

A DISSERTATION ON
"An analysis on street vendors in kamrup district with special
reference to Rangia town
SUBMITTED TO GAUHATI UNIVERSITY
FOR PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF
THE DEGREE OF MASTER OF COMMERCE



GAUHATI UNIVERSITY
GAUHATI - 14



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NALBARI COMMERCE COLLEGE
NALBARI - 34

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CERTIFICATE OF ORIGINALITY



These is certify that M.com 3rd semester dissertation which is entitled “**An analysis on street vendors in kamrup district with special reference to rangia town**” is prepared by **Dipam Kashyap Deka** independently under my guidance and supervision in connection with M.com 3rd semester dissertation in commerce.

The project has not been copied from existing project or submitted to any other institutions to the best of my knowledge.

Place: Nalbari

Supervised by

Date:

(Pranab Jyoti Sarma)

DECLARATION



I hereby declare that the project report submitted which is entitled **“An analysis on street vendors in kamrup district with special reference to rangia town area”** is result of my own research work under the guidance of respected Asst.Prof. Pranab jyoti sharma For the degree of Masters of commerce and it has not been submitted earlier by me to this or any other university.

Place: Nalbari
Date:

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ACKNOWLEDGEMENT

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PREFACE

The project report as a partial fulfilment of the Master of Commerce (M.com). Projects are indispensable part of any kind of education. They help us to have a practical exposure as well as better outlook of the subjects, which we are studying. This study was carried out to know the preference of the effectiveness of online session amid Covid-19 towards e-learning. The basic objective behind this study is to determine the preference.

The project data is collected through questionnaire. The data further analyzed and interpreted and the result was obtained with the help of primary data. The whole project has been divided into chapters:

- Introduction
- Data Analysis and Interpretation
- Findings, suggestions and conclusion

The programme is designed to provide both portfolio and functional skills and ability to adapt and integrate those skills in different management settings. Nevertheless no course of study is fully completed without practical exposure and experience gained thereby, based on theoretical knowledge acquired which enable an individual to face challenges systematically and confidently, that are likely to be faced in the competitive environment and rapidly changing environment. Therefore, to reinforce this strong theoretical base by practical knowledge, the student of M.com, Nalbari commerce college are sent in different fields get the practical experience through this project.

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LIST OF CONTENTS

CERTIFICATE OF ORIGINALITY	1
DECLARATION	2
ACKNOWLEDGEMENT	3
PREFACE	4
LIST OF TABLES	7
LIST OF DIAGRAMS	8
CHAPTER 1: INTRODUCTION	
INTRODUCTION	10
OBJECTIVES	12
SIGNIFICANCE	13
STATEMENT OF THE PROBLEM	14
RESEARCH METHODOLOGY	15
LIMITATION OF THE STUDY	17
CHAPTER 2: REVIEW OF LITERATURE	19
CHAPTER 3	
OVERVIEW OF RANGIA'S STREET VENDORS	
PROFILE OF STREET VENDORS OF INDIA	
THEORIES OF CONSUMER BUYING BEHAVIOR IN STREET SHOPPING	25

BENEFITS OS STUDYING STREET VENDOR’S MARKET	2830
STREET VENDOR’S PROFILE DURING COVID-19 PANDEMIC	32
CHAPTER 4: DATA ANALYSIS AND INTERPRETATION	34
CHAPTER 5	
FINDINGS	58
RECOMMENDATIONS / SUGGESTIONS	60
CONCLUSION	61
REFFERENCES	62
ANNEXURE	
QUESTIONNAIRE	

LIST OF TABLES

Table Number	Name of the Table	Page No
4.1	Table showing gender of the respondents	34
4.2	Table showing age of the respondents	35
4.3	Table showing occupation of the respondents	36
4.4	Table showing marital status of the respondents	37
4.5	Table showing Educational qualification of the respondents	38
4.6	Table showing Monthly income of the respondents	39
4.7	Table showing Method of shopping of the respondents	40
4.8	Table showing method of rating of vending on street from respondents	41
4.9	Table showing Method of rating of traditional market from respondents	42
4.10	Table showing shopping mall advertising effects on respondents	43
4.11	Table showing better advertising skill	44
4.12	Table showing absence of price negotiation influence decision of shopping in street instead of traditional market.	45
4.12.a	Table showing which market have the varieties of product	46
4.13	Table showing Availability of branded products	47
4.14	Table showing factors effecting buying behaviour of consumer	48
4.15	Table showing Better discount or offer facility	49
4.16	Table showing availability of discounts in street vending negate the problem of not being able to negotiate like traditional market	50
4.17	Table showing rating of marketing strategies of street vending	51
4.18	Table showing	52
4.19	Table showing respondents influenced during the selection of mode of shopping	53
4.20	Table showing awareness about street vending	54
4.21	Table showing most liked environment	55
4.22	Table showing coverage of the market area	56

CHAPTER 1

1.INTRODUCTION

Street vending is a worldwide phenomenon, found in all countries and it has been practicing in different ways. Street vending may be practiced full-time, part-time, seasonally or occasionally. Street vending is an important economic activity and plays a significant role in urban informal economy through providing employment and survival for urban poor. The National Policy for Urban Street Vendors, 2004 defines a street vendor as “a person who offers goods or services for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or head load). Street vendors may be stationery by occupying space on the pavements or other public/private areas, or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or may sell their wares in moving trains, bus etc. The term urban vendor in the policy includes both traders and service providers, stationary as well as mobile vendors and incorporates all other local/region specific terms used to describe them, such as, hawker, pheriwalla, rehri-patriwalla, footpath dukandars, sidewalk traders etc. Street vending has been played an important role in informal economy since a long time. Street vendors provide their contribution to the economy and also their potential to build meaningful livelihoods that can shape the well-being of locals and cities alike. According to the National Policy, there are three categories of street vendors: Firstly those Street Vendors, who carry out vending on a regular basis with a specific location and those Street Vendors who carry out vending not on a regular basis and without a specific location, for example, vendors who sell goods in weekly bazaars during holidays and festivals and so on as well as thirdly the Mobile Street Vendors (Sunderam: 2008). The Parliament of India passed a legislation called “Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act in 2014. According to this Act, 2014 defines street vendor as a “person engaged in vending of articles, goods, wares, food items or merchandise of everyday use or offering services to the general public, in a street lane, side walk, foot path, pavement, public park or any other public place or private area or by moving from place to place and includes hawker, peddler, squatter and all other synonymous terms which may be local or region specific”. Street vendors constitute a subset of those engaged in retail trade, even a subset of those who are self-employed in retail trade. These self-employed vendors can be considered as micro-entrepreneurs .Urbanization is closely related to modernisation, industrialisation and the sociological process of rationalisation and which enhances the employment opportunities, living standard better transportation education of the people. Singh: 2012:294. Urban cities face many challenges due to migration of people from rural to urban areas for better

employment opportunities as compared to rural areas. There is a close relationship between urbanization and development 152 and urban areas plays a significant role in continuing liberalization of economy. Singh: 2012:295. In urban planning, public space has historically been described as "open space", meaning the streets, parks and recreation areas, plazas and other publicly owned and managed outdoor spaces, as opposed to the private domain of housing and working. Social Space contains a great diversity of objects, both natural and social, including the networks and pathways which facilitate the exchange of material things and information. Urban space accumulates crowds, acts, symbols and products in the markets. Urban space is also a centre and centrality, and it does not matter whether these are actual or merely possible, saturated, broken up or under fire, for we are speaking here of a dialectical centrality. According to Drummond, 2000, "urban public spaces are places that are provided by the public authorities for the use by all, regardless of personal, social or cultural differences. Street vendors are significant component of urban economy as well as public space. Guwahati as the gateway to Northeast India became a major trade and commerce hub because of its geographical location. Street vendors of Guwahati have been a part of the city's informal economy. This study concentrated on Street vendors in Rangia's Market which is one of the oldest markets in Guwahati city of Assam was run by vendors, small traders and farmers who came with food grains, vegetables and poultry items on bullock carts and boats. Some of them come to the markets with their produce, and after their sale go back to their villages. The vendors of this market provided services to the large number of people through access urban public space.

