnupur district.
3. To highlight the various socio – economic problems of the people in Bishnupur district.
4. To suggest new ways and means for accelerating the improvement of the socio – economic condition of the market people in the desired direction.

CHAPTER – II

GEOGRAPHY AND HISTORICAL BACKGROUND OF THE BISHNUPUR DISTRICT

Bishnupur district is one among 16 Districts of Manipur state, India. Bishnupur district of Manipur Administrative head quarter is Bishnupur, that is located 32 km. East towards state capital, Imphal.

The district is bounded by Churachandpur in the South-West, North and North-East by Senapati and Imphal West district, Thoubal in the South-East.

District at a Glance

Area	446 sq.Km.
Language	Manipuri
Population	237399 (2011)
Village	64
Male	118782
Female	118618

Physical Features.

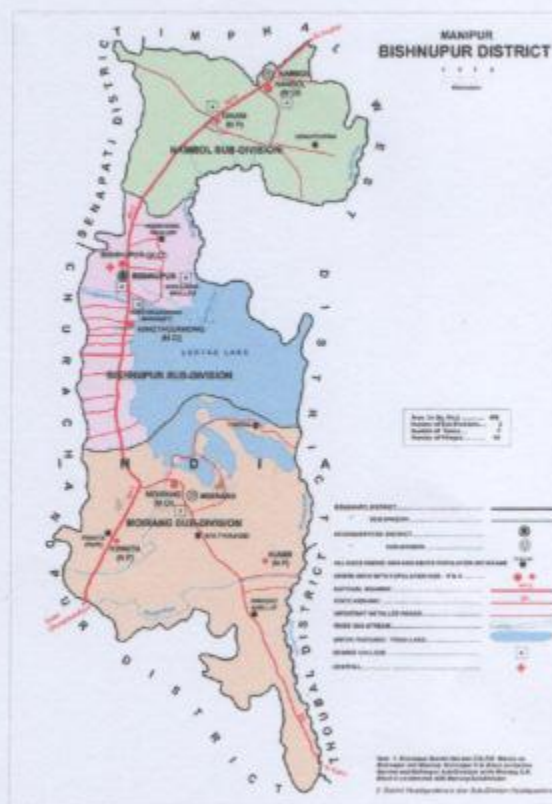
Location and Size:

Bishnupur district lies in the south – Western corner of the Manipur valley (also known as Imphal Valley) lying between latitude $24^{\circ}18'49''$ N and $24^{\circ}42'16''$ N and Longitude $93^{\circ}47'2''$ E and $93^{\circ}53'_{-6}''$ E approximately the north-south extension of the district is about two time longer than the East-west extension. With an area of 496 Km^2 as furnished by the Surveyor General of India and representing only 2.22% (percent) of the total area of the state it is the smallest one of the district of Manipur. There is no change of the geographical area of the district during 2001 and 2011.

LOCATION MAP



DISTRICT CENSUS HANDBOOK 1990/91



SATELLITE BISHNUPUR MAP

(Aerial View)



Physiography:-

The district wholly belongs to the valley region. The surface of the district gradually slopes towards east and south-east. A number of hillocks, like Ishok (947 m above the mean sea level), MAIBAM LOKPHACHING (892 m), LAITHOUCHING (838 m), etc. are found spotted in the northern position of the district. The Loktak Lake, which is the biggest fresh water lake is the North Eastern India, occupies the hinterland of this district. The Keibul Lamjao National Sanctuary, a home of the brow Antlered deer (Sangai is local name), one of the rarest animal, in the world, is situated in the South-Eastern corner of this lake. Inlets like Thanga Village (903 m.), Ithing Village (882 m), Karang Village (811 m), and Sendra (about 800 m) are the important settlement, which float in this lake near the National Sanctuary. Some hillocks as high as 879 m above the mean sea level, lie behind the western side of this Sanctuary. The boundary of the district extends upto the hills of the Laimaton range and the Thangjing range on the west.

DRAINAGE

The Manipur river and its tributaries such as the Khuga river and the Khordak river along with the small rivers such as the Nambul river, the Maklang river, the Nambol river etc., drain the district. Of these the Nambul, the Maklang and the Nambol rivers fall into the Loktak Lake making the lake as the chief water reservoir in the district. The size of this lake varies from 64 sq.km. in the dry reason to about 104 sq.km. during the rainy season. The size of the lake has been reduced considerably over the last two decades on account of the reclamation of the sizeable portion of the lake for agricultural purposes. The bed of the lake is also becoming shallower with the constant deposition of the eroded soils from the surrounding hills, brought down by the number of rivers and streams. The Nambul river deposits not only the soils from the hills but also the debris of the Imphal City and surrounding areas. However, to save the Loktak Lake, the Govt. of Manipur has already constituted an autonomous body, namely the Loktak Development Authority headed by a chairman with financial assistance from the central Govt. The Loktak Hydro Power Project, separated solely by draining water from the Loktak lake through a tunnel, plays a significant role in the moulding the ecological balance of the lake. The Manipur river forms the district boundary with Thoubal district for about 32 km long before flowing along the district boundaries of Churachandpur and Thoubal district, and into Myanmar. The Khordak river which originates out of

the excavated canal dug for emptying the excessive water of the Loktak Lake after about 9 km before joins the Manipur river at Arong after a length of about

