

ORGANISED RETAILING AND ITS STRUCTURE IN THE CITY OF SHILLONG

Ibabet Hynniewta

North Eastern Hill University, Umshing, India

Abstract

The Paper deals with the size, location and distribution of organised retailing spread across a mid-size city Shillong (population about 0.50 million, approximately). Falling broadly within a sub-field of "Geography of Retailing" that has emerged during the mid-1960s, retailing especially in the last two decades has been researched upon by the disciplines of Commerce, Management, Economics and Geography etc. With the recent state-of-art methods and technology retailing deal with locations, retail structure and chain analysis, profitability and employment aspects, especially in the context of developing countries. Retailing could be divided into organised as well as the un-organised or non-formal economic activities, which is important in developing countries. However, the present study is focussed on only organised retailing in the hill city of Shillong, the distribution of retail outlets, their organisational structure with particular reference to the special market of Iew-Duh(Bara Bazaar), literally the Big Market.

Key words: SMB, MUDA, KHADC, Syiem Hima Myllem, Durbar

Introduction

Like any other Indian City, Shillong being the state capital city with a vibrant socio-economic growth and a positive political climate is growing rapidly. With increasing disposable income; if demand increases rationally supply too is expected to increase. In order to balance the demand- supply *retail trade* (of various formats, sized and structures) emerge and expand all across the city to meet the demands of the various types of clients. The size and structures of retail trade give way to the organisation of these retail outlets on space resulting to various types and formation of patterns.

Urbanization and the geography of retailing have a close relationship since ancient times; to quote Pirenne "...the regeneration of urbanization in Europe after the Dark Ages is to the rebirth of trade."(Berry, 1967). There are many arguments with supporting examples to this urbanization-trade relationship. Some point out that it was trade (generation growth or increase in size of market areas, triggering infrastructures, etc) that resulted in urbanization, while others argue that it is urbanization that results in trade expansion. The essence of the geography of retail and service businesses is the *clustering* of establishments in market centers visited by consumers surrounding the trade areas. The geography retail and service business is thus inseparable from *urban and transportation geography*, because the commodity flows in a modern economy studied by the transportation geographers ultimately link producer and consumer, and are articulated by the network of cities and towns studied by the urban geographer. Cities and towns may arise as specialized producers themselves, but many are supported exclusively by their role as market centers. This has proved to be true, when a study on retailing in the city was conducted by Dr Jogendra Prasad Singh in 1974. It shows how market types and formats in their stages of development clustered or dispersed around a node and expanded all along the major roadways in the city.

Problem Formulation

Shillong was a significant hill station during the British rule in India; Cherrapunjee the capital of undivided Assam (a town 56 Km) away from the capital city was the administrative headquarter of the entire North-Eastern Part of India. Thus, the nature of emergence and pattern of development of the market centers in the city is somewhat different compared to many market centers in the country. Some market viz., *Bara Bazaar* (the largest market in the state) symbolizes the socio- cultural entity of the indigenous people. The *Pulin Bazaar* now *Police Bazaar* was believed that it catered to the needs

of the people who were administering the state or region. It was believed that retail shops in the market sold internationally branded products of that period either to its British administrators or products of various kinds that catered to the needs of the various military forces stationed all across the state. Other reasons, *why?* Is Shillong a choice of study, *what?* Is the objectives of the study are listed below:

- The retail types and structures in a mid-size city (Shillong), because of the growth potential and diversification of retailing activities.
- To understand the localization principle, for which Shillong eminently qualifies.
- The Shillong market system is somewhat unique in its characteristic, with a mix of traditional to the most modern retailing types that provide for understanding retailing on a full range of activities.
- Retail trade expansion and diversification, is mainly due to two factors (i) the city is growing in size and; (ii) there is a positive change in the income profile of the people. This retail trade expansion and diversification provide for employment opportunities, both in self-employment and others. Since, the state is small and with a large young population, generation of employment through means other than manufacturing obtains significance and certainly retailing of various kinds may provide such opportunity. Moreover, Shillong urban area has been the second largest urban cluster of the entire NE region and plays an important regional economic role largely in wheeling activities, though little in manufacturing.

Methodology

This paper has been construed based on the analysis of secondary data collected through published reports, occasional papers, relevant government sources like census reports, district census handbooks, Shillong Municipal Board, Records from the District Council on trade licenses (here KHADC), State Government reports (MUDA), and a local administrative body the Office of the Syiem Hima Myllemship and Durbar.

A Case-study of Shillong Iew-Duh (Bara Bazaar)

A case study of the *Bara Bazar/Iew-Duh* which is completely under the administration of the said local body, was conducted in order to help comprehend and illuminate the dynamics and complexities of the structure and functions of a Traditional Hat which for centuries has become a socio-economic entity of the Khasis (indigenous/tribal people of the state) comprising 65% of total population. This market help reflect the background, history and the socio-economic functions of both market type viz., retail and wholesale co existing side by side within the same market.

