COMMERCE AND TRADE



HINDRANCE OF COMMERC



BARTER SYSTEM





ANCIENT TRADE

ELIMINATION OF HINDRANCE OF COMMER



ANCIENT TRADE



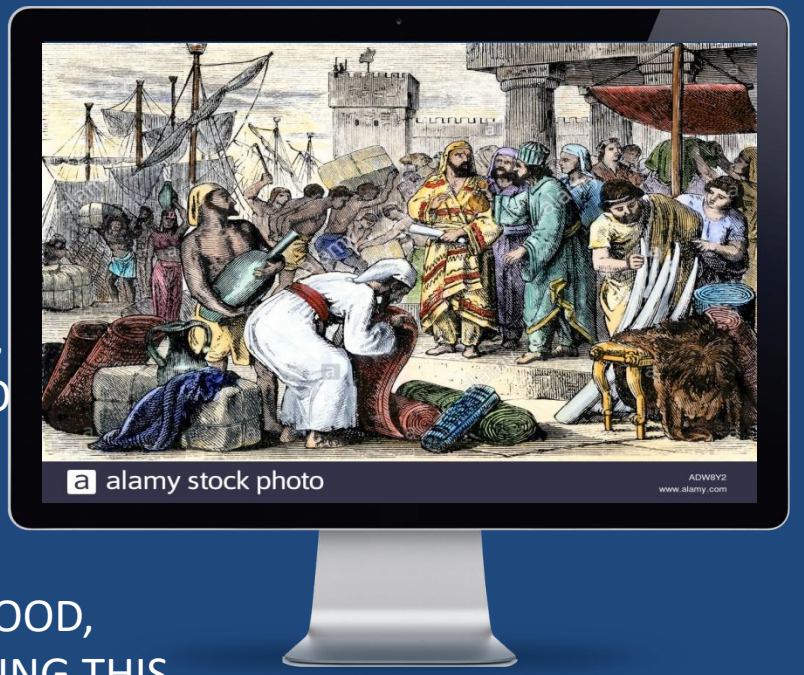
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TRADE AND TRADERS
IN PANDIYA DYNASTY

COASTAL TRADE
IN TAMIL NADU

KAUTILYA
TRADE

TRADE AND TRADERS IN PANDIYA DYNASTY



- TRADE AND COMMERCE WAS SO COMMON TO PANDIYA DYNASTY.
- THE HEBREW AND LATIN LITERATURE ARCHAEOLOGICAL REMAINS IN ADEN,ALEXANDRIA, JAVA,SUMATRA,AND EVEN CHINA ADD SUPPORT TO THE FACT OF EXISTENCE OF TRADE NETWORK IN THE PANDIYA COUNTRY.
- TRADE IN COOPER ,CLOTH,SALT,FLOWER,SANDALWOOD, FISH,PADDY,CEREALS,PEARLS,ETC FLOURISHED DURING THIS PERIOD
- THE PLACE WHERE THE GOODS WERE SOLD WAS CALLED ANGADI IN THEIR PERIOD
- DAY MARKET WAS CALLED AS NALANGADI
- THE NIGHT MARKET WAS CALLED AS ALLANGADI

COASTAL TRADE IN ANCIENT TAMIL NADU



- BIG CITIES LIKE POOMPUHAR HAD THE MARUVURAPPAKAM (INLAND TOWN)
- PATTINAPAKKAM (COASTAL TOWN),HAD MARKETS AND BAZAARS WHERE MANY MERCHANTS MET FOR THE PURPOSE OF SELLING OR BUYING DIFFERENT COMMODITIES AND FOOD STUFF
- PORT TOWNS LIKE TONDI,KORKAI,PUHAR, AND MUZIRI WERE ALWAYS SEEN AS BUSY MARKETS WITH IMPORTS AND EXPORTS
- IN SUCH A BRISK TRADE,PEOPLEOF THE COASTAL REGION,ENGAGED THEMSELVES IN COASTAL TRADE AND DEVELOPED THEIR INTERCONTINENTAL TRADE CONTACTS
- DOMESTIC TRADE USED BOATS LIKE PADAGU,THIMIL,THONI,AMBU, ODAMPUNNAI AND ETC
- FOREIGN TRADE WHILE KALAM,MARAKALAM,VANGAM,NAVAI,ETC

