

# Case Study of Cultural Activity at 10 No. Market, Bhopal An Exploration of its Significance, Dynamics, and Impact

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**Abstract** - 10 No. Market in Bhopal is not only a commercial hub but also a centre for cultural activities. This research paper aims to study the cultural dynamics, scope, and impact of events hosted in this market. By employing a systematic approach—fieldwork, interviews, and secondary research—the paper provides an in-depth understanding of how cultural activities shape the market's identity, foster community bonding, and promote local heritage.

**Key Words:** Proposals, Footfall, technologically advance, youth centric.

## 1.INTRODUCTION

Cultural activities play a pivotal role in creating a vibrant community, especially in urban markets. They attract people, build a sense of belonging, and boost local businesses. The 10 No. Market in Bhopal, known for its eclectic mix of shops and eateries, has also emerged as a hub for cultural activities. This study explores the types of cultural events conducted, their role in community engagement, and their socioeconomic impact.

## 2. Objectives

- A. To document the cultural activities held in 10 No. Market.
- B. To analyse the stakeholders involved in organizing these events
- C. To assess the cultural and economic significance of these activities.
- D. To identify challenges and provide recommendations for improvement

## 3. Methodology

The research follows a mixed-methods approach:

### A. Data Collection Field Observation:

Visiting 10 No. Market during cultural events to observe the setup, audience interaction, and overall impact. Photographing cultural setups and documenting key features.

### B. Interviews and Surveys:

Interviews with shopkeepers, event organizers, and visitors. Distribution of surveys to understand public opinion on the cultural events.

### C. Secondary Research:

Reviewing articles, municipal records, and reports related to cultural activities in Bhopal. Studying cultural policies of Bhopal Municipal Corporation (BMC).

### D. Data Analysis Qualitative Analysis:

Assessing themes such as community engagement, representation of local culture, and challenges faced.

### E. Quantitative Analysis:

Analysing data on footfall, revenue generation during events, and visitor demographics.

## 4. Observations

### Types of Cultural Activities

#### A. Local Handicraft Exhibitions:

Showcasing the work of artisans from Bhopal and surrounding regions. Promoting traditional crafts like Zari, Batik, and Gond art.

#### B. Food Festivals:

Events featuring regional cuisines, including street food and local delicacies. Attracting a mix of locals and tourists.

#### C. Music and Dance Performances:

Featuring traditional folk music and dance forms such as Bundeli and tribal performances. Popular with diverse audiences.

#### D. Workshops and Competitions:

Art workshops for children and adults. Competitions like poetry recitals, painting contests, and quiz events.

#### E. Community Participation:

High involvement of shopkeepers and local residents in event organization. Visitors included a mix of families, students, and working professionals.

#### F. Economic and Social Impact Economic:

Increased footfall leading to higher sales for local vendors. Rise in revenue for eateries and temporary stalls during events.

#### G. Social:

Strengthened community ties and cultural awareness. Opportunities for local artists and artisans to showcase their talents.

## 5. Analysis

Scope of Cultural Activities Potential to organize larger-scale cultural festivals in collaboration with the government. Opportunities to involve schools, colleges, and NGOs for wider participation. Integration of digital platforms for live streaming and wider outreach.

### A. Challenges and Limitations Logistical Issues:

Limited space for large gatherings leading to congestion. Lack of dedicated infrastructure for cultural events.

### B. Environmental Concerns:

Improper waste management during events. Noise pollution affecting nearby residential areas.

### C. Funding and Support:

Dependence on local sponsors with limited budgets. Minimal support from municipal authorities.

## 6. Current Scenario Images

Figures shows the ongoing scenarios of 10no. market and Bittan market ground how it is been treated for all these years. Figs. 2, 3, 4 (a) original image of bittan market ground (b) Original image of baijnath prasad dubey haat bazaar. (c) Original image of durga temple near cricket ground. (d) Original image of gurudwara in the residential colony. (e) Original image of 10No. market road. (f) Original image of 10No. market parking. (g) Original image of jhaaki area behind bittan market ground.



(a)



(b)



(c)



(d)

(e)



(f)



(g)

## CONCLUSIONS

The cultural activities at 10 No. Market contribute significantly to Bhopal's cultural fabric by promoting local traditions, fostering community engagement, and boosting economic activities. Despite logistical challenges and resource constraints, these events have immense potential to grow and establish 10 No. Market as a cultural landmark in the city. Strengthening infrastructure, building partnerships, and leveraging technology can ensure the sustainability of these cultural endeavours.

## REFERENCES

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