

Challenges and Opportunities of Unorganized Markets with Special Reference to Haat Bazaars

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Abstract: There has been much effort taken by the entrepreneurs, business owners and government to improve the condition of organized marketing sector in India but fewer efforts towards the development of unorganized markets as they might not be too luxurious or sophisticated. Unorganized markets like Haat is one of the major places where customers buy their daily needs items like vegetables, fruits, spices, grains, cosmetics, clothes etc. Haats are popular not only in rural areas but also in semi urban and urban areas too as it provides commodity in comparatively lower prices. Some people even buy some commodities like fruits, vegetables etc from Haat Bazaar as they find them fresh and healthy. This paper identifies the challenges and opportunities present in the Haat Bazaar for sellers. It also suggests the areas to be improved so that the overall business practices can be improved in the Haat Bazaars. The outcome is beneficial for government in making policies, entrepreneurs, business owners, academicians and researchers.

Keywords: Unorganized Market, Haat Bazaar, Opportunities, Challenges

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