1.1 A Profile of Rangia and study Area :

Rangia is a plantation valley city and a municipal board located in the Kamrup Rural district of Assam, India. Rangia serves as the sub-district headquarter of Rangia Sub-district in Kamrup Rural District. One of Rangia's significant features is its role as the divisional headquarter of the Northeast Frontier Railway, which is one of the major railway zones in India.^[1] Baralia river flows through the heart of the city. Bhabesh Kalita is the MLA of Rangia Assembly constituency Rangiya Junction is the 4th Biggest Railway Station in North East. Rangia is the Largest city of the Kamrup Rural district. And Additionally, Rangia holds the distinction of being known as the gateway to the Indo-Bhutan border.

Geographical Location : The latitude of Rangia, Assam, India is **26.437252**, and the longitude is **91.620110**. **Rangia, Assam, India** is located at *India* country in the *Cities* place category with the gps coordinates of 26° 26' 14.1072" N and 91° 37' 12.3960" E.

Rangia, Assam, India Geographic Information

Country	India
Latitude	26.437252
Longitude	91.620110
DMS Lat	26° 26' 14.1072" N
DMS Long	91° 37' 12.3960" E

UTM Easting	362,410.98
UTM Northing	2,924,845.94
Category	Cities
Country Code	IN
Zoom Level	9

1.2 Definition of street vendors

Definition of street vendors Street vendors have been in existence since ancient times in ancient times they were known as traveling merchants who sold their wares in towns by going from house to house they don't have permanent places for their trade. The concept of weekly and monthly markets is also presence in time immemorial they are providing essential commodities to common people at affordable prices and at convenient places.

1.3 classification of street vendors

Classification of street vendors The national policy for street vendors 2009 classifies street vendors into 3 basic categories

- **Stationary** - such vendors are those who carry out vending on regular basis at a specific location be it pavement public space, private areas either open/covered.
- **Peripatetic** - Such vendors carry out vending on foot and sell their goods and services, thus includes people who carry baskets on their heads or on pushcarts. Often the peripatetic vendors become stationary vendors in the peak hours , which is evening time
- **Mobile** - they move from place-to-place vending from mobile units on wheels. This category includes vendors selling on trains/ buses

1.4 significance

Significance of street vendors Street vendors form considerable part of informal sector economy. There are close to 10 million street vendors in India. Roughly 2% of entire city population are street vendors. Vendors in India contribute

greatly to the country's savings and GDP. Despite this, street vending is a part of the unregulated informal economy and is therefore criminalized by city officials, police officers, wholesalers, resident welfare associations and many residents themselves. It generates income for low-income families. It helps find solutions in the absence of formal processes. It keeps low-income groups occupied with jobs and housing in the absence of local governments capacities and resources.

1.6

Need of study City planning does not take the existence of the street vendors into account. Very rarely are city markets planned, and it is even rarer for street vendors to actually be consulted when the plans are drawn up. The city planners and managers need to accept that there are various uses of street Vending is one of them because it is very crucial and necessary component of an Indian style. Hence street vending act has been passed in the city, so now it will become compulsory for corporation and town vending committee to accommodate vending activities and also vendors into the master plan of the city. There will be a legal back up for the same and hence there is need to look into details of how street vending activity can be planned.

1.7

Aim The basic aim of the study is to look into the socio-economic condition of the street vendors in order to derive strategies for the problems faced by the street vendors that will help in developing an inclusive plan for street vendors in Rangia town area.

CHAPTER 2

REVIEW OF LITERATURE

A review of literature is an essential part of an academic research project. The review is a careful examination of a body of literature pointing towards the answers to the research questions. It helps to get clear idea about the particular field.

The reviews are as follows:

Vol. 7, Issue 3, Apr– May 2018; 1-10, Bhasker Vijaykumar Bhatt¹ & Ayushi Dineshchandra Jariwala India: Street vending is pervasive across the globe, especially in developing nations. It is a significant activity related to the informal sector in urban areas. In India, the Largest concentration of street vendors in Mumbai has 0.25 million, followed by Kolkata is having 0.2 million street vendors. This informal activity offers employment opportunities and livelihoods for urban weak, but the urban local authorities consider it to be an illegal activity. As per National Policy on the Urban Street Vendor, 2004 and 2009, Model Street Vendors (Protection of Livelihoods and Regulation of Street Vending) Bill, 2009 - some initiatives are taken by the government. Other agencies, such as NASVI and SEWA, have played significant roles in encouraging suppliers to develop policies for street vendors. The paper discusses a survey conducted in the South-East administrative zone of Surat city administered by the municipal corporation. It was about understanding the perception and the extent of the street vending activity in the zone. The findings from the questionnaire-based survey are exciting and reveal many untold facts about the ground situation.

2. Strengthening urban India's informal economy: The case of street vending, July 25, 2018: Street vending was illegal in urban India for almost six decades until the passage of the Street Vendors Act in 2014. Despite the law having legalised the activity, however, the default policy in most cities across India is to clamp down on street hawkers. Yet street vending remains a viable source of employment for many. As the pace of urbanisation increases across India, it is only likely that a greater number of street traders will contest for space. This brief examines the spatial and legislative dimensions of street vending. It recommends that street vending be made into a planned activity, purposefully written into a city's urban plans.

3 International Journal of Sociology and Social Policy

Issue(s) available: 242 – From Volume: 1 Issue: 1, to Volume: 43 Issue: 9/10: Informal street vending is traditionally widespread and studied concerning developing countries. Nevertheless, recently, interest in the study of this practice has also increased regarding specific developed countries. The aim of the article is to contribute to overcoming the tendency to investigate this informal economy sector with different analytical lenses between the global South and global North and to highlight the usefulness of analyzing the phenomenon from a comparative perspective.

Design/methodology/approach

Therefore, the article represents a comparative review of the existing literature on informal street vending considering both the global South and global North.

