

Rethinking the Urban Market - A Case of Phule Market, Jalgaon, Maharashtra, India.

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Abstract— In the context of India's rapid urbanization, marketplaces have always been central to economic and social growth, offering vital public spaces for interaction, trade, and community-building. The market stakeholders, viz. developers and sellers play a crucial role in making it accessible and convenient for users to experience. In cities like Jalgaon, widely known as the banana city of Maharashtra, The Phule Market Jalgaon has played a pivotal role in the city's development. However, Jalgaon is rapidly evolving into an industrial hub, the Phule Market faces significant challenges. The market's current state no longer meets the demands of the growing population, risking the loss of its vibrancy and importance as a key public space.

This paper explores the role of urban markets as essential components of city infrastructure and community life, focusing on how markets can be redeveloped to support future urban growth and identify the strategies that foster inclusivity, accessibility, and community engagement. By addressing these aspects, the research employs a mixed-methods approach, combining both qualitative and quantitative methods to gain a comprehensive understanding of the challenges and opportunities of market redevelopment. The study also examines how market redevelopment can influence the surrounding areas, contributing to a broader opportunity that reinforces the market's role as a cultural and economic hub.

This research aimed to propose comprehensive redevelopment strategies and guidelines for the Phule Market that align with the city's ongoing transformation, ensuring its importance and a landmark of the city.

Keywords—Urban Development, Marketplaces, Community Spaces, Redevelopment, Sustainable Development, Development Guidelines

I. INTRODUCTION

Today, “a growing city in India” is becoming a new trend to develop the urban settlements which are defined by the industrial, commercial, economic state of the city. Thus, it leads to the organic and haphazard growth of the cities Viz unplanned urbanization. The migration of people from rural areas to urban areas is often referred to as rural-to-urban migration and has an undeviating and substantial collision on the demand for infrastructure and services in cities. As more people move to urban areas in search of better job opportunities, improved living standards, and access to essential services, the pressure on urban infrastructure and commercial facilities increases, such as housing demand due to rapid population growth. As more people choose migration for livelihood. The population density in cities increases significantly. This sudden influx of people creates a surge in demand for housing. [7] It directly affects the services as well

as transportation infrastructure of the city, such as Basic Utilities and Services, Water Supply and Sanitation, Electricity and Energy, Healthcare and Education, Public amenities, cultural places as well as Commercial and Retail Development like Urban Markets and Commercial Spaces. [22]

A. Development factors of urban market

Urban areas often become hubs for service-based industries such as Commercial hubs, finance, technology, education, and healthcare, which meet the needs of a growing urban population. As the urban population grows, so does the demand for specific services, which fuels further economic development and increases the demand of the urban market. Retail markets, whether physical stores or online platforms, thrive in urban areas because of the easy access and efficient distribution networks that come with urbanization.[1]

Urbanization typically leads to a shift away from agriculture and toward the industrial and commercial sectors, which tend to have a higher demand for goods and services. This transition brings with it a more diversified economy and consumer market, increasing the demand for various urban goods, from manufactured products to advanced services.

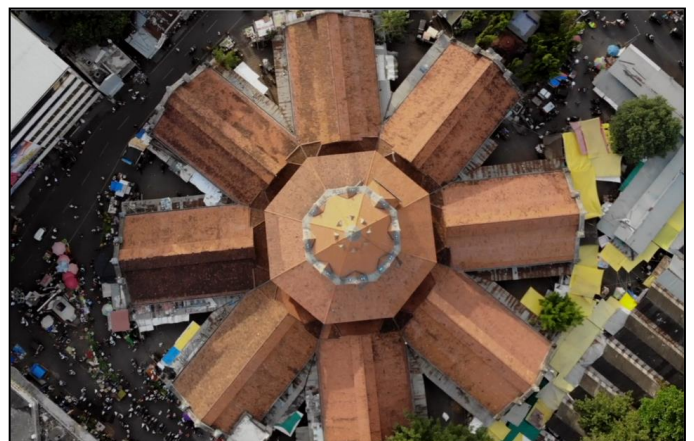


Fig. 1 Aerial View of Mahatma Phule Market, Mandai Pune (Source: <https://www.tripoto.com/maharashtra/trips/a-day-spent-in-pune-mahatma-phule-market-5d1cf0fa33d9b>)

