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## Factors Associated with the Infrastructural Development of a Rural Market: Current Conditions and Future Priorities

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### ABSTRACT

This paper tried to explore the current conditions of the physical infrastructure, including water, sanitation, waste management, drainage systems, environmental conditions, etc., of the Katihar bazaar. The study used a mixed-methods approach, while a semi-structural survey questionnaire and guidelines were used. A total of one hundred and twenty-eight respondents were surveyed, while six key KII and two FGD sessions were conducted. However, the study found that the Katihar market, one of northern Bangladesh's oldest weekly markets, faces challenges such as poor drainage, narrow drains, and inadequate facilities for shopkeepers and customers. The market has a diverse population of middle-aged adults aged 47–80, with a small proportion of women. During the COVID-19 pandemic, the market was forced to open until midnight (12 p.m.), with 94% of shoppers wearing masks. Moreover, the market has one functional public toilet, no specialized facilities for women, transgender people, and PWDs, and insufficient water and hand washing facilities.

### INTRODUCTION

The world's population has experienced disruption in their lives due to the COVID-19 pandemic. COVID-19 has had a negative impact on all facets of life for the last 12 months. Poor and developing nations suffer more than those with developed economies. The COVID-19 pandemic, which is believed to have started in the physical market, particularly the sea food sector, has affected people all over the world. The chance of contracting COVID-19 rises with the size of the crowds in neighborhood bazaars. In addition, unkempt and inadequate physical infrastructure—such as a poorly constructed drainage system, stores without sheds, persistently dirty low-lying marketplaces, etc.—creates an atmosphere conducive to spreading pathogens that cause infectious diseases. Additionally, there is a greater chance of COVID-19 infection among market patrons due to the inadequate handwashing facilities. The physical infrastructure of markets can be improved to slow the spread of COVID-19. Building cluster-based sheds, improving the drainage systems in nearby markets, and providing enough clean water and sewage disposal can all help achieve this. By improving the market's physical infrastructure, it is feasible to supply goods made locally to the markets in the district, division, and the nation's capital, Dhaka. As a result, satisfying domestic demand for goods can significantly impact a nation's economy. It is feasible to significantly contribute to satisfying national demand by supplying the goods of the relevant market by enhancing the local market system's communication with the numerous national markets. If there is a sustainable chain of supply of local products to multiple markets at the national level, producers will also receive a fair price for their products. Furthermore, wholesale customers can

supply products at a profit to various levels of the nation. Enhancing the market's physical infrastructure presents a chance to involve different local enterprises in the market. New business organizations and entrepreneurs are also formed. As a result, both the supply of commodities on the market and the financial standing of the organizations involved in the market system rise. Enhancing the market system will enable producers to more easily supply their goods to the market, increasing the overall quantity of goods available for purchase. Locals can use this to buy and sell goods based on their requirements. With the right management, a producer can sell his produce at a reasonable price. All traders, including manufacturers, retailers, wholesale buyers, and dealers, benefit from a favorable business climate due to the market's physical development. They are able to purchase and sell goods at fair prices as a result.

Additionally, this raises public awareness of market control. The local population developed an interest in creating and promoting new products due to the market's physical growth. Every week, some 6,000 vendors and consumers congregate in the Katihar market in the Ranisangkail upazila of the Thakurgaon district. The aforementioned market is used to buy and sell a variety of agricultural products, including rice, vegetables, cattle, and fruits, both in bulk and at retail. This market will be crucial to the process of dewatering by building a drainage system. This will make it feasible to manage trash and dispose of sewage, as well as contribute significantly to the resolution of the public health emergency. It will be possible to buy and sell goods in the market healthily by enhancing the physical infrastructure of the marketplace. This will benefit consumer groups, wholesalers, dealers, locals, and all related parties by creating a load-unload,

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drainage, waste management, and fresh water system. Additionally, it will stop the spread of contagious illnesses. However, the overall objective of the paper is to explore the current conditions of the physical infrastructure, including water, sanitation, waste management, drainage systems, environmental conditions, etc., of the Katihar bazaar. More specifically, a) to explore the demographic characteristics of the customer and seller of the market; b) to reveal the current situation of the water, sanitation, drainage, waste management, environment, parking places, and physical conditions of the market; and c) to know the adopting measures during the pandemic situation by the customer and seller in the market.