4. Fiona Hickey Pages 460-467 | Received 18 May 2021, Accepted 21 Oct 2021, Published online: 16 Nov 2021: Indian women enter the informal workforce for a range of reasons. Women food vendors tend to dominate low-income, low-skill activities, such as selling perishable food items. The aim of this study was to investigate the experiences of women food vendors in India. Twenty-four women were interviewed in 2015 and 2016 about financial matters, livelihoods, family, and housing, and the experience of vending. Findings indicate that women vendors are financially vulnerable, need greater access to education, better work and living conditions, and greater financial management options. Policies and programmes aimed at informal sector workers must recognise gender-specific vulnerabilities facing women vendors.

5. Pages 2-15 | Published online: 08 Feb 2021, Noah Allison This paper introduces a special issue on food vending in the city. It contextualizes a collection of papers on street food and markets across time and global space that authors submitted before the 2020 pandemic. Focusing specifically on the mobilization of urban space for food provisioning and microenterprise, we

theorize markets beyond the singular narrative of capital accumulation. Given the particular moment of its publication – which comes almost one year after the World Health Organization declared the novel coronavirus to be a pandemic in March 2020 – our introduction probes the impact of COVID-19 on food vendors as well as on the cities that sustain them. Drawing on examples from cities such as New Delhi, New York City, Los Angeles and beyond, we comment on how the pandemic has unleashed threats to livelihoods and liveliness, and we also draw attention to the possibility of new social and economic opportunities in this moment of crisis, including innovative uses of urban space.

6. Chandrama baruah, Street food vending: A case study from Assam, India
 September 2022: From decades Indian food culture is known for its diverse traditional cuisines. From salads to sauces, from vegetarian to meat, from breads to desserts, Indian cuisine is invariably complex. Though eating out was not common in India as in the West (McGee, 2004) ^[15], but in recent years, there is a paradigm shift in the dining culture of India. The trend of eating outside becomes a regular form of entertainment, especially in the cities, due to rise in income, changing life style and urbanization (Srividhya, 2014) ^[26]. With growth in informal street food sector there has been an increasing trend towards the sale and consumption of street foods (Rao et al., 2012) ^[22]. But it was also found out that street foods are frequently associated with various diseases due to improper handling and serving practices (Barro et al., 2006) ^[3]. Consequently, serious concerns do exist about the safety of street food. WHO has recognized food safety as an essential public health function (WHO, 2010) ^[30]. Food safety has been defined by Schmidt and Rodrick (2003) ^[24] as - “the probability of not suffering some hazard from consuming a specific food.” Food handling personnel play an important role in ensuring food safety throughout the chain of food production and storage (WHO, 2010). Negligence of proper hygienic measures by street food vendors may enable pathogenic bacteria to come into contact with food, survive and multiply in adequate numbers to cause food borne illness among consumer (Gadi and Kumar, 2013) ^[9]. Street foods are often displayed on open work area which can be easily contaminated by dust, smoke, insects, and hands of the vendor and buyers. Lack of awareness about food safety and hygiene among vendors also results in food contamination (Rane, 2011) ^[21]. Microbial contamination of ready-to-eat foods sold by street food vendors and hawkers has become a

major health problem (Tambekar et al., 2011) [27]. *Bacillus cereus*, *Clostridium perfringens*, *Staphylococcus aureus* and *Salmonella* spp. are the most common bacterial pathogens identified and isolated from street foods which may cause diarrhoea, typhoid fever, cholera and food poisoning (Rane, 2011) [21]. In several places in India, food borne illness associated with the consumption of street vended foods has been reported in the last few years (Das et al., 2010) [7]. Research studies on food safety knowledge, handling and vending practices and microbial contamination of street vended foods were reported from different parts of the world as well as from several parts of India, but no such documented research studies have been found from north-eastern states in general and Assam in particular. Therefore, the present study was undertaken to study the overall scenario of street food vending in Jorhat city of Assam, India.

2.1.1 Municipal and police laws

There are certain sections of the police act and Indian penal code, which are the main deterrents to the profession of vending they are as follows: • Section 283 of the IPC (Danger or obstruction in public way or the line of navigation) whoever, by doing any act or by omitting to take order with any property in his possession of under his charge, causes danger, obstruction or injury to any person in any public way or public of navigation shall be punished with fine which may extend to two hundred rupees. The offence punishable under this section is the nuisance of causing Obstruction • Section 34 of the police act no person shall cause obstruction in any street or public place by EVALUATING

CONDITION OF STREET VEHICLE

- I. Allowing animals or vehicle.
- II. Leaving any vehicle standing or fastening any cattle in the street or in the public place.
- III. Using any part of a street or public space as a halting place for vehicles or cattle.
- IV. Leaving any box bale package or other things whatsoever or upon a street for an unreasonable length of time or contrary to any regulation.
- V. . By exposing anything for sale or setting out anything for sale in or upon any stall, booth and board cask basket or in any other way whatsoever. These two provisions create the contradiction between a legal censed vendor and eager obstruction or causing nuisance resulting in physical eviction of even licenced vendors. note: The author suggest that they should except in case of street vendors with certain reasonable regulation. The State government should also remove the restrictive provisions in the Municipal Acts to make street vendors inclusive in the city plan.

2.1.2 Chronological Development of Street Vending Act

2.2 Case Studies (Initiatives for Inclusion of Street Vendors)

2.2.1 Case Study of Bhubaneswar Bhubaneswar, India, is the only city which provides a unique participatory model for integrating street vendors into cities' future plans. The entire process was phased into three parts and allowed for the probation period of 6 months for ensuring a positive end result. (The following piece is taken from the WIEGO Publication Series: The Regularization of Street Vending in Bhubaneswar, India: A Policy Model by Randhir Kumar.) Before 2007, street vending in Bhubaneswar, the capital city of Odisha (a state in India), was considered as illegal entities, and encroachers on public space, and ultimately a source of unsightly nuisance.

2.2.1.1 A Unique Public-Private Partnership Model - Fixed Kiosk Vending Zones The construction of a conceptual ideal model involving vending zones was agreed in December 2006 after several discussions between the stakeholders. This model suggests legally sanctioned and aesthetically pleasing fixed kiosks to be constructed in the vending zones. The main aim of this policy framework was to unite all the relevant stakeholders for planning and implementing vending

model through partnership. 52 vending zones were created between 2007 and 2009 and 54 vending zones with approximately 2,600 kiosks in December 2011 (Mohapatra 2011). Thus, Bhubaneswar became the first city in India for inclusive planning of street vendors in vending zones with the help of public, private, and community partnership model.