Urban development often goes hand in hand with globalization, which leads to greater access to international markets and products. As cities become more connected globally, there is greater demand for international products and foreign investments, further driving the demand in urban markets.[22]

The growth of e-commerce, digital services, and smart technologies like apps, artificial intelligence, and automation of how urbanization changes consumer behavior. Urban areas have also become a platform for innovation, attracting

businesses that cater to modern consumer needs and fostering higher demand for such services. Therefore, urbanization leads to population growth, changing consumption patterns, infrastructure development, and increased income levels, all of which significantly contribute to the growing demand in urban markets.[6] The rapid development of urban markets faces several challenges reversibly, including traffic congestion, pollution, housing shortages, and inequality in access to urban services.

B. Development of urban market in India

The urban Market development in India is marked by a continuous transformation, from ancient trading hubs in Harappa to today's modern retail formats. Despite the rise of contemporary retail structures, traditional markets and bazaars remain deeply embedded in Indian urban life, reflecting the country's rich diversity, cultural heritage, and economic dynamism.[10]

India has experienced the fastest urbanization rates in the world in the past two decades. As stated by the United Nations' 2018 World Urbanization report, India's urban population is forecasted to rise from about 34% in 2018 to nearly 40% by 2031.[13] Thus, it directly impacted on the development of urban markets in India, it is a reciprocal of the cultural, economic, and historical developments. And it evolved over thousands of years, influenced by trade, colonialism, rapid urbanization, economic growth, and changes in consumer behavior. Over the past few decades, urbanization in India has drastically influenced the landscape of urban markets, contributing to increased demand, infrastructure growth, and a shift in consumption patterns.[24]

Few prominent Urban markets are serving the stakeholders in the cities like Delhi, Mumbai, Chennai, Bangalore, Pune, Hyderabad, Kolkata, Jaipur, & Indore. Most of the urban market structures from pre-independence are designed in graphical forms such as Circle, Rectangle and Octagon. A few examples are Connaught Place New Delhi is in circular form, Mahatma Phule Mandai, Pune is in octagonal form shown in fig. 1

C. Development of urban market in Maharashtra

The early urban markets in Maharashtra were rooted in the state's ancient trading systems. Cities like Pune and Mumbai were prominent centers of commerce due to their strategic locations along the western coast of India. [12] It has been shaped by a combination of factors, including historical evolution, rapid urbanization, infrastructure development, and changing consumer demands. Over the years, Maharashtra has seen the growth of various urban markets, especially in cities like Mumbai, Pune, Nagpur, Nashik, Jalgaon, Satara, Kolhapur and Aurangabad.

As part of the Smart Cities Mission cities like Pune, Mumbai, and Nashik, started to modernize their urban markets with smart infrastructure. This included improved street lighting, better waste management, and enhanced security, making markets more attractive to consumers and vendors. However, few cities like Jalgaon which are not a part of the smart city mission requires to focus on infrastructure development through urban market development and allied transformation initiatives.

II. ABOUT JALGAON

Jalgaon, a major urban area i.e. city located in the state of Maharashtra, India. It is the administrative headquarters of the Jalgaon District and is situated in the northern part of the state, i.e. Khandesh region of Maharashtra. It lies to the north of the state, approximately 400 km from Mumbai, the capital of Maharashtra. Jalgaon lies close to the UNESCO world heritage site Ajanta caves and is one of the major attractions for tourists globally. The city is strategically positioned near major highways like NH 53, 753F, and 161H. And it is an important transportation hub within the state, well-connected to other cities by road and rail. Thus, it becomes a major commercial and economic hub in the northwest of Maharashtra. The surrounding settlements and the major towns depend on the commercial and economic activity in the Jalgaon. [8]

