

Revitalizing the Street Market: A Case of Gujarat Colony, Kothrud, Pune

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Abstract:

In the face of burgeoning digital marketplaces, traditional street markets across India are struggling to maintain their vibrancy and economic viability. This research delves into the case of the Gujarat Colony street market in Kothrud, Pune, to explore the challenges faced by such markets and propose potential revitalization strategies.

The research employs a primary survey approach to gather insights from both vendors and customers. This comprehensive data collection aims to identify the key issues plaguing the market's functionality, encompassing aspects like customer circulation, parking availability, and vendor stall allocation. By analyzing these factors, the study seeks to identify bottlenecks hindering the market's performance and formulate targeted revitalization plans.

The revitalization framework developed through this research will not only address the specific needs of the Gujarat Colony market but also provide valuable insights applicable to similar street markets across India. The proposed solutions have the potential to enhance the physical layout of the market, improve customer and vendor experience, and ultimately ensure the continued success of these vital community spaces.

Keywords: Street Market Revitalization, Vendor Challenges, Customer Experience, Market Functionality, Urban Planning

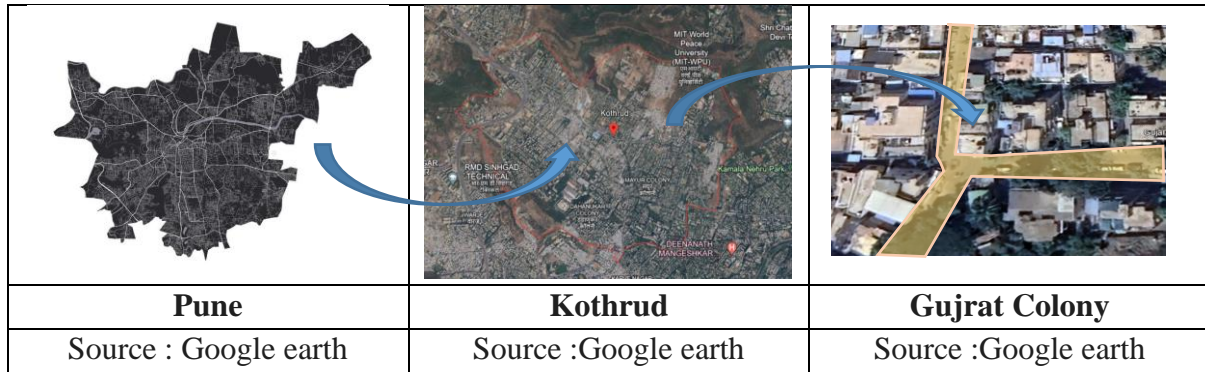
Introduction

The contemporary urban landscape is witnessing a fascinating paradox. On one hand, there's a relentless surge towards gleaming shopping malls, offering a sterilized, climate-controlled experience with everything meticulously curated under one roof. On the other hand, there's a renewed appreciation for the vibrancy and social character of traditional street markets. While modern retail offers comfort and convenience, it often homogenizes the shopping experience, erasing the unique cultural imprints embedded within local markets.

Street markets, with their chaotic charm and unpretentious energy, have been an integral part of human civilization for centuries. These bustling spaces transcend mere commercial transactions, fostering social interactions and forming the heart of a community. Street vendors act as custodians of local traditions, offering a captivating glimpse into the cultural tapestry of a place. From the fragrant aromas of freshly-ground spices to the cacophony of bargaining and friendly banter, street markets provide a sensory experience unmatched by their sterile modern counterparts.

However, the rise of modern retail coupled with concerns around hygiene and public space encroachment has undeniably threatened the existence of street markets.

About the study area:



Introduction

Pune, Maharashtra, presents a compelling case study in urban development. Its journey reflects the dynamic interplay between historical legacies, economic aspirations, and contemporary challenges faced by rapidly growing Indian cities. This paper delves into Pune's urban development trajectory, categorized into three distinct phases: Industrialization and Education (1947-1990), Infrastructure Boom and Globalization (1991-2010), and The Rise of a Hybrid City (2011-2024). Each phase is further analyzed with specific attention to critical events, infrastructural developments, and emerging trends.

Kothrud: A Microcosm of Pune's Urban Evolution

Kothrud, a prominent area in Pune, serves as a microcosm of the city's urban development journey. Originally, Kothrud was an agricultural village with a rich historical background. However, the post-independence period witnessed a significant transformation. The establishment of educational institutions like Fergusson College and various research institutes in nearby areas like Shivajinagar spurred residential development in Kothrud. Notably, the construction of Pune's first flyover at Kothrud in the 1990s marked a shift towards multi-modal transportation infrastructure. This infrastructural development further accelerated Kothrud's transformation into a major commercial and residential hub. Today, Kothrud boasts a diverse mix of land uses, with high-rise apartments, shopping malls, educational institutions, and office spaces coexisting within a relatively compact geographical area. This densification, however, has also brought challenges like traffic congestion and a strain on civic amenities. Kothrud's development story exemplifies the opportunities and challenges associated with rapid urbanization in Pune.

