

A MARKET REASERCH ON STREET VENDORS IN MYSORE CITY OF: KARNATAKA STATE. PROBLEMS AND PROSPECTS

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Absract :

India is a land of villages, where primary or agriculture sector is predominant . Majority of people depend on agriculture for their livelihood. But it has many problems and obstacles. This sector is overcrowded than its actual capacity. An excess of population than its potentiality is depending on it resulting in reducing the marginal income and profit, which is forcing them to find other alternative employment opportunities in any other sector. These people are migrating towards urban area in search of employment opportunities. Besides this there are many landless labors in rural area who find it difficult to get employment opportunities in rural area. So they also migrate to urban areas. Due to urbanization and industrialization there is a rapid acceleration of migration from rural area to urban area. Urban centers are unable to provide employment to all workforces in formal sectors. So they have to find other opportunities for the settlement. The easiest opportunity that they find in urban area or city is street vending business. It is an important activity related to informal sector in urban areas. Majority of street vendors are illiterate or educated at primary level. They have low skill and poor economic condition. . Vendors sell their goods like vegetables, fruits, clothes and other daily needed commodities and sell these in the competitive market at reasonable prices. Street vending provides job opportunity and means of livelihood to the migrants and urban poor but Urban Local Bodies consider it as illegal activity so far. In 2004, first time, Government of India recognizes vendor's role in local economy after so many litigations and Supreme Court verdict in favor of vendors. National Policy on Urban Street Vendor, 2004 and 2009, Model Street Vendors (Protection of Livelihood and Regulation of Street Vending) Bill, are some of the initiatives taken by the Government. Other agencies like NASVI and SEWA have played major role to push vendors issue and formulation of policies in favour of street vendors. Vendors sell their goods in competitive market. The present study analyses the socio economic status of street vendors of Mysore city. This study also discusses the various problems faced by street vendors and to suggest possible solutions.

KEY WORDS: VENDORS, STREET, MIGRATION.

OBJECTIVES:

1. To understand socio and economic status of street vendors in Mysore city.
2. To identify the problems faced by street vendors in Mysore city.
3. To find out the solution for the problems faced by the street vendors.

METHODOLOGY AND DATA SOURCES:

The study design is descriptive and analytical in nature. This study has utilised primary and secondary data. The market information on the street vendors in Mysore city has been collected from sample street vendors in the study area. This study is based on data collected from randomly selected

50 street vendors in Mysore city of Karnataka. Simple tabular form and percentage techniques are used to present the study findings. Secondary sources include published books, journal articles, magazines and Internet sources

INTRODUCTION :

Economic development is a policy of every country and India is not an exception to it. But there are several hurdles and obstacles in the path of development. The Important obstacles are ever increasing population and unemployment. India stands second place in population growth, next to China. India is a land of villages. Agriculture is predominant in rural India but it is overcrowded. There are problems like disguised unemployment as well as general unemployment. Lack of gainful employment, coupled with poverty in rural area has pushed people out of their villages in search of a better existence in cities. Urban labour force expands faster than the employment generated in the urban sector of economy e.g. manufacturing and services sector. So urban centres are not able to provide employment to all workforce, in formal jobs, looking forward for opportunities for earning their livelihood, so, they are forced to find other opportunities in informal sector of urban settlement. The informal sector represents an important part of the economy and the labour market in many countries, especially in developing countries. It plays a major role in employment creation, production, and income generation. Within this informal sector of workforce, street vendors play an important role in employing migrated people These migrants do not possess the skill or the education to enable them to find better paid secured employment in the formal sector. The main reason why a section of the working population taken to street vending are lack of skill to get regular jobs .Street vending is a very imperative activity of informal/unorganized sectors in all underdeveloped and developing countries. In comparison with the other trades, it is easy way of trading for the poor people as well as lower level of income groups living in the metro and non-metro cities. . Vending in urban area is characterized by ease of entry, small scale of operation carried out in temporary structure in a variable location without a fixed place or store. Vendors sell their products in unregulated and competitive market environment without observing any fixed hours for vending. Vendors are defined services for sale from public places, primarily streets and pavements. Vendors are defined from an economic, cultural and legal position, are those people who offer goods or services for sale from public places, primarily streets and pavements. street vendors are those people who do not have a permanent place of their own and who offer goods and services without having proper trade license for sale form public places