According to the Census 2011, Jalgaon has a population of around 460,228 people. The city's population has grown remarkably over the past two decades due to urbanization and migration through nearby rural areas as shown in Table 1. Agriculture plays a vital role in the economy of Jalgaon. The entire Jalgaon region is renowned for its banana cultivation, often referred to as the "Banana City", due to its large-scale production and export of bananas. The city also supports the growth of other agricultural products such as cotton, soybeans, and ground nuts. Additionally, it has a thriving market for agricultural equipment and fertilizers. In recent years, Jalgaon has developed a growing industrial base with industries like textiles, engineering, and food processing. It is also home to several small-scale industries that produce products such as copper and steel. Jalgaon is home to several colleges, educational institutions, and research centers that contribute to the city's intellectual capital. The city also hosts various agricultural universities and training centers focused on developing farming techniques and technology. With ongoing development and improvements in infrastructure, Jalgaon is poised to continue its growth as an urban center and become a major hub of economic activity in the region. [9]

TABLE I. CENSUS OF JALGAON

Sr.	Census Year	Urban Population of Jalgaon	Percentages of Growth
1	1971	1,06,711	
2	1981	1,45,335	+1.04%
3	1991	2,42,193	+1.99%
4	2001	3,68,618	+1.45%
5	2011	4,60,228	+1.40%
6	2021	5,98,000 (Projected)	+2.21%
7	2031	7,50,000 (Projected)	+2.58%

Source: Census of India & modified by Authors

A. Development of Urban Market in Jalgaon

Urbanization trend and Migration to Jalgaon city from the surrounding areas increases the supply of labor, leading to higher competition for jobs and subsequently leads to the widening of informal markets and small-scale businesses in the city. Contributing to the urbanization pattern the Jalgaon city is

growing as a fast-developing industrial area with major industries. The city is equipped with developed shopping centers and residential neighborhoods and has sound communication, services and transport infrastructure. As stated by the 2011 census at the present day the city accommodates around six lakhs of population. Moreover, by the 2011 census the projected population of the city will be around seven lakhs fifty thousand in 2031, which is an adequate number of people who contribute to the growth of the city as shown in Table 1.

The transparency in gold market Jalgaon hence the city is referred to as the gold city. Also, there is a main shopping Centre called Phule market, which is prominent among all the nearby localities and towns, it is a retail market of consumer durables, clothing and even cosmetics. Other markets are also established from time to time such as Traditional bazars, Shopping streets, Prominent standalone shops, shopping malls; Complexes, Wholesale Markets, Specialized Markets in the core city of Jalgaon. People come over here to shop from surrounding settlements. It is a prominent marketplace which can be further redeveloped and become renowned. [9]

III. CHRONOLOGICAL DEVELOPMENT OF PHULE MARKET

Phule Market is a significant commercial hub with historical importance. The area where Phule Market stands today was initially a part of a rural settlement. Initially the construction of the market started in 1932. Fig. 2 elaborates on the chronological development of the Phule market. At the time, the market was small and mainly focused on local agricultural produce. Jalgaon, a town that was developing along with the railway lines, began to see its commercial growth. The market was a traditional space where local farmers brought in their produce, primarily vegetables, fruits, grains, and other agricultural goods. After India gained independence in 1947, Jalgaon's urbanization accelerated due to its strategic location in northern Maharashtra on a major railway line which is Mumbai Kolkata.

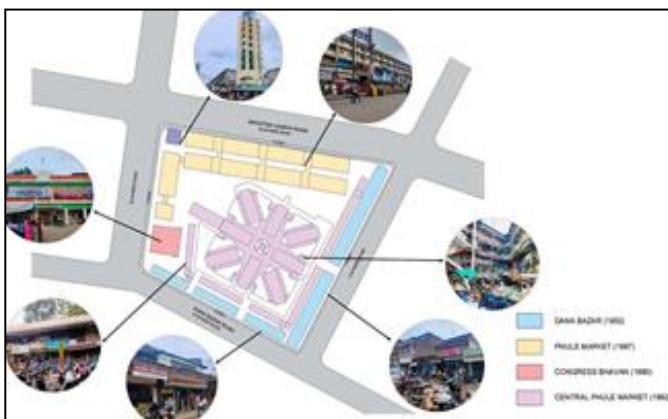


Fig 2. Chronological development of the Phule Market (Source: By Authors)

