



BUSINESS AND
CORPORATE
ANTHROPOLOGY

KAMLA NAGAR AS A BUSINESS DISTRICT

CLASS REPORT BY

B.Sc. (Hons.) ANTHROPOLOGY, II YEAR

DEPARTMENT OF ANTHROPOLOGY

UNIVERSITY OF DELHI

ACKNOWLEDGEMENT

In the completion of this project, we would like to extend our sincere gratitude to our professor Dr. Chakraverti Mahajan for the required guidance on each step and for acting as a bridge towards the attainment of the final product of our efforts.

Also, there was a major role played by the people of Kamla Nagar- the shopkeepers, the residents and various associations in providing the essential information needed in the synthesis of this project and hence we would like to extend our heartfelt thanks to all of them.

Lastly, the whole project came into being with the contribution and undying efforts of the second year students of B.Sc. (H) Anthropology, University of Delhi.

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INTRODUCTION

Kamla Nagar, located in North Delhi is famous for its large markets & cheap but good merchandise. It has several sprawling markets & shopping centres . It is very close to the University of Delhi. Therefore, it's a hang out area for college students during the break. Due to its close proximity to the University, there are many college students living nearby either in hostels or as Paying Guests. The Kamla Nagar market comes with the necessary restaurants & shops for their daily needs. This market is also known for its popular brands of fashion & spicy street food.

So, Kamla Nagar has always been seen as a place of leisure. For the students of Delhi University, their whole life revolves around it, from grocery shopping, to hanging out, to buying clothes and to completing projects. The students of anthropology department of Delhi University, took this opportunity and showed interest in knowing more about Kamla Nagar as a business district, by getting to its roots.

A holistic view of Kamla Nagar has been studied by the students. The history of how business emerged in this area, starting from the year 1630 to establishment of grocery shopping centre during independence, to present times, Kamla Nagar has seen huge transformations.

On exploring the depths of Kamla Nagar, a huge variety of shops were discovered, mapped out and the economic development of the shopping hub over the years was analysed. Certain recent impacts, for example that of sealing and GST were studied.

Any business development is incomplete or rather impossible without social ties and management. What keeps Kamla Nagar functioning at its best was interpreted, which included the formation of various Traders' Associations that helped business to grow and stay intact during times of crisis. The concept of inheritance of business, in general, was studied through Kamla Nagar, and how social networking and work culture affects the employers and employees, and their businesses was also covered.

METHODOLOGY

This report on Kamla Nagar as a business district emerged as an idea during our business and corporate anthropology lectures. Dr. Chakraverti Mahajan, conceived this notion of assessing this landmark shopping destination in the premises of north campus of DU , as a business district.

The report's data collection began from 15 jan, 2018 and it progressed on every week's Friday during our lectures. The collected data used to be discussed for the refinement and to overcome the shortcomings.

We proceeded for the report formation in the following way:

1. Firstly , we were told to chalk out the various aspects , that had to be figured out from the business lens in Kamla Nagar.
2. Kamla Nagar is a hub of all kinds of commercial activities pertaining to PGs, tenant systems, grocery stores, restaurants, cafes and many more. So , as an initial step, mapping and typology of Kamla Nagar was taken up.
3. For this, the class was divided in order to traverse each lane of the area , to get a view of each and every kind of shop it possesses. Later, the data was compiled into the typologies in a tabular form the way it ranged from.
4. As a broader part of methodology, to cover the other essentialities of the report: unstructured interview, direct observation, non participant observation and life history were the preferred methods.
5. Random sampling of the shops was done in order to cover each type of shop in our report to restrict the biases.
6. Origin and evolution of kamla nagar as a market place was a big enquiry the report searched for. Thus, history of business development was the next aspect which was studied. This part involved the life histories of the shopkeepers and the Chandrawal people. Further, the class was divided to assess the secondary sources data in form of texts from libraries, interview of history department's teachers, e-books and official record procurement. Then a timeline was made which dealt with the historical and developmental aspect of this business district.
7. Similarly, every week during our practical class we worked in groups further to uncover the economic, political and social setup in kamla nagar. This was aimed to view these inevitable aspects of society, shaping the business culture in kamla nagar.
8. Further, the certain unsaid local aspects and business trends in kamla nagar were studied under the heading of miscellaneous aspects.
9. Lastly, the work of compiling and report formation began around 20 april, 18 and then the report was finally completed on 26 april, 18.

Hence, this is the processual aspect of the report, in form of a broader methodology.

MAPPING AND TYPOLOGY

BUSINESS PROCESS MAPPING: It refers to the activities involved in defining what a business entity does, who is responsible, to what standard a business process should be completed and how the success of a business process can be determined. It is important to understand how each process relates to other processes within the organization and how those interactions impact quality management.

MAPPING: It is the creation of maps, a graphic symbolic representation of the significant features of a part of the surface of a particular place.

TPOLOGY: The term typology refers to the study of different types. In this we classify people or things by certain commonalities or certain difference. A typological map is a type of diagram that has been simplified so that only vital information remains and unnecessary details has been removed.

TPOLOGY OF SHOPS:

It has been done on the basis of similar characteristics displayed by different types of shops , 12 categories have been formed which are as follows -

- I. Clothing : This category includes shops, boutiques, showroom, etc. where majority of the products sold are garments .
- II. Footwear : This category shops and showrooms, where main product sold is footwear .
- III. Health service : It includes clinics, pharmacies, medical stores, dental clinics, hair clinics etc.
- IV. Food and beverage : It includes food points, restrictions, juice corners.
- V. Commercial services : This includes a wide range of commercial service providers that includes tailors, laundry, advocates office, travel agents, real estate, ATMs etc. .
- VI. Home decor : It includes shops selling home furnishing products like furniture, bedsheets, carpets etc. .
- VII. Electronic : It includes electronic service providers as well as shops selling electronic machinery.
- VIII. Recreational activities : This category includes dance clubs and music clubs, snookers and other recreational activities provider .
- IX. Accessories : It includes jewelry, optics, bags, watches, etc. .
- X. Beauty services : It includes salons, spas, nail art and tattoo studios etc. .
- XI. Stationary and gifts : It includes book stores, stationery, printing and publishing house, gift shop, toy store, etc. .
- XII. Grocery : This category includes grocery shops and general stores.

TYPOLOGY TABLE [Table 1]
(Categories of shops by their number of respective roads and streets)

LANE	CLOTHING	FOOT WEAR	HEALTH SERVICES	FOOD AND BEVERAGES	COMMERCIAL SERVICES	HOME DÉCOR	ELECTRONICS	RECREATIONAL ACTIVITIES	ACCESSORIES	BEAUTY SERVICES	STATIONARY AND GIFTS	GROCERY
A	19	6	0	9	1	0	2	0	6	8	6	0
B	77	11	2	7	9	1	2	0	17	7	1	1
C	0	0	2	6	1	0	0	1	1	0	0	0
D	5	1	1	1	4	0	0	0	0	2	0	0
E	5	0	2	1	2	0	0	0	1	0	0	0
F	4	2	0	3	0	0	0	0	1	1	1	1
G	3	0	0	0	0	0	0	0	0	0	0	0
H	43	2	7	7	17	0	26	5	8	14	5	0
I	1	0	0	0	0	1	0	0	0	0	0	0
J	9	1	2	3	1	2	3	0	5	1	7	0
K	85	8	0	1	4	6	0	1	4	1	5	2
L	5	1	1	0	1	1	0	0	0	1	0	0
M	4	0	0	0	0	0	0	2	0	0	0	0
N	8	1	0	6	0	1	0	4	0	6	3	0
O	46	6	2	10	0	6	5	0	7	4	2	0
P	6	1	1	3	4	0	1	0	2	0	3	4
Q	0	6	1	0	2	0	1	0	5	3	1	0
R	2	0	0	0	0	0	0	0	3	2	0	0
S	14	2	3	7	7	1	1	1	5	8	3	2
T	1	0	1	9	5	0	0	1	0	1	0	0
U	2	0	3	11	1	0	0	0	1	2	2	0
V	0	0	0	0	0	0	0	0	1	0	0	0
W	0	0	0	1	0	0	0	0	2	1	1	0
X	0	0	1	8	1	0	0	0	0	2	0	0
Y	2	0	4	2	2	1	0	0	0	1	16	4
Z	21	2	14	27	28	0	6	0	16	5	2	19
TOTAL	361	50	47	90	20	47	15	75	70	56	29	123

