

CLASS VII

SOCIAL SCIENCE

MARKETS AROUND US

(Types Of Markets)

MALLS



WEEKLY MARKETS



NEIGHBOURHOOD MARKETS



TAGORE INTERNATIONAL SCHOOL
NEW DELHI
(Affiliated to C.B.S.E.)

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PREFACE

One of the biggest concerns that teachers and parents have is how to encourage students to read and enjoy academic texts. No matter how many interesting books or colourful textbooks are introduced to the students, some will always steer clear of them. Graphic novels use images as well as words to tell a story and instantly catch even a non-reader's attention. They are fast paced and the illustrations reinforce not replace the language which helps hold the reader's attention. They tend to be particularly captivating and the combination of text and pictures provides context for content that they may otherwise not completely understand.

The novel idea of introducing concepts of Social Sciences to students through graphic presentation was not only challenging but stimulating too. The concept of 'Types of Markets' is something though not very complicated, but can be easily confused by students who have not been exposed to the various kinds of markets. Given their circumstances and backgrounds, some learners may not have actually visited the different kinds of markets and hence there may be some concept gaps. This academic resource is an effort to explain the different types of markets and role played by them in catering to our daily needs. We hope that this graphic novel will serve as a valuable resource and an engaging text for all inquisitive readers.

STORY BOARD

MARKETS AROUND US

MARKETS

WEEKLY MARKETS

- ❑ Held on a specific day of the week.
- ❑ Do not have permanent shops.
- ❑ Things are available at cheaper rates.
- ❑ Most things are available at one place.

SHOPS IN THE NEIGHBOURHOOD

- ❑ We buy milk, groceries, eatables, medicines from such shops.
- ❑ Near our homes.
- ❑ Buyers and sellers know each other.
- ❑ Shops may provide goods on credit.

SHOPPING COMPLEXES & MALLS

- ❑ Shopping complexes are markets in urban areas.
- ❑ Multi-storeyed, air conditioned buildings with shops are called malls.
- ❑ Goods sold here are branded & expensive.



LEARNING OUTCOMES

Readers will be able to :

- state the importance of markets in everyday life.
- differentiate between ‘Weekly Markets, ‘Shops in the Neighbourhood’ and ‘Shopping Complexes’.
- enlist the factors that determine the choice of a market type for buying certain goods.
- analyse how the market serves as a link between the buyers and sellers of goods & services.

KNOW THE CHARACTERS

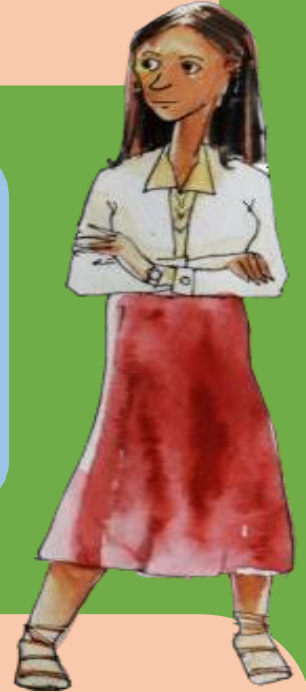


SHIV

This is Shiv, the protagonist of our story. He is a 12-year-old boy who is curious & inquisitive. He loves to explore new places.

MRS. MALHOTRA

A 40-year-old lady and mother of Shiv. She is a working independent woman with a modern lifestyle. She is caring and loving.



RAMU KAKA

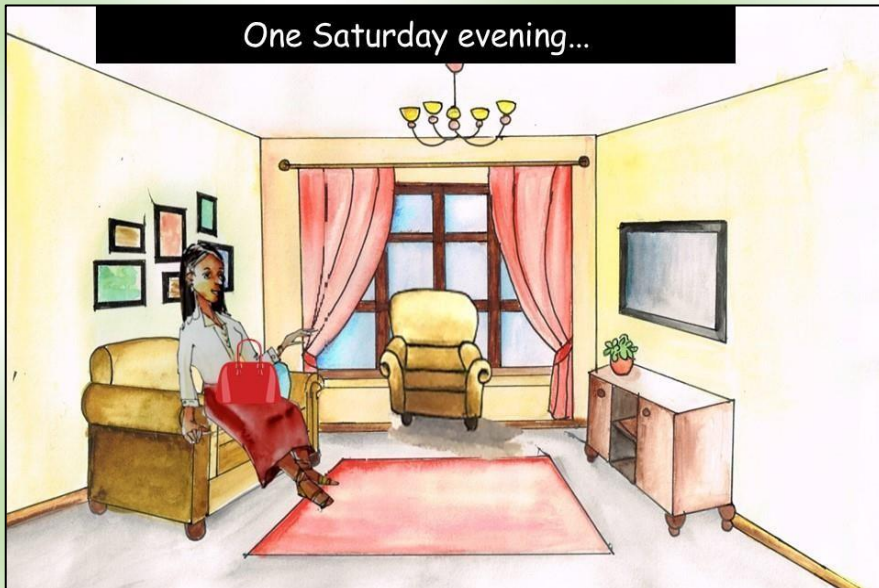
A 50-year-old man who belongs to a rural area but lives with Shiv's family and works as a full-time domestic help. He is very respectful, hardworking and dedicated towards his job.

