

# Orrange Trade Center (OTC): A New Business Hub in Dhamtari, Chhattisgarh

Kenankranta Patel<sup>1</sup>, Dr. Kajol Dutta<sup>2</sup>

<sup>1</sup>Research scholar Bharati vishwavidyalaya Durg Chhattisgarh

<sup>2</sup>Assistant Professor department of commerce Bharati vishwavidyalaya Durg Chhattisgarh.

## Abstract

The Orrange Trade Center (OTC) is an emerging commercial hub in Dhamtari, Chhattisgarh, developed by Orrange Group under the leadership of Amanadeep Gandhi and Jasdeep Gandhi. This research paper analyzes the need, impact, and strategic advantages of OTC in transforming the region's business landscape. With a structured approach to solving existing market challenges—such as disorganized trade zones, parking issues, and lack of modern infrastructure—OTC aims to establish a well-organized and secure marketplace. The study highlights the role of OTC in enhancing business opportunities, customer satisfaction, and economic growth, making Dhamtari a key commercial center in the state.

**Keywords:** OTC, orrange Trade center, dhamtari business opportunities and growth.

## 1. INTRODUCTION

Dhamtari, a strategically located town in Chhattisgarh, has long served as a regional trade hub. However, its market infrastructure remains largely unorganized, leading to inefficiencies for both businesses and consumers. In response to these challenges, Orrange Group has introduced Orrange Trade Center (OTC), a 6.5-acre commercial development located on Main Road, Arjuni Chowk, Dhamtari. This research paper evaluates the objectives, structure, and expected impact of OTC on the regional economy.

## 2. Objectives of Orrange Trade Center (OTC)

The primary goals of OTC include:

1. Business Infrastructure Development – Providing a modern, organized, and accessible trade hub.
2. Enhancement of Local Businesses – Offering a structured platform for small and large businesses.
3. Consumer Convenience – Creating a one-stop shopping destination for customers.
4. Resolution of Market Challenges – Addressing parking, security, and traffic congestion issues.
5. Urban Development & Economic Growth – Positioning Dhamtari as a leading trade center in Chhattisgarh.

## 3. Rationale for Establishing OTC in Dhamtari

### 3.1. Dhamtari's Strategic Importance

Proximity to surrounding districts and rural areas makes it a crucial trade point. High potential for business expansion due to increasing consumer demand.

### 3.2. Need for an Organized Business Hub

The existing market is fragmented, causing inefficiencies in trade operations. Traders lack a dedicated, well-planned

commercial space.

**3.3. Infrastructure and Market Facilities** OTC will feature 100+ multipurpose showrooms and retail units. A dedicated parking facility will address congestion issues. Prime Main Road location ensures accessibility for businesses and consumers.

#### **4. Challenges in Dhamtari's Existing Market Structure**

To understand the necessity of OTC, surveys were conducted among local traders and consumers, identifying the following challenges:

##### **4.1. Disorganized Market Structure**

Business owners face losses due to scattered market locations. Consumers spend excess time and money in search of specific products.

##### **4.2. Parking and Traffic Issues**

Limited parking facilities lead to traffic congestion in major commercial areas. Consumers avoid shopping due to inconvenience.

##### **4.3. Lack of Comprehensive Shopping Solutions**

Consumers must visit multiple locations to meet different shopping needs. Smaller retail spaces limit the variety of products available.

##### **4.4. Environmental and Seasonal Challenges**

During monsoon seasons, waterlogging affects major markets like Gol Bazar and Sadar Line. Poor infrastructure leads to business disruptions.

##### **4.5. Security Concerns**

Inadequate surveillance increases the risk of theft and security breaches in existing markets.

#### **5. Solutions Provided by Orange Trade Center (OTC)**

##### **5.1. Centralized Business Hub**

OTC will consolidate a diverse range of retail businesses under one roof. Availability of various product categories in a single marketplace.

##### **5.2. Improved Parking and Traffic Management**

Dedicated parking facilities will eliminate congestion. Wider road networks will ensure smoother transportation.