. They normally purchase goods from wholesale market according to their needs and capital (money) available. They load them in basket on a pushcart, wheelbarrow or tricycle and moves in selected areas to sell their products. Many times they announce loudly goods or articles on sale and their prices to attract customers. Very often, vending is on an illegal basis contrary to the government regulations; it does not depend upon formal financial institutions for its credit needs as initial investment and risk associate for vending daily needs is low.

Today, vending is an important source of employment for a large number of urban poor as it requires low skills and small financial inputs. People engaged in vending tries to solve their problems through their own meager resources. Unlike other sections of the urban population they do not demand that government create jobs for them, nor do they engage in begging, stealing or extortion. It appears that

irrespective of the location and type of vendors, they try to live their life with dignity and self-respect through regular vending activities

This paper attempts to study the socio and economic status of street vendors of Mysore city. Mysore city of Karnataka is one of the fastest growing and is highly cosmopolitan in nature. People of different religion, caste, occupation, culture, speaking diverse languages and of different food preferences reside here. The following findings present the socio economic status of street vendors in Mysore city of Karnataka.

Socio-Economic factors like age, sex, education and caste or religion greatly influence the structure of street market so all these factors are considered. It is clear from the table -1 that 20 percent of the respondents belong to the age group 15 to 20 years and 40 percent are in the age group of 21 to 30. Whereas 24 percent respondents belong to the age group of 31 to 50 and only 16 percent respondents belong to the age group of 51 and above

TABLE -1

SOCIO ECONOMIC BACKGROUND

SL.NO	Classification	Frequency	Percentage
AGE			
1	15 TO 20	10	20
	21 TO 30	20	40
	31 TO 50	12	24
	51 and above	08	16
TOTAL		50	100
SEX			
1	Male	42	84
2.	Female	08	16
TOTAL		50	100
CASTE			
1	OBC	32	64
2	Christians	02	04
3	Muslims	12	24
2	SC/ST	03	06
4	Upper Caste	01	02
TOTAL		50	100
EDUCATION			
1	Illiterate	18	36
	Primary	20	40
	SSLC	10	20
	PUC	02	04
	Higher	00	00
TOTAL		50	100
HOUSE TYPE			
1	Asbestos	49	88
2	Concrete	01	02

TOTAL		50	100
Hose ownership			
1	Rented	50	100
2	Own	00	00
TOTAL		50	100

Source: PRIMARY DATA

Sex is an important factor in street vending business. It is evident from the study that the female sellers have made their presence felt in the market. It is observed from the table that the percentage of male sellers is 84 and female sellers constitute 16. It is found that there are 42 male sellers and only 08 female sellers. It is clear from the analysis that the male sellers are more and they dominate the street vending market in the study area.

Though India is a secular state, Indians follow a variety of castes, creeds and religion. From the study it is found that 64 percent respondents belong to OBC, 04 percent respondents are Christians, 24 percent belong to Muslims, 06 percent belong to SC/ST and the remaining 02 percent respondents are upper caste people. This reveals that all religion and caste people are engaged in flower marketing. It is evident from the analysis that caste is not a barrier for sales.

Education is an important factor that influences the market behavior of the seller. Therefore the educational level of the respondents is also considered for the study. The data reveals that the 36 percent respondents are illiterate, 40 percent have completed only primary education, 20 percent have completed SSLC, 04 percent acquired PUC level education and none of them are having higher level education. This data explicitly proves that most of the sellers are illiterate or semiliterate. Only few respondents are having good educational qualification.

Housing facility is an important factor which determines social condition of the respondents. So this factor is considered. Table -1 reveals that majority of respondents have asbestos roof house, that is, 98 percent have asbestos roof and only 2 percent have concrete house.