DIAGRAMMATIC MAP OF KAMLA NAGAR [Map1]



IMPORTANT LANDMARKS IN KAMLA NAGAR



V.1-SPARK MALL



v. 2-MALKA GANJ CHOWK



V.3-SHAKTI NAGAR ROUNDABOUT



V. 4-KOHLAPUR ROAD



V.5-BUNGLOW ROAD

HISTORY OF BUSINESS DEVELOPMENT IN KAMLA NAGAR

METHODS USED:

- I. Life history is referred as the overall picture of the informant's or interviewee's life. The purpose of a life history is to be able to describe what it is like to be this particular person. It is a method of qualitative approach, which allows the researcher to explore a person's micro-historical (history of the time) framework. It helps the researcher to assess an individual's current attitudes and behaviours and how they may have been influenced by initial decisions made at another time and in another place.
- II. Unstructured Interview is an interview in which there is no specific set of predetermined questions, although the interviewer usually has certain topics in mind that they wish to cover during the interview. They flow like an everyday conversation and tend to be more informal and open ended.
- III. Secondary Data refers to the data that was collected by someone other than the user. Common sources of secondary data for social sciences include census, information collected by government departments, organisational records, and data that was originally collected for other research purposes.
- IV. Gazette is a journal or newspaper especially, the official one of an organisation or an institution.

THE OWNERSHIP OF LAND PATTERN:

The life history has aimed at understanding the history of business development in Kamla Nagar through the eyes of the common people of Chandrawal and the shopkeepers of Kamla Nagar who have been witnessing the changes in business landscape since its establishment.

The life history comprises of certain timeline, explanation of the informant's life events and their relation to the history of Business Development in Kamla Nagar.

1. VIEWS OF SHOP OWNERS:

The observation, recording and analysis of the history of Business Development in Kamla Nagar through the life history of a shopkeeper (Mr. Prakash Taneja)

who not only entails his side of the story with respect to the business development but also reveals the emic views of the events unfolding at the larger front in the name of business development in Kamla Nagar. The life history of a shop owner gives a close and detailed account of fact that Kamla Nagar grew as per needs and requirements of the people who were situated in the picture of its developmental phase. Of course the paradigm shifted and thus the business development changed and prepared in a discretion of evaluating Kamla Nagar in a way it is in present times. The life history of a shop owner has been an integral part in understanding the dynamics and ever blooming Kamla Nagar Market.



V.6-TIMELINE OF A SHOPKEEPER FROM KAMLA NAGAR

2. VIEWS OF CHANDRAWAL PEOPLE:

Chandrawal, once a naturally set village has now evolved to the taints of modernization and is site of big storeyed houses, lots of printing press, and the cross works... It was established in 1915 as told by an 80-year old female (Smt. Premvati) who has been living in Chandrawal. With the help of unstructured interview, observed was the history of Business Development in Kamla Nagar from a whole new and distinct lens of Chandrawal People who happen to be the keen and close viewers of all the events being unfold in Kamla Nagar and its impact on the ongoing Business Development in Kamla Nagar.

Old and New Maps of North Delhi



Spark Mall



V.7 (A)-CONSTRUCTION OF SPARK MALL, KAMLA NAGAR



V.7 (B)- CONSTRUCTION OF SPARK MALL IN PROGRESS, KAMLA NAGAR



V.7 (C)- SPARK MALL, KAMLA NAGAR

When ancient and modern meets



V.8(a)



V.8(b)



v.8(c)



v.8(d)

People still remember things about Kamla Nagar, and talk about it when enquired.

Evolution of Kamla Nagar



V.9(a)



V.9(b) AND V.9(c) [Up to Down]



V.9 (d) AND V.9(e) [Up to Down]



V.9 (f), V.9 (g) AND V.9(h) [Anticlockwise]



V.9 (i) AND V.9 (j) [Up to Down]

REVIEW AND ANALYSIS OF THE DATA FROM SECONDARY SOURCES: OFFICIAL RECORDS, HISTORY DEPARTMENT, EBOOKS AND LIBRARY:

We wanted to know the ways through which Kamla Nagar has developed as a Business District and for that we approached the President of Kamla Nagar Traders Association, Mr. Anil K. Singhal, to shed some light in regard to the subject matter. He told us that Kamla Nagar market was established in 1952 but at that time the government had only established 14-15% of the market. The population was less as compared to the present times and as the needs of the people increased, market was being developed by the traders. In early documents Kamla Nagar has been mentioned as SABJI MANDI EXTENSION. Kamla Nagar road where his office is located is the oldest road of market that was constructed during pre 1962 year. The President owns a jewellery shop in Kamla Nagar road that still comes under the same extension as per house ex-survey. House ex-survey specifies the commercial use of the land, shops and those which are not mentioned under it are named as illegal.

In this way from 1952 to the present day, Kamla Nagar Market gradually expanded with the openings of grocery shops, clothing stores and jewellery shops, etc. On the top of it, it is a popular market and is strategically situated in the vicinity of University of Delhi and because of that many eateries have flourished in the area with college students as their target customers.

We also asked Mr. Singhal about the conversion of Kamla Nagar from Sabji Mandi Ext. that was a residential area and it had sabji mandi near Ghanta ghar. It comes under the walled city of Delhi. And Azadpur became the main Sabji Mandi as we know it today. Kamla Nagar area was the extension of Sabji Mandi as the name suggests.

We also noted the political aspects of the place, from 1952 commercial activities started. Later godowns and small shops were converted into market hub.

Where earlier it used to be Mandela Park, now Sparks Mall has been built on the land to attract more people and increase the trade commercialisation. Various changes have been taken place in the Kamla Nagar Market with respect to time, the target population, needs of the people, etc.

Secondary sources always tend to make the picture clear regarding the aspects of the research. The similar has happened in this case, where with the help of the proper and empirical secondary sources data, a trend of History of Business Development in Kamla Nagar has been established.

The below picture shows the evidence of Kamla Nagar formerly known as Sabji Mandi Extension.

THIS INDENTURE is made on this 17th day of April 1948,
between the Municipal Committee, Delhi hereinafter called the
Committee of the one part and Shri Dharma Prasad Singh son of
Shri Jai Karam Dass, businessman, resident of Yamunanagar, Delhi
hereinafter called the purchaser of the other part
WHEREAS THE SAID Committee seized of a parcel of land
described in the schedule hereto annexed and also more fully
delineated and demarcated on the plan drawn in the said sched-
ule and thereon coloured red and numbered 28 in Block 'D' at North
City Extension Scheme No. I, Subzimandi, Delhi in full proprietary
possession and whereas the Committee agreed with the purchaser
for the sale to him of the aforesaid land at the price of Rs. 2,449/-
Rupees Two Thousand Four Hundred Forty Nine and Annas Eleven
by an Agreement for Sale executed on 27.6.1947 and registered on
15.10.1947.

NOW THIS INDENTURE witnesseth that in consideration of the
said sum of Rs. 2,449/11/- paid by the purchaser to the Committee
the purchaser acknowledges

Anil K. Singhal
President

Mob. : 931289901
954028921
Ph. : (0) 238423



Kamla Nagar Traders Association
A & D Block (Regd.)

D-28, KAMLA NAGAR, DELHI-110007
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V.10- THE EVIDENCE THAT KAMLA NAGAR WAS FORMERLY KNOWN AS SABJI MANDI EXTENSION.