A Historical Background

On a hillock measuring about 1.3 square miles in area is situated one of the biggest marketplaces in the entire Khasi and Jaintia Hills district – Bara Bazaar. Locally known as *Iewduh*, the marketplace is the nerve centre of trade and commerce of the people of Shillong. The name *Iewduh* literally means last bazaar. *Iew* meaning market and *Duh* meaning last or the biggest. Earlier, since contractors made weekly labour payments on the last day of the week, the market used to be held on that day. Another argument about the origin of the name is that as the market belonged to the *Syiem* (chieftain) of Myllem, he named it after his youngest sister. The Khasis call their youngest sister as *Khatduh*. So he named this bazaar as *Iewduh* (Iew-market, Duh-youngest sister).

According to tradition, in the past *Iewduh* was located at *Nongkseh*, encircled by the royal residence of the undivided Shillong Syiemship. It was a religious market and was the centre of the state festivals. However, because of continuous conflict between two groups- United Myllem and Khyrim Syiem-

the importance of the market was reduced. Later, the people transferred the market to nearby *Mawiatan* with due ceremony. As this place too was not found to be convenient, it was shifted to the present Iewduh by *Syiem Miet Singh*.

When the United Myllem and Khyrim Syiemships took place, the Khyrim Syiem chose to have his religious market at Smit and the Myllem Syiem chose Iewduh as his religious market where till today religious ceremonies are being conducted. Monoliths, megaliths and dolmens at the top of Bara Bazaar stand as mute testimony to the wisdom of the founders of Iewduh.

Initially there were three bazaars held in the Shillong area and these bazaars used to be held for three days after every eight days of the Khasi week. Out of the three bazaars, the big one was known as Laban Bazaar of the non-Khasis and Iewduh of the Khasis. The second bazaar was known as *Mawlong haat* and the third one was *Pomtiah* or small bazaar. Villagers from far and near used to come here in groups, walking on foot through the bridle paths and spending a night or so on the way to sell vegetables, rice, potatoes, fruits, etc. These villagers started selling their goods in the morning and went back by 4 O'clock in the evening purchasing some of their essential requirements like oil, salt, clothes, etc.

In the past, except on the Bara Bazaar day, the entire area used to be completely empty and no one was found inside the bazaar after dusk. In the first quarter of the twentieth century trading activities were held in the open space and there was no shade. This was because no earlier *syiem* had allowed construction of any permanent shop till 1925. In the year 1925, when Sati Raja took over as the *syiem* he gave permission to construct some shops though it was only on a temporary arrangement with tin roofing. As this arrangement was not safe, all shopkeepers used to go back home in the evening along with their articles even in the 1940s and early 1950s. Later, because of the frequent outbreak of fire in the marketplace permanent concrete structures began to be constructed.

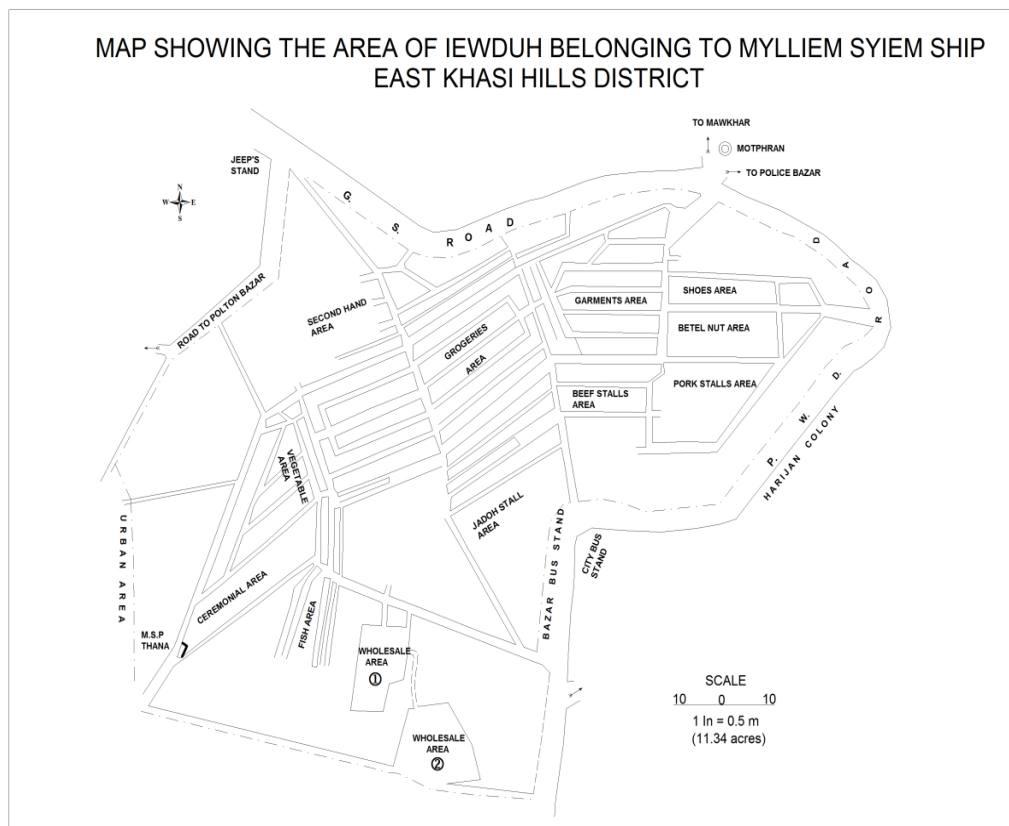
With passage of time the commercial importance of the market increased and it became a daily market. Since then, all kinds of luxurious and essential commodities have become available. The market has undergone a drastic change in the last sixty years and today all sorts of goods- starting from vegetables to the most luxurious branded items are available in the shops of the Bara Bazaar. The *syiem* is till today the owner of Bara Bazaar and all shop owners pay tax to him. The *Syiem of Myllem* has his own police force for policing Iewduh, so far as matters controlled by the *syiem* are concerned. The most distinctive feature of this ancient market is the total domination of its retail trade by Khasi women, who are everywhere, all over Iewduh, full of smiles but with remarkable acumen for trade and commerce. The Iewduh Khasi-Pnar Association is an organisation dominated by women and reflecting the matrilineal character of the Khasis. As a matter of fact Iewduh is one of the largest markets in North-eastern India (Banerjee, 2011:89-91).