### Infrastructure and Market Development

The word “infrastructure” “evokes vast sets of collective equipment necessary to human activities, such as buildings, roads, bridges, rail tracks, channels, ports, and communications networks,” as Bowker *et al.* (2010) remind us. Infrastructure extends beyond physical elements like pipes, wires, and bricks to include more ethereal things like standards, memory, and computer and human protocol. Infrastructures can be both visible and tangible (a computer connection hooked into a data point, for example) and unseen and challenging to understand (a data point is connected to a wider system, containing power and data networks, cloud services), according to Larkin (2013). In order for a computer to function as a component of a larger system, these many levels must be mobilised. Our choice of perspective determines what, at any one time, makes up the appropriate infrastructure (e.g. the user, the software specialist, the communications engineer). Therefore, an infrastructure is a categorization act that divides a network by giving priority to a specific viewpoint. We are reminded that “...infrastructure is a relational concept” by Star and Ruhleder (1996). It only turns into an infrastructure when combined with organised procedures. Therefore, we should question when and how something fits into an infrastructure in connection to a specific set of practices rather than asking what an infrastructure is (Cass *et al.*, 2018). Thus, when structured practices are supported by it, an infrastructure is present. It always has a dynamic relationship with other infrastructures and those practices. Second, expectations about how infrastructures are used, who benefits from them, who plans and finances its upkeep, and other details are predetermined by political, business, regulatory, and societal factors. Lastly, despite the perception that infrastructures are silent or invisible, they really encourage reflection on the wide range of applications that they might serve. Infrastructures are generative, as suggested by Kornberger *et al.* (2017); they do more than merely connect pre-existing, stable elements together; they facilitate the formation of new elements and connections. This literature is intellectually responsible for the concept of market infrastructures. Business historians first proposed the idea, linking the development of formal markets to “a concentration of

transactions at a specific location, such as a marketplace, where infrastructure (e.g., a market hall and surrounding shops, inns, and taverns for refreshment) is provided” (Casson & Lee, 2011). These infrastructures defined boundaries for markets in which authorities oversaw the uniformity of weights and measures, resolved conflicts, and encouraged fairness and transparency in transactions. Similar themes are found in institutional literature, but with a focus on the socio-cognitive side of infrastructural design. For instance, Lee *et al.* (2018) define markets as structures that permit organized trade, and routinization necessitates consensus on things like product classifications, standards, norms, measurements, payment methods, and so forth. These customs provide for consistent communication, expectation stabilization, long-term investment opportunities, and uncertainty avoidance. In order to facilitate valuations, peer comparisons, and market actors’ positioning of their offerings, product categories, for instance, play an infrastructure role in creating agreements (cf. Anand & Peterson, 2000; Durand & Khaire, 2016; Kennedy, 2005; Navis & Glynn, 2010; Negro *et al.*, 2010; Rosa *et al.*, 1999). Classifications may even be the “invisible infrastructure and the cognitive basis of the social order,” according to Zhao (2005: 192). The structure, implications, and formalization of categories differ (Schneiberg & Berk, 2010). Trade directories, specialized periodicals, consumer guides, government statistics, ranking systems, and retail store layouts and displays are among the places they can be found (Azimont & Araujo, 2007). The phrase “investment in form” was first used by Thévenot (1984, 2009, 2015) to describe the dispersed and sociometric nature of classifications. Forms take on an infrastructure quality when they are applicable to a broad spectrum of markets and organizations and are embedded in data, models, standards, and instruments. In order to “... configure entities (through tracing, tagging); organize knowledge (through search engines); sort things out (through rankings and ratings); govern markets (through calculative practices, including algorithms); and configure preferences (through valuations such as recommender systems),” Bowker (2019) unifies a variety of disparate elements under the general heading of thinking infrastructures. In their history of the development of barcode scanning in retail, Kjellberg *et al.* (2019) place special emphasis on the material aspect of socio-material infrastructures. According to Kjellberg *et al.* (2019), a market infrastructure is described as a “...materially heterogeneous arrangement that’silently’ supports and structures the consummation of market exchanges.” According to their research, infrastructures are created when several components (such as printers, barcode scanners, and standards) combine to create a large-scale system that eventually supports a variety of retailing techniques. A fresh interpretation of market infrastructures as knowledge-based systems that serve three purposes is put forth by Mellet and Beauvisage (2020). They first aid in the creation and dissemination of

market intelligence. Infrastructures for capitalization and valuation come in second. They facilitate the assignment of pricing, aid in the qualification and establishment of commensurate commodities, and so forth. Ultimately, they serve a coordinating role by making the planning of market interactions easier.