TIMELINE OF HISTORICAL EVIDENCE OF THIS DEVELOPMENT:

Pir Ghalib built an highest point on the ridge, one of the highest astronomical observatory. It was commissioned by Firoz Shah Tuglaq

1630 AD

1857

The building which was once home of a British officer, was given to Raja Hindu Rao

Establishment of DU by Act of Central Legislative Assembly

1922

1925

Establishment of Chandrawal village

Shifting of DU offices to visceral lodge. 3 colleges and 2 faculties

1933

1941

Erection of GT Road, construction of the Clock Tower. Led to the development of first ever textile mill

During this period, Kamala Nagar was known as **Sabzi-Mandi Extension**

1947-48

1951

Hindu Rao Hospital was legalized, led to an influx of residents in sabzi-mandi extension

That was then known as **Kamla Nagar colony**, 14-15% of market was developed by Govt.

1952

1958

Market was still developing.

Kamla Nagar market and Kohlapur road fully developed

1962

1980

Small businesses started flourishing

Commercialization of Kamla Nagar Market; PGs; Construction of Sparks Mall(earlier there was Mandelia Park)

2000- Present

SOCIAL LANDSCAPE OF KAMLA NAGAR

Kamla Nagar Market when considered as a business district does not mean that the ties and networks there are limited to business relations, instead the functioning of the market is made possible by the intense social relations operating in the market. An attempt was made through this project to get an insight into the social landscape of Kamla Nagar market so as to get a holistic understanding of the place when it is considered to operate as a business district. Following aspects were identified to play an important role in shaping the social landscape: the generational concept of ownership of land and shops in the market, Social ties and social networking operating in the market from point of view of the shop owners and workers employed at the shops, competition and co-operation among owners of different shops of same kind, the operational aspects of festivals and charity and funding networks operating within the market.

General concept of ownership of land and shops:

There are lots of shops in Kamla Nagar which are inherited and many of them are self owned and new. Like mostly shops of brands and new eateries like McDonalds are new and are not self owned but are taken on rent. There is one book shop in the market which is owned by an 83 year old man and he had owned it 10 years ago, before that shop he was working in other's shop and worked hard to get it. Similarly there are lots of shops which are self owned and are not inherited by the shopkeepers. There is a garment shop near sparks mall which is owned by the shopkeeper and is not inherited. As there are lots of shops which are self owned and not inherited, there are also many shops which are inherited by the present shopkeepers like the one which is owned by Mr. Ramesh Kumar, he has a general store named as Ramesh general store which is inherited by him from his father. Just like these examples people have their ownership of shops. There are also many shops which people have taken on rent for business and pay monthly rent of nearly lakhs of rupees. A good example of it is a garment shop whose owner has taken the shop on rent and pay a lot of money on rent of the shop.

There are only less than 40% shops which are inherited by the shopkeepers and the rest of the shops are either on rent or self owned by the shopkeepers. This means that most of the market area is based on individual's land property, few of which were allotted by government. The buildings were constructed by people having political influence, and selling and purchasing of these buildings led to

creation of a full fledged residential area which was gradually transformed into a commercial and trade centre by people. The generational concept is seen only in a few cases which have been settled in the area or in the business since long. However most of the present shops have been started 40-50 years back, by people who have migrated from different parts of the country and even Pakistan under influence of the riots following partition. They came to the area with less belongings and fortune and had to struggle a living. Most of them worked hard and over years, gathered resources and funds to start their own shops, which they run till date. Generational concept in these cases is thus unpronounced.

Social Ties and Social Networks:

Social ties are the individual connections maintained by people in their social circle within which they interact and exchange various kinds of information. They are the connections with fellow individuals in one's communication network. Information moves in different ways across various social ties in a social network, which is defined as a chain of individuals and their personal connections. These relations are used both for personal and business reasons. They further facilitate the creation of new connections. Here, social ties and social networks have been studied a following three levels:

- **The shop owner's perspective :**

There are individual connections maintained by people within their social circles and their social lives where they interact and exchange varied kinds of information. It is highly beneficial in expanding one's business networks by the virtue of having such a mutually-exclusive interpersonal communication. Therefore, the nexus of shopkeepers is the core of such a development. From shop owners' sales to workers' jobs, it's all because of social ties and networks.

In Kamala Nagar kinship plays an important role. The shops that were built before 1950s was mostly owned by current shop owners' ancestors who later divided the property amongst themselves. This resulted in many family members of the same family to open shops in Kamla Nagar. This helps to strengthen social ties and lessens the effort of building trust relations from the scratch. Family members having similar shops buy products from wholesale and distribute amongst themselves. This kind of relationship benefits shop owners as they know which wholesale-sellers to buy from and which products are available at a cheaper bargain prices. Because in this job, the more the margin

between the purchase price and selling price, the more successful the venture would be.

Several local vendors also provide doorstep services for selling their products. The popular shops strengthen their relationships with these vendors which reduces their transportation and travelling cost. The local vendors bring products from wholesale markets like Chandni Chowk, since the wholesale products bought in large quantities gets discounted price. Some other wholesale suppliers are from Gandhi Chowk, Sadar Market, etc. Delivery of products from these areas is not very regular, so some other suppliers are from Jaipur wholesale market and some from Lucknow market, which generally provide the local ethnic stuff related to Chikankari work, Jaipuri sarees, and other ethnic products. It was also observed that due to the proximity of wholesale shops, shopkeepers buy godowns to keep their products there rather than keeping it in Kamala Nagar. It may be due to lack of space in Kamala Nagar as it is a market-cum-residential area. Shopkeepers also maintain social ties with neighbouring shops as it helps them for security purposes like, in the case of emergency, shopkeepers can keep their valuable products in neighbouring and shops. Also similar shops pool money to buy common products from wholesale markets to manage spending huge amount of money in one go.

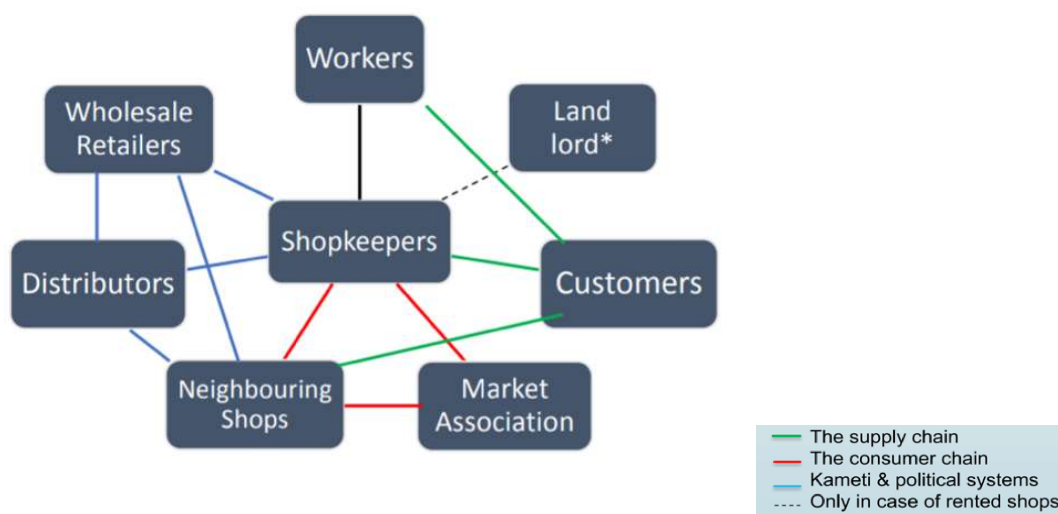
But the most important benefit of social networking comes in the form of union of shopkeepers and/or shop-owners which addresses their common grievances to the law-makers in case of sealing drives or any other problems. The president of the union who is also the spokesperson is elected by their mutual understanding and support who ensures that all the individuals maintain healthy relationships with each other and resolve their problems (if any) amicably.