The Phule Market started to grow because of increasing trade and urban development. During this period, the market expanded its trade beyond just agricultural produce to include a wider variety of goods like clothing, household items, and spices, becoming more diverse in its offerings. With the rapid growth of Jalgaon during the 1970s and 1980s, Phule Market started to become more structured and organized. The market evolved to accommodate a wider range of businesses, such as electronics, textiles, and foodstuffs. It became a bustling center

of commerce, attracting people from surrounding villages and towns. [5]

The design of the Phule market is strongly inspired by the Mahatma Phule market Mandai Pune, as can be analyzed from Fig.1 & 3. [20] It is situated in the heart of the city, near the historic Gandhi gate. The market is Well connected to the main arterial road of the city, which is Mahatma Gandhi Road. As well as the market is in proximity to the Railway station and Bus station of the city which gives the strong connectivity to the surrounding towns. Which results in significant footfall viz around six thousand to seven thousand on weekends and four thousand to six thousand on weekdays.

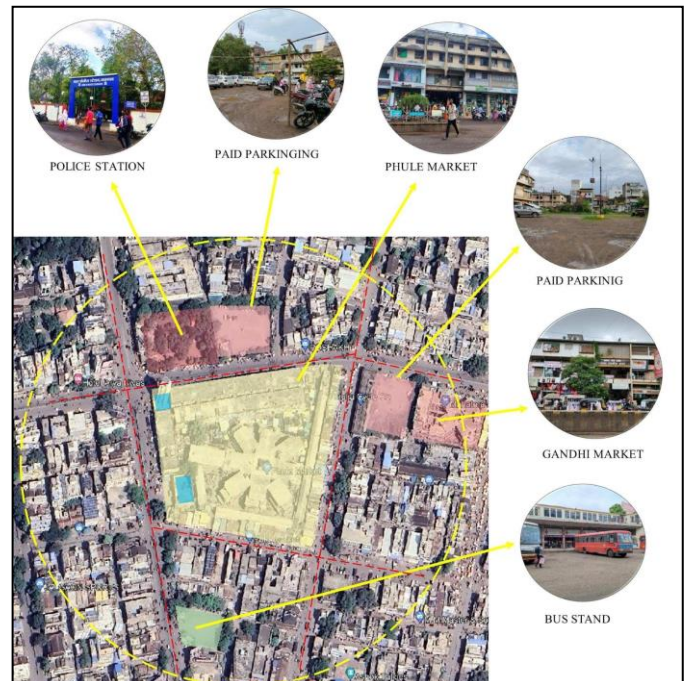


Fig. 3 Site and Surrounding of Phule Market Jalgaon (Source: Google Earth & Modified by Authors)

A. Need for Redevelopment of Phule Market

Phule Market in Jalgaon has grown from a small rural trading post to a vital commercial center, benefiting from urbanization, infrastructural development, and government efforts to modernize the city. It continues to evolve, balancing its traditional roots with the demands of a growing, diverse economy. Phule Market Becoming the prominent market of the city which congregates more people from the city and adjoining towns, this adverse condition of the market needs to be repaired, on a future demand of the growing population of the city, and maintain the significance of the market, taking all these scenarios to consideration the rethinking on the Phule market redevelopment is necessary as an urban market, can be analyzed through Fig. 2, 4 & 5. It can give a significant boost to the area around it, promote expanding into the marketplace from city to state and eventually become a landmark.