House ownership is another important factor which influences the social status of the vendors hence this factor is considered. As per the table all respondents are living in the rented house so 100 percent are depending on rented house. None of them have own house.

TABLE -2

WORKONG HOURS

SL.NO	Hours	Frequency	Percent
1	2 to 5	03	06
2	6to 8	10	20
3	9 and above	37	74
TOTAL		50	100

SOURCE: PRIMARY DATA

Table No. 2 provides the details about the working hours of the respondents. An observation of the table clarifies the point that 06 percent sellers work 2 to 5 hours, 20 percent sellers work 6 to 8 hours and 74 percent sellers work for more than 9 hours. Hence maximum numbers of vendors are working for more than

9 hours. However, the street sellers who work fewer hours are engaged in other occupations to earn their livelihood

TABLE -3 :

PREVIOUS OCCUPATION

SL.NO	Occupation	Frequency	Percent
1	Unemployed	16	32
2	Agricultural Worker	20	40
3	Daily wage worker	14	28
TOTAL		50	100

It is evident from the Table -3 that 32 present street vendors were unemployed before entering to street vending business, 40 percent were agriculture workers and 28 percent were daily wage workers. Respondents have taken up street vending business for get better opportunity and option than before.

TABLE -4

DEMDND AND PROFIT FOR THE PRODUCTS,

SL. NO	Opinion	Frequency	Percent
1	Good	30	60
2	Not bad	16	32
3	Bad	04	08
TOTAL		50	100

SOURCE: PRIMARY DATA

As the demand and profit of street vending business depend on market price the vendors are not very sure about it. Hence a survey on the opinion of street vendors about demand and profit became imperative.

The data of table No.4 reveals that thirty out of fifty have given a positive opinion on demand and profit of street vending business. They expect good future out of street vending business, Whereas 16 respondents out of 50 is satisfied with the business. But 4 respondents are not satisfied with their business.

TABLE: 5

SL NO	Classification	Frequency	Percent
1	Up to Rs 300	05	10
2	Rs 301 to 500	28	56
3	Rs501 to 1000	10	20
4	Rs 1000 and above	07	14
TOTAL		50	100

SOURCE: PRIMARY DATA

DAILY INCOME: Future of the street market depends on income earned by the seller hence income factor is considered. The data regarding income of the respondents is collected in terms of daily income. It is evident from Table No.5 that 10 percent of respondents earn up to Rs. 300, 56 percent earn in between Rs

301 to 500 ,20 percent belong to the income group of Rs. 501 to 1000 and 14 percent belong to the income category of Rs 1000 and above.

TABLE- 6

FUTURE OF STREET VENDING BUSINESS

SL .NO	Future	Frequency	Percent
1	Very good	07	14
2	Good	40	80
3	Bad	03	06
TOTAL		50	100

SOURCE: PRIMARY DATA

It is interesting to know street vendor's opinion regarding the future of street vending business. Table-6 tells about the opinion of vendors regarding the future of street vending business. Out of 50 respondents 7 vendors are very optimistic and according to them street vending has very good future, according to 40 respondents it has good future, but 3 respondents are not satisfied with the business so for them future is bad.

Table No.7 VIEWS ON STREET MARKET ORGANISATION

Sl.No.	Views	No. of cultivators	Percentage
1	Not necessary	20	40
2	No Idea	25	50
	Necessary	05	10
	Total	50	100

SOURCE: PRIMARY DATA

Being busy, vendors find little time for organization. Their daily routine is torturous. A lack of time is just one factor and the conflict for space among vendors is another. Since there is no recognized organization for street trade, they get only marginal profit.

It is evident from the above table that 20 respondents opine that, there is no necessity of recognized organization, 25 respondents don't have any idea about recognized organization and only 05 respondents know the significance of organization so they say that it is necessary to have an organization

PROBLEMS :

- Lack of proper place to display their things.
- Harassment by municipal and police officials
- Non recognition by the government
- Unhygienic environments in the business place.
- Lack of assistance by financial institution.
- Lack of organisation.