In conclusion, these are the ways in which we have observed how shopkeepers and/or shop-owners of Kamla Nagar maintain social ties and networks based on kinship with neighbouring shops, strengthens trust with wholesale sellers and shops of similar expertise to expand their respective businesses.

- The worker's perspective:

Workers at the shops of Kamla Nagar market present a viewpoint slightly different from that of the shop owners. While the information collected from the shop owners was more centred upon procurement of money and material from outside the market, through wholesale suppliers and distributors, the workers give account of procurement of money and material within the market. Their connections with the wholesale suppliers, the distributors, other shop owners

and workers are very limited in most of the cases. A worker from a clothing shop said that social ties and networking play a crucial role in business, and that business is all about networking. A person is always seen in touch with the person with higher status to widen the scope of their opportunities. In a network, they learn from each other and keep improving and expanding their business.



V.11- FLOW CHART SHOWING SOCIAL NETWORKING IN KAMLA NAGAR

The workers also reported the important role played by ethnicity and caste in maintaining these networks. Whenever a shopkeeper is in need of an employee, the message is generally spread to the unemployed people through their direct friends or friends of friends, which again represents an important channel of flow of information. The unemployed people go to the shop owners who usually keep them for a trial period, and if they are satisfied by their work, they hire them for full-time. People having the same ethnicity as the shopkeeper tend to get the job more easily as compared to those of other ethnicities, as according to them, the shopkeeper has a soft corner for people of same ethnicity. Effects of such discrimination are very profound in Kamla Nagar as people here show very high diversity in terms of ethnicity.

The workers perspective related to the customers also varies from that of the shop owners. The shop owners see every person coming to their shop to be a potential regular customer and thus look forward to make some profit. They do not hesitate to shout on their workers in front of the customers due to the fear of losing a potential regular client. The workers on the other hand try to

recognise who is a potential profitable customer and who has just come to compare prices of products online and in the market, or to see the variety without any intention of purchasing the products, or even just for fun. Their behaviour with the customers is thus guided to some extent by these preconceived notions. Other than such first time visitors, they identify a second group of customers whom they have to treat differently and avoid dissatisfying them as far as possible. These regular customers have a mutual trust relationship with the shop owners and thus they have to maintain some obligations towards them, for example offer discounts without much bargain, provide them with some special offers, exchange their products after purchase, a facility which first time comers are usually denied of.

- Relations of Competition and Cooperation:

To find out the relations of cooperation and competition among shopkeepers in Kamla Nagar market, shop owners of international brand stores (like adidas, nike, global desi, archies, etc.) and local shops (bookstores, clothing shops, bags, makeup, accessories, etc.) were interviewed. It was observed that usually the shop owners share good bond with other shop owners of same type of shop and have no competition. But this was the case only with local shopkeepers. The international brands were observed to have no as such relations with other shops and it was also observed that they do not participate in any of the association's festivals.

Some local stores opened recently lack the close relations with other shopkeepers. Brands are independent units functioning on their own and even owners hardly stay at the stores. Some shop owners told that there are a few shopkeepers who do not like mingling with others, maybe because the ties of competition are more important for them as compare to cooperation. When it comes to local shopkeepers, they are also connected through WhatsApp groups and have regular meetings of the associations and thus stay in touch and know each other better.

One of the most important cooperation channels operating in the market is the 'Kameti System' which is a collaborative of the shopkeepers where they pool money for use in emergency situations. Each Kameti holder has to pay some amount of money every month and then, whosoever out of all those shopkeepers is in need of money to buy the goods or other purposes can borrow it from the pooled amount, but with a limit of only three times in one year.

Funding and Festivities:

To know the contribution of shopkeepers in celebrations of festivals in Kamla nagar market, we went to local shop owners as well as a few branded shop owners like Global Desi, Archies, Nike etc.

When asked about festival celebrations from a local shop owner, she told that president and other committee members collect the funds for organising festivals once in a year, mostly in month of February. And with the funds collected they make all the arrangements of decorations and celebrations. They did not disclose the amount of contribution they make.

The Major festivals celebrated by these shopkeepers are Diwali, Holi and Ganesh Chaturthi. The lady shopkeeper also mentioned that only male shopkeepers take part in these celebrations.

When we asked about celebrations from owners of branded showrooms, they replied that they do not contribute anything for such celebrations. They decorate their shops themselves and do not take part in celebrations conducted by the committee. The staff of Global Desi told us that they only work under the orders given by the head office of the company so they make arrangements with the funds given by the company office.

So, this means that all the local shop owners celebrate festivals together with the funds collected and the other branded shop owners do it by themselves.

Branded stores of global desi and archies in kamla nagar



V.12 (A)



V.12 (B)

Charity

In terms of Charity and philanthropy in the shopkeepers, various shopkeepers such as clothing shops as well as branded and unbranded shop owners were interviewed. The unbranded shopkeepers reported that they ascribe the success of their shops largely to that of the might of the divine and henceforth they believe in giving back and the importance of "*Achhe Karma*" as being a tool so as to lead them towards a more fruitful path.

However, the shopkeepers spoke primarily of two sorts of charitable endeavours they took up, the first of these were those acts done out of a humanitarian and on the spot thinking without premeditation – such as feeding or buying tea or something to eat for somebody who they saw on the streets or giving water to people in the summers. Most shopkeepers whether from branded or unbranded stores spoke of these done on a somewhat regular basis, with little shops like

bookstore owners as well as big chains such as KFC, Nike reporting that they have given amenities like water or food from time to time to regular people found begging or in need.

The second sort of charity, however, the one being related to premeditated expenditure in charity work or philanthropy had a major trend. Those shops which were unbranded and run as general stores or as clothing shops, wherein people spoke more of the concept of "*Achhe Karma*" also spoke of making yearly charitable donations in either cash or kind, either because of personal commitments or because of the hoped prosperity of the shops. About 6 shop owners responded positively with the fact that they make a regular donation to the Hanuman Temple or the people in need nearby it every Tuesday. These donations they said ranged from sometimes as low as Rupees 20-50 to all the way up to 500 on certain days if they find that the business for the month is posted well. While individuals in larger stores also reported positively from these, people from outlets or fast food companies spoke of funds that they collected from time to time for certain reasons, but never had a direct company mediated charity expenditure.

Another interesting feature which possibly because of the Availability heuristic was noticed was that a lot of shopkeepers spoke about the upcoming (at the time of writing) event of Akshaya Tritiya which marks a day of prosperity for them and they made significant donations either in terms of clothes, blankets, mattresses or cash ranging all the way up to 4000 rupees on this day. A lot also spoke of directly giving "*Anna*" referring to grain crops such as rice or wheat as well as pulses that they donated to those in need.

Apart from this the shopkeepers also spoke about the fact that depending on the shop size they pay certain funds to various associations present in Kamla Nagar ranging from 500 for small shops all the way up to 21,000 to large shops and profit margins. The shopkeepers weren't sure of how much in practice of this was indeed put to use in charity work but they said a portion of this eventually did indeed go to help the needy and the poor as well as help shopkeepers in need if they require it.

POLITICAL ASPECTS OF THE BUSINESS DISTRICT

STRUCTURE AND FUNCTION

The Kamla Nagar area is formed by joining four dots i.e. malka ganj chowk, Rupnagar Thana (police station), clock tower (ghanta ghar) and Shakti nagar. This whole area is divided and governed by 14 different associations. All these associations work under the control of "NORTH DELHI TRADERS FEDERATION", forming an umbrella like association.