KAUTILYA TRADE

- KAUTILYA"S ARTHASATRA DESCRIBES ECONOMY IN MAURIYAN TIME
- ACCORDING TO KAUTILYA TRDE IN MEDIEVAL INDIA WAS CENTRALISED
- THE COMMODITIES PRODUCED COULD NOT BE SOLD IN THE LOCATION OF PRODUCTION,THE STATE DESIGNATED CERTAIN PLACES FOR SELLING THE COMMODITIES IT LEVIED DUTIES ON GOODS BROUGHT INTO THE CITY AND COULD BE SOLD AFTER PAYMENT OF DUTY
- ONLY CERTAIN MERCHANTS WERE AUTHORIZED TO ENGAGE IN TRADE TO SELL AT PRICES FIXED BY THE CHIEF CONTROLLERS TO STATE TRADING



COMMERCE AND TRADE



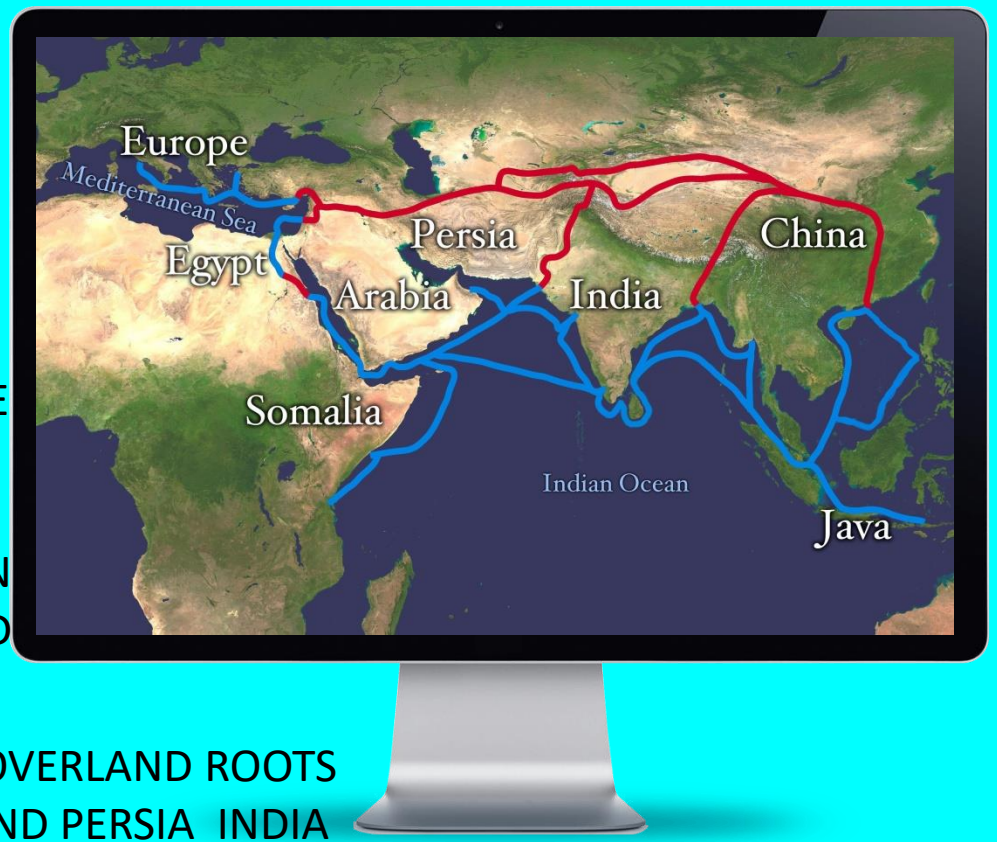
COMMERCE AND TRADE IN NORTH INDIA

POOMPUHAR

TRADE WITH ROME CHINA AND EUROPE

COMMERCE AND TRADE IN NORTH INDIA

- INDIA WAS PROSPEROUS EVEN DURING THE MEDIEVAL PERIOD 12TH TO 16TH CENTURIES DESPITE POLITICAL UPHEAVALS
- ALAUDDIN KHILJI BROUGHT THE PRICE TO A VERY LOW EBB
- HE ENCOURAGED IMPORT OF FOREIGN GOODS FROM PERSIA,AND SUBSIDISED THE GOODS
- TRADE WAS CONDUCTED THROUGH OVERLAND ROOTS WITH AFGHANISTAN,CENTRAL ASIA AND PERSIA INDIA CONDUCTED FOREIGN TRADE VIA LAND ROUTE WITH QUETTA,KHYBER PASS,IRAQ AND BUKHARA
- THE TRADERS OF MALABAR,GUJARAT AND FOREIGN SETTLERS IN THE PORTS OF CALICUT,KHUMBAT AND MANGALORE CONTROLLED A MAJOR BUSINESS SECTOR IN PORT CITIES