9 km. The Khuga river originates from Churachandpur district and also drains Bishnupur district for about 15 km and then falls into the Manipur river Ithai. Some other small streams and rivulets, which originate from the hills of Churachandpur district, also drain some villages located in the South-Eastern corner of the district.

CLIMATE

The district is under the influence of the monsoon types of climate and enjoys a pleasant climate throughout the year almost similar with that of the neighbouring valley districts. May-June is the hottest period while December, January is the coldest period in the year. Spring and autumn are the most pleasant seasons of the year. The Loktak Lake influent the climatic conditions in the district in winter and summer. The maximum summer temperature recorded in the neighboring district varies between 31⁰C to 38⁰C during 216 – 2017 while the minimum is found ranging from 2⁰C to 5⁰ C. The rainy season begins from the month of April – May and continues upto August – September. Average rainfall in the district is 1204.2 mm.

HISTORY

The original name of Bishnupur was Lumlangdong (now Lamangdong). History recorded the facts of its origin. As soon as Kyamba ascended throne of Manipur in 1467 A.D. he conquered Kyang which was a Shan Kingdom in the Kabow valley then, the he assumed the name of Kyamba which means the conquerer of Kyam. There always had been a good relation between the Pongs and the Meitei during the reign of the Kyamba, also there was good relation between Kyamba and the Pong king Khe-Khomba. Actually it was the good foreign policy of King Kyamba that he was able to have a good relation with neighboring countries.

Kyamba wanted to conquer Kyang to around the thirds of this reign, he attacked Kyang along with Chaopha Khe Khomba, the king of Pong. After the battle was won, the conquered areas were divided between the two kings. They dined together in golden vessels and drank in join made of gold. They also exchanged servant and scholars. It is said that an image of Vishnu was given by the Pong King along with fruit Pong "hei" ton (guava) and the Ponghawai (a kind of dal). Kyamba kept the given 'Vishnu' image at Lumlangdong which also came to be known as Bishnupur i.e., abode of Vishnu. Perhaps, it was during the reign of Kyamba that Vishnu worship started in Manipur.

This Bishnupur is the very place where king and Brahmins conserved the Lord 'Vishnu' many Brahmins also immigrated to Manipur. King Kyamba requisitioned the service of one such Brahmins and began the regular worship of Vishnu here at Bishnupur.

He built Vishnu Temple of Temple of Brick at Bishnupur which has now become a protection historical monument under the Ministry of H.R.D. (Archeology), Govt. of India. It is now standing as a symbol of the remains of ancient times. And the status got by Kyamba from the Pong King is very important since it gives us the idea of the religion beliefs of those days and the very name that it has given.

They are:-

Bijoy Govinda (now at Sagolband, Imphal)

Gopinath (at Ningthoukhong)

Nityainanda (at Imphal)

Madan Mohan (at Imphal)

Anuprabhu (at Nabadwip, West Bengal)

Abdaitya, now enshrined at Bishnupur

Another remarkable feature of Bishnupur is by the worth mentioning. During reign of king Bheigyachandra. There was an interesting story regarding the installation of the statues of Shri Shri Govindaji which was performed in 1780 A.D. It is also said that one night lord Krishna appeared in his dream and asked him to find an image of the lord. Bheigyachandra answered the command of the lord and founded the status of Govindaji. Along with this status, another six statues were made from the jackfruid tree.

The installation ceremony of the status of Abdeitya enshrined in Bishnupur in the Vishnu temple took place in the year 1793 A.D. Since then, a number of pilgrims and saint have been visiting this temple.

CHAPTER - III

MARKET RESEARCH: - (The method and procedure of the market survey)

Market Research is one of the most useful tools that can be used by any business or organization in both public and private sectors. It has a variety of uses from the testing news production, to employment and customer satisfaction survey, to social and opinion research.

The term market refers to a place where sellers and buyers meet and facilitate the selling and buying of goods and services. But in economics, it is much wider than just a place. It is a gamut of all the buyers and sellers, who are spread out to perform the marketing activities.