The choice of this research arises from careful analysis and inefficiencies of current market conditions such as congestion inside the market, surrounding traffic jams, hawkers' issues, and encroachments that need to be retrofitted through comprehensive understanding. Furthermore, it can be analyzed from Table no. 2. The comprehensive redevelopment strategies and future development guidelines for the Phule Market should

be aligned with the city's ongoing transformation, ensuring its importance and a landmark of the city. The need comes from a deep understanding of what's not working well in the market, and the goal is to rearrange it in a way that is resilient, adaptable, and in sync with the changes happening. The aim is to provide redevelopment strategies to solve existing problems and become a flag to think on the redevelopment. Using strategic and well-thought-out guidelines, the project intends to seamlessly adapt to the changing needs of everyone involved.

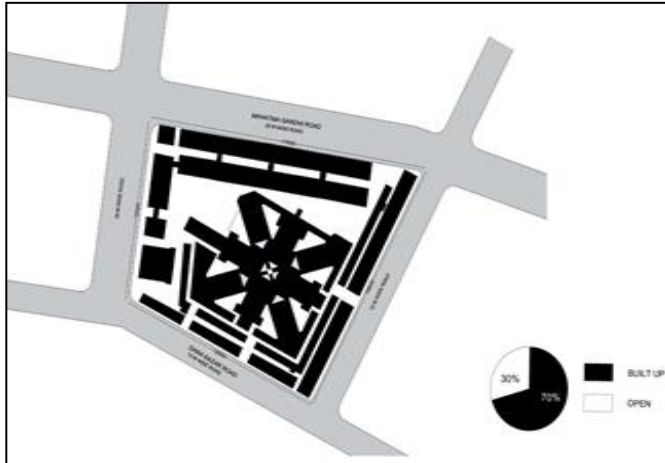


Fig. 4 Urban fabric of the Phule Market. (Source: By Authors)

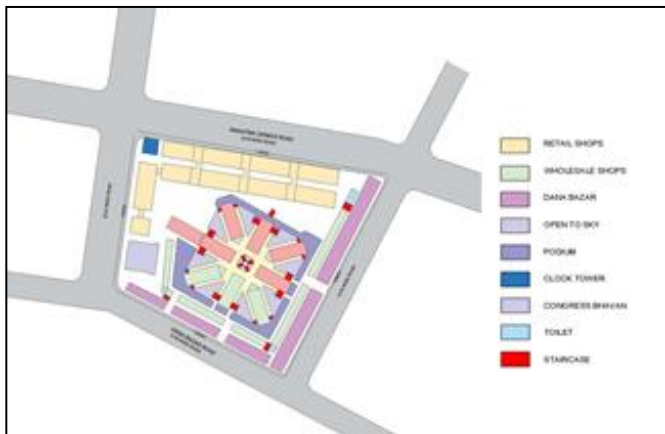


Fig. 5 Types of Shops in the Phule Market. (Source: By Authors)

IV. METHODOLOGY

This paper explores the role of urban markets as essential components of city infrastructure and community life, focusing on how markets can be redeveloped to support future urban growth and identify the strategies that foster inclusivity, accessibility, and community engagement. By addressing these aspects, the research employs a mixed-methods approach, combining both qualitative and quantitative methods to gain a comprehensive understanding of the challenges and opportunities of market redevelopment. The study also examines how market redevelopment can influence the surrounding areas, contributing to a broader opportunity that reinforces the market's role as a cultural and economic hub.

Right now, there are so many issues in the market regarding sewage, garbage, lack of open space and there are a lot of street vendors selling things on the footpaths without any rules or regulations, which is causing problems. For detailed study the

community engagement surveys were carried out during Sep. 2023. The questionnaires were formed after analysis of visual surveys. A total of 140 citizens were surveyed through a structured questionnaire. The study was done by interviewing the people who are stakeholders of the area, including the vendors, shopkeepers, and visitors. Table no. 3 Explains the Survey undertaken and its analysis.

TABLE II. MOVEMENT PATTERN ANALYSIS AT PHULE MARKET

Time	Weekdays	Saturday	Sunday	Analysis
11am-12pm				South and north entrances gate are more busy entrances due to vehicular, pedestrian traffic, and hawkers/vendor, auto stop on north entrances compared to east and west gate.
2pm-3pm				North and east entrances gate are more busy entrances due to vehicular, pedestrian traffic, hawkers/vendor and auto stop on north entrances compared to south and west gate.
5pm-6pm				North and east entrances gate are more busy entrances due to vehicular, pedestrian traffic, hawkers/vendor and auto stop on north entrances compared to south and west gate.