##### **5.3. Modernized Business Infrastructure**

State-of-the-art retail spaces with modern interiors. Availability of larger showroom spaces for enhanced product display.

##### **5.4. Climate-Resilient Design**

Flood-resistant structures to prevent seasonal disruptions. All-weather shopping environment with air-conditioned interiors.

##### **5.5. Enhanced Security Measures**

24/7 CCTV surveillance and security personnel. Implementation of digital security systems for business safety.

##### **5.6. Economic and Employment Growth**

Generation of new job opportunities for local residents. Boost to regional trade, contributing to state and national GDP growth.

## 6. Key Features of Orange Trade Center (OTC)

OTC will provide a diverse range of commercial services, including:

Clothing Stores: Traditional wear, western outfits, designer sarees, and kids’ fashion.

Jewelry Showrooms: Gold, diamond, silver, and fashion jewelry.

Electronics & Gadgets: Smartphones, laptops, and home appliances.

Furniture & Interiors: Home and office furnishing solutions.

Food Court & Cafés: Dining options for visitors and shoppers.

Beauty & Cosmetic Stores: A wide selection of skincare and makeup products.

## 7. Expected Impact on Regional Trade & Economy

### 7.1. Strengthening Dhamtari’s Business Ecosystem

Providing an organized and structured business environment. Encouraging new business investments in the region.

### 7.2. Enhancing Consumer Experience

A well-maintained, air-conditioned shopping area. Easy access to premium brands and a diverse product range.

### 7.3. Increasing Employment Opportunities

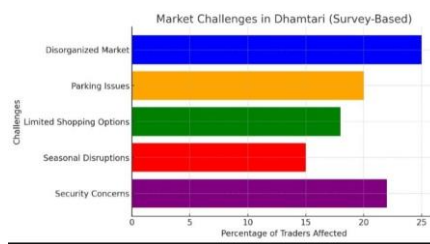
Creation of direct and indirect jobs through retail, security, and maintenance services.

### 7.4. Contribution to State GDP

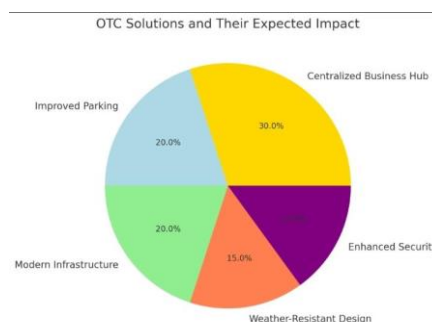
Expansion of trade activities will lead to higher tax revenues and economic growth.

## 8. Data Analysis

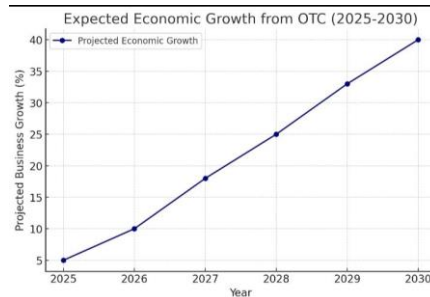
- Here is a bar chart illustrating the key market challenges in Dhamtari based on trader surveys. Next, I'll generate a pie chart to show OTC’s proposed solutions and their expected impact.



- This pie chart illustrates the impact of various solutions provided by Orange Trade Center (OTC) to address market challenges.



3. Now, I'll generate a line graph to project the expected economic growth from OTC over the next few years.



This line graph shows the projected economic growth from Orange Trade Center (OTC) between 2025 and 2030, based on increased business activities.

## 9. Conclusion

The Orange Trade Center (OTC) represents a transformational project for Dhamtari, offering a structured, secure, and modern marketplace. By addressing key market challenges, OTC will redefine the commercial landscape of the region and establish Dhamtari as one of Chhattisgarh's leading trade centers. This initiative not only enhances business opportunities and customer satisfaction but also contributes significantly to regional economic growth and development.

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