2.2.2 Case Study of Singapore This must be the only country in the world where all the street vendors are licensed. Formal Hawkers' Department is there, which is taking care if anybody wants to join the hawking activities and providing license to him. In 1971, a national programme aimed to building food centers and markets to resettle licensed street food hawkers was taken up. The programme provided basic stall facilities and services such as piped potable water, electricity and garbage collection the Environmental Public Health Act of 1068. It is also organizing regular training course on food hygiene personal hygiene and nutrition and disposals. The Hawkers' department plays an active role in ensuring that the hawkers keep their environment clean and do not pose constraints on pedestrians. Its officials inspect all stalls and see that they abide by

2.2.4 Case Study of Street Vendors in Central Market Area of Yeola, Maharashtra Yeola town is a Taluka place in Nasik district and located on a border of three districts namely: Ahmednagar, Nasik, and Aurangabad. Yeola is well known for Traditional Maharashtrian "Paithani" saree. Yeola has a large gaothan area having narrow lanes and compact residential and commercial units. Many Paithani weavers are selling Paithani's from their homes only while few are having shops and showrooms on narrow lanes. Hence, most streets in gaothan areas always remain congested with vehicles and pedestrians. The study area is located near to Vinchur junction where Nasik, Dhule and Ahmednagar roads meet. This area is always crowded with vehicles traveling to other locations and in the city. Exactly on the Vinchur junction, there is one access called "Main Road" leading to the inner part of the town; especially gaothan area of Yeola. There is another access to Gaothan area from State highway which is approx. 45 m away from Vinchur junction access towards Manmad. Both these roads lead to the Central market area of Town. Figure 2.2 location of market Source: (Ar. Vaishali Patil. Prof. Ar. Jayashree C. Gogte, 2019) These two accesses have commercial complex buildings and petty shops along both sides of the road. They further meet to the daily vegetable market area near Shani Patangan and the weekly market area towards the Masjid. Here various outlets are seen via small shops, commercial complex, temporary structures selling vegetables, fruits, general, cutlery, utensils, Cosmetics, toys, clothes, items of furniture, footwear, eatables, etc. Due to various market activities, this area is considered as a Central Market area of town.

STATEMENT OF THE PROBLEM

The problem statement and definition of the research problem is therefore critical to meeting the objectives set for a research study. The problem statement for the study can be derived from considering the theoretical foundation captured in the preceding chapters.

Research in consumer behaviour shows that we have a consumer driven society where the ultimate motive of business products and service is to satisfy consumer expectation makes them happily and remain loyal to the brand. Therefore, a perfect understanding of consumer behaviour is determining.

- “ a. The psychology of the consumers and how they make decisions between depending on their needs and brand awareness
- b. How service or products providers make to implement the best branding strategy for their product a service (e.g culture, family, signs, media).
- c. The various stages a consumer gives through before purchasing a product or service.
- d. What factors determine consumer’s loyalty or repeat purchase of the brand” is crucial in meeting customer’s satisfaction and brand loyalty.

Analysis

The above survey of the street vendors serving in the central market area of rangia town depicting their age, gender, and commodity composition, literacy level, monthly income, mode of operation, duration of work, etc. which underlined some issues like:

- No proper space allocation and hence conflict with the authority.
- As currently no amenities and facilities are provided to them, expecting a proper arrangement plan from municipal council and hence ready to relocate as per action plan of the authority.
- Uncertainty and insecurity due to low and fluctuating income. This affects in gaining financial help from Banks.
- Congestion and traffic issues affect their sales.

CHAPTER-3

3.1 OVERVIEW OF RANGIA'S- STREET VENDOR'S MARKET AND TRADITIONAL MARKET

Murara chowck, highway chowk, Mg road Bazar are the main market of Rangia town area. Its not that big but for normal everyday necessities this *market* is good. Rangia is a town famous for its bamboo and cane handicrafts, medicinal herbs, rice and tea. You can shop all these items at the local market of the town as souvenir of this place. There are several traditional markets in Rangia town area.

Every Thursday and Sunday there is weekly market in a Rangia town area.

3.2 WORKING ENVIRONMENT OF STREET VENDORS OF RANGIA:

street vendors spend nearly 10 hours in a day in their business.

It includes visit to the wholesale markets for vegetable vendors, thereby later sorting and cleaning the vegetables. During their working time vendors are facing many problems from the public and police personnel. They are not protected from the harmful weather conditions like heat, rain, dust and lack of storage facilities. Those people selling non-perishable household articles too have to go to the wholesale market to procure their goods at lower prices.

Taking into account both preparation time and the time for selling we find that at an average a street vendor spends up to 15 hours every day in his or her activities in order to earn a hundred or two hundred rupees.

3.3 PROBLEMS FACED BY STREET VENDORS

Uncertainty of site allocation make street vendors difficult in pushing vending carts from one place to another on damaged roads. Street vendors also face problems of lack of shelters and storage space. The street vendors lead a very difficult life.

- The mode of their travel and working hours, it provides hardly any time for rest and for relaxation, which creates adverse effects on their health.
- Increased traffic affects their mobility on main street
- Pollution is affecting them in many ways, road widening also effect of street vendors.
- Harassment from local authorities or from policemen during vending.
- Uncertainty and insecurity are the basic problem of vendors as their profession is considered illegal.
- Vendors are not protected by government, NGO's, labour union by any labour laws.
- They are insecure due to their low income, irregular employment and their sale fluctuation.
- They are not getting easy financial assistance from bank due to their low income and fluctuation in income.
- Vendors needs some market amenities such as water toilet, storage or shades, waste disposal.

They have long hour of work without rest and lack of urban amenities. Climate adds to their woes through rain, searing heat and chilly winter's blustery weather by goods damage and extra peripherals requirement Most of these problems are result of non consideration of street vendors while planning urban streets or land-use planning. So, this work looks into socio-economic condition of the street vendors for developing a strategy targeting various issues and challenges faced by for its inclusion into formal planning process of urban transportation infrastructure and land use with objectives to analyze the existing concentration, working condition, socio-economic profile of informal shopping street vendors and suggest the strategies for inclusion of street vendors during formal urban planning process targeting various issues and challenges faced by street vendors.

3.4 BENEFITS OF STUDYING STREET VENDING MARKET

It was important to study street vending in detail in order to explore this unique and important activity that takes place in almost all cities of the world. The case study chosen was quite unique and street vending taking place in Rangia in general is mostly formal street vending, which wasn't studied in detail previously. Studying the street vending market is crucial for understanding informal economies, urban dynamics, and socio-economic trends. It sheds light on entrepreneurship, employment generation, and the challenges faced by this sector, contributing valuable insights for policy-making and sustainable urban development.

3.5 REASONS FOR STREET VENDING

The reasons for driving people to accept street vending may vary because the triggers are not the same, for the underprivileged communities, street vending has become an option whose approved and traditional place and market forecasts differ locally and provincially. Low ability levels, lack of paying jobs, and hunger in rural areas for secure employers in the formal sector have driven individuals out of their rural communities to search for a better city life. Most street hawkers sell for survival because they have failed to get jobs in the formal economy and are involved in street vending as their only option

3.6 NEED FOR THIS STUDY

Need of study City planning does not take the existence of the street vendors into account. Very rarely are city markets planned, and it is even rarer for street vendors to actually be consulted when the plans are drawn up. The city planners and managers need to accept that there are various uses of street Vending is one of them because it is very crucial and necessary component of an Indian style. Hence street vending act has been passed in the city, so now it will become compulsory for corporation and town vending committee to accommodate vending activities and also vendors into the master plan of the city. There will be a legal back up for the same and hence there is need to look into details of how street vending activity can be planned.