No fixed number of candidates are there in an association. Number of candidates vary in associations. In some, there are 60 members while in the other there are 120 members. A person can be a part of more than 1 association at the same time. There is no boundation on being a member of more than one association. Associations are divided according to the area. Supported by an example that the area from bungalow road to sparx mall is governed and supervised by three associations separately. To take membership of any association, forms are to be filled and each association has its own fee. They provide ember with annual subscription which includes all the funds required for any event that has to be conducted within a year. Fees varies according to the size of the shops. The association to whose member we had a conversation with provided their members with annual subscription having fee of 500 rupees for very small shopkeepers, 5100 rupees for medium shops and 21000 rupees for branded showrooms. Everything is included in it. If any decoration or event is being organized then they don't have to pay again as all has already been covered in the annual fee.

Regarding the positions held in an association, Mr. Vaibhav (the person we interacted with) told us that in his association the positions are:

- 1) President
- 2) Vice-president
- 3) General secretary
- 4) 2 secretaries
- 5) Treasurer

Further there are 20 executive members and he is one of them. Each executive member is given a set of shops under their jurisdiction and Mr. Vaibhav has been assigned 20 shops under him.

Earlier, there were very few associations but at that time groupism prevailed which further resulted in the formation of so many associations. According to him, now there was no groupism within the associations.

ELECTIONS AND FORMATION

Elections are held every two years. Every member has a right to vote and stand for any position. The concept of open elections is valid in their case. Last election took place recently in February. If nobody comes and stands for the positions, the elections are declared null and void and are called off and the same committee continues,

No groups are formed and each post is filled in individually. Before 2006, the sealing issue started, groupism prevailed due to which the shop owners were harassed and the money collected for funds was in the wrong hands. But now the scenario has been completely changed as people have stood up against what they thought was justified. They now maintain brotherhood which ultimately is resulting in less conflicts.

ROLE AND FUNCTIONING

On asking about the roles and responsibility of each member of the committee, Mr. Vaibhav said that there is no such differentiation in the role of the person. He said that there is definitely hierarchy in power but each person has a single duty and that is to maintain peace in kamla nagar. He provided us with the information that-

Work of general secretary is to maintain all the records of the meeting i.e. MOM-minutes of meeting. It is also his duty to sign and circulate notices to spread any kind of information among the shopkeepers.

Work of secretary is to maintain ties and deal with the government officials for the groundwork.

The main function of the block executive is to look after all the matters of the shops under his jurisdiction from disputes to complaints to contacting the president in case of emergencies etc.

According to him, the area under his association (which is the main bungalow road) is surveillance through CCTV which even does the audio recording, so if any conflict or fight comes up to them they get to know by themselves the cause and above of biases decide what decisions are taken under the knowledge of the association members.

It is not that a single individual is only responsible for particular kind of work, they cooperate and solve the matters.

Their associations took major steps for making kamla nagar a decent place to shop. He justified his words by giving us an example that earlier bungalow road remained crowded by various local vendors because of which people found difficulty in walking on footpath, problems like pickpocketing even girls found it uncomfortable to roam around. They solved problem by appealing in high court and getting orders to remove them.

COMMUNICATION AND DECISION MAKING

Every association has its own whatsapp group on which notice or any information related to or crucial to the group members is circulated. If shopkeepers have any problem, complaints, or if they want to put some suggestions or come out with any idea they can put it in whatsapp group and then it is further discussed. Even the notice of marches or strikes are circulated through it. By the way of Vaibhav's explanation, it could be clearly seen that they are completely dependent on it for all sorts of interaction and it has made people's lives easier.

Meetings are also conducted at regular intervals for assuring the proper functioning.

He justified their fast communication pace by an incident, that in the first week of April, case of shoplifting came up. There were three girls of lady Shri ram college who shoplifted 13 t-shirts and 3 trousers from one of the showroom on the bungalow road. With the help of the cameras outside on the they managed to get the car number and chased them and finally caught them at Shakti Nagar gol chakkar. They managed to come into action in this short time only because of the facts that that information is being circulated at faster pace through whatsapp and moreover they have their cameras installed. They came to know that one of those girls was the daughter of a diamond merchant but was kleptomaniac and earlier they used to shoplift from South Delhi.

According to him, the area under his association is surveillance through CCTV which even does the audio recording, so if any conflict or fight comes up then they get to know by themselves the cause and above of biases decide what decision to make. If there is some major issue that meeting happen immediately and decisions are taken under the knowledge of the association members.

Urgent notices are circulated using letters which are signed by the general secretary and then circulated on the whatsapp group. If the whole kamla nagar has an issue then the NORTH DELHI TRADER'S FEDERATION looked into it and contacted and they further dealt with the respective government bodies.

There is nothing political involved in Monday being a holiday. They needed at least one day off for rest. When asked why specifically Monday, he said that the day for an off is decided in coordination with the other markets for providing customers with options to shop. If there is off in kamla nagar then there must be some other markets which remain opened on Monday, so they coordinate and decide.

BENEFITS AND RELATIONS

According to Mr. Vaibhav there are multiple benefits of being a part of the association. So there are a group of supporters for you if there is an issue. Also the collection done least is 1500 rupees from each shop, but they get back 3000 worth rupees gifts and services each year. He also said that from the last three

years they're gifting car to shopkeepers from lucky draw. So according to him, the shop owners in fact gain from this.

The committee members willingly take part in helping the associations so it's a voluntary service without any pay and he himself being a position holder was praising every aspect of the associations.

Now let us analyze members' point of view regarding it.

If in an association many members are not satisfied with the functioning and decisions of the secretary then they separate themselves and form an independent association.

According to him, they are not provided with any benefits by the association, secretary collects money and uses it according to his will. They only make money rather than using it wisely.

On talking about how the lands of shop owners are regulated he said that selling and buying of the land is independent decision of owner.

He talked about the fact that kamla nagar business organizations do not believe in protests and agitations. None of them has been initiated by kamla nagar, it only happens because of the influence of the outsiders. Agitations are a rare sight in kamla nagar according to him.

Here, opinion of position holders and of members seems to be conflicting in some of the aspects.

ECONOMIC ASPECTS OF THE MARKET

Kamla Nagar has become one of the major shopping centres of North Delhi. It's small street retailers, international and national brand stores, numerous food joints and well-maintained restaurants are a prime crowd puller. The commercial streets are popular for clothing and footwear stores that house a mix of trendy fashionable collections to regional and ethnic designs. The famous and old eateries that line the mini-lanes of the market are a potential foodie's paradise serving mouth-watering spicy Indian and Chinese food. International restaurants like McD, KFC, Pizza hut, dominoes etc are also a central part of Kamal Nagar's flourishing economy.

Known for marketing a huge variety of goods and services, Kamla Nagar caters to all income classes, different age groups and houses a host of options to satisfy consumers' tastes and choices. Quite dynamic in its marketing process this retailer dominated business district including all its economic agents from workers, to sellers to buyers is a very lively market.

DISTRIBUTION

For any economic activity, encompassing the production and consumption of goods and services involves a chain of manufacturers, wholesale markets, retailers and in the end consumers.

Here, Kamla nagar predominantly caters to the chain which includes retailers and consumers. But, it also has certain home production units and book publishers.

The goods sold in this market are basically manufactured in local setups, national setups and international setups, that are being distributed through wide networks. The local manufacturing chains were reported to be from regional producing units, located in places like Lucknow, Ludhiana, etc. Apart from these, the local setups also include Delhi and NCR based small scale factories. National manufacturing setups were reported primarily from major producing cities like Mumbai and Kolkata. The International setups ship major branded commodities of Levi's, Fastrack, puma, lotto, adidas, wildcraft, cantabil, etc to India through large distributary chains in a complex network that are sold by many retail chains seen in kamla nagar.

The manufactured goods are bought by wholesale markets in bulk which are then distributed to retailers. Major wholesale markets that provide goods to kamla nagar are from Gandhinagar, Karol Bagh, Chandni chowk, Sadar bazar, Ghanta ghar, Vijay nagar, shakti nagar, etc. These wholesale markets distribute to kamla nagar retail stores by various networks through independent agents (Brokers) or by established relationships with the shop owners or group of retailers. With time and using this retailing mechanism, Kamla nagar has established itself from a subsistence cum residential based market to a commercial centre.