SONU J

A 35-year-old man who is a skilled and responsible driver. He is alert as well as disciplined in his job. He is mindful of all road safety rules.



One Saturday evening...



Mrs. Malhotra is ready to leave for market with her domestic help, Ramu Kaka. She is waiting for her son, Shiv.

Shiv, are you ready?
Come on, we are
getting late for the
market.



Shiv, Mrs. Malhotra's son is in another room.

Give me just
two minutes
mummy.



Madam! The driver,
Sonu is ready and
waiting for you at
the gate.

Be quick Shiv, I am
waiting for you
outside.



Yes mummy,
let's go.

Shiv, close
the door.



Sonu Ji, take
us to the
Saturday
market please.

Sure
Madam.



Mrs. Malhotra, Shiv and Ramu Kaka head towards the weekly market with the driver, Sonu.



Sonu Ji,
please stop
near that
stall.

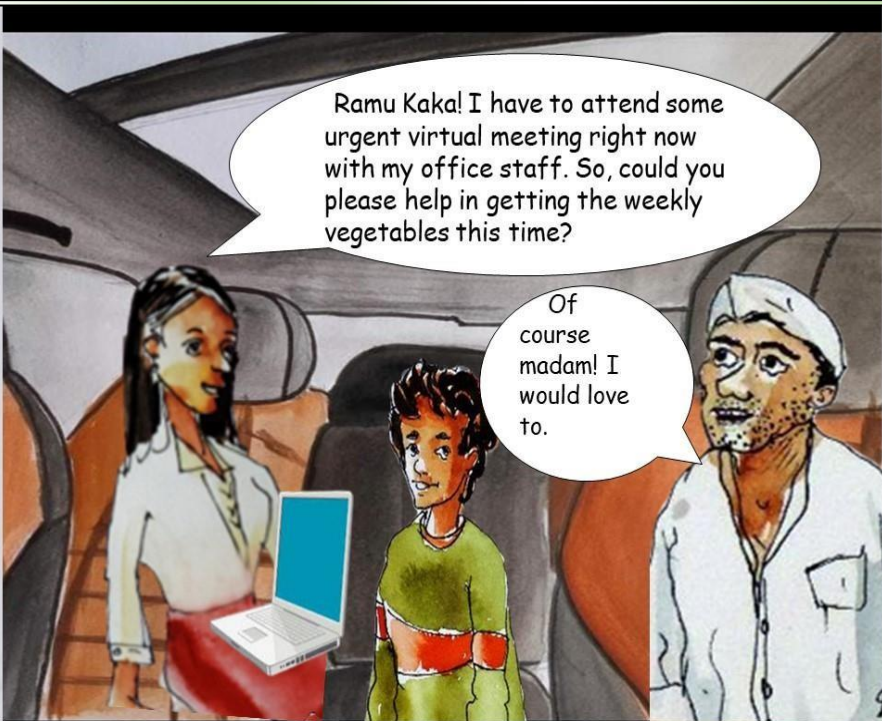
Yes
Madam.

They reach the local weekly market which is overcrowded.

Suddenly Mrs. Malhotra's phone rings.