Bara Bazaar at Present

According to the Office of The Syiem Hima Myllem and Durbar, the total number of shops and stalls within Bara Bazaar is approximately three thousand (3000) in numbers. The *Type* or *Basa* are classified as- (A) the old traditional with tin roof (B) R.C.C. Shops. The total extension i.e., the total geographical area of Iewduh is:

1. North- Cantonment Area
2. East- Iew Mawlong and Stand Bus Sohra Area \
3. West- Palton Bazaar and Stand Jeep Area South- Stand Jeep Area. Motphran Area towards Mawlonghat Area

Digitized map showing the entire Iewduh geographical area is shown below:



(Source: The Office of The Syiem Hima Myllem and Durbar)

Research on Retailing in Shillong

In order to understand the system and structure of retailing in Shillong an article written about the hierarchy of business structure in Shillong by Jogendra Prasad Singh in 1974 was referred. According to his survey, various categories of shops of the organised markets were counted in April- June, 1974. The criterion use to establish the spatial extent of shopping centres was that a centre consisted of an association of stores each one of which was within at least 100 metres of another retail store. Business establishments in the front portion of the owner's house were also included. However, such shops were very small in number. And he presented the following two tables.

Table 1: Shop Types in Organised Markets of Shillong, 1974

Shop Types	No. Of Shops	Percentage Of Total Shops
Grocery	629	14.5
Meat & Fish	334	7.7
Vegetables &Fruits	334	7.7
Cloth	529	12.2
General Stores	456	10.4
Hotels & Restaurants	484	11.1

Personal Services	211	4.8
Handicrafts	85	1.9
Hardware	107	2.4
Betel Nuts & Leaves	448	10.3
Footwear & Leather Goods	95	2.2
Auto Repairs	142	3.2
Medical Stores	85	1.9
Watches & Jewellery	110	2.5
Financial Offices	22	0.5
Others	291	6.7
Total	4344	100.0

Table 2: Distribution of retail outlets in the organised markets of Shillong, 1974

Organised Markets	No. Of Shops	Percentage of Total Shops
<i>Central Business District</i>		
Bara Bazaar	1993	45.9
Police Bazaar	463	10.6
<i>Regional Shopping Centres</i>		
Laitumkhrach	321	7.4
Laban	200	4.6
Race Course	160	3.7
Garikhana	151	3.5
<i>Neighbourhood Shopping Centres</i>		
Mawlai	129	2.9
Nongthymmai	113	2.8
Mawprem	107	2.5
Malki Point	99	2.3
Jaiaw	94	2.2
Mawkhar	92	2.1
Umpling	90	2.0
<i>Isolated Store Clusters</i>		
Phudmawri	50	1.1
Jingkieng	49	1.1
Keating Road	43	1.0
Jail Road	34	0.8

Nongrim Hills	30	0.7
Arbuthnot Road	27	0.6
Motinagar	23	0.5
New Colony	22	0.5
Dhanketi	22	0.5
Bishnupur	18	0.4
Fire Brigade	14	0.3
ALL MARKETS	4344	100.0

On the basis of the number of shops and their importance as visualised from held observations, the commercial areas of Shillong (Table II) fall into the following hierarchical levels:

1. Central business district (CBD) which includes the wholesale business area and major shopping centres.
2. Regional shopping centres which have shops numbering between 151 and 350 and which serve various regions.
3. Neighbourhood shopping centres having between 51 and 150 shops.
4. Isolated store clusters which have less than 50 shops and are very much localised in their services.

Central Business District

The central business district, the nucleus of central services of the highest order, is the largest and dominant retail centre. Bara Bazaar and Police Bazaar which together form the C.B.D. have 46% and 11% of the total number of shops of the organised markets respectively. The former is the biggest market of the Khasi Hills District while the latter has 58% of its total shops belonging to cloth, general stores, hotels and restaurants. The former is the primary shopping centre while the latter is the secondary. The C.B.D. of Shillong does not have a central location, though it is close to the population centre (Singh, 1974). Like the C.B.D. of the western cities, the C.B.D. of this town does not contain the administrative and Government Offices. It has two compact business areas of Bara Bazaar on the west and Police Bazaar on the east. The two are connected by the ribbon development of shops along Gauhati-Shillong Road. Bara Bazaar with a few exceptions has only shops, no residences; the Police Bazaar, on the other hand, has shops on all the roads and lanes while the inner portions have compact residences. The C.B.D. marked by high traffic flow, high land value, pedestrian flow and high trade index, is not noted for high urban profiles.