SELLERS PERCEPT

- Background of sellers and composition of business

Studying the background of sellers is an essential part in understanding the economic aspects of Kamla Nagar. It is because it influences their product supply and their marketing strategies. The sellers of the Kamla Nagar basically comprise of refugees from Pakistan, regional migrants and residents of Delhi. Mostly the old shops that have been established for 10-20 years or more claim that their earlier generation(grandfathers) migrated from Pakistan, especially from Lahore, during our partition period. More of these shops can be found in Kolhapur Road. And these shops predominantly show the trend of regular customers who have been visiting them since their set up. They portray how social ties and relationships among consumers and fellow shopkeepers help in running their

business. If the ties are strong, the reputation and popularity of the shops grow that retains satisfaction of new and old customers. It also helps them to reach out to potential customers without spending exorbitant amounts of money on advertising.

Other, shopkeepers who have migrated from Rajasthan, Himachal Pradesh, Punjab, etc. in search of better job opportunities towards urban areas have set up their individual stores. Many of these sellers provide customers with their regional designs in the clothing category. These fall in the category of sellers who give more importance to product quality than deciding a particular target population.

The composition of sellers also comprises residents of Delhi. It is a known fact that due to globalization, people started taking up business. Some people purchased shops or took them on rents. Some bought the lands from the prior residents who had shifted to other areas then. Others living in the resident colony took up to business for subsistence and better earnings. These kinds of shops have major contribution in commercializing the market and introduction of branded products because their primary focus is on customer footfall and profit maximization.

- Basic trend

There are mainly two types of sellers. One who is product driven and the other is consumer driven. Sellers apart from branded retailers in Kamla Nagar have basic strategy of regulating prices. According to the popularity of the product the prices are kept high or low. Mostly shopkeepers now-a-days show ample focus on the student population and women centric commodities or services. Competition has increased in categories of good and services that are culture driven like clothing and footwear. More fashionable trends are being supplied by the stores.

TREND IN CONSUMER BASE AND BEHAVIOUR, CHANGE IN SUPPLY AND PRODUCTS OVER THE TIME

Kamla Nagar has evolved from a residential area to a commercial centre in the past 30-40 years. In 1952, The Kamla Nagar colony had developed about 14 to 15% comprising a small population then where the markets were few according to the needs of the people living there. There were small shops catering to groceries and food items or tea stalls. The demand was less. More individual markets developed owned by the residents themselves during 1958 because there was increase in the number of settlements. The absence of a popular market prompted people to invest and that boosted the demand-supply cycle. And subsequently the trend in the business changed from grocery to garments

to jewellery. The outside footfall of customers was still low and most of them belonged to the neighbouring areas. The development of Kamla Nehru and Kolhapur roads and influx of student population were crucial turning points for the market to flourish. Owing to this, the trend shifted from residential based shops to commercial expansion of retail stores.

The size and composition of shops have changed drastically. The number of shops has increased three-folds almost all 70% of the residential areas have been converted into individual shops. These changes are directly linked to consumer behaviour.

The focus from necessary commodities have shifted to attract the huge student population with introduction of more food joints and branded retail stores. Body care services and beauty parlours have shown a great popularity. The consumer base is now more in the age group 18-30. The shopkeepers have therefore tried to blend their supply with the changing culture and preferences of the youth. Many, now provide both branded and local products to cater to younger population. Look of their shops are being changed over the years to make it appear more modern with glass furniture, sitting arrangements, better lighting and trendy architecture as to attract the present consumer base. This is especially, seen among eateries that strategically keep the ambience and look of the place classy with various themes.

Consumer behaviour changes with the type of shop also. A great difference in consumer behaviour is noticed with time. For instance, in clothing shops which are now highest in number, had limited choices earlier and almost same designed cloths were used for sarees and kurtas. So, the customer selected only from those limited choices. But now the choices are multiple and every customer craves for a unique design. According to one shopkeeper of kamla nagar now every consumer wants to copy Bollywood stars and their style. So, they have their own demand and to fulfil them every shopkeeper have more raw material instead of readymade material. For this almost every shop has a tailor availability for stitching or fitting purpose.

According to the shopkeepers, it has become tough to convince the customer because they are more aware and have selected demands. Customer behaviour is also affected by advertisement. In kamla nagar there is a tough competition for apparels and food points. Many stores get closed as they fail to attract consumers and simultaneously new ones open up. Retaining the satisfaction of the consumers is the biggest challenge that the sellers of the Kamla Nagar face.

In some cases, like book stores mainly, if the shop is related to supplying business and not with retailing business then its directly depended on the reputation that the owners have with their customers. So, both culture and reputation of the shops drive the footfall of the customers and accordingly a change in supply and products has been seen.

From 2000's the consumer base is largely dominated by College students especially in clothing and eatery centres. The preference of branded commodities is being popularized by the youth which has change the culture of products as more fashionable and western oriented clothes, shoes, accessories and food items are being incorporated. With establishment of the Sparks Mall the branded shops have almost covered the main lanes of Kamla nagar attracting a huge student population and upper middle classes and high classes families.

More recently, Kamla Nagar has been converting into a ladies' high-street shopping centre where one can find western and ethnic clothing, along with cheaper street-bargain shopping. During the sale periods of July–August and February–March, people come to the market for all types of apparel shopping. Most consumers have satisfactory reviews as the market provides with bargaining scope and offers a range of discounts on various things during occasions that increasing the customer footfall to many folds. But over the years the consumers' footfall has been affected by certain contemporary issues like implementation of GST and demonetization.

IMPACT OF GST AND DEMONETIZATION

The impact of GST and Demonetization has been both positive and negative for Kamla Nagar. Most shops reported that their business initially dropped down in November 2016 due to the low inflow of cash especially for small scale retailers. Being a retail market with small scale businessmen many in Kamla didn't had e-payment systems. As, the circulation of money decreased these small retailers couldn't trade potentially. So, this was the reason for negative growth in business for approximately of a quarter. The second hit to the market was due to the GST. As 90% of the shopkeepers here are small scale businessman and do not have enough education to understand and get frequent with the modern trading systems, so when GST was introduced, they had to face really hard situations regarding the tax filing and maintaining accounts. The initial impact of the demonetization was that there was a severe drop in the no of customers visiting to the market. This was due to low money supply there was a decrease in the circulation of money attributing to decrease in purchasing power of customers. The second impact was that there was a slight reduction in the flow of goods from the main market. Subsequent impacts that were seen as that it took nearly four to five months to stabilize the market, which was disrupted due to shortage of cash. Small shopkeepers had to request for the paytm and other e wallets QR codes in order to satisfy the young customers who had easily switched to the digital banking. Next hit to the business was that they had to wait for really long times to get those digital QR codes as the demand had rose generously. Due to the e – banking they faced difficulties in understanding the system of online banking and transactions, and many had to get their bank

accounts opened as many of them hadn't. Due to the new tax slab introduction, businessman had to sell off their old goods with old labeling and tags at a discounted price so they faced losses too. They had to approach e-accountants and other relatable people to help them in getting accommodated to the new system so they were a little puzzled by this and to face certain difficulties.

Back to back two economic hits in less than 6 months proved to be depressing to certain shopkeepers in terms of profits and margins and they seemed to be less contented due to these market reforms as it had troubled them during last year a lot.

Many shopkeepers, who earlier earned a good profit on some products by selling it at higher price faced decreased profits on certain commodities. After GST has been introduced, the products are first billed through GST invoice and is updated along with the GST number, so changes in prices cannot be made any longer. Products like Maggi, chocolates, lays, confectioneries therefore incur less profit, almost negligible as compared to large packaged products like oil, basmati rice, butter, toiletries etc. GST had very least effect on the owners of general stores. The items they deal with had very less marginal profit before. And after the implementation of GST, as small and daily need products already have less price so GST didn't make any differences to the final price of it giving the same net profit from these items.