Gujarat Colony Pune:

Gujarat Colony, Pune, exemplifies a mixed-use development pattern characterized by commercial establishments on the ground floor and residential units on the upper floors. This type of development is prevalent in many urban areas around the world, offering a convenient blend of commercial activity and residential living within a single structure.

Technical Considerations:

Land Use Mix: The intermingling of commercial and residential uses presents both advantages and disadvantages. It fosters a vibrant neighborhood with easy access to amenities for residents. However, it can also lead to conflicts due to noise, traffic generation, and potential safety concerns.

Traffic Management: Heavy traffic congestion is a common challenge in such mixed-use areas. Traffic impact assessments (TIAs) should be conducted during the planning stage to determine the carrying capacity of the local road network. Implementing traffic calming measures, designated parking spaces, and ensuring proper waste management become crucial aspects.

Building Design: The structural design of the buildings must accommodate the dual commercial and residential functions. This includes factors like:

Floor-to-ceiling height: Commercial spaces typically require higher ceilings to accommodate product displays and customer movement, while residential areas have standard ceiling heights.

Building access: Separate entrances for commercial activities and residential units might be necessary to segregate traffic flow and maintain resident privacy.

Soundproofing: Adequate soundproofing measures between commercial spaces and residential units become essential to mitigate noise disturbance.

Electronics Shops and Associated Concerns:

The presence of electronics shops in the area adds another layer of technical considerations such as E-

Waste disposal: Electronic waste disposal necessitates adherence to specific environmental regulations to prevent hazardous material contamination.

Overall, Gujarat Colony represents a classic example of mixed-use development with its inherent advantages and challenges. A well-planned and executed design strategy that incorporates traffic management, structural considerations, and adherence to building codes is essential for its success.

Problem Statement

The narrative surrounding street markets is often riddled with negativity. They are frequently portrayed as unhygienic, congested, and disruptive to traffic flow (Jaishankar & Sujatha, 2026). This perception can be partially attributed to the lack of proper infrastructure and regulations governing their operations. Street vendors often operate in precarious conditions, lacking access to basic amenities like sanitation facilities and designated vending zones. This informality can lead to encroachment on public walkways, hindering pedestrian movement and contributing to congestion (Begari, P., 2018).

Furthermore, the burgeoning presence of modern malls presents a significant challenge to street vendors. Modern retail offers a curated shopping experience, often at competitive prices, which can potentially siphon away customers from street markets (Harmelia & Edriani, 2018). This competition can negatively impact the income of street vendors, many of whom belong to marginalized communities and rely on street vending as their primary source of livelihood (Jaishankar & Sujatha, 2016).

However, the narrative around street markets need not be solely focused on challenges. These dynamic spaces offer a plethora of advantages that are often overlooked. Street markets serve as a platform for local entrepreneurs, fostering micro-economies and preserving traditional crafts and skills. The act of bargaining and interacting with vendors creates a sense of community and belonging, fostering social connections that are often absent in the sterile environment of modern malls. Moreover, street markets offer a wider variety of goods, often at more competitive prices compared to their modern retail

counterparts. The fresh produce, sourced directly from local farmers, is frequently of higher quality and supports sustainable agricultural practices.

The key challenge lies in striking a balance between acknowledging the problems faced by street markets and recognizing their inherent value. Revitalization strategies can play a pivotal role in achieving this balance. By creating a framework that addresses issues of hygiene, infrastructure, and regulation, while simultaneously preserving the unique character of street markets, revitalization can ensure the continued existence and prosperity of these vital public spaces.

Research Objectives

This research is designed to achieve the following objectives:

1. **Identify the challenges faced by street vendors and customers at the Gujarat Colony market in Kothrud, Pune.** This will involve a comprehensive examination of infrastructural deficiencies, hygiene concerns, competition from modern retail, and the impact on vendor income and customer experience.
2. **Explore the potential of revitalization strategies to address the identified challenges.** This will involve a review of existing successful street market revitalization initiatives in India and abroad, analyzing the specific interventions implemented and their effectiveness.
3. **Develop a context-specific revitalization plan for the Gujarat Colony market.** This plan will be tailored to address the unique challenges of the market while drawing upon successful strategies from other revitalization projects.
4. **Evaluate the potential impact of the proposed revitalization plan on the social, economic, and environmental sustainability of the Gujarat Colony market.** This will involve assessing the potential improvements in vendor income, customer satisfaction, public health, and overall vibrancy of the market space.