POOMPUHAR



- THE SOUTHERN COROMANDEL COAST MOSTLY WITHIN THE TERRITORY OF TAMILNADU STATE IS THICK WITH HISTORY

- THIS HISTORY IS NOT ONLY OF THE EUREOPEAN COLONIZATION BUT GOES BACK TO THE ANCIENT TIMES WHEN MANY PLACES ALONG THE COAST WERE CENTRES OF INTERNATIONAL TRADE

- THE SEASIDE TOWN WHICH WAS ONCE THE SECOND CAPITAL OF THE CHOLA DYNASTY AND A MAJOR CENTRE OF INTERNATIONAL TRADE WITH BOTH EASTERN AND WESTERN PEOPLE

- SILK APPEARS TO BE A MAJOR ITEMS OF EXPORTS FROM HERE THE ANCIENT PORT AS DESTROYED AND IS NOW FOUND BY THE ARCHAEOLOGISTS SUBMERGED OFF THE COAST FOR UP TO 5Km EROSION OF LAND OR A TSUNAMI WAS CITED AS POSSIBLE CAUSES.

TRADE WITH ROME CHINA AND EUROPE

- ROMAN AND GREEK TRADERS FREQUENTED THE ANCIENT TAMIL COUNTRY AND FORGED TRADE RELATIONSHIP WITH ANCIENT KINGS OF PANDIYA,CHOLA,AND CHERA DYNASTIES

- DURING THE 16TH AND 18TH CENTURIES, INDIA'S OVERSEAS TRADE EXPANDED DUE TO TRADING WITH EUROPEAN COMPASNIES

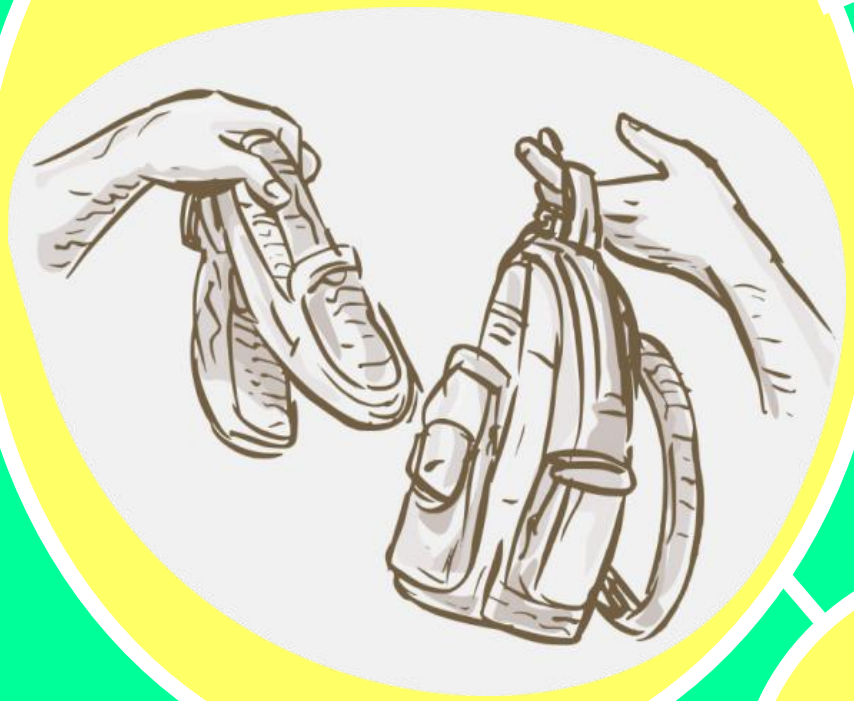
- TEXTILES AND SHIP BUILDING EARNED NAME AND FAME IN THE 17TH AND 18TH CENTURIES

- BRITISHERS GRADUALLY ABOLISHED PRINCELY ORDER IN THE INDIAN TERRITORIES

- BETWEEN EARLY 1600AND MID-19TH CENTURY, THE BRITISH EAST INDIA COMPANY LED ESTABLISHMENT AND EXPANSION OF FOREIGN TRADE ALL OVER ASIA.