3.6 COMPARISION BETWEEN TRADITIONAL MARKET AND STREET VENDORS

Traditional markets and street vendors both play key roles in local economies, yet they differ in structure and dynamics. Traditional markets often have fixed structures, designated spaces, and a variety of stalls, providing a more organized environment. In contrast, street vendors operate in open spaces, offering flexibility but facing regulatory challenges. Traditional markets may offer a wider range of products in a centralized location, while street vendors bring convenience to diverse locations, reflecting the adaptability of informal economies. Each model has unique advantages and challenges, influencing consumer experiences and economic landscapes.

3.6 RIGHTS AND RULES OF STREET VENDORS

WHAT THE LAW SAYS:

The Street Vendors Act, 2014 defines a 'street vendor' as "a person engaged in vending of articles, goods, wares, food items, or merchandise of everyday use, or offering services to the general public, in a street, lane, sidewalk, footpath, pavement, public park, or any other public place or private area, from a temporary built up structure or by moving from place to place, and includes hawker, peddler, squatter and all other synonymous terms which may be local or region specific”.

The Act identifies two categories of vendors, stationary and mobile vendors. “Stationary vendors” are defined as street vendors who carry out vending activities regularly at a specific location and mobile vendors as street vendors who carry out vending activities in designated areas by moving from one place to another place vending their goods and services.

CPPR’S COMMENT:

The street sellers provide vital services that must not be overlooked. They serve as an efficient and effective distribution channel between producers and consumers, delivering goods to one's doorstep at significantly lower prices than those in traditional markets.

Their presence assures a more comprehensive range of options at reasonable rates and increased convenience for the average person. Given the low capital investment and mobility, street vending is an effective way of catering to seasonal and sporadic demands.

The definition of street vendor is broad but vague. The implementation of street vending law focuses only on the existing vendors who sell their products and services on the city's streets, within the limits of their jurisdiction. However, some mobile vendors sell their products at railway stations and on trains and those who sell products at door steps. Though the more significant definition of street vendor under the Act covers every vendor who vends in private or public places, the definition of mobile vendor narrows down the definition to those who carry out vending activities in designated areas by moving from one place to another place. However, the survey mandated under the Street vending Act 2014, by the local self governments does not cover the above categories as they are outside the municipal jurisdictions.

As part of preparing a draft street vending plan for Alappuzha Municipality and a relocation plan for Kochi Municipal Corporation by CPPR, the team visited both places to understand the existing conditions of Street vending. The field survey to districts of Alappuzha and Cochin in Kerala shows that there are instances where the fishermen sell the daily catch on the road sides of these

coastal districts of Kerala. However, the local governments are not identifying them as street vendors. The local authorities cited practical difficulties in providing vending licences to the fishermen for two reasons. First they do not sell regularly and second, it is not the same fisherman who sells regularly. Thus they cannot get the rights guaranteed to a street vendor.

Further, some businesses adopt street vending models for their shops, with temporary structures eg. Chaiwallah which is a chain of tea vending spread over different cities in Kerala. While a plain reading of the definition of street vendors includes them, the other criteria to qualify as a street vendor in the Street Vending Act and Rules disqualify them from being regulated under the law. Chaiwallah operates on a franchise model that is not accepted under the street vending law, that previews street vending as an essential primary livelihood option. There is a gap in which law regulates these businesses that adopt street vending characteristics.

Moreover, street vending is commonly seen in urban and semi-urban areas of India. However, there are vendors in rural areas that come under the jurisdiction of panchayats. However, the Act defines local authority as Municipal Corporation, Municipality, or Nagar Panchayat or any Civil authority appointed to provide civic services and regulate street vending. It also includes the “planning authority” which regulates the land use in the city or town.” Thus, even when the Act gives a broad definition to street vendors, it seems the Act's provisions and rules and schemes apply only to those vendors who sell on the streets under their municipal jurisdiction. No power is given to the local authority to bring in a region based definition.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following chapter involves data presentation, processing, analysis and interpretation of the findings of the study with reference to the comparative study on consumer buying behaviour between traditional market and shopping malls. This was done mainly through questions to the related respondents.

Table 4.1: Table showing gender of the respondents

Gender	Respondents	Percentage
Male	30	43%
Female	40	57%
Total	100	100%

Source: field survey

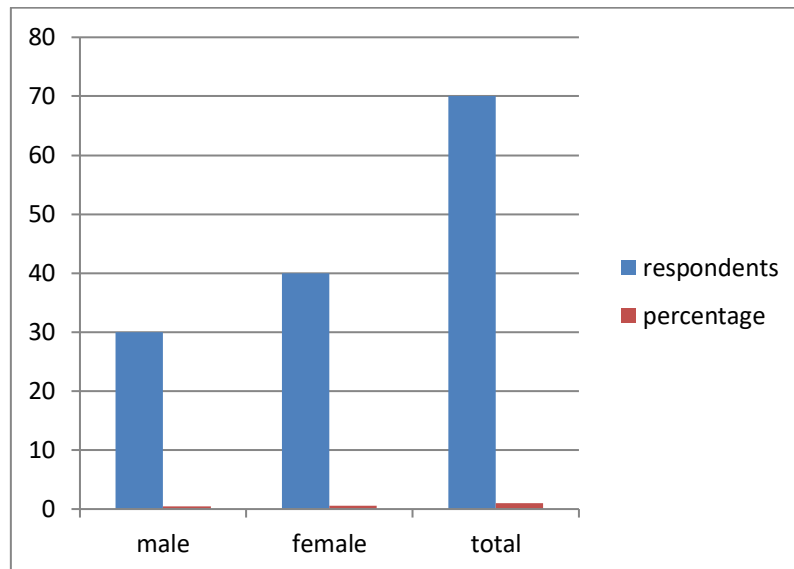


Fig 4.1.1: figure showing gender of respondents

Interpretation:

From the table 4.1 analysis it can be interpreted that out of total 70 respondents 43% are male and 57% are female. Thus, the majority of the respondents of the study are female.

Table 4.2: Table showing age of the respondents

Age group	Respondents	Percentage
Below 20	6	9%
20-25years	14	20%
26-30 years	20	29%
Above 30	30	42%
Total	70	100%

Source: field survey

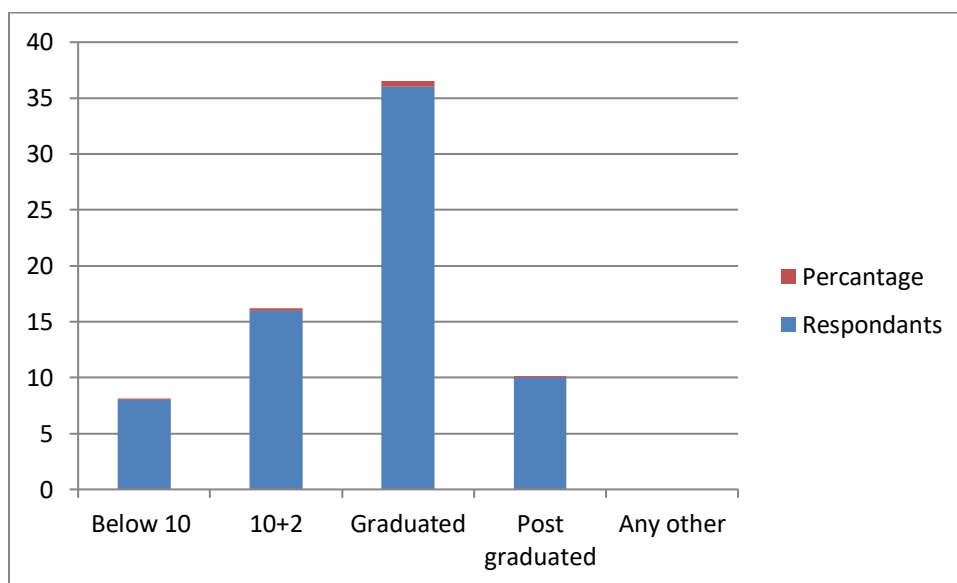


Fig 4.1.2: showing age of the respondents

Table 4.3: Table showing Marital status of the respondents

Marital status	Respondents	Percentage
Married	29	41%
Unmarried	41	59%
Total	70	100%