Also, the daily necessities are something people would buy at any cost so the rate of consumers didn't alter at all. The sale of products was constant throughout. Also, the footfall of rich classes remained less affected because their affordability was not hampered as compared to lower class consumers. Demonetisation resulted in the decline of business for a short period of time and gradually got stabilized.

In a whole the marginalised profit may have had a downfall but the losses incurred in most shops were not significant enough.

MISCELLANEOUS ASPECTS

Miscellaneous aspects consist to elements of different types or from different types or from different sources that are not necessarily connected with each other and cannot easily be categorized or grouped.

1. Shor in the City
2. Silence in the Congested Market Everyday
3. Link between MCD and Mall
4. Displacement in the population

- **SHOR IN THE CITY**

Kamla Nagar is a lively market and a popular hangout spot for college students which is in close proximity to the north campus of university of Delhi. It is indeed the best of both worlds, where you would find expensive high end showrooms and affordable street haul shopping spots at the same time. Kamla Nagar has more shops that it can fit which makes it very Crowded and Noisy. This Commercial Street is famous for a lot of things which includes popular fashion brands, spicy street food, Indian street-food stands, Chinese fast-food stands, and street-side apparel shop. In addition, the neighborhood includes chain restaurants such as McDonalds, Café Coffee Day and Dominos. More recently , kamla Nagar has been converted into ladies' high-street shopping center where one can find western and ethnic clothing, along with cheaper streets-bargain shopping. Kamla Nagar is famous for its street shops and individual stores. It attracts the student crowd of Delhi University a lot. With showrooms of famous national and international brands on the Bungalow road, you find a number of streets vendors too, dealing with clothes, footwear and accessories. Market is open from 10 to 10 but mostly shops are well opened from 11am and it's better to finish your shopping till 9pm as majority of shops closes at this time as owners are mostly living over there in residential area. Kamla Nagar being a "student hub" is always crowded and filled with a young crowd. Even though the market opens around 10 in the morning it gets crowded around noon and early evening because students usually get free from college around this time and people have few hours to enjoy and chill with their friends. Also, the weather gets better around evening so people prefer going out and exploring places which makes Kamla Nagar pretty crowded in the evening. Kamla Nagar is place which literally never sleeps because of the student residential area near it and on top of it being one of Delhi's major shopping centres which attracts almost every kind of crowd, it's hard to even find this place quite and calm. That's the idiosyncrasy of this place which makes it so unique. People living and working there are so resilient to this 'shor' that they've found peace and calmness within it. Shopkeepers usually get used to the noise factor after working for a while. For them, imagining Kamla Nagar quite and calm would be surprising. There are always few places famous in the city for congestion and jam packed streets, and Kamla Nagar is one of them. No matter how much people dislike this facet but they always come back no matter what! Kamla Nagar is one of those places which still have those peculiarities of old delhi and it's charm and somewhere resembles to it a little which makes it special. Shor is the quintessence of Kamla

Nagar and these two things are inherently integrated and one definitely mustn't imagine Kamla Nagar quite on a Saturday afternoon!

- **SILENCE IN THE CONGESTED MARKET EVERY MONDAY**

Kamla Nagar is one of Delhi's major shopping centers. It is closed on Mondays as every market has a weekly off and it's observed that most of the shops are closed on Monday due to the predetermined percept decided 30-35 years back by the senior shopkeepers and after the mutual decision it was decided that this market would be closed on Monday, earlier (30 years back) it was a Wednesday off for Kamla Nagar. Few showrooms on Bada Gol Chakkar and Chota Gol Chakkar are opened on Mondays. Booksellers and publishers also don't let their business gets affected with this off. These shops are opened around 12 noon slightly a delay from the regular timings and are closed in evening soon when crowd became too less. The McDonald's and Domino's outlets are also opened as they are a big attraction for the young regulars and it had many colleges nearby so students after a weekend usually prefer outing with their peer group as Monday is seen to be the busiest day in colleges. Kamla Nagar experiences much crowd on weekends. People however get time for shopping as they have more spare time on Sundays and they are free from office work also there is less traffic on these days. Weekend sometimes also had discount offers so most of the people are attracted to that offers. After a hectic weekend shopkeepers need one day off to get through all sell out and to make the required list of things needed to dump in godowns. Although, multinational franchises work open for 24/7 but small family shops, book shops, food hubs run by family or on the smaller scale always take a day off. It is mainly because of the fact that they don't have a lot of people working under them and they've to handle everything and working for the entire week is very stressful for any person. That's why they need a day off but multinational brands don't follow the same pattern because they hire a lot of people to work under them and on the part-time basis which helps them to run almost every day in a week. Also Monday is decided a day off because it's noted that sales are pretty low on Monday because after a weekend people usually get stuck with work and don't have time to spend shopping or exploring the place and thus the chances of loss due to off is comparatively less as it is Monday.

- **LINK BETWEEN MCD AND MALL**

Commercialization of kamla nagar started some 17 years ago. Sparx mall was once a big park called mandelia park. It was then constructed by government into a shopping complex some 7-8 years ago. Earlier it was thought that the park would be converted into parking area but then changed to mall construction by private government partnership as parking would not be much profitable. MCD flats were there since long time back around 10 years and it were given as rental flats to government employees its housing activity has played a crucial role in providing houses to the people but many were also sold for shop.

- **DISPLACEMENT OF POPULATION**

Kamla Nagar shares much of its character and history with the adjoining neighbourhoods of Shakti Nagar, Roop Nagar and Malka Ganj. It was built as a residential colony in the 1950s, divided into six blocks with three roundabouts, and contains a mix of apartment building and bungalows. It once come under Jawahar Nagar. Kamla Nagar was developed and sold by DLF. Earlier it was only residential area then the shops were later set up. It was all jungle some 30-35 years ago. It is surrounded by New Chandrapal Village. It is the oldest area. Chandrawal village got displaced from Majnu ka Tila to here during the time of independence. Most of the population was settled near about 1947. Most of the shopkeepers from old shops that have been established from 10-20 years or more claim that their earlier generations migrated from Pakistan, especially from Lahore during our partition period. People here are living since long time after migration, they settled over here and established themselves as business persons. Other, who have been migrated from Rajasthan, punjab, himachal pradesh etc. in search of better job opportunities have set up their individual stores. People started lending there property by pagdi system. Kamla Nagar market area is based on individual's land property. Few were allotted by government. The buildings were made by individuals of political influence and selling and purchasing of these buildings built a trend that led to creation of a full-fledged residential area. This area doesn't have much of displaced population as much. Rather than Pakistan refugees and few displaced people from nearby areas since independence.

CONCLUSION

Kamla Nagar in a single breath is undoubtedly the heartthrob of the north campus of DU, but what took it to become one is all what this report takes into account.

An anthropological take on Kamla Nagar as a business district, is the essence of this report. The report comprises of the aspects such as processual nature of business, the social landscape, the ethnography of capital, the political organization, the mapping and typology in lieu of kamla nagar as a business district. It has significantly revealed that how Kamla nagar eventually got established from a small scale subsistence based market to one which now caters to all the demands of the people. The report has significantly brought out the viewpoints of the shopkeepers, the people who are the effective consumer base of this place and especially of the Chandrawal people who have closely seen Kamla Nagar evolving into what it stands today as.

The report explained the contemporary issues of political order like demonetization, implementation of GST and how sealing drive impacted business which essentially gave insights about the solidarity of the market and the role of the informal as well as political organisations working in the backdrop of the already existing developmental issues in kamla nagar.

The shopkeepers have been the spectators in this evolutionary development of Kamla nagar. Hence, in the due course they contributed largely in terms of providing insights about the local concepts of "shor" and "shanti", 'monday- a holiday' and also how the changed landscape has affected the locals staying in Kamla nagar. This itself is one of the major findings of the report that business is not free from the informal and the underlying social mindset of the people.