BARTER SYSTEM



BARTER SYSTEM

CONSTRAINTS
IN
BARTER SYSTEM

INVENTION
OF
MONEY

BARTER SYSTEM

- GOODS WERE EXCHANGE FOR GOODS PRIOR TO INVENTION OF MONEY
- EACH PARTY TO BARTER MUST HAVE SURPLUS STOCKS FOR THE TRADE TO TAKE PLACE
- BOTH THE BUYERS AND SELLERS SHOULD REQUIRE THE GOODS EACH OTHER DESEPERATELY
  i.e., DOUBLE COINCIDENCE OF WANTS
- BUYER AND SELLER SHOULD MEET PERSONALLY TO EFFECT THE EXCHANGE



CONSTRAINTS IN BARTER SYSTEM

- LACK OF DOUBLE COINCIDENCE OF WANTS
- NON-EXISTENCE OF COMMON MEASURE OF VALUE
- LACK OF DIRECT CONTACT BETWEEN PRODUCER AND CONSUMERS
- LACK OF SURPLUS STOCK



INVENTION OF MONEY

- ALL THE AFORESAID CONSTRAINTS WERE ADDRESSED BY THE INVENTION OF MONEY AS MEDIUM OF EXCHANGE

- BESIDES THERE ARE OTHER HINDRANCES IN THE SMOOTH EXCHANGE OF GOODS FROM THE PLACE OF PRODUCTION TO THE PLACE OF CONSUMPTION LIKE PLACE ,TIME,RISK,KNOWLEDGE, FINANCE AND SO ON

- THESE ARE ADDRESSED BY VARIOUS MECHANISMS IN DETAIL IN THE SUBSEQUENT SECTIONS OF THIS TOPIC



COMMERCE



HINDRANCES OF COMMERCE



ELIMINATION OF HINDRANCE OF COMMERCE



E-COMMERCE



HINDRANCES OF COMMERCE

- PRODUCTION OF GOODS AND SERVICES FOR THE SATISFACTION OF HUMAN WANTS IS THE MAIN OBJECTIVE OF AN INDUSTRY



- REACHING THOSE GOODS AND SERVICES TO THE PEOPLE FOR WHERE THESE ARE PRODUCED IS THE OBJECT OF COMMERCE

- COMMERCE SERVES AS A VALUABLE LINK BETWEEN THE PRODUCER AND THE CONSUMER

- ACCORDINGLY,COMMERCE MAY BE DEFINED AS “THE ORGANIZED SYSTEM FOR THE EXCHANGE OF GOODS AND SERVICES BETWEEN MEMBERS OF INDUSTRIAL WORLD

ELIMINATION OF HINDRANCES OF COMMERCE

HINDRANCE OF A PERSON

- MANUFACTURES DO NOT KNOW THE PLACE AND THE FACE OF THE CONSUMERS

- IT IS THE RETAILER WHO KNOWS THE TASTE,PREFERENCE AND LOCATION OF THE CONSUMERS

- THE CHAIN OF MIDDLEMEN CONSISTING OF WHOLESALERS,AGENTS AND RETAILERS ESTABLISH THE LINK BETWEEN THE PRODUCTS AND CONSUMERS



HINDRANCE OF PLACE



- PRODUCTION TAKES PLACE IN ONE CENTRE AND CONSUMERS ARE SPREAD THROUGHTOUT THE COUNTRY AND WORLD

- RAIL,AIR,SEA,AND LAND TRANSPORT BRING THE PRODUCTS TO THE PLACE OF CONSUMER

HINDRANCE OF TIME



- CONSUMERS WANT PRODUCTS WHENEVER THEY HAVE MONEY TIME AND WILLINGNESS TO BUY
- GOODS ARE PRODUCED IN ANTICIPATION OF SUCH DEMANDS
- THEY ARE STORED IN WAREHOUSE IN DIFFERENT REGIONAL CENTRES SO THAT THEY CAN BE DISTRIBUTED AT THE RIGHT TIME TO THE CONSUMERS