Various elements, such as institutional frameworks, economic expansion, and the development of the financial market, influence the development of physical markets (Zhu, 2005). highlights the importance of institutions in the context of urban physical development and their function in influencing market transactions (Zhu, 2005). Additionally, macroeconomic variables, the rise of financial intermediaries, and stock market liquidity are discussed as being crucial in determining the development of the stock market, which in turn affects economic growth (Yartey, 2008; Grier & Bryant, 2005). Furthermore, shed light on the connection between the growth of the stock market and the utilization of bank financing in emerging nations, demonstrating the interdependence of various financial elements in market development (Demirgüç-Kunt & Levine, 1996). Furthermore, research indicates that economic growth would result in less physical activity, which would fuel the world's obesity crisis (James *et al.*, 2001). This demonstrates the complex effects of market and economic development on the health and welfare of society. Moreover, Pradhan *et al.* (2019) also explore the connection between economic growth, bond market development, and stock market development, deepening our knowledge of the complex dynamics involved in market development (Pradhan *et al.*, 2019; Durusu-Çiftçi *et al.*, 2017). Stokes (2000) and Kanagal (2017) highlight the fluid character of marketing processes in the context of entrepreneurial marketing and market orientation, stressing the importance of flexible tactics and customer-focused methods in market expansion (Stokes, 2000; Kanagal, 2017). Furthermore, emphasize how the creation of market knowledge aids in the commercialization of new products, highlighting the significance of market information in advancing business capacities and adaptability (Heirati & O'Cass, 2015). Overall, the compilation of these references emphasises how physical market growth is multifaceted, including aspects related to institutions, the economy, finance, and society. It highlights the interdependence of different elements and the requirement for a comprehensive comprehension of market growth procedures.

## METHODOLOGY

The important thing in any research is the methodology for conducting the research. The methodology is set with research objectives in mind. The methodology clarifies the research inquiry and why the inquiry is imperative. It clarifies the beginning stage of the research, the bearings of the research, and the conceivable ramifications of the research when it is finished. This study is fully focused on its objects. During the development of the methodology, one important thing is considered, and that is the project

approach. This study used a mixed-methods approach (both qualitative and quantitative), while the qualitative approach was dominant. It is quite a baseline survey, while the seller, buyer, and relevant stakeholders are the primary respondents to the survey. Katihar Bazaar area under Ranisankail upazila is the location for the survey, and 128 respondents have been surveyed. The research team has used face-to-face interviews with an interview schedule for data collection. Purposive sampling methods have been used, and known sampling formulas have been used to fix the sample size for the survey. Finally, Kobo Toolbox was used as a data collection app, and SPSS version 22 was used for data analysis.

## RESULT AND DISCUSSION

### Drainage System

The local stakeholders informed the investigation team that the drainage system in this bazaar is inadequate. There are two small existing drains, but all of them are filled with waste of raw materials like polythene, other garbage, and local urbanization. None can be concerned about rescuing those wastes from the drain. For this reason, the drainage system collapsed in front of the public. People from bazaar-oriented areas just complain against drainage systems without finding a solution, but overall, people are the cause of this problem. Regarding this issue, we talked to local sweepers, and they confirmed to us that none have ordered them yet to clean the existing drains. However, based on the drainage system, we discussed it with some stakeholders, and they provided us with their personal opinions. According to a key informant, “the pathway of this drainage system should be changed. To get rid of this problem, one solution is to build a large (wider and deeper) drainage system from the beginning to the end of the market so that only one drain can pass the water and all the garbage in the market. If it is possible to implement, waterlogging will not be created” (Md. Omar Daraz Nur, FGD participant, 2024). Along with that, one of the members of the market committee said, “Waste management should be more active, and the public should be aware of the problem. They should not throw garbage anywhere in the market. Actually, it is a habitual matter. It takes a long time to change the habit” (Md. Shohag, FGD participant). To reduce waterlogging, the drains should be cleaned on a regular interval” (Buddhinat Roy, KII participant). There were two small drains connected to a reservoir in the market. Due to improper maintenance, both of them are already filled with dirt and plastic. To solve the problem, a new drainage system should be installed. The drain can be connected to the nearest pond, and later the sewage can be pumped to the canal (Md. Harisul Islam, FGD participant, 2024). In connection with that, the president of the local Masjid committee urged that “the sellers throw away their waste in the drains, creating blockage. The drained water has nowhere to go and creates waterlogging. The drains can be connected to the nearby ponds. A new drainage system is mandatory to mitigate the situation” (Md. Eliyas Ali, KII participant, 2024).