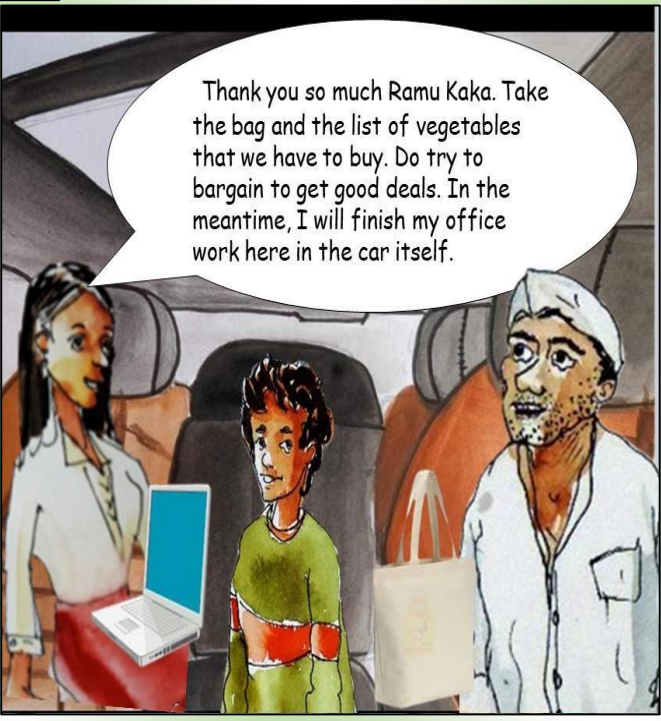


Hello! Yes...
Right now?
Oh! Ok, I am
joining the
meet. Thanks.



Ramu Kaka! I have to attend some
urgent virtual meeting right now
with my office staff. So, could you
please help in getting the weekly
vegetables this time?

Of
course
madam! I
would love
to.



Thank you so much Ramu Kaka. Take
the bag and the list of vegetables
that we have to buy. Do try to
bargain to get good deals. In the
meantime, I will finish my office
work here in the car itself.