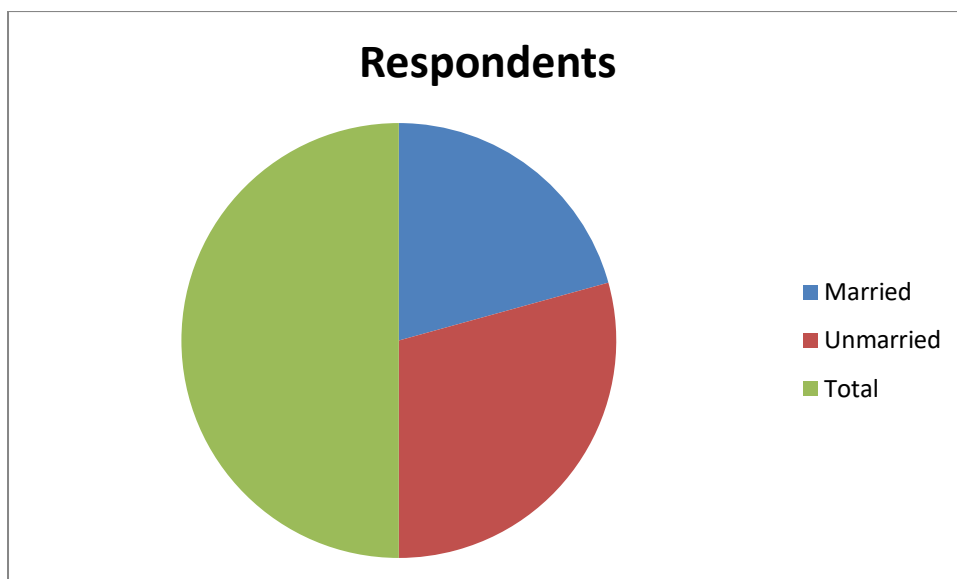


Fig 4.1.3: figure showing marital status of respondents

Interpretation:

From the table 4.3 analysis it can be interpreted that out of total 70 respondents 41% are married and 59% are unmarried. Thus, the majority of the respondents of the study are unmarried.

Table 4.4: Table showing educational qualification of the respondent

Educational qualification	Respondants	Percentage
Below 10	8	11%
10+2	16	22%
Graduated	36	52%
Post graduated	10	15%
Any other	0	0
Total	70	100%

Source: field survey

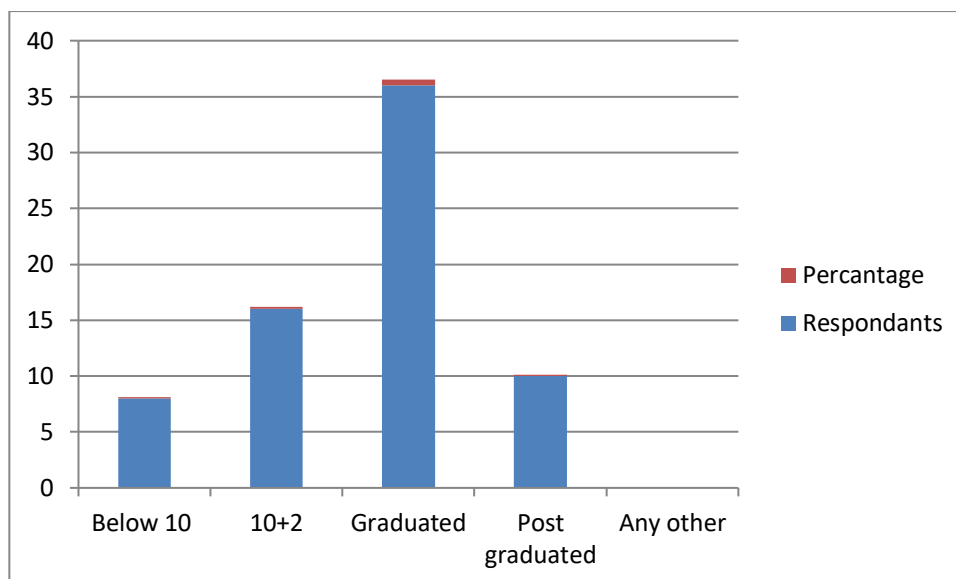


Fig 4.1.4: figure showing educational qualification of respondents

Interpretation:

From the table 4.4 analysis it can be interpreted that out of total 70 respondents 52% are graduated, 11% are below 10, 22% are 10+2, 15% are post graduated. Thus, the majority of the respondents of the study are graduated.

Table 4.5: Table showing monthly income of the respondents

Monthly income	Respondents	Percentage
Below 10,000	12	17%
10,000-20,000	18	26%
20,000-30,000	24	35%
30,000 above	16	22%
Total	70	100%