Regional Shopping Centres

Laitumkhrah, Laban, race course and Garikhana, together with 19% of the total shops of the organised markets, serve various regions of the town. Laitumkhrah is a linear business thoroughfare along the Laitumkhrah Main Road. It has grown between Don Bosco Square in the west and the Presbyterian Church in the east. Further extensions in both the directions are restricted by the presence of educational and religious functions. This thoroughfare has offshoots in the middle: one on the north along the New Colony Road and the other to the south, near the vegetable market, along Lummawri Road. Though the business thoroughfare has some shopping stores, it is essentially a market which specializes in convenience goods- grocery, fish, meat, vegetables, hotels and restaurants, medical stores and services. It serves Laitumkhrah, New Colony, Bhagyakul, Nongrim Hills, Risa Colony, Dhanketi, Motinagar and Nongthymmai.

The Laban commercial area extends along Laban Main Road from the Umshirpi River near the Red Cross Hospital to the Bengali Girl's School. Near the Khasi Church at the bend, there is an evening fish and vegetables bazaar. From there a lane runs westward to Kench's Trace and on that some new shops have come up. The Laban commercial area like that of the Laitumkhrah is linear. It deals mainly in convenience goods- general stores, groceries, restaurants, tailoring, personal services, and betel nuts and leaves. Though it is older than Laitumkhrah, it could not grow because of its close location to Police and Bara Bazaar. The Laban commercial area serves Laban, Madam Laban and Lumparing. Its service area is small.

Before the establishment of the Race Course market it was a gambling (archers) place. After the abolition of gambling in 1970, the business area grew to the present extent. Restaurants, grocery and betel shops together account for more than two-third of the total number of shops. Though it specialises in convenience goods, its catchment area is large. It serves parts of Jail Road, Forest Colony, Pynthorumkhrah, Oakland, etc. It serves tourist as well. Though here the number of shops is less than that of Laban yet it is more lively, the reason being its compactness.

By virtue of its location on the G.S.Road, Garikhana has developed into a Regional Shopping Centre. It originated due to its close location to the bus depot (Garikhana). General stores, grocery stores, betel shops, restaurants and auto repair shops are mainly to be found there.

Neighbourhood Business Centres

The following are the seven neighbourhood business centres: Mawlai, Nongthymmai, Mawprem, Malki Point, Mawkhar, Jaiaw, and Umpling. In general all of them deal mainly in convenience goods.

The Mawlai shopping centre extends along the G.S.Road. Grocery stores, restaurants and auto repairing centres dominated the area. Nongthymmai is a linear business area along Jowai Road. Mawprem has mainly provision stores while the Malki Shopping Centre has most of its shops dealing in grocery, meat, fish and vegetables, etc.

The shops along the Mawkhar Main Road are scattered in their location. Besides dealing in grocery, it has tailoring shops, tea stall, personal services, medical stores and jewellery shops. In Jaiaw the shops are located near the Khasi Hills Presbyterian Hospital. Most of the shops deal in grocery and allied goods. The Umpling centre deal mainly in provision goods, betels, sweets and general goods.

Isolated Store Clusters

There are eleven store clusters serving very small areas. They are Phudmawri, Jingkieng, Keating Road, Jail Road, Nongrim Hills, Arbuthnot Road, New Colony, Motinagar, Dhanketi, Bishnupur and Fire Brigade Point. They serve various local needs. Except Keating Road, which has some general stores, auto repairing shops, book binders, etc., others deal mainly in convenience goods.

The hierarchy of business structure exists in urban areas like the central place hierarchy in a region. The business hierarchy Shillong forms a linear-radial pattern. Physiography, means of transportation, size of residential areas, and historical evolution the business centres are the main factor which control the hierarchical levels in the town (Singh,1974).

From the above paragraphs, we are able to conceptualise the types and pattern of retailing existing in Shillong. Except for a few *isolated store cluster* which have emerged and are still emerging as the town expanded into the rural fringes. The *C.B.D.*, *Regional Shopping Centres* and *Neighbourhood Business Centres* have remained more or less the same. However, the study is only confined to the Shillong Municipal Board (SMB) Market Centres viz., *C.B.D.* –Police Bazaar and *Regional Shopping Centres*-Laitumkhrah, Laban, and parts of Polo Bazaar. Due to arbitrary policies and overlapping administrative boundary complications the other market centres in the city have been opted out of the study. The consecutive chapters will be based on data analysis collected from the above four market centres in the city.