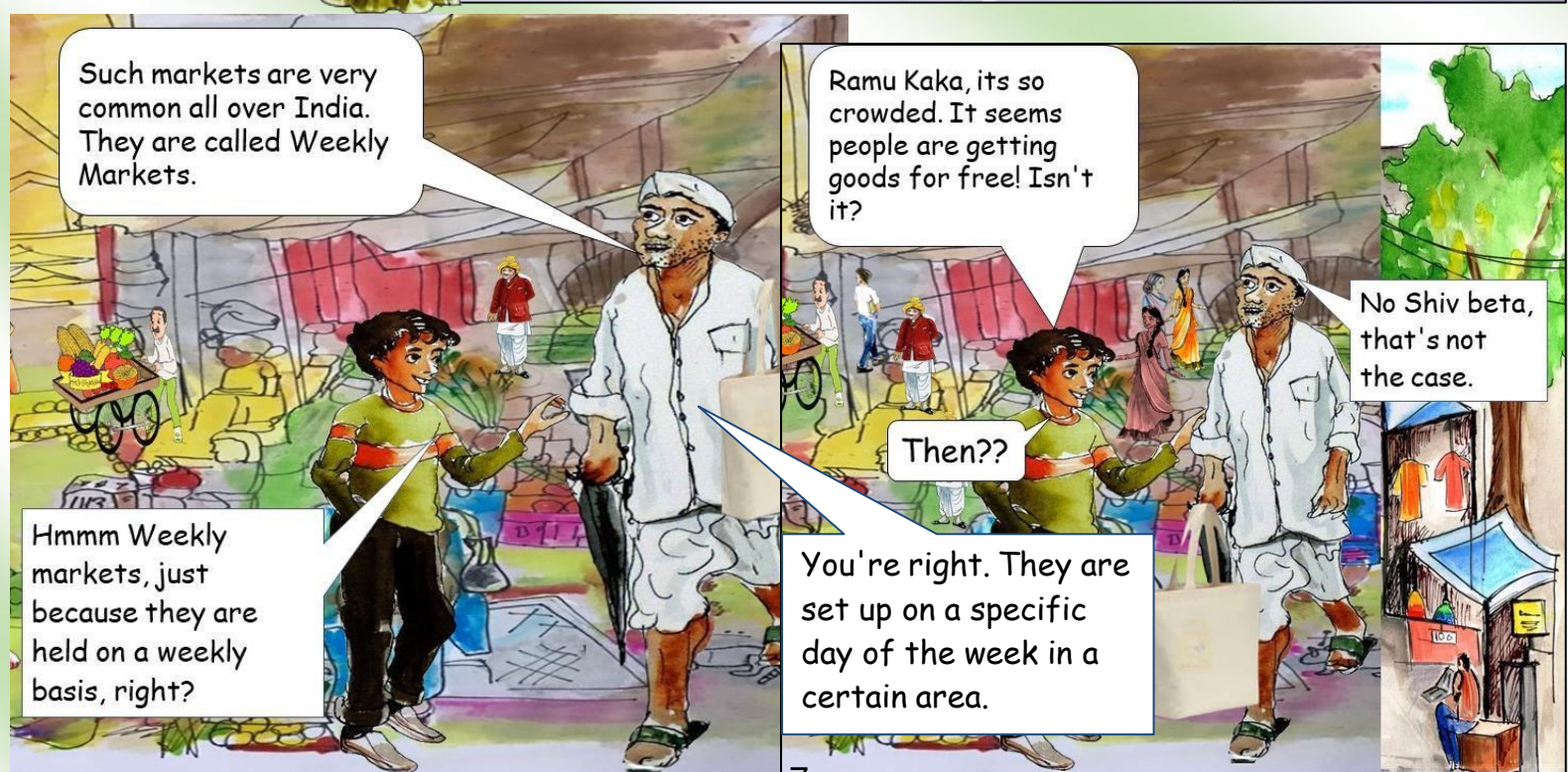
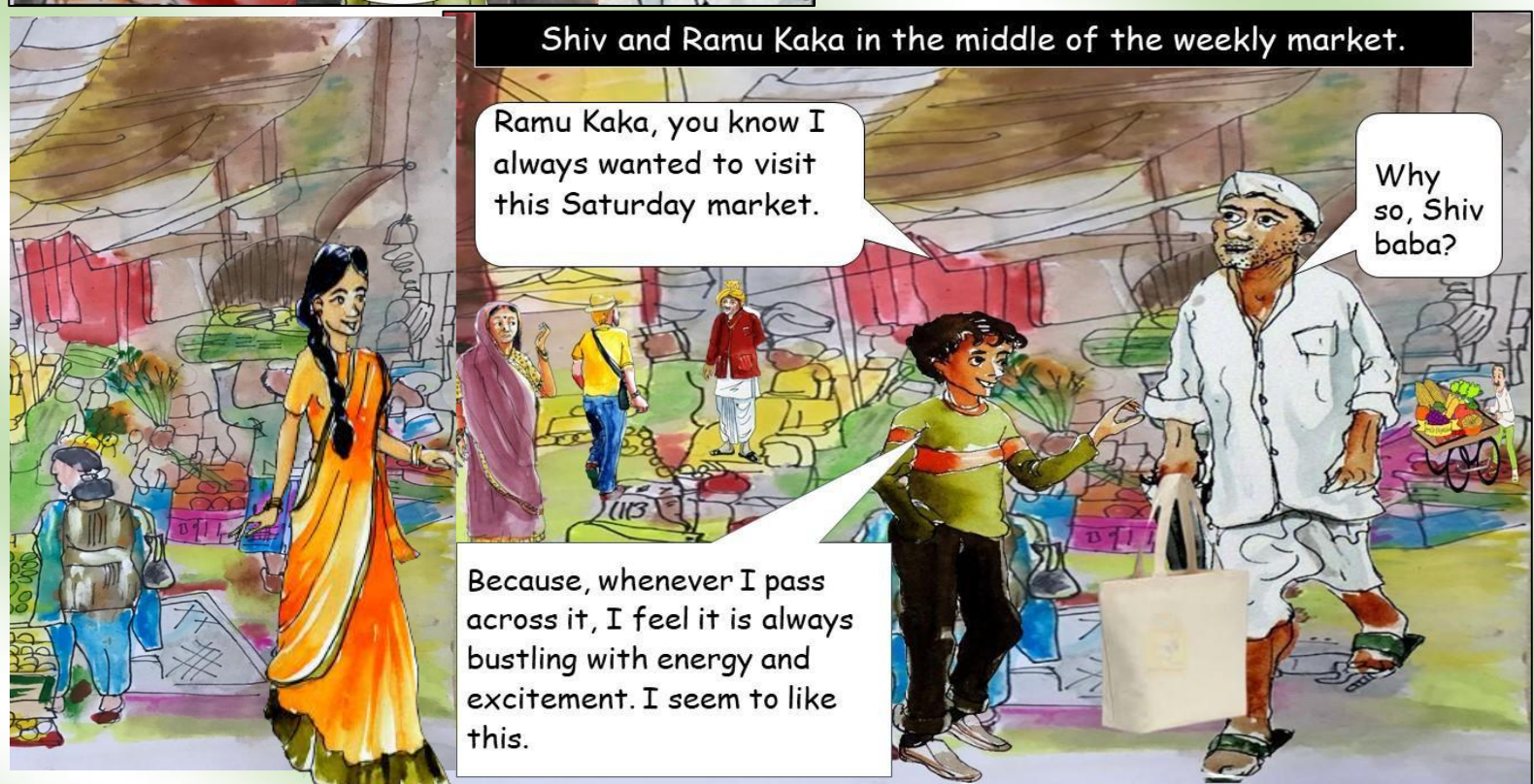
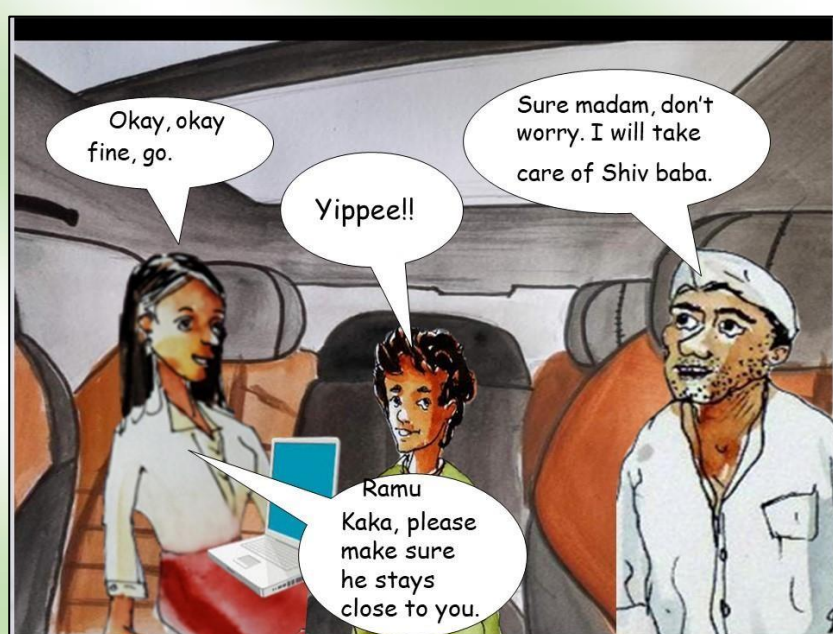
Let me
park the
car at the
roadside.