Source: field survey

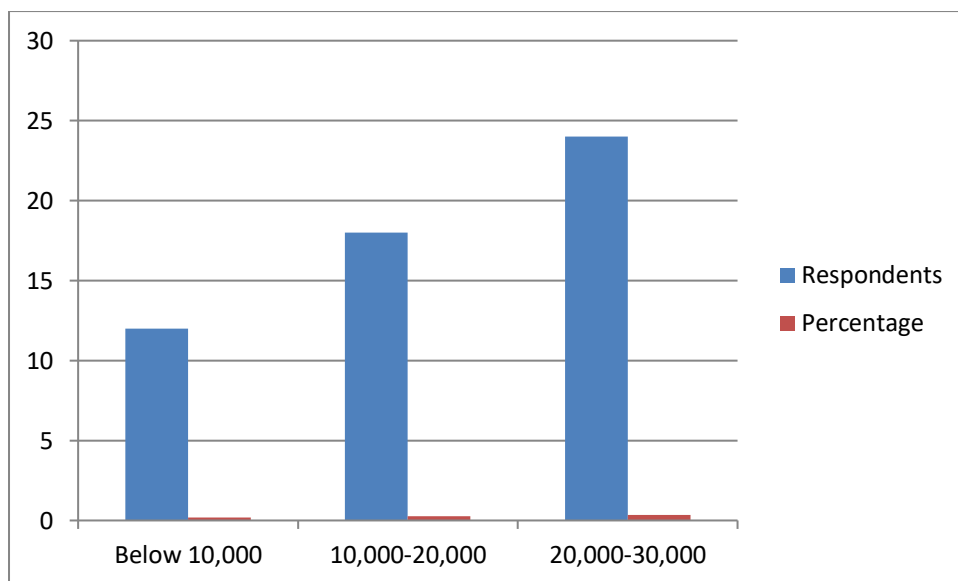


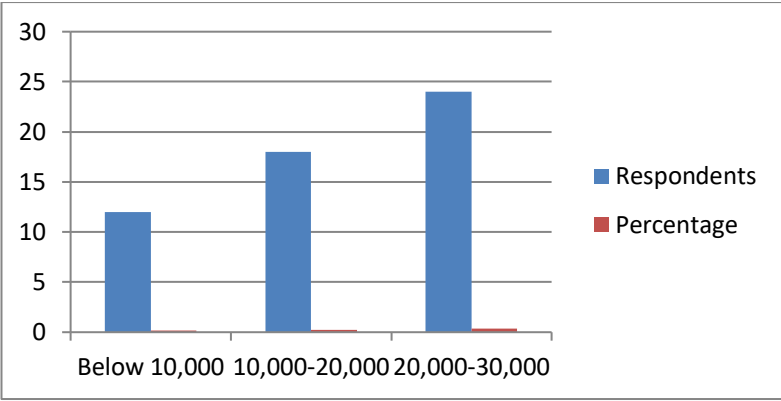
Fig 4.1.5: figure showing monthly income of respondents

Interpretation:

From the table 4.5 analysis it can be interpreted that out of total 70 respondents 52% are graduated, 11% are below 10, 22% are 10+2, 15% are post married. Thus, the majority of the respondents of the study are graduated.

Table 4.6: Table showing currently from Rangia or any other place of the respondent

Currently from Rangia	Respondants	Percentage
Yes	54	77%
No	16	23%
Total	70	100%



Source: field survey

Fig 4.1.6: figure showing currently from Rangia or any other places of respondents

Interpretation:

From the table 4.6 Analysis it can be interpreted that out of total 70 respondents 77% are from Rangia and 23% are any other places. Thus, the majority of the respondents of the study are currently from Rangia.

Table 4.7: Table showing vending product of the respondent

Source: field survey

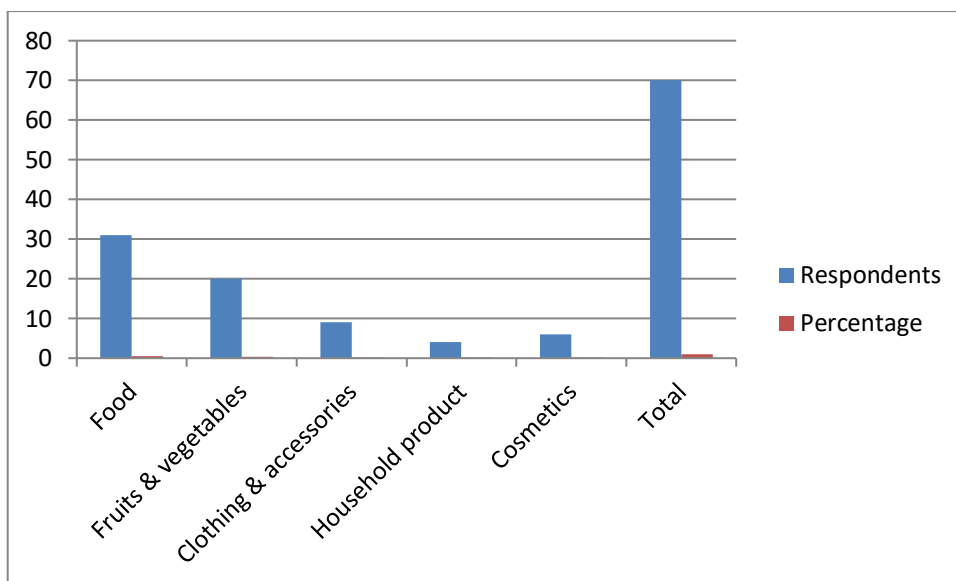


Fig 4.1.7: figure showing vending product of respondents

Interpretation:

From the table 4.7 Analysis it can be interpreted that out of total 70 respondents 44% are food, 29% are Fruits & vegetables, 13% Clothing & accessories, 5% Household product and 9% Cosmetics . Thus, the majority of the respondents of the study are vending product is food.

Table 4.8: Table showing working hour of the respondent

Working hour	Respondents	Percentage
0-3 hours	28	40%
4-6 hours	23	33%
7-9 hours	14	20%
More than 9	5	7%
Total	70	100%

Source: field survey

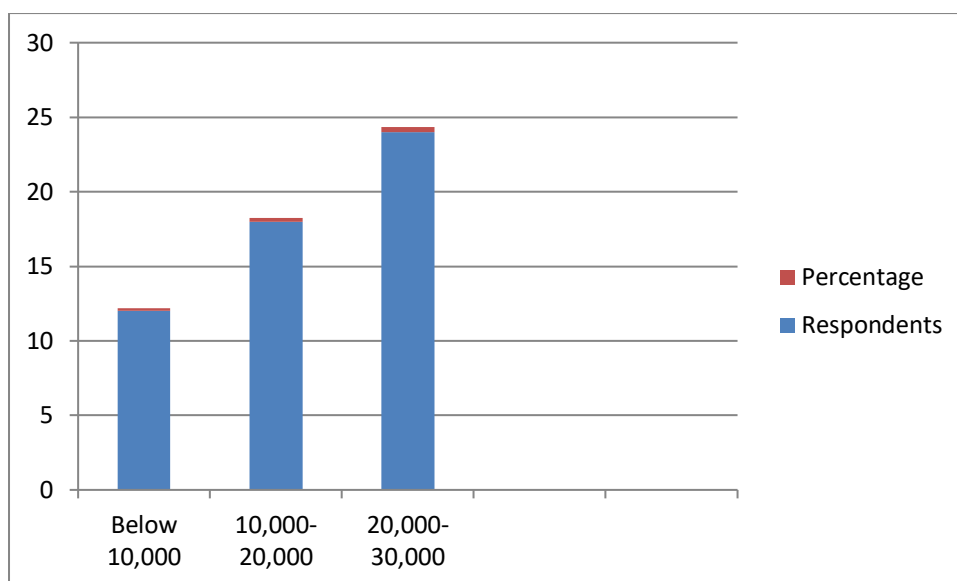


Fig 4.1.7: figure showing working hour of respondents

Interpretation:

From the table 4.7 Analysis it can be interpreted that out of total 70 respondents 40% are working 0-3 hours, 33% are working 4-6 hours, 20% working 7-9 hours and 7% are working more than 9 hours. Thus, the majority of the respondents of the study are working hour is 0-3 hours.