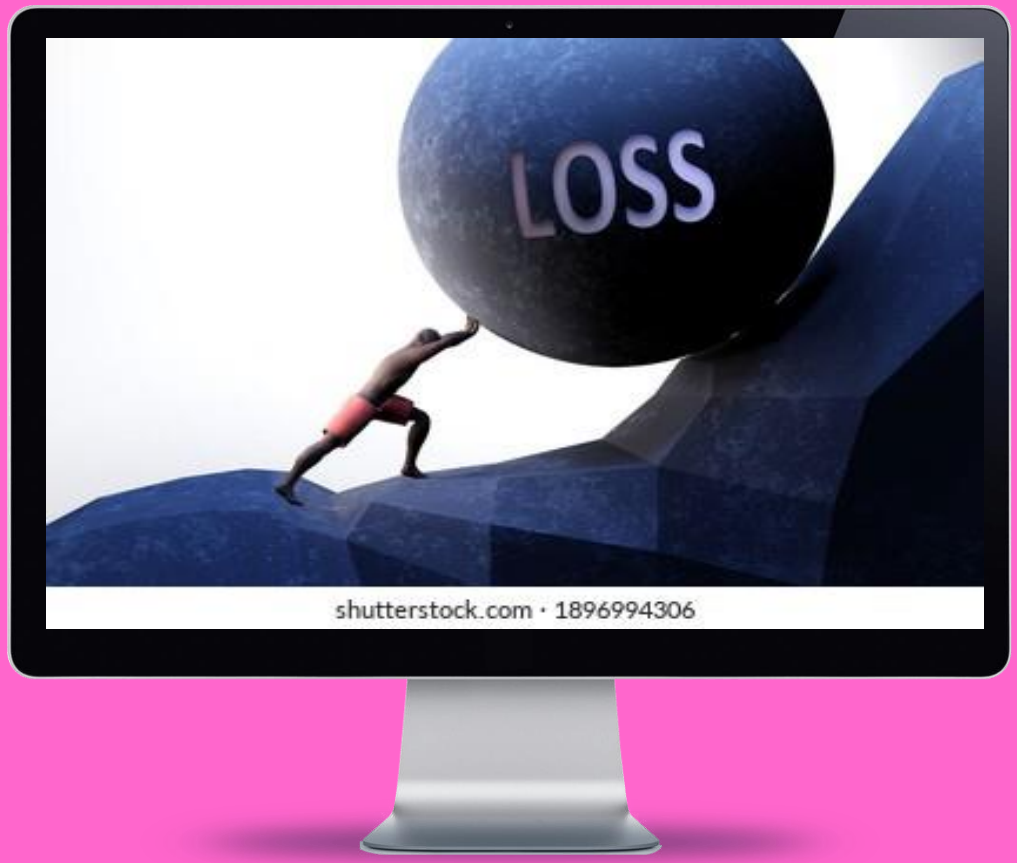
HINDRANCE OF RISK OF DETERIORATION IN QUALITY



- PROPER PACKAGING AND MODERN AIR CONDITIONED STORAGE HOUSES ENSURE THAT THERE IS NO DETERIORATION IN QUALITY OF PRODUCTS

- GOODS ARE PROTECTED AGAINST INSECTS,RATS, EVAPORATION ETC.

HINDRANCE OF RISK OF LOSS



- FIRE,THEFT,FLOODS,AND ACCIDENTS MAY BRING HUGE LOSS TO THE BUSINESS

- INSURANCE COMPANIES SERVE TO COVER THE RISK OF SUCH LOSSES.