### Dustbin System

To keep a local weekend market environment friendly, like Katihar, it is an essential and integrated element to build more dustbins. On the contrary, our survey team was unable to find any active existing dustbins. We talked to many stakeholders regarding the dustbin system and their opinions, as cited: “There are not enough dustbins in the market. Earlier, there were three dustbins. Today, both of them were demolished. Now there is only one dustbin. The dustbin is also far from the market. People here don’t really know what a dustbin is! Using a dustbin in another way is far from it. Here, teaching the people to use dustbins will be a very difficult task” (Md.Omar Daraz Nur and Md. Harisul Islam, FGD participants). A member of the Shopkeeper Committee added, “There are not enough dustbins kept in this weekend market. Two of our stakeholders said that “dustbins often occupy the spaces” (Buddhinat Roy, KII participant). The people in the market don’t know how to use dustbins; people think that dustbins just occupy a space and nothing else. Instead of constructing dustbins, they have broken dustbins. It occurs because small shops are replacing the dustbins. Public awareness and poster and leaflet distribution should be given more emphasis to make people aware of dustbin usage, as added by Buddhinat Roy. The stakeholders also urged that we have more than enough dustbins in this market. A weekend market like this does not need many of the dustbins because the market committee regularly clears the garbage the day after the bazaar. Besides, the market needs more spaces to allocate the portable shops. The market committee has broken a dustbin recently to make space for the fish market. The president of the adjacent Masjid Committee said that dustbins are very important, although the market does not have adequate numbers of dustbins. The market committee shows no accountability. They have demolished the dustbin closer to the mosque for the fish market. The fish scales and viscera often create odors and hampers in prayer. If we had enough dustbins, the people would have made proper use of them (Md. Elias Ali, KII participant, 2024). We found that once upon a time, there were dustbins. Although there was a dustbin, the size of the dustbin was so small that people didn’t get much benefit from it. Moreover, due to this problem, they had problems with a stinky environment.

It creates an uncomfortable situation in this weekend market. Thus, they removed those dustbins. Higher authorities should take steps to make rules about it, and the public should be aware of the importance of cleanliness. According to a member of the market committee, “there have been a lot of dustbins in the market in the past. But people didn’t use the trash can. The government should take steps to make a rule on it, and the public will be bound to obey the rules of cleanliness. Most of the time, sweepers do not clean the dustbin after closing the market. They took money from every shopkeeper, but their output is zero.”

### Use of Polythene

It is observed that people are now used to using polythene bags everywhere. People feel comfortable carrying their shopping in poly bags. It is our instinctual habit to carry our shopping through polythene. Some of our stakeholders suggested we use jute bags to replace polythene. One stakeholder suggests bags made of polypropylene. So, regarding this issue, our survey team discussed it with some stakeholders. The other two stakeholders provided almost similar information. They said, “If you want to buy or sell something, you cannot think of any alternative to polythene. In that case, if we reduce the use of polythene, we can use rope bags instead. But people have not gotten used to it yet. But if we use an alternative to polythene, it seems that it will become a problem for all the shopkeepers and buyers.” At the same time, it is quite impossible to reduce the usage of polythene because people are used to using it for a long time” (Md.Omar Daraz Nur, FGD participant, 2024)”. Another member of the market committee added, “Plastic has been considered a part and parcel for so long. Recently, people are shifting to using bags made of polypropylene and cutting out fertilizer bags for shopping purposes. I think these bags break down with soil quicker than the polyethylene. We are used to plastic for its availability, portability, and cheap price. I don’t think we can alternate our daily plastic usage with anything soon. People coming to this market are using excessive plastic. Once a week, mostly on Friday, we clean the masjid compound. The use of plastics must be stopped. Although the masjid committee has not taken any steps against plastic yet, we are planning to create advocacy campaigns” (Md. Harisul Islam, FGD participant, 2024). One member said that people won’t be aware of stopping the polythene bags. Strong rules and regulations should be implemented. If the chairman or police should take steps to remove polythene from the market and promote an alternate bag, such as the one made of jute, Basically, one stakeholder has no idea about an alternative way. But he understands the bad impact of using polythene. According to Puroheet of the local mandir, “polythene is a common thing. Everyone gives the polythene with the product. So, what can we do in this matter?”