(Source: Primary Survey by Authors, conducted in Sep. 2023)

A. Analysis

The analysis based on the community engagement survey as shown in Table no. 3 for Phule Market provides valuable insights into the market's usage, challenges, and future needs based on the responses. The market is predominantly frequented by the younger generation. This suggests that the Phule Market has a strong appeal to younger consumers who are likely to value convenience, variety, and affordability. This trend should be considered when planning for future improvements and services in the market, targeting the needs and preferences of the younger population. Clothing shops are the most crowded in the market, leading to congestion. This creates a demand for more parking spaces to accommodate the increased footfall. Additionally, there is a need for more storage space for the shops to keep up with the demand. This could suggest that the market needs to balance the number of clothing shops with other types of retail to manage congestion effectively. The responses highlight the necessity of restricting vehicular movement within the market area. Moving street vendors to an alternative location could ease congestion and improve pedestrian safety. Implementing specific zoning for vehicles, pedestrians, and vendors will likely improve the flow of traffic and enhance the market's overall usability.

The Dana Bazar Road and MG road are identified as the most important access points, experiencing higher traffic congestion due to their heavy usage. This suggests the need for designated access points to streamline entry and exit. Improving parking management near these entrances can

further reduce congestion and provide better access for visitors. There is a need for additional parking based on user feedback. Given the heavy footfall and the demand for parking space, expanding parking facilities will be crucial to managing both vehicle and pedestrian traffic. This could also support the market's growth and improve the overall experience for visitors.

TABLE III. ANALYSIS OF COMMUNITY ENGAGEMENT SURVEY OF PHULE MARKET JALGAON.

Sr.	Question	Options	% of the Responses
1	How many years, you been using the Phule market facility for your necessities?	<ul style="list-style-type: none"> 10 - 15 yrs 20-25 yrs 30-35 yrs 	
2	Which type of shops are more crowded?	<ul style="list-style-type: none"> cloth and accessories (कपडे आणि सौंदर्य उपकरणे) household items (घरागुली वस्तु) food items (खाद्यपदार्थ) grocery item (किराणा वस्तु) 	
3	Does the pedestrian way hamper and creates chaos in the market due to vehicular movement and hawkers sitting on the way ?	<ul style="list-style-type: none"> yes (होय) No (नाही) sometimes (कधीकधी) 	
4	Which entrance gate do you prefer to used to enter the Phule Market? Give the preferences as per the importance.	<ul style="list-style-type: none"> Dana Bazar Road (दाना बाजार रोड) Mahatma Gandhi Road (महात्मा गांधी रोड) Shasti Tower Road (शास्ती टॉवर रोड) Sane Gunji Chowk Road (सने गुन्जी चौक रोड) 	
5	Is there a need to provide more Parking space for the users of the market?	<ul style="list-style-type: none"> yes (होय) No (नाही) Maybe (कदाचित) 	
6	Does the traffic is created outside the market due the hawkers and vehicle parked on the road side?	<ul style="list-style-type: none"> yes (होय) No (नाही) Maybe (कदाचित) 	
7	Do you Want the facilities in Phule Market like food court, recreational space and sitting areas ?	<ul style="list-style-type: none"> yes (होय) No (नाही) Maybe (कदाचित) 	
8	Do you want to preserve the type of architectural style which can be found at the Dana Bazaar?	<ul style="list-style-type: none"> yes (होय) No (नाही) Maybe (कदाचित) 	

(Source: Primary Survey by Authors, conducted in Sep. 2023)

The feedback indicates a desire for enhanced amenities such as food courts, recreational spaces, and sitting areas. These facilities can elevate the overall market experience, making it not only a place for shopping but also a social and recreational space. This could be a future development strategy, improving the attractiveness and functionality of the market for diverse user groups.