PRESENT URBAN-RETAIL MORPHOLOGY IN SHILLONG

As every city in the world is experiencing urban sprawl, so is Shillong. Socio-economic development is trickling down into its urban fringe. Shillong has undergone its developmental and growth stages from a mere town, into a city and now a Shillong Agglomeration. However, the whole of Shillong Agglomeration does not come under a single and unified administration. Administrative boundaries are very distinct and prominent dividing the area into three different administrative units. Firstly, those areas under the state government where a part of its administrative bodies The Meghalaya Urban Development Authority (MUDA) are under its administrative control. Secondly, there are areas under the administrative control of the traditional local bodies such as The Office of The Syiem Hima Mylliem and Durbar (a traditional Tribal Chief and his Ministers) and then there was The Khasi Hills Autonomous District Hills (KHADC) a quasi-governmental body which safeguard and laid down the laws formulated and inherited for centuries of traditions as entrusted by the Government of India. And lastly, there are certain stretches of land privately owned by certain *Clans* and these lands are either lease out to the tenants, sometime sold in patches to them, but the taxes continues to be levied upon them. Therefore, due to this administrative differences and complexities only that part of Shillong under the administration of the state government MUDA is taken for consideration, where there is availability of recorded statistical and other documented source of data.

The United Khasi-Jaintia Hills District (Trading By Non-Tribals) Regulation, 1954

The local governing body the Khasi Hills Autonomous District Council (KHADC) is solely entrusted with the power to provide for the regulation and control of trading within the United Khasi-Jaintia Hills District by persons other than Scheduled Tribe residents in the district.

In its constitution, it states that 'no person other than a tribal resident in the district shall carry on wholesale or retail trade or business within the KHADC except under a license issued in that behalf by an officer of the District Council duly authorised by the Executive Committee under provisions of this Regulation and the Rules made there under'. It also state that, such license shall not be refused to a trader who has been carrying on such business within the District since before the commencement of this regulation. And if such license is refused, the grounds of refusal shall be recorded in writing after giving the applicant an opportunity of showing cause thereof.

However, a license shall be refused to the applicant on the following reasons:

- (a) He is not a citizen of India; or
- (b) He has been convicted of an offence involving moral turpitude, or
- (c) He is found to have violated any provisions of any Act, Regulation or Rules made by the District Council from time to time; or
- (d) He is a defaulter in the payment of any tax or revenue of the District Council; or
- (e) The number of non-tribal licensed traders has already reached the limit fixed by the Executive Committee under the provisions of this Regulation and the rules made there under.

The United Khasi- Jaintia Hills District (Trading by Non-Tribals) Regulation Act, 1954 as amended in 1959 is a complete constitution with definitions, regulations, clearly stating the license fees, obligations to supply information and documentations, penalties, cancellation of licenses, realisation of arrear fees, appeals, appointment of officers and others.

The KHADC has classified the types of products to be sold in the market in First Schedule as amended vide Amendment Rules, 2005 into:

PART A- Agricultural produces (24 items); PART B- Forest Produces (18 items); PART C- General Trade (56 items); PART D- Industrial Units (15 items); PART E- Trades in mineral ores including import export (9 items); Part F-Services (39 items); PART G- Entertainment Services (6 items); PART H- Profit earning Institutions (4 items); PART I-Miscellaneous Items of Business or trade (4 items);

PART J-Purchase for Export; PART K-For Individual, Firm, Agency or Company Not Based Within the Autonomous District; PART L- For Trade in Weekly Markets; PART M-Hawking (on head load).

The Second Schedule state the details Rate of License Fees to be paid by the seller/shopkeeper for the amount of goods or quantity sold at retail, wholesale and stockiest per item. An example of the recorded data collected is shown as following:

Second Schedule (as amended vide Amendment Rules, 2005)

Serial Number	Name of Commodity	Rate of License Fee Retail (Rs)	Rate of License Fee Wholesale (Rs)	Rate of License Fee Stockist (Rs)
1	Oilseeds	500	1000	-
2	Ginger	500	1000	2000
3	Onion	500	1000	2000
4	Chilies:			
	• Dry Chilies	500	1000	-
	• Green			
	• Chilies	300	750	-
5	Potato	500	1000	-
6	Vegetables:			
	• Small	200	-	-
	• Medium	300	1000	2000
	• Big	500	-	-
7	Pepper & Tippu	300	1000	-
8	Rice including Paddy:			
	1. Rice:			
	• Small	500	-	-
	• Big	1000	1500	2500
	2. Paddy	-	1000	-

Source: KHADC, Shillong/unpublished

Secondary Data from the Government of Meghalaya (Urban Affairs Department and Shillong Municipal Board) or SMB

According to the notification dated 19th March, 2011 as per provision of section 302 of the Meghalaya Municipal Act, (Assam Act 1956 as adapted and amended by the state of Meghalaya), the Governor of Meghalaya made an amendment to the Bye Laws no 136 for regulation of Business Transactions, commercial and industrial establishments within the Shillong Municipality containing 122 (one hundred and twenty two) items of business transaction superseding bye law 136, 136A and 136B.

Further, the Government approves inclusion of 48 items of business listed below with prospective effect and 27 items of business listed below with retrospective effect (w.e.f from 1/4/2003).