Methodology

This research will employ a mixed-method approach, combining qualitative and quantitative data collection techniques.

- **Data Collection:**
 - **Questionnaire Surveys:** A structured questionnaire will be developed and administered to both street vendors and customers at the Gujarat Colony market. The questionnaire will be designed to gather data on their experiences, challenges faced, and suggestions for improvement. The questionnaire will be translated into Marathi, the local language, to ensure clear communication with a wider range of participants.
 - **Site Observations:** The researcher will conduct extensive site observations at the Gujarat Colony market, documenting issues related to challenges faced by street vendors and customers at the Gujarat Colony.



Fig . 1(a): Two wheelers parked on road.



Fig .1(b): Cars parked on road.

A detailed questionnaire is designed for collection of data from street vendors in Visakhapatnam City. The questionnaire is divided into two parts. Part one has been designed to know the socio-economic profile of the Street Vendors. Part two has been set to ascertain



Fig . 2 : Inadequate of Space to Store Vegetables



Fig . 3: Inadequate Space to Customers at the time buying.

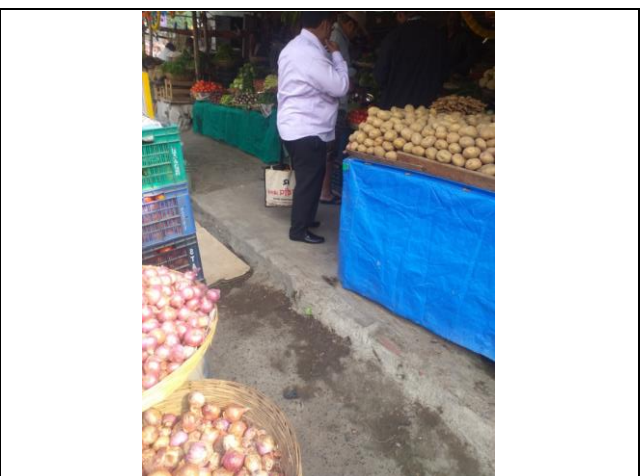


Fig .4: Encroachment on Pedestrian pathway

Fig. 1 a and 1b depicts that half of the road covered with Vehicles; two wheeler as well as four wheeler parking. Eventually parking affects the pedestrian circulation. Figure 2 illustrates the inadequacy of space to storage.

Figure 3 and 4 portray the encroachment of shop on pedestrian Pathway and no enough space for to costumers while buying.

Results and Discussions

The primary data collected through vendor and customer surveys provided valuable insights into the various challenges faced by the Gujarat Colony street market. This section delves into the effects on traffic, circulation, storage space, parking facilities, and overall service delivery within the market area.

Traffic and Parking Concerns:

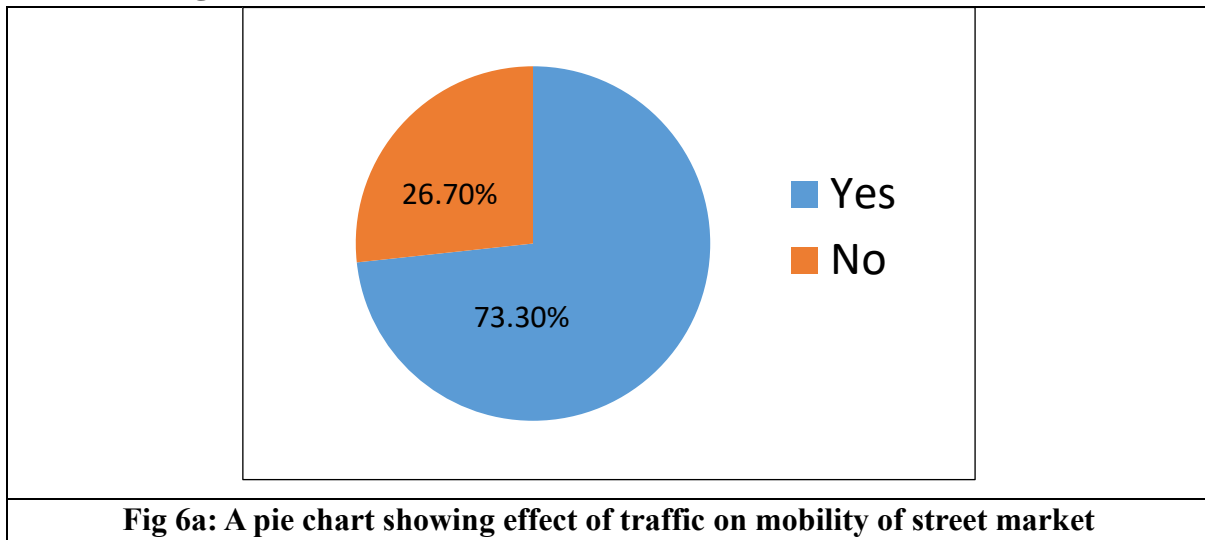


Fig 6a: A pie chart showing effect of traffic on mobility of street market

Fig. 6a shows that 73.30% of vendors agreed that increasing traffic effect on mobility of street market and 26.70% disagreed.

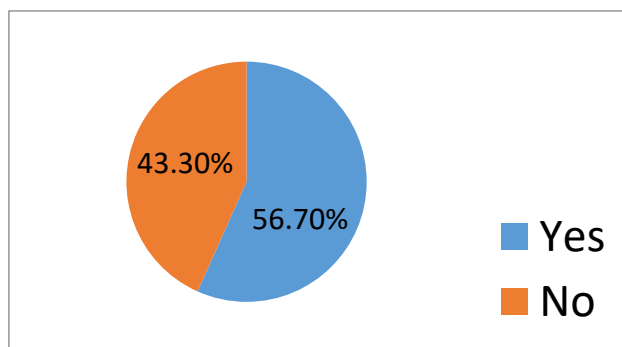


Fig.6b: A pie chart showing no enough space to sell products

Figure 6b shows that 56.70% of vendor respondents are facing the inadequate space for selling products. A significant finding from the vendor survey (Fig 6a) is that 73.30% of respondents acknowledged a negative impact of increasing traffic on the overall mobility within the market. This can be attributed to the lack of designated parking spaces for both vendors and customers. Figure 8b, representing customer responses, further reinforces this concern, with 72.40% of respondents facing parking difficulties. This limited parking capacity leads to vehicles being parked on the road, obstructing traffic flow and hindering pedestrian movement.

Inadequate Space for Stalls and Pedestrian Movement:

The surveys also revealed a critical issue related to space constraints. Figure 6b highlights that 56.70% of vendors reported insufficient space for displaying and selling their products. Similarly, Figure 7 and Figure 8a depict a common concern among both vendors (73.30%) and customers (67.90%) regarding inadequate space for pedestrian circulation within and around the market area. This lack of space compels vendors to utilize roadside areas for product storage (as mentioned by 56.70% of vendors), further contributing to congestion and hindering pedestrian movement.

Impact on Customer Experience and Service Delivery:

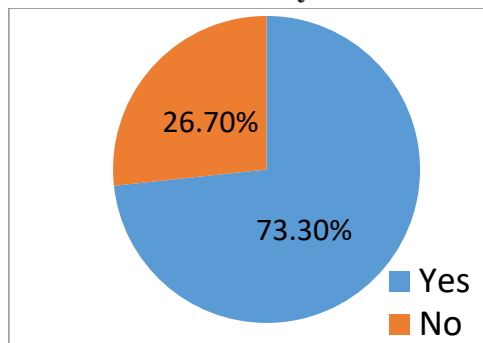
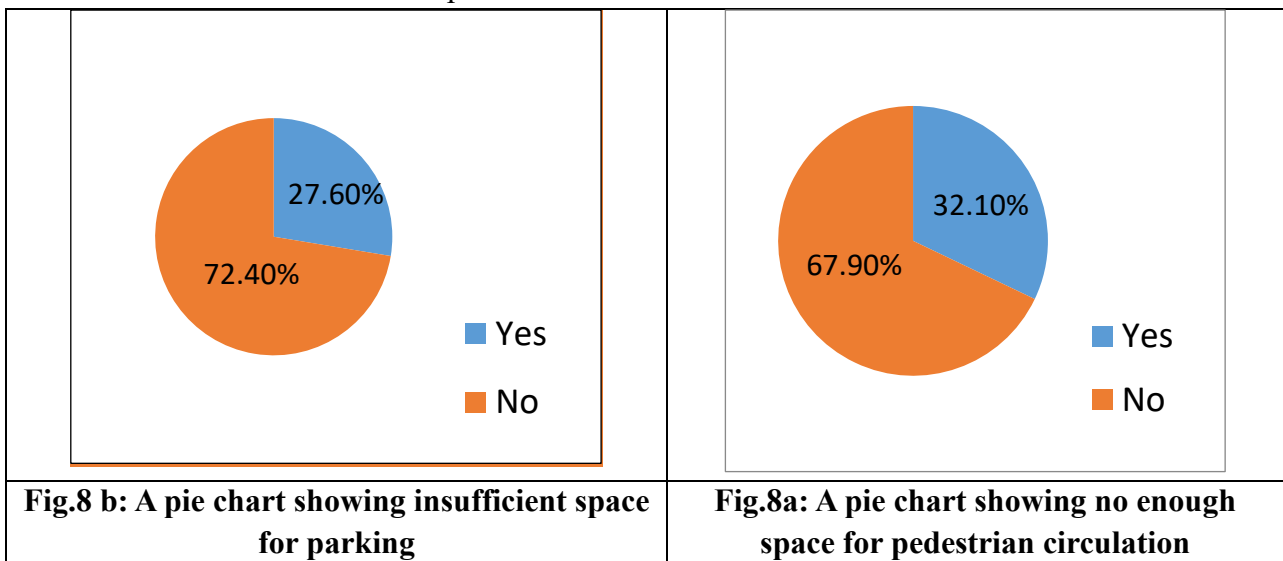