Mummy, can I
also go with
Ramu Kaka?
Please, please I
promise I will
not be a
nuisance.



No way, Shiv.
Can't you see it
is so crowded?
You will not go.

Mummy, please let
me go this time. I
promise I will stay
close to Ramu kaka
and won't wander
away. Please
mummy.



Goods that are sold here are comparatively cheaper than the other types of markets.

Oh! I see.

Did you notice something about this market's set up?

Yes, set up. Just look around the market and tell me what type of shops are these? Permanent or temporary?

Oh yes, these all seem to be temporary shops. Some even resemble the tents that we put up during camps!

Ummm, set up?

Yes. And this is the reason they don't have to incur a lot of expenditure in paying rent or electricity bills for their shops.

Hmmm, now I have understood why goods that are sold here are at cheaper rates.

Great! Now, let's buy some vegetables.

Ramu Kaka and Shiv approach a vegetable stall.

Namaste!

Namaste Bhaiya! How are you?

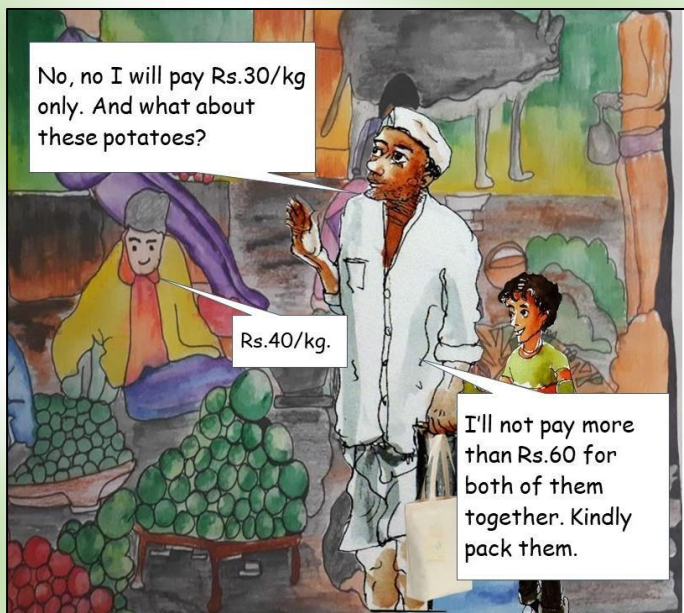
All good. Welcome, welcome. How can I help you?

