

Report on Educational Visit to the International Lavi Fair, Rampur Bushahr
Organised by the Department of Commerce and Economics
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On 29th November 2024, the final-year students of the Commerce and Economics departments at Government Degree College, Nankhari, undertook an educational visit to the renowned International Lavi Fair held in Rampur Bushahr. The visit was part of their academic curriculum and aimed to provide students with practical exposure to their ongoing project work, focusing on market analysis, pricing trends, and economic development.

The Lavi Fair, known for its historical and commercial significance, provided an ideal setting for the students to engage in field-based learning. During the visit, the students actively interacted with traders and vendors, collecting first-hand data on the prices of local items, especially those brought from Kinnaur and other adjoining regions. These included traditional handicrafts, dry fruits, woollen garments, spices, and agricultural produce, among others.

As part of their project work, the students conducted a comparative study of price variations over the years. They referred to historical records and previous survey data to track changes in the pricing of selected goods. This enabled them to understand the trends in inflation and market dynamics. Through their analysis, they identified several contributing factors to inflation, including increased transportation costs, shifts in demand and supply, changes in weather patterns that affect agricultural output, and broader economic trends.

Another key area of research was the emergence of new market items at the fair. The students explored the socio-economic and consumer behaviour patterns that led to the introduction of contemporary products such as packaged foods, modern garments, and electronic goods. Simultaneously, they investigated the decline and discontinuation of traditional items, uncovering reasons such as reduced production, fading cultural practices, and lack of market demand.

The visit not only allowed students to apply their theoretical knowledge in a real-world setting but also enhanced their understanding of local economies, traditional trade practices, and the impact of modernisation on regional fairs. Faculty members accompanying the group ensured that the learning objectives were met and guided students in conducting practical fieldwork and data interpretation.

In conclusion, the educational visit to the International Lavi Fair was a highly enriching and insightful experience for the students. It deepened their understanding of economic concepts, such as price fluctuations, inflation, and market transformations, while also instilling a sense of appreciation for the region's vibrant trade heritage.





Lavi Mela: Price Analysis Report

Introduction

Lavi Mela, which is observed every year in Rampur Bushahr, Himachal Pradesh, is one of the oldest trade fairs in North India and goes back to the Indo-Tibetan trade treaty during the time of Raja Kehri Singh. The fair has transformed itself over the centuries from a traditional trade hub into a cultural and economic forum, reflecting regional diversity and trade trends. This report presents an economic analysis of the Lavi Mela, with particular emphasis on price trends from 2014 to 2024 and an analysis of inflation and regional trade flows.

Historical Background

The roots of Lavi Mela are traced to a trade treaty between the Bushahr state and Tibet. The fair was an important link in the Indo-Tibetan trade network. Tibetan merchants imported wool, horses, salt, and medicinal plants, while Indian traders supplied jaggery, grains, metalware, woolens, and handicrafts. Rampur, located on the old Hindustan-Tibet Road, became a thriving commercial and cultural hub, a legacy still visible today.

Cultural Activities and Significance

Apart from trade, Lavi Mela is a reflection of Himachali culture. Folk dances, traditional music, traditional attire exhibitions, and food stalls depict the state's rich culture. Craftsmen from all over the region exhibit and sell woolens, dry fruits, herbs, and handicrafts, sustaining indigenous livelihoods and tourism. Seasonal employment and the hospitality industry in Rampur are also given a boost by the fair.

Trade and Economic Significance

Lavi Mela contributes to the regional economy to a large extent. It provides a market for distinct products like yak tails, pashmina shawls, dry fruits, and organic herbs. The fair promotes rural entrepreneurship, local products, and provides an opportunity for small-scale sellers to reach greater consumers. The analysis of price movements from 2014 to 2024 provides insights into local inflation, production costs, and changes in market demand.