Amendment of the Shillong Municipal Bye-Laws

Under Section 302 of the Meghalaya Municipal Act 1973, the Shillong Municipal Board Bye-laws 136, 136A & 136B are hereby repealed and henceforth be replaced by the **Bye-Law 136** with immediate effect

Title- "Bye Law 136- Regulation of trade, commercial and industrial establishments within the Municipality of Shillong"

- (i) No individual, firm or company shall establish or conduct or continue to conduct transaction in the trades/ business/ service as listed in clause (iii) below at or from any place within the Shillong Municipal without first obtaining a license from the Shillong Municipal Board on payment of the prescribed fees as may be fixed from time to time and duly approved by the State Government.
- (ii) All application for license for any of the items hereunder detailed shall be accompanied with full details and particulars of the business and industry along with necessary clearance from appropriate authorities for conducting a particular type of business.
- (iii) Items of Business Transactions

A. GENERAL:

1. Groceries (Rice, Flour, Edible Oils, Sugar, Salt, Pulses, Grams, etc), 2. Groceries (Fair Price Shop) 3. Spices, Onion and Garlic 4. Fruits and Vegetables 5. Cosmetics and Toiletries 6. Processed Foods/ Fruits products 7. Fresh Meat/ Fish and dried fish 8. Milk and Dairy Products 9. Sweets and Confectionery 10. Tea Leaves 11. Bakery Items 12. Non- alcoholic Beverages and Ice- cream 13. Stationeries 14. Books 15. Newspapers and Magazines 16. Building and Construction Hardware (Glass, tiles, metals, synthetic items, paints, sanitary wares and fittings) 17. Building Materials (Sand, stone, cement, bricks, hollow blocks, etc) Furniture (Sales) 19. Household Furnishings (carpets, etc) 20. Household Appliances and Utensils (non-electrical) 21. Electrical items, equipments 22. Electrical and Electronic household appliances 23. Audio and Video Appliances 24. Computers and IT products (hardware and software) 25. Photography equipments and accessories 26. Time Pieces 27. Optical and optics 28. Jewellery 29. Hosiery 30. Textiles 31. Readymade Garments 32. Wool and Woollen Products 33. Leather Products 34. Synthetic Products including foam 35. Footwear 36. Trunks, Suitcases, Briefcase 37. Sports items and equipments 38. Musical instruments 39. Toys 40. Rubber products including tyres, tubes, etc 41. Hand Tools 42. Workshop and Agricultural Machineries and accessories 43. Sewing/ Knitting Machineries and accessories 44. Chemical and Scientific Equipments 45. Packing materials 46. Tobacco products 47. Betel and Pan Products 48. Medicines and Pharmaceutical Products 49. Wine and alcoholic drinks 50. Timber and wood products 51. Fertilizers and Manure 52. Automobiles (Four wheelers) 53. Automobiles (Two and Three wheelers) 54. Mechanical and automobile spare parts and accessories 55. Handicrafts 56. Scraps 57. Firewood and Charcoal 58. Kerosene/Spirit/Coal Tar 59. Livestock including live chicken 60. Livestock Feed 61. Livestock medicines and equipment.

B. SERVICES:

1. Automobile repair and servicing 2. Automobile Upholstery 3. Automobile Battery and Electrical Repairing Units 4. Tyre repairing, retreading and vulcanizing 5. Petrol and Diesel Service stations 6. Kerosene Depot 7. Coal Depot 8. LPG and Bio-Gas dealership 9. Carriage Agencies 10. Tourist Transport Providers and Travel Agencies 11. Consignment and Courier services 12. Contractors and Suppliers of Govt. Private and public organizations 13. Advertising Agencies 14. Cyber café/ PCO/

Photo copying/ Fax/ Lamination and other information outlets 15. Photography and Video recording and processing 16. DTP and Publication 17. Electronic and electrical repairing 18. Beauty Parlours and Hair Cutting Salons 19. Dry Cleaning, Dyeing and Laundry 20. Tailoring without sale of materials 21. Time Piece repairing 22. Shoe Repairing 23. Plumbing 24. Food and Lodging service (Hotels, Restaurants, Tea Stall, Fast Food centres, Mobile food vendors, etc) 25. Signboard and Banners making, engraving, rubber stamp making and photo framing) 26. Banking and Insurance Services 27. Stock and Brokerage services 28. Consultancy services

C. MILLS, INDUSTRIAL UNITS AND WORKSHOPS:

1. Flour, Atta, Rice, Oil, Saw mills 2. Bakery 3. Food/ Fruit Processing 4. Fabrication workshops 5. Shoe making and manufacturing units 6. Cement Concrete Hollow Brick Industry 7. Bricks Kilns 8. Printing Presses 9. Vehicle Body Making 10. Plastic Goods manufacturing units 11. Soap/ Candle Manufacturing units 12. Blacksmith 13. Furniture making (steel, wood, plastic) 14. Bed making 15. Mattress and quilt making

D. ENTERTAINMENT SERVICES:

1. Cinemas 2. Video Parlours 3. CDs, DVDs, Audio & Video Cassettes Sales and Rental 4. Cable TV networks 5. Archery Counters/ Lottery Sales 6. Fairs and Exhibitions.

Further, the Government approves inclusion of 48 items of business listed below with prospective effect and 27 items of business activities in the Bye- Laws 136 as listed below with retrospective effect (w.e.f from 1/4/2003).