Fig 7: A pie chart showing problem related to pedestrian circulation

73.30% of vendor’s respondents are facing the problem of inadequate space for space for pedestrian circulation inside and outside the shop.



72.40% of customer respondents are facing the problem to park vehicles.67.90% of customer respondents are facing the problem of inadequate space for pedestrian circulation.

The aforementioned space limitations directly impact the customer experience. The crowded walkways and obstructed movement (as reported by 67.90% of customers) can lead to discomfort and inconvenience while browsing and shopping. Additionally, the lack of designated storage space might force vendors to keep limited product varieties, potentially restricting customer choices.

Discussion:

The findings from the vendor and customer surveys paint a clear picture of the challenges plaguing the Gujarat Colony street market. The primary concerns revolve around limited space for product display,

storage, and customer movement, coupled with a lack of designated parking areas. These factors contribute to traffic congestion, hinder pedestrian circulation, and negatively impact the overall customer experience. The existing infrastructure seems inadequate to accommodate the current volume of vendors and customers. The increasing traffic due to haphazard parking further exacerbates the situation. This not only creates inconvenience for both vendors and customers but also hinders the smooth functioning of the market.

The Need for Revitalization:

The results of the survey unequivocally emphasize the need for revitalization efforts in the Gujarat Colony street market. Upgrading the market infrastructure is crucial to address the identified challenges and ensure its continued success. Here are some key areas for improvement:

- **Improved Traffic Management:** Implementing designated parking zones for both vendors and customers is essential. This can involve creating off-street parking facilities or exploring multi-level parking solutions. Additionally, enforcing traffic regulations and promoting alternative modes of transportation (e.g., cycling) can help reduce congestion.
- **Enhanced Pedestrian Circulation:** Widening walkways and creating designated pedestrian zones are vital to ensure comfortable and safe movement for customers. This might involve rearranging vendor stalls or exploring alternative layouts that prioritize pedestrian movement.
- **Optimizing Stall Space:** Implementing space-saving stall designs and encouraging vertical storage solutions can help vendors maximize their selling area without compromising on pedestrian circulation.
- **Improved Waste Management:** Establishing a designated waste disposal system and enforcing cleanliness regulations are crucial for maintaining hygiene within the market area.

Conclusion:

The primary survey conducted amongst vendors and customers underscores the pressing need for revitalizing the Gujarat Colony street market. The market's current infrastructure struggles to accommodate the existing vendor base and customer traffic, leading to issues with traffic congestion, limited space for product display and storage, and inadequate pedestrian circulation. Implementing the suggested measures like improved traffic management, enhanced pedestrian circulation, optimized stall space allocation, and improved waste management practices can significantly enhance the market's functionality and create a more positive experience for both vendors and customers.

This revitalization process should be undertaken with careful planning and community engagement. Stakeholders, including vendors, customers, and local authorities, should collaborate to develop a comprehensive plan that addresses the identified challenges while preserving the unique character of the Gujarat Colony street market. By prioritizing space optimization, traffic management, and improved service delivery, the revitalization effort can ensure the market's continued success as a vibrant hub for commerce and community interaction.

Further Research:

This study provides a valuable snapshot of the current challenges faced by the Gujarat Colony street market. Further research can delve deeper into specific aspects, such as:

- Conducting a cost-benefit analysis of various parking solutions.

- Exploring innovative stall designs that maximize space utilization.
- Studying the feasibility of implementing waste management practices specific to the market environment.

By undertaking such in-depth research, stakeholders can make informed decisions during the revitalization process, ensuring the long-term planning of the area.

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