Bhaiya, today how much are 1 kg tomatoes for?

Rs.50/kg.

Oh! it's too high.

Can't help it. The prices of vegetables are rising everyday.



No, no I will pay Rs.30/kg only. And what about these potatoes?

Rs.40/kg.

I'll not pay more than Rs.60 for both of them together. Kindly pack them.

Shiv and Ramu Kaka carrying bags full of vegetables.



Ramu Kaka, why did you pay him less than what he was asking for?

Shiv baba, I was bargaining and trying to get a good deal.

I haven't understood. What do you mean by this?



Actually, in weekly markets, since there are a large number of shops selling the same goods, there is competition amongst the sellers.

Competition of what? To sell more?



Yes. If a seller charges higher than the others, people move to another stall where the same thing may be available at a better rate.

Oh! I see.



Normally the rate in these markets is more or less the same, but if sellers quote a little higher price than the going rate, you can bargain to bring down the price.

Oh, and I can see that many things we need are available here at one place.



Yes. Vegetables, groceries, clothes, utensils - everything is available.

Oh! Very interesting.



Availability of variety of items at one place at affordable prices is one of the biggest advantages of weekly markets.

And congestion is the biggest disadvantage of such markets.

Ha ha ha, yes. Congested they certainly are!



It's been more than an hour and they are not back yet. Let me ask them.



Shiv, where are you both? How much more time will you take?



Hello. Yes mummy, we are almost done and are on our way back to the car.

Alright!



You both took longer than usual. Ramu Kaka, I hope Shiv did not trouble you with his questions.

Not at all madam. He was just curious to know about such markets.



So, how was your experience Shiv?

It was great fun mummy. I would love to come next week also. And yes, today I have actually understood a lot about weekly markets. All thanks to Ramu Kaka.



Shall we go back home, madam?

Yes, let's go back but kindly stop at the society gate. I need to buy some milk.

Mummy, can I ask one thing?

Of course Shiv.



What kind of market is that market, from where we get milk daily?

That is the neighbourhood market which caters to our daily needs.



Unlike the weekly markets, we can go to such shops on any day of the week.

So, are they permanent shops?

Yes Shiv, they are permanent shops.

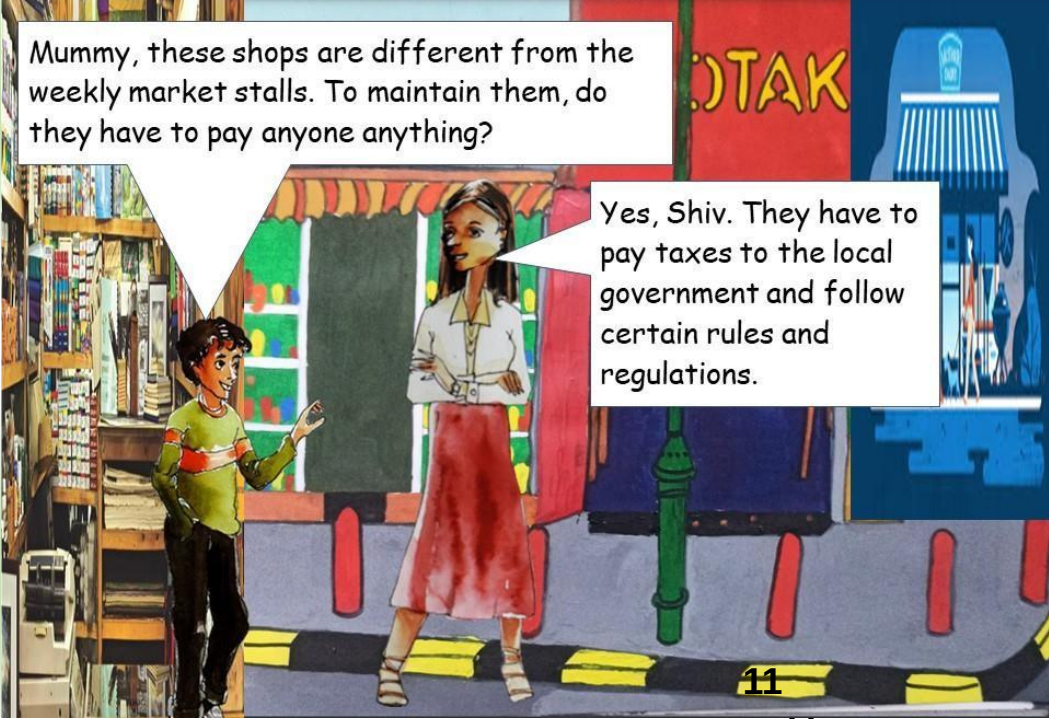


Madam, we have reached.