New Businesses proposed to be included in the Bye- Laws 136

1. Spices, Onion and Garlic, 2. Processed Foods/ Fruits products 3. Cosmetics and Toiletries 4. Non alcoholic drinks 5. Wine and alcoholic drinks 6. Building Materials (sand, stones, cement, bricks, hollow blocks, etc) 7. Household Furnishings (carpets, etc) 8. Household Appliances and Utensils (non- electrical) 9. Synthetic Products including foam 10. Toys 11. Cellular/ Tele phone, Fax and accessories 12. Cell phone recharge voucher/ Bill collection centre 13. Workshop and Agricultural Machineries and accessories 14. Hand Tools 15. Packing materials 16. Chemical and Scientific Equipments 17. Fertilizers and Manure 18. Automobiles (Four wheelers) 19. Automobiles (Two and Three wheelers) 20. Handicrafts 21. Scraps 22. Kerosene/ Spirits/ Coal Tar 23. Livestock Feed 24. Livestock medicines and equipments 25. Carriage Agencies 26. Tourist Transport Providers and Travel Agencies 27. Consignment and Courier services 28. Contractors and Suppliers of Govt. Private and public organizations 29. Advertising Agencies 30. Photography and Video recording and processing 31. DTP and Publication 32. Plumbing 33. Food Catering 34. Banking and Insurance Services 35. Stock and Brokerage services 36. Consultancy services 37. Party Decorators/ Tent Houses 38. Hospitals/ Nursing Homes 39. Diagnostic Centre 40. Food/ Fruit Processing 41. Brick Kilns 42. Plastic Goods manufacturing units 43. Soap/ Candle manufacturing units 44. Mattress and quilt making 45. Gaming centre 46. Cable TV network 47. Archery Counters/ Lottery Sales/ Jack Pot 48. Fairs and Exhibitions.

The 27 Business Transactions approved with effect from 1/4/2003

1. Fresh Meat/ Fish and dried fish 2. Milk and Dairy Products 3. Sweets and Confectionery 4. Computers and IT products (hardware and software) 5. Hosiery 6. Rubber products including tyres, tube, etc 7. Sewing / Knitting machines and accessories 8. Medicines and Pharmaceutical Products 9. Timber and wood products 10. Mechanical and automobile spare parts and accessories 11. Firewood and Charcoal 12. Automobile repair and servicing 13. Petrol and Diesel Service stations 14. Kerosene Depots 15. Coal Depots 16. LPG and Bio- Gas dealership 17. Cyber café/ PCO/ Photo copying/ Fax/

Lamination and other information outlets 18. Electronic and electrical repairing 19. Hotels/ Guest Houses 20. Restaurants 21. Tea Stalls 22. Fast Food Centres 23. Mobile Food Vending by Trolleys/ Hand Cart 24. Signboard and Banners making, engraving, rubber stamp making and photo framing 25. Cinemas 26. Video Parlours 27. CDs, DVDs, Audio & Video Cassettes Sale and Rental

The SMB has also been keeping track of records of the total number of license holders within its administrative unit. The total number of license holders has been increasing year after year. And according to the 2012 statistic, the total number of license holders is 3600 approximately.

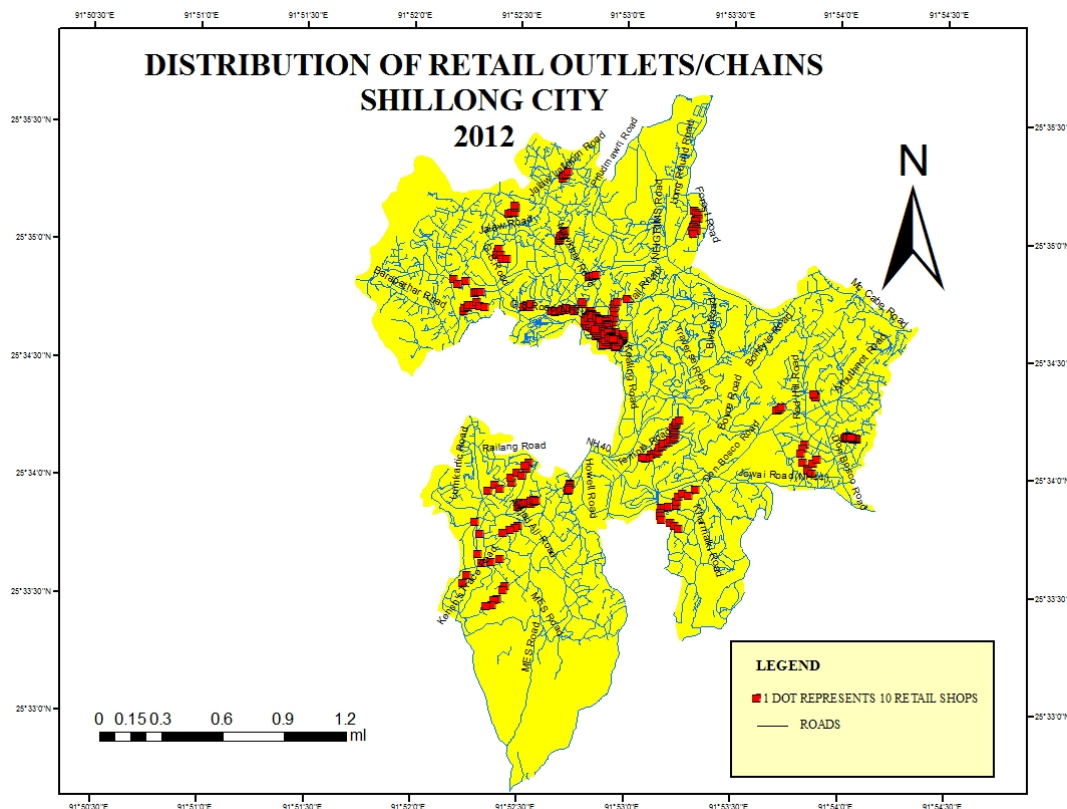
On the other hand, the KHADC has provided the following table as the total number of license holders within the Shillong Agglomeration which is under its administrative unit.