### Sanitation System

The local stakeholders informed the investigation team that the market became full of congestion on Saturday. Although the market has the capacity to facilitate five (5) persons at a time, four of these are out of order. Besides, the plumbing system is also out of order, with no water supply facility. The members of the local market management committee expressed their fears and argued that the single working toilet was not enough for the large crowd. One of the KI participants added that “the toilet is very dirty and stinky, and mosquitoes fly everywhere inside the toilet. People don’t feel comfort here to excrete” (Buddhinat Roy, 2024). The president of the adjacent

masjid committee informed us that “the shoppers often use the masjid toilets. Besides, the masjid tube-well is the only available free-fresh water source near the market” (Md. Eliyas Ali, FGD participant). The president of the market committee shared his experience that people carry water from far away to meet their needs. People excrete everywhere without access to toilets, which pollutes the environment of the rural areas and union parishad also. The Union Parishad is building a new toilet. From a distance, people in the market do not realize that there is a toilet. It is because there is a shop in front of this toilet. As far as I know, there is a conspiracy here. The houses behind this toilet are the only beneficiaries who use it, which does not let people understand the toilet’s existence, according to the president of the market committee. Moreover, the local people concluded that the existing sanitation system in this market is inadequate. The puroheet of the adjacent mandir requested that one maintain proper health and hygiene. Besides, people should know about cleanliness and the importance of using the toilet properly. The toilets are out of order due to a lack of maintenance and water supply. One of the KII participants demanded that the existing sanitation system be repaired with a freshwater system. More toilets and overhead water reservoirs are very much needed, argued the president of the Masjid committee. Furthermore, if people get a new and fresh sanitation system, they will be accustomed to using toilets, as echoed by the couple of FGD participants.

### **Traffic Jam Situation**

Traffic jams are a common scenario during market day. The market is very popular in this region. While describing the traffic jam scenario, the president of the local market committee informed me that the market is held here one day a week, and that is Saturday. In this market, goods mainly start arriving after Friday evening. As the night progressed, the arrival of goods from different parts of the country increased along with it. Goods started entering the market with trucks, autorickshaws, nasimons, karimons, and other vehicles. The carriers entering together unload the goods on the roads, which often creates roadblocks and a severe traffic jam.

The president of the adjacent masjid committee sadly mentioned that “the market has lost its peak form. Today, shoppers are not dependent on such a weekend market like before. Traffic jams are a common scenario, but the numbers of vehicles are reducing day by day.” A member of the market committee informed me that “to control the traffic jam situation, the market committee has a team of volunteers.” FGD participants argued that arranging a separate vehicle parking spot can mitigate the traffic jam situation. A member of the market committee added that “the UNO had planned to establish a dedicated parking space for the market. Later, the place was allotted for building a Guchhogram under the government’s projects.” The market committee president added that “there is a lot of fallow government land outside the bazar

here. If we sum it up, it would be more than 34 acres of land. There are quite a few illegal shops on these lands. If the vehicle park could be arranged by eradicating these illegal shops, the traffic jam inside the market would not have been created.” To eradicate the illegal small shops from the road is the only solution to reduce the heavy traffic jam. At the same time, small shops are sitting next to the road on market days. The small shopkeepers do that because their sales are good enough for the seat next to the road. If the management authority of the market took some necessary steps to make the small shopkeepers understand this situation, traffic congestion would have been reduced, according to members of the shopkeeper association. Overall, proper traffic management systems are very much needed for the smooth movement of the local vehicles in the market.