There are many aspects in the report which have explained that how the trend of supplies of goods changed in Kamla nagar, the consumer base and changes associated to it with time.

The report has managed to convey the strong relation that DU students share with Kamla nagar. Along with this, it is a detailed effort to reveal Kamla nagar in its temporal and spatial realms.

It has deliberated upon strong facts to convey that how the basic idea of economics relying upon the aspects of production, distribution and consumption holds in case of this business district.

The anthropological methods of study: life history, case studies, unstructured interviews etc helped to come to terms with the fact that kamla nagar grips tightly between the 'traditional' and 'modern' paradigms.

The deeply running generational concept of ownership is brought out in this report.

The report managed to bring out the local perspectives on the history of business development, which vividly entails the role of demographic change in the peripheries. The visuals used in the report takes the mind to this business district and capture the realities.

The report comes with its sets of limitations, but it is a first of its own. It accounts as an impetus for a further research on this subject.

Thus, this is Kamla Nagar as a business district.

GLOSSARY

1. **Bada Gol Chakkar** – The main and larger circle in Kamla Nagar.
2. **Chhota Gol Chakkar** – The smaller circle in Kamla Nagar present.
3. **Shor** – The concept of noise in the neighborhood or the overall acoustic ambience of a place being loud so as to deter the things from happening in a regular manner. The shor can be ascribed to extrinsic factors such as crowding, traffic, etc. However shor can also be ascribed to the intrinsic factors of the market – eg. Infrastructure of the shop, street, etc
4. **Kameti** – A system involving a group of shopkeepers contributing a certain amount of money to create a body of funds. The fund can be overall managed and looked after by an administrator however each member has an equal say over the rules of kameti and the interest rates. The collected fund can be eventually given as debt to members in times of need or for any investment otherwise
5. **Achhe Karma** – The divine Karmic concept of doing good deeds and indulging in fair trade as well as retail practices so as to gain deserved returns through fate and the almighty. It plays a key role in the attitude building of the shopkeepers towards charity and philanthropy and gives them a sense of a united social community from which they can take and also eventually give back to.
6. **Akshaya Tritiya** – Literally the third day of prosperity, it is an annual spring festival for Hindus and Jains wherein auspicious starts or endeavors are made. It falls usually in the month of March or April and is

involved with buying major commodities, or gold, or marking auspicious occasions like weddings and also is a major day for charity.

7. **Pagdi System** – A system of agreement between a landlord and a tenant prevalent in India since pre-independence times which involves the factor that a tenant acting or purporting an act on the behalf of the landlord can receive any fine, premium, sum or deposit or any consideration (which is referred to as Pagadi) in respect of the grant or renewal of a lease of any premise.

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APPENDIX

TABLE 2: Credits to the people who have helped in making this venture a big success

INTERVIEWER(S)	INTERVIEWEE	DESIGNATION OF INTERVIEWEE
Bikram Janani Seityajit Vini Vilakshana	Mr. Vaibhav	Executive member of Bungalow Road, Kamla Nagar Traders' Association
Janani	Mr. J.S. Bhagga	Shop owner of "Gurunanak Collection"
Janani	Mrs. Rajni	Warden in a PG, Kamla Nagar/Chandrawal Border
Archita Smriti Shivani	Mr. Anil K. Singhal	President of Kamla Nagar Traders' Association
Archita	Mr. Om Prakash Taneja	Shop owner of Stationery Shop
Archita	Mr. Ram Prakash Sharma	Shop owner of Garments Collection
Archita	Mr. Sethi	Shop owner of Sethi's
Archita	Mrs. Premavati	Chandrawal Resident
Shivani	Informant	Owner of Chaukhamba Orientalia
Shivani	Mr. Varun	Chandrawal Resident
Niti	Mr. Ramsaran	Chandrawal Resident
Niti	Mrs. Laajo devi	Chandrawal Resident
Niti	Mr. Prabhat Garg	Owner of Garg cloth house
Gargi	Informant	Chandrawal resident
Vilakshana	1. Mr. HemRaj Malhotra's son 2. Priests of Hanuman Temple	1. Shop owner of Hemraj Jewellers 2. Chandrawal Village
Shakshi Manisha	Mr. Aftar Singh Dutta	Shop owner of Dutta Book Depot
Shakshi Dahiya	Mr. Amit Kumar	Shop owner of Dutta Book Depot
Shakshi Dahiya	Informant	Chandrawal Resident
Poonam	Informant	Chandrawal Resident
Poonam	Informant	Shop owner of a Fabric Collection
Yasin	Mr. Deepak Rai	Shop owner
Yasin	Mr. Ram Kishan	Chandrawal Resident
Yasin	Mr. Dharam Dutt Sharma	Chandrawal Resident
Yasin	Mr. Ravinder Sharma	Chandrawal Resident
Yasin	Mr. Raj Khari	Chandrawal Resident
Aradhana	Informant	Chandrawal Resident
Aradhana	Mr. Rajiv Goyal	Shop owner of a Clothing outlet
Aradhana	Mr. Mukesh	Shop owner of a General Store
Harikrishnan	Mr. Ramesh Kumar	Shop owner of Ramesh General Store
Harikrishnan, Yasin	Mr. Dilbagh Rai	Shop owner of a Stationery Shop

Manisha	Mr. Ram Chandra	A Cobbler
Manisha	Mrs. Sheila	Chandrawal Resident
Manisha Shakshi Dahiya	Mr. Akash	M.Sc. Student of Prof. Amar Farooqui, Arts Faculty
Smriti	Mr. Trilochan Singh	Shop owner of a Scooter Repair shop
Smriti	Informant	Chandrawal Resident
Rohit Duttnath	Mr. Avtar Singh Dutta	Shop owner of a Bookstore
Srishti	Mrs. Banarasidas	Shop owner of Motilal Banarsidas Bookstore
Ashima	Mr. Pawan Agarwal	Shop owner of Agarwal Stationers
Ashima Srishti	Informant	Workers of Archies and Global Desi
Ashima Srishti	Informant	Shop owner of a Cosmetics shop
Srishti	Mrs. Kanta Devi	Chandrawal Resident
Sonuja	Mr. Praveen Dewan	Shop owner of Dewan Bangle store
Sonuja	Mr. Fakeer Chand	Chandrawal Resident
Isha S	Mr. Avtar Singh	Shop owner of Mohak Prints
Isha S	Mr. Bhagirathi	Chandrawal Resident, Tea stall owner
Seityajit Bikram	Mr. Avtar Singh Dutta	Shop owner of Datta Book Centre
Seityajit	Mr. Manoj	Shop owner of Khadi Ashram
Vini	Mr. Pawan Agrawal	Shop owner of Agrawal Stationery shop
Vini	Informant	Chandrawal Resident
Seityajit	Mr. Manmohan Singh	Shop owner of Cross Roads
Seityajit	Informant	Chandrawal Resident
Divyanshi Ruchika	Mr. Jagdish Mishra	Shop owner of GCS ethnic wear shop
Divyanshi Ruchika	Mr. Sandeep Rawat	Shop owner of Book store
Divyanshi Ruchika	Mr. R.P. Jain	Shop owner of Motilal Banarasi Das Book Publication
Divyanshi Ruchika	Mrs. Chanchal	Consumers
Divyanshi Ruchika	Ms. Jhanak	Consumers
Rahul	Informant	Shop owner of Bag Collection
Rahul	Informant	Shop owner of Kids Garment Collection
Isha Jain	Mr. Sudarshan	Shop owner of Stationary
Deeksha	Mr. Mohanlal	Shop owner of a Garments Collection
Deeksha	Mr. Rajendra Prasad Nagar	Chandrawal Resident
Avani	Informant	Shop owner of 'Bookland' store
Avani	Informant	Chandrawal Resident
Tsering	Informant	Shop owner of a General Store

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