We chose Bishnupur market which is a suitable market depending upon its importance and short distance from the C.I. College, Bishnupur and accessibility. Study the area, population, etc. with the help of reports, data, maps, etc. which are available from the Municipal Council of Bishnupur. It provides the information on the population sizes, facilities available and occupation of the people, some information can also be obtained from the town planning department.

The importance of marketing research:-

These are the seven reasons why market research is important, especially for smaller firms and business:-

1. Easily spot Business opportunities.
2. Low Business Risks.
3. Create Relevant Promotional Materials.
4. Know where to Advertise.
5. Outsell Competitors.
6. Set Better Goals for your Business.
7. Decision making becomes simple.

Market structure:-

The market structure refers to the characteristics of the market either organizational or competitive, that describes the Nature of competition and the pricing policy followed in the market.

Thus, the market structure can be defined as the number of goods producing and services in the market and whose structure is determined on the basis of the competition prevailing in the market.

A market is a place of sale and purchase of goods in both urban and rural areas. The numbers and size of markets have increased considerably during the last several years which has led to increased in economics activities. This trade is contain markets undergoes a charge with the seasonal change in the agricultural productivity. There is one important emphasizing sentence by JAMES FAIR GRIEVE “ Geography comes through the roles of one’s shoes and in addition, the fieldwork enable us to observe to plot on a map and to interview the people about distribution of various phenomena and to understand the casual relationship among them.

The major determinants of the market structure are:-

1. The number of sellers operating in the market.
2. The number of buyers in the market.
3. The nature of goods and services offered by the firms.
4. The entry and exist barriers in a particular market.
5. The economies of scale i.e. how cost efficient a firm is in producing the goods and services at a low cost. Also the sunk cost, the cost that has already been spent on the business operations.
6. The customer turnover, i.e. the numbers of customers willing to change their choice with respect to the goods and services at the time of adverse market conditions.

STRUCTURE OF BISHNUPUR MARKET

(According to types of Market)

Sl No.	Types of Shop	No. of Shops	Types of Commodities Sold	Location of Shop	Types of Building
1	Provision Store	30	Grocery items	Clustered	Brick
2	Ration	20	Rice	Clustered	Brick
3	Cloth	5	All kind of cloths	Clustered	Brick
4	Utensil	3	Domestic items	Clustered	Brick
5	Shoes	4	Gents, ladies, girls, boys item	Clustered	Brick/ Wooden
6	Tailoring	10	All kinds	Clustered	Brick/ Wooden
7	Electronic	12	Mobile, Computer, Electrical items	Clustered	Brick
8	Hotel	11	Meat, Beverages	Clustered	Wooden, Brick
9	Hardware	9	All items	Clustered	Wooden, Brick
10	Embroidery	5	Ladies items	Clustered	Wooden, Brick
11	Workshop	12	Cycle, Motor, Car	Clustered	Wooden, Brick
12	Spectacles	1	All items	Clustered	Brick
13	Pharmacy	10	All Medicines	Clustered	Brick
14	Vegetables	50	All items	Clustered	Opened
15	Soijil Vendor	20	Soijil, Soidol	Clustered	Opened
16	Books	12	All Book, Stationary	Clustered	Brick
17	Barber	5	All Cutting	Clustered	Wooden
18	Bank	5	State, Nation	Clustered	Brick
19	Atm Boot	7	All Bank	Clustered	Brick
		231			

Source: Personal Survey and Computation

SHOP STRUCTURE OF BISHNUPUR MARKET

Sl No.	Types of shop	No. of shop	%
1	Provision Store	30	12.9
2	Ration	20	8.6
3	Cloths	5	2.1
4	Utensil	3	1.2
5	Shoes	4	1.7
6	Tailoring	10	4.3
7	Electric	12	5.1
8	Hotel	11	4.7
9	Hardware	9	3.8
10	Embroidery	5	1.7
11	Workshop	12	5.1
12	Spectacles	1	0.4
13	Pharmacy	10	4.3
14	Vegetables	50	21.6
15	Soijil Vendor	20	8.6
16	Books	12	5.1
17	Barbor	5	2.1
18	Bank	5	2.1
19	ATM Boot	7	3
	Total Shops	231	100.00

Source : Personal survey and Computation

MARKET VIEW OF BISHNUPUR



MARKET VIEW OF BISHNUPUR



CHAPTER – IV

Conclusion

Bishnupur market is a kind of hinterland that serves Bishnupur Municipal area and surrounding villages according to our survey in respect of the sales and purchase activities of the market. It is the main market of this area. Based on our survey and throw light on the importance of this market to the inhabitants of this area also illustrated on our reports.

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