Price Comparison (2014 vs. 2024)

Sr. No.	Item	Quantity	Price 2014 (Rs.)	Price 2024 (Rs.)	% Change
1.	Yak's Tail	1 no.	2000	5000	+150%
2.	Neoza (Chilgoza)	1 kg	300	200	-33.33%
3.	Dried Apricot	1 kg	600	500	-16.67%
4.	Jimbo (Ferna)	½ kg	800	1000	+25%
5.	Dried Cheese (Chura)	1 kg	350	300	-14.29%
6.	Dried Tomatoes	100 gm	100	100	00.00%
7.	Oil (Apricot's)	750 ml	400	1100	+175%
8.	Dhoop	250 gm	150	100	-33.33%
9.	Dried Apple	1 kg	300	400	+33.33%
10.	Yellow Rajma	1 kg	150	400	+166.67%
11.	Walnut	1 kg	500	800	+60%
12.	Sattu	1 kg	120	150	+25%
13.	Peas	1 kg	200	150	-25%
14.	Black Pear	1 kg	200	300	+50%
15.	Tea	1 kg	350	400	+14.29%
16.	Morshella	1 kg	16000	12000	-25%
17.	Dried Pear	1 kg	350	500	+42.86%
18.	Black Zeera	½ kg	500	1500	+200%
19.	Almond	1 kg	700	1400	+100%
20.	Rattanjot	250 gm	30	250	+733.33%
21.	Pashmina Shawl	1 no.	22000	25000	+13.64%
22.	Pasham Wool (Raw Material)	1 kg	10000	17000	+70%
23.	Pashmina Scarf	1 no.	25000	30000	+20%
24.	Pashmina Cap	1 no.	600	1100	+83.33%
25.	Kinnauri Choli	1 no.	2700	3000	+11.11%

26.	Kinnauri Pattu	1 no.	2200	2700	+22.73%
27.	Angora's Patti	1 no.	3000	3500	+16.67%
28.	Gudmas	1 no.	7000	5000	-28.57%
29.	Shilajeet	10 gm	250	700	+180%
30.	Pony	1	40000	50000	+25%
31.	Goat	1	10000	20000	+100%
32.	Sheep	1	8000	16000	+100%
33.	Dhol	1	16000	14000	-12.5%
34.	Narsingha	1	13000	30000	+130.77%
35.	Karnaal	1	13000	30000	+130.77%
36.	Kansaal	1	5000	14000	+180%
37.	Bana	1	3500	7500	+114.29%
38.	Nagada	1	16000	10000	-37.50%
39.	Ghanti	1	4000	15000	+275%

Causes of Price Increase

1. **Rising Costs and Inflation:** Overall inflation during the last ten years has driven the cost of raw materials, utilities, and basic commodities up, impacting the general pricing of items sold at the fair.
2. **Tourism and Demand:** Increased tourism and interest in public places like traditional fairs in Lavi Mela have resulted in a spurt in demand for local goods, which has inflated prices, particularly for rare or handmade goods.
3. **Low Yields:** Certain crops such as Pinyon nuts (Neoza) of Kinnaur have experienced lower farm yields. Diminished supply over rising demand has resulted in huge price hikes.
4. **Transport and Logistics Costs:** Himachal Pradesh's geographical landscape and higher fuel prices have increased transportation and logistics costs, contributing to the end-selling price of commodities.
5. **Labour Shortages and Wages:** Skilled labour is used by traditional crafts and agriculture, and it is dwindling. Increased labour wages also add to production cost increases.
6. **Climate Change:** Environmental stress and irregular weather patterns have impacted farming and animal husbandry, lowering productivity and raising input costs.

Conclusion

The Lavi Mela remains an important economic and cultural festival that upholds traditional trade and heritage in Himachal Pradesh. Though the fair continues to present regional specialties and promotes local livelihoods, economic trends during the last decade unveil significant price growth in the majority of commodities. These changes are fueled by reasons like inflation, low production, increasing demand, transportation difficulties, and environmental dynamics. Awareness of these trends provides important information about rural trade patterns, market action, and the overall influence of economic and environmental stressors on indigenous economies.

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