Thank you, Sonu Ji. Shiv, let me take you to the neighbourhood market. Come with me.

Yes, let's go.

Shiv and Mrs. Malhotra are in their neighbourhood market.



Mummy, these shops are different from the weekly market stalls. To maintain them, do they have to pay anyone anything?

Yes, Shiv. They have to pay taxes to the local government and follow certain rules and regulations.



Mummy, what about the Malls then? My favourite hangout place.

Malls are large multi-storeyed markets. They are completely different from weekly markets and shops in the neighborhood.



I love going to such malls and big shopping complexes because they are air-conditioned buildings with attractive shops on different floors.

Yes, they cater to our specific needs but are little expensive.



We find good branded products in Malls, like your Puma shoes.

Oh, I just love them.

Let's take milk and go back home.

Yes, mummy let's go.

Actually, each market type has its own utility and dedicated customers that keeps it alive and productive.



What a wonderful evening it has been. I have clearly understood the different types of markets around us.

THE
END

All of them go back home.

QUIZ TIME !

I. Choose the correct option:

1. What type of goods/items are sold in weekly markets?
 - a. branded
 - b. cheap
 - c. expensive
 - d. all of the above

2. Which of the following would come in the category of shops in the neighbourhood?
 - a. milk booth
 - b. pharmacist
 - c. departmental stores
 - d. all of the above

3. _____ is one of the disadvantages of weekly markets.
 - a. cheap products
 - b. overcrowded & congested streets
 - c. non branded goods
 - d. nearness to house

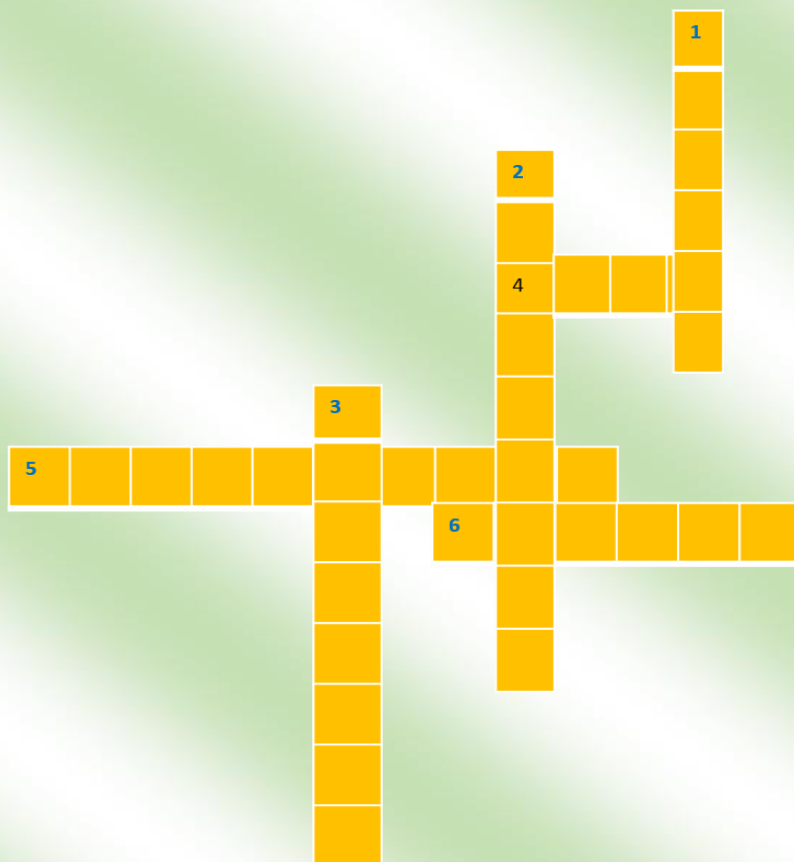
4. Shopping complexes are found in _____.
 - a. rural areas
 - b. urban areas
 - c. both a & b
 - d. none of the above

II Neha is looking for a chemist shop near her house as she wants to buy medicines for her grandmother. According to you, where should she go?