### **Structural Planning**

The market has been running for ages, but there is no structural planning. The stakeholders screened out a few major structural problems, such as unplanned and unorganized stalls, illegal occupancy by the local influencers and shop owners, occupying streets, leaving space at the back, and leaving the goods everywhere. A couple of stakeholders echoed that the lack of planning is making the market dirty, causing troubles in moving around, and causing jams in the market. Those whose shops are a little inside suffer from many obstacles in bringing the goods. The president of the adjacent masjid committee shares his experience with recent changes in the market. He mentioned that “the vegetable shades have been established recently by the government. It helps the local vendors do business tension-free”. Another FGD participant claimed that the market management committee is ineffective and making too many mistakes in the decision-making process. Precisely, the government needs to evacuate them and construct shades for the general shops and stalls, which should be preplanned and well distributed. Along with that, the electricity supply should be ensured with proper lighting, the roads need to be widened, and the water and sanitation facilities need to be installed or repaired. The present stakeholder believes that if every shopkeeper had sat where they were supposed to sit, there would not have been such a haphazard condition.” Besides, they demanded that “the authority should make a policy to organize and maintain this market system in a proper way and set fines if anyone breaks certain rules.”

### **Antipollution**

Pollution is a common problem in this market. Drainage systems and sanitary systems are all collapsed here. Besides, there is a communication gap between the market committee and the sweeper community. Although sweepers are living behind the scenes, they are not playing an active role. However, they are taking money from shopkeepers from time to time. The leaseholders are not doing their jobs properly. Initially, a few steps

will be taken to keep the market pollution-free. His underwent observation will be very effective: the first thing is to appoint sweepers, appoint a night watchman, and throw garbage in dustbins (Md. Omar Daraz Nur, FGD participant, 2024). One of the committee members of this market, Buddhinat Roy, added that the common people have to be aware about throwing their waste in a particular place, like a dustbin or outside of the market. At the same time, it will be confirmed that increasing dustbins will make the market free of pollution. Basically, no one maintains any kind of rule here. Md. Eliyas Ali, President of the local Masjid Committee, suggested that more volunteers be employed and more dustbins and drains be installed. People coming to the market need more awareness and orientation. The concerned authority should install banners, billboards, posters, etc. to motivate the people. Actually, there are not enough human resources to maintain the market system, which is the main cause of the uncontrolled crowd.

Proper policy implementation is needed for this market. Mr. Shohag said that the public should understand the importance of organized places and the importance of obeying the market's rules and regulations. Moreover, separate places for different products are needed to reduce traffic jams. The market committee should think about a few things concerning religious views. One of the stakeholders, Chhobikanto Thakur, Pujari, said that they want segregation for different products, which can help reduce pollution. Even so, it will help to maintain the purity of religious matters. For instance, if cows and goats are cut down in the same place, this can create an unwanted and uncomfortable situation. Few people are giving a totally positive review of market management, which is unbelievable, according to our observation. One of the KII participants, Md. Harisul Islam, Member of the Market Committee, mentioned that "the market committee cleans the market the day before and after the market day." It is obvious that the market is so dirty and dusty. Overall, they need to establish proper management who can work actively.

### Health Hazards

Health and hygiene are major things in every sector. This is the baseline for development in the market system. Buddhinat Roy, Member of the Shopkeeper Committee, added that the buyers and shopkeepers in this market are not conscious enough of health-related issues. Basically, this market is overcrowded, and it is hard to raise people's awareness about health consciousness. Nowadays, they are trying to use facial masks to stop health hazards." If we can control the pollution, it will also control the health hazards at some level. Moreover, publicity and self-awareness can definitely stop the health-related hazards, according to local members of the union parish. The people should wear masks and gloves to deliver food products such as fish, meat, and vegetables. There are lots of causes for health hazards due to the mismanagement of the market system. One of the FGD participants, Md.

Omar Daraz Nur, President of the Market Committee, said, "Water pollution is a major problem here. The leaseholder should ensure the supply of pure drinking water. The scarcity of pure drinking water is seen as unavailable here." The people want a segregated place for the different products, which can help reduce pollution. Even so, it will help to maintain the purity of religious matters. For instance, if cows and goats are cut down in the same place, this can create an unwanted and uncomfortable situation. It's a fact that this segregation will help to resist all kinds of diseases. However, there are different views on the market. Md. Harisul Islam, Member of the Market Committee, added that the people are now very health-conscious. We had no health-related incidence in our market even during the COVID-19 period. Other than that, no especial intervention is required.