HINDRANCE OF KNOWLEDGE



- ADVERTISING AND COMMUNICATION HELP IN ANNOUNCING THE ARRIVAL OF NEW PRODUCTS AND THEIR USES TO THE PEOPLE

HINDRANCE OF EXCHANGE



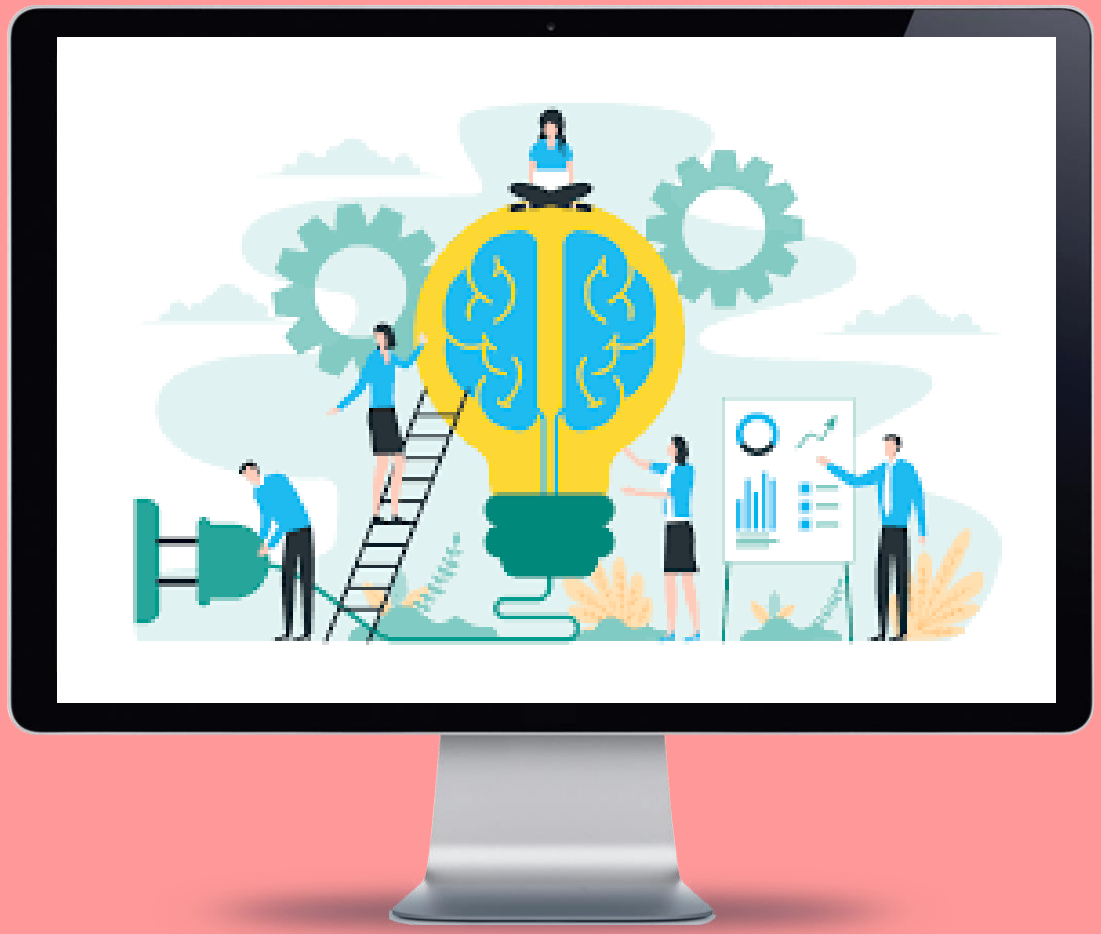
MONEY FUNCTIONS AS A MEDIUM OF EXCHANGE AND ENABLE THE BUYING AND SELLING OF ANY PRODUCT OR SERVICE BY PAYMENT OF THE RIGHT PRICE.

HINDRANCE OF FINANCE



- PRODUCERS AND TRADERS MAY NOT HAVE THE REQUIRED FUNDS AT THE TIME OF THEIR NEED
- BANKS AND OTHER FINACIAL INSTITUTIONS PROVIDE FUNDS AND HELP IN TRANSFER OF FUNDS TO ENABLE THE FUNCTIONING OF BUSINESS SMOOTHLY

HINDRANCE OF DEVELOPING THE EXTRACT PRODUCT



RESEARCH AND DEVELOPMENT HELPS IN DEVELOPING THE EXACT PRODUCT OR SERVICE WHICH CAN SATISFY THE SPECIFIC WANTS OF CONSUMERS AND THUS IMPROVE THE STANDARD OF LIVING OF THE PEOPLE

HINDRANCE OF BOTH SELECTION AND DELIEVERY AT DOOR STEPS



E-COMMERCE ENABLES THE CONSUMERS TO SELECT THE PRODUCT IN THE WEBSITE,PLACE ONLINE ORDERS AND MAKE PAYMENT AFTER RECEIVING THE PRODUCTS AT THE DOOR STEPS

E-COMMERCE



- ELECTRONIC COMMERCE OR E-COMMERCE (SOMETIMES WRITTEN AS E-COMMERCE) IS A BUSINESS MODEL THAT LETS FIRMS AND INDIVIDUALS BUY AND SELL THINGS OVER THE INTERBET
- E-COMMERCE IS THE BUYING AND SELLING OF GOODS AND SERVICES OVER THE INTERNET
- E-COMMERCE CAN BE A SUBSTITUTE FOR BRICK-AND-MORTAR STORES,THOUGH SOME BUSINESSES CHOOSE TO MAINTAIN BOTH
- ALMOST ANYTHING CAN BE PURCHASED THROUGH E-COMMERCE TODAY.

THANKING YOU

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