Name of Wards	Co-ordinates	AREA (Sq.km)	Retail Outlets	Total Population
WARD 1:Laitumkhrah Nongrimbah Road, Lumsohra,Nongrimmaw, Demseiniong	25°34'166"N & 91°53'887"E	0.5732	184	9748
WARD 2,: Upper & Lower olony,Bhagyakul & Nongkynrih		0.4138	39	2397
WARD 3: Upland Road, Upper Lachumiere		0.6665	38	6133
WARD 4: Lummawrie		0.3581	90	2995
WARD 5: Dhanketi, Kharmalki, Risa Colony, Khlieh Shnong, Wahkdait	25°33'972"N & 91°53'382"E	0.5195	88	3413
WARD 6: Umshrypi, Chinnapaty, Nongshiliang, Mission Pdengshnong		0.2011	50	7494
WARD 7: Red Cross, Keating Road, Barik, Secretariat Hill, Temple Road & European Ward	25°34'264"N & 91°52'960"E	0.5695	219	4753
WARD 8: Quinton Road, Oakland, Wards Lake, Pine Wood Hotel, Lower Lachumiere	25°34'631" N & 91°72'904"E	0.8577	80	4261
WARD 9: Police Bazaar	25°34'573"N & 91°52'931"E	0.1242	2176	1529
WARD 10: Upper Jail Road	25°34'694"N & 91°53'030"E	0.2358	88	4988
WARD 11: Mawlai Nongmali & Forest Colony	25°34'917"N & 91°53'787"E	0.7866	113	4536
WARD 12:Umsohsun & Mawkhar	25°34'589"N & 91°52'787"E	0.1261	106	2173
WARD 13: Wahingdoh & Riatsamthiah		0.1658	28	6027
WARD 14: Jaiaw shyiap, Lumpyllun & Jaiaw Pdeng		0.086	67	4901
WARD 15: Jaiaw Laitdom, Lumsyntiew & Jaiaw Pdeng		0.2845	35	3547
WARD 16: Jaiaw Langsning		0.2515	45	2667

WARD 17: Mission Compound & Wathapbroo		0.1365	37	3375
WARD 18: Sunny Hill, Qualapatty & Wathapbroo		0.13	57	5189
WARD 19: Lower Mawprem		0.1007	38	5431
WARD 20: Upper Mawprem		0.5891	42	8900
WARD 21: Nashpatighari, Mawprem		0.4864	76	12052
WARD 22: Rilbong, Kench's Trace		0.164	66	3589
WARD 23: Bishnapur, Kench's Trace		0.5505	97	3703
WARD 24: Laban West	25°33'841"N & 91°52'596"E	0.14	110	4501
WARD 25: Laban East		0.1911	54	3139
WARD 26: Lumparing, New Colony, Lumsophoh		0.9128	48	7278
WARD 27: Lumparing, Riat Laban & Madan Laban		0.6328	57	4148
ALL WARDS		10.36	4128	132867

Source: KHADC, Shillong/unpublished

The above recent data collected is shown in the following map below:



Source: The Base Map of Shillong Municipality, 2012

Conclusion

The three sources viz., the Office of The Syiem Hima Myllem and Durbar, The Khasi Hills Autonomous District Council (KHADC) and the Municipal Urban Development Authority (MUDA) are the governing bodies controlling retailing (regulating authorities and licensing authorities) and other marketing formats in the city and its agglomeration. From the above data collected, we get a clear picture and understanding of the types and pattern of retailing in Shillong. It also shows how various governmental bodies has classified and diversified various types of products and commodities according to their convenience. For eg., *The Syiem Hima Myllem and Durbar* has classified the types of products in the market into fifty (50) kinds and accordingly the taxes are fixed. The KHADC has classified their products and commodities into PART A to M, and each part for example PART A represents all commodities of agricultural produce. All together there are about 175 items approximately classified in PART A to M. On the other hand, MUDA in its latest Bye Law 136-Regulation of trade, commercial and industrial establishments within the Municipality of Shillong has recorded about 185 commodities or products in 2012.

Another aspect which became clear from the study is that there are certain commodities where the taxes are levied upon by two or sometimes all three governing bodies. Expansion of retailing in the Shillong Agglomeration is clearly evident when we notice that in 1974 the total number of retail outlets is 4344, whereas in 2012 just within the Shillong urban hub administered by the MUDA there are about 4128 retail outlets.

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