### Beautification

Market beautification is mandatory to develop a model market. The municipal authority and market committee members should make a combined policy. Here, local people can also play a vital role. According to the President of the Market Committee, "garbage from the fish market and the cattle market should be disposed of in particular places. The number of dustbins should be increased around the market. The sweepers should be provided with vans and shovels so that they can dispose of the garbage properly." Buddhinat Roy, Member of the Shopkeeper Committee, added, "To make this market more facilitated, some necessary steps should be taken, like providing electricity, constructing large drainage systems, and arranging safe drinking water." The proper structural planning, portable shades and lamp posts, and enough space for trees are required to beautify the market, as reported by the FGD participants. The awareness campaign can be arranged to make everyone aware so that they keep the market clean. There is no grass on the market floor, which causes heavy dust during the dry season. It was needed to plant the banyan trees so long ago that they would give the sun shades and also impact market beautification. There is no plan to segregate places according to product. All are making a mixed curry. One of the leaseholders, Md. Shohag, said, "People should make a unity; otherwise, it is not possible to change the system for one person. Even they can add a fine if anyone breaks certain rules." Precisely, it is needed to make a policy to organize and maintain this market smoothly. Besides, people should think about their healthy lives with good hygiene practices. People should be aware of the cleanliness and beautification of the market. Unity is needed in this sector. They can arrange a tree plantation program and a clean day as well.

### CONCLUSION

One of the oldest weekly marketplaces in this part of Bangladesh's north is the Katihar Market. Numerous business families operating in this sector for many years have experienced generations of change. The

shopkeeper's age ranged from 20 to 80 years old, with an average of 47 years. Of them, 46.3 percent were middle-aged people with about 26 years of experience. Women made up only 9% of shopkeepers, and they were typically observed working with their fathers or husbands. The market space is owned by the government and leased to the neighborhood leaseholders for a period of one year. About 9% of respondents thought the market situation was generally excellent, while 24.5% thought it was really poor. There is just one visible, working trash can at Katihar Market. That 98.5% of the shops felt it was insufficient is evident. The trash can was abandoned, and none of the retailers believe people are using it appropriately. Everyone agrees that the Katihar market has an extremely poor drainage system, with few and inadequate drains. There is only one working public restroom in Katihar Market, and it is based on a single tube well. The restrooms do not have access to water. While the majority of shopkeepers (100%) stated that purchasers or customers coming to the market were frequently observed to have inappropriate spitting behavior, the majority of them (76.1%) were seen or informed that they might have spit occasionally. According to the study, most retailers (82.1%) stated that the Katihar market was formed impromptu. In actuality, the majority of store owners (56.4%) believe that the committee hasn't done enough. The majority of store owners (98.5%) claimed that there are a lot of open or floating stores in the market that are located along the side of the road, and 97% claimed that these open or floating stores frequently cause problems like traffic jams. Everyone (100%) agreed that the Katihar market had a designated area for grains that gets flooded during rainy seasons. 95.5% of the merchants told me they were accustomed to using face masks during the COVID-19 pandemic, but 98.5% of them said they don't wear them regularly to protect themselves from dust and germs in the market. 94% of consumers who went to the market during the COVID-19 pandemic used face masks, and 74.6% avoided close contact. A total of 25% of retailers urged their patrons to wear masks, while a further 29.4% advised them to keep a physical distance from one another. Research revealed that while 98.4% of consumers said there are parking facilities in the market, 39.3% thought there aren't enough of them. Approximately 77% of consumers think the market's stores are constructed haphazardly. According to the data, 98.4% of consumers said there was no transmission line for safe water in the market, and 80.3% of customers said there were not enough facilities for drinking water. In a typical scenario, only 1.6% of patrons wear face masks to protect themselves from dust and germs. However, during the pandemic, nearly all of them wore masks and kept a physical distance from one another to avoid contracting COVID-19. The market authority's regulations, which included mask wear, physical distance, and shop opening times, made this possible.

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