Table 4.8: Table showing mode of travel of the respondent

Source: field survey

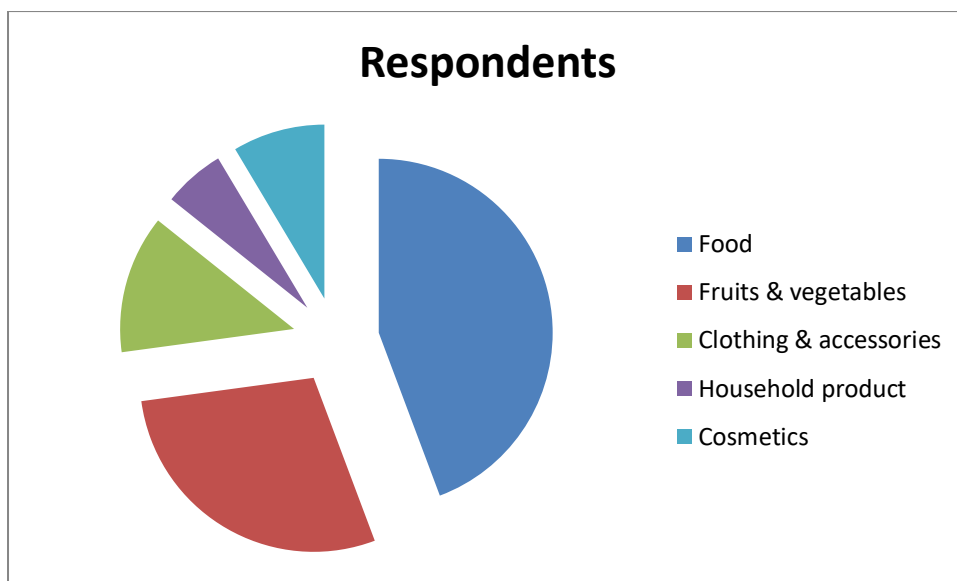


Fig 4.1.8: figure showing working hour of respondents

Interpretation:

From the table 4.8 Analysis it can be interpreted that out of total 70 respondents 9% are walking, 39% have cycles, 11% uses public transport and 41% are own a vehicle. Thus, the majority of the respondents of the study are 41% owns a vehicle.

Table 4.9: Table showing demand of public for your vending product of the respondent

Demand	Respondents	Percentage
Good	22	31%
Very good	19	27%
Average	24	35%
Poor	5	7%
Total	70	100%

Source: field survey

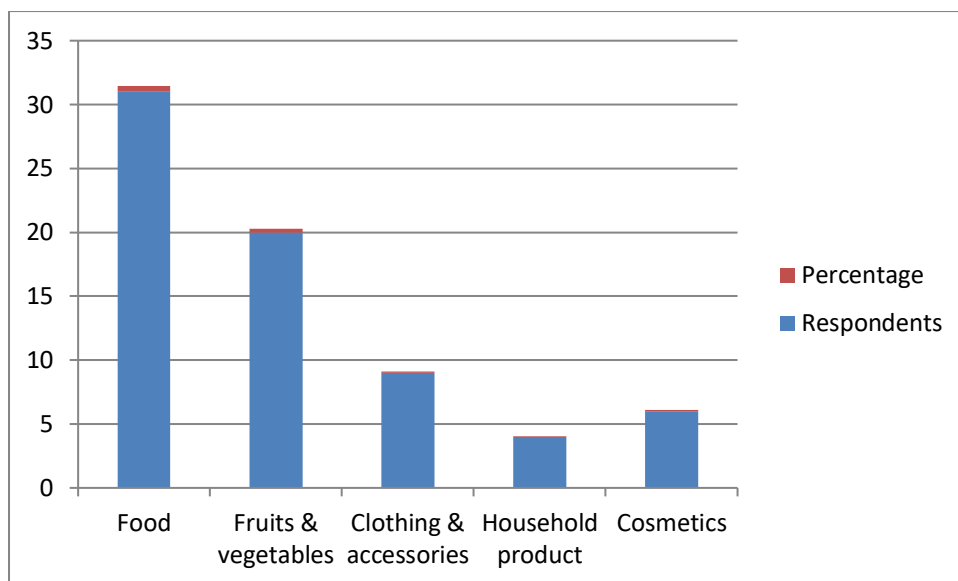


Fig 4.1.9: figure showing working hour of respondents

Interpretation:

From the table 4.8 Analysis it can be interpreted that out of total 70 respondents 31% is good, 27% is very good 35% is average and 7% is poor. Thus, the majority of the respondents of the study are 35% is average.

Table 4.10: Table showing experience in the business of the respondent

Experience	Respondents	Percentage
Less than 1 year	12	17%
1-4 years	26	37%
5-8 years	27	39%
8 above	5	7%
Total	70	100%

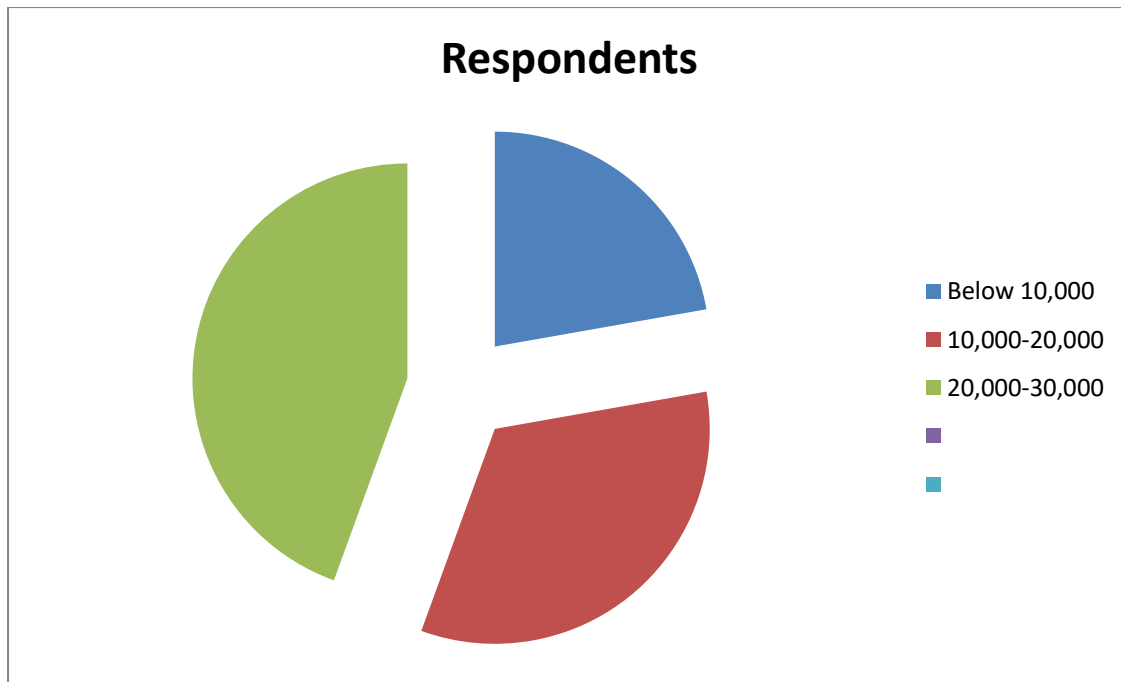


Fig 4.1.10: figure showing working hour of respondents

Interpretation:

From the table 4.8 Analysis it can be interpreted that out of total 70 respondents 17% are less than one year, 37% are 1-4 years,. Thus, the majority of the respondents of the study are 35% is average.