The importance of preserving the vernacular architectural style of the market, particularly at Dana Bazaar, is evident. Incorporating traditional design elements in future renovations and developments will not only maintain the cultural heritage of the area but also create a distinctive market identity. Including these aspects in design guidelines will ensure that the market retains its charm while accommodating modern needs.

V. DISCUSSION

The Phrase marketplace has adopted its meaning over time and still varies from place to place. In India, a marketplace has traditionally been defined as open stalls as well as covered with shops in buildings. It adopted many shapes and settings, with respect to the chronological development such as shopping malls, bazaars, local markets etc. Thus, it sets out a wide range of variety in the products and runs by various types of organizations as well as city municipalities. There are many types of markets depending upon the context, character of place, the requirement and culture.[21]

However, marketplaces are facing challenges today. Many city governments prefer modern retail outlets, leading to conflicts and discontent among traders and communities. There is a risk of losing the vibrant qualities of marketplaces as generators of vital public spaces in cities. Despite these challenges, there are also positive developments in the Policies, guidelines and strategies making on the government front. It can be part of social movements and grassroots initiatives, fostering a sense of community and resisting commodification of public spaces.[25]

The Government of Maharashtra, through both state and central schemes, is actively supporting the development of urban markets. Whether through infrastructure upgrades, financial incentives, or programs targeting skill development and employment generation, these initiatives provide substantial assistance to transform urban markets into more efficient, accessible, and sustainable spaces. [4]

The Urban Infrastructure Development Fund (UIDF) is focused on improving urban infrastructure, which includes upgrading urban market areas. Which can be avail to the Tier 1,2 & 3 cities. This can help to increase the number of well-maintained markets that serve both locals and tourists. Maharashtra Municipal Infrastructure Development Fund (MMIDF) was created to assist municipal corporations and councils in financing urban infrastructure development, including market areas. The fund can be used for developing infrastructure such as roads, drainage, water supply, and waste management systems, which are crucial for urban markets.

VI. CONCLUSION

This study of rethinking for Phule Market provides the comprehensive redevelopment strategies and guidelines for the Phule Market that align with the city's ongoing transformation, ensuring its importance and a landmark of the city. Community

engagement survey based on a mixed method approach highlights several areas for improvement, and thinking of particularly in traffic management, parking, infrastructure, and preservation of the architectural style.

The feedback points to a need for balancing modern urban development with cultural heritage, catering to the younger demographic, and enhancing market facilities. Addressing these concerns will ensure the market's long-term sustainability. Furthermore, it can be elaborated on the terms of comprehensive redevelopment strategies and guidelines for Phule Market that align with the city's ongoing transformation, ensuring its status as a landmark of Jalgaon. Such as thrust on Local area planning and Infrastructure upgrades which gives the Modernize infrastructure while preserving the market's historical and cultural significance in terms of Road and Pedestrian Accessibility, Integrated Transport System, Parking Facilities for stakeholders, and Waste Management. Market Space Optimization and Vendor Support can be achieved through Zoning and Layout Optimization in and outside of the market, Strengthening the Vendor Infrastructure such as space & Services and multifunctional spaces.

Sustainability and Eco-friendly Practices can ensure the Eco-friendly Infrastructure, Plastic-Free environment, Green Spaces and Landscaping of the Phule Market. Digital Integration and Modern Retailing gives Smart Market Features such as Incorporate smart technologies like digital signage for price listings, promotions, and important announcements. Use sensors and analytics to monitor foot traffic, optimize store placements, and even track inventory. Preservation of Cultural Heritage through Architectural Preservation of the facade of the market, Cultural and Social Events in the multifunctional spaces promote community engagement.

Public-Private Partnerships and Stakeholder Engagement can ensure the Collaboration with Local Government, Private Sector Involvement, Vendor Representation and Welfare ultimately benefits in terms of all stakeholders as a long-term development to achieve the goals set for the comprehensive redevelopment strategies and development guidelines for Phule Market Jalgaon.

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