Choose the most appropriate option:

- a. Weekly market
- b. Shops in the neighbourhood
- c. Mall

III. CROSSWORD FUN



DOWN:

- 1. type of market which is held once a week in a particular area in cities or villages.
- 2. set-up of weekly markets.
- 3. one who buys goods from a market.

ACROSS:

- 4. goods sold here are normally branded and expensive.
- 5. an example of 'shops in the neighbourhood' from we buy pen/pencil.
- 6. place where buyers and sellers are involved in the buying and selling of goods.

IV What are the different types of shops in your neighbourhood? Name any three.

V Corona pandemic has increased online shopping usage globally. Think of any one famous online shopping store, name it and draw its logo in the box provided below.

GLOSSARY

Market: A market is where buyer and seller are involved in the sale and purchase of goods and services. It establishes a link between the producer and the consumer.

Weekly Market: These markets are not daily markets but are to be found at a particular place on one or maybe two days of the week. These markets most often sell everything that a household needs ranging from vegetables to clothes to utensils.

Bargaining: It is a type of negotiation in which the buyer and seller of a good or service debate the price and exact nature of a transaction. If the bargaining produces agreement on terms, the transaction takes place.

Mall: This is an enclosed shopping space. This is usually a large building with many floors that has shops, restaurants and, at times, even a cinema theatre. These shops most often sell branded products.

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DISCLAIMER

This novel is published as a supportive reading material to enable the students to have a better understanding of the topic. The characters used in this novel are fictional and resemblance of any character or incident is nearly a coincidence.

ACKNOWLEDGEMENT

This novel is an outcome of the sustained efforts of the entire team. We extend our special gratitude to the Principal, **Ms. Shefalee Gupta** who provided us help and guidance in completing the Graphic Novel. We are highly grateful to **Mr. Sandeep Sethi** (Director Education, M.S.M.S.II, Museum Trust) for the ideation and training.

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FROM THE PRINCIPAL'S DESK

Dear readers,

‘Change is the only constant’, so said a wise man from the past. And so true indeed! With the coming of the National Education Policy 2020, the focus of education is shifting to more student centric education, and thus the need to produce the content in a way which can be easily understood by the students.

The Central Board of Secondary Education has also brought in alterations in the way education was being imparted in the classrooms of the nation. Art Integration with the curriculum, competency based education, stress on Physical Fitness are all endeavours to prepare the students for the necessities of the future. One such endeavour is also changing the curriculum to graphic novels.

Conceived and directed by Mr. Sandeep Sethi, his passion rubbed on to the teachers as well. He lent support through constant guidance.

I am also grateful to Ms. Anita Karwal, Secretary, Department of School Education, Ministry of Human Resource and Development, whose valuable inputs and constant motivation has encouraged teachers to curate the concepts in the form of interesting graphics. I am very sure that this will change the way topics are taught in the classrooms. Using comic strip as a tool, concepts will be explained in a simple way, more relatable to the students.

Our sincere thanks to the worthy team of Ms. Anita Karwal, Secretary, Department of School Education, Ministry of Human Resource and Development, Mr. Manoj Ahuja, Chairman, Central Board of Secondary Education and Mr. Sandeep Sethi, the pilot of the project.

My sincere thanks are also due to the team of gifted teachers and students who in a time-bound frame produced creatively endowed content which will be a visual extravaganza for the students.

Enjoy reading!

Shefalee Gupta

Principal

SUMMARY

Market is a place where buyers and sellers are involved in the sale and purchase of goods. Markets act as a bridge between the producer and the consumer. There are different types of markets namely; weekly market, shops in neighbourhood, shopping complex or mall. A weekly market is so-called because it is held on a specific day of the week. They don't have permanent shops or set ups therefore, they don't have to incur expenditure on rent, electricity or other expenses. There are thousands of such markets in India. People come here for their everyday requirements. Traders set up shops for the day and then close them up in the evening. Many things are available in a weekly market at cheaper rates. Weekly markets even have a large number of shops selling the same goods which means there is a competition among them. One advantage of weekly markets is that most of the things of need are available in one place. We also find shops in our neighbourhood. We may buy milk from the dairy, grocery from the departmental stores, etc. These shops are useful as they are near our home and we can go there on any day of the week. Apart from these markets, there are shopping complexes and malls too which are usually found in urban areas. These urban shops are large multi-storeyed air-conditioned buildings where one can get both branded and non-branded goods. Branded goods are expensive and therefore a very small group of people can afford to buy them. These shops are usually not meant for the common people. Malls sell branded and expensive goods and invest a huge amount of money in their shops.

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