STUDY FINDINGS AND SUGGESTIONS:

- . A broad and holistic approach is needed to deal the problem of street vendors. While formulating urban plans it is necessary to take into account the rights of vendors.
- Provision can be made in the public parks and garden to street vendors.
- Recognition of vending as a profession would benefit the municipalities by way of levies.
- The vendor's recognition would mean that they have a right to their profession which would in turn loosen the stranglehold of corrupt officials, policemen and gangsters over them.
- In the study area of Mysore city many street vendors are operating in unsheltered locations. It is necessary to provide shelter to protect them from environmental problems.
- The study has revealed that there are no public toilet facilities for the street vendors in the areas of their operations. There is need for public toilets to be provided especially for women street vendors. Corporation authorities should take steps in this direction.
- There is the problem of high incidence of borrowing from money lenders by the street vendors in the study area. This needs to be reduced by bank interventions by way of providing adequate loans at reasonable rate of interest. .
- Payment of fees/charges to local authorities by the street vendors is high in the study area. Hence there is need to reduce the same.
- Street vendors are operating under constant threat of eviction by the local authorities and policemen. This approach needs to be avoided to enable street vendors to carry on their business without the fear of eviction.
- The study has revealed that there is lack of unionization among street vendors in the study area. The street vendors should form their union and fight for their cause and problems.
- NGOs and others should try to create awareness among the street vendors about their right
- Street vendors should form their cooperative societies for availing credit and for promoting their savings. This would enable them to develop leadership among themselves.
- National policy on street vendors should be devised to safeguard their interest.
- Vendors should be given legal status by issuing licenses.
- Street vendors should be treated as special component of the plans for urban development as they are an integral part of the urban distribution system.
- Street vendor's role should be included in Town and City Master Plans.
- Social security funds should be set up for street vendors.
- Promote self governance of vendors through organizing them

CONCULTION :

Vending has been a profession since time immemorial, with street vendors an integral part of our urban history and culture. Shopping and marketing, in a traditional Indian sense, has primarily been informal. It is estimated that the total number of street vendors in India is around 2 percent of the population of metropolis. With increasing urban migration and the shrinking formal sector, street vending has emerged as one of the critical means of earning a livelihood for the urban poor in India. Street vendors are not only a significant part of the informal sector but also an integral part of urban economy. It is stated that a very low skill and

capital is required to enter trade. It is easier to enter the street trade for the poor migrants as well as low income group in the city. A fairly high proportion of vendors were once workers in the formal sector and they had taken to street vending after they lost their jobs. They sell their products either at growth centres or at market centres. Pricing of the articles by the street vendors was not based on the cost technique. They were not trained in that direction. Street vendors in India largely deal in fruits and vegetables. They buy them from growers either at growth centers or at market centers they purchase from growers at wholesale price plus discounts. They calculated their time consumption recurring expenses, municipal taxes and other levies and marginal profits. Price policy was determined by middlemen agents who supplied vegetables to street vendors. Due to demand fluctuations of vegetables they charge high prices in morning and at reduced prices in the evening time. Street vendors priced their fruits and vegetables at varying rates depending upon the market conditions. They sell their vegetables to hotels preferably as they get quick payments. Usually Street vendors have maintained good relationship with customers who buy fruits and vegetables regularly from them. Vegetables are purchased by hotels, inns, restaurants, specialized institutions of various ceremonies. Food vendors have become popular in large cities because they provide food in cities which is cheap, nutritious, fresh and unadulterated. Street vendors are an important link in the immediate marketing of perishable goods like vegetables, milk, milk products etc. to consumers and female vendors also play a major role in this context.

Street vendor in India are not assisted by financial institutions as they are unable to produce any guarantee and security. They generally use their own savings, borrowing from friends and relatives and from money lenders as their capital investment. Majority of street vendors have their savings account with banks, credit societies but they hardly get their financial help from their organizations. Powerful route to organizing vendors is through self-help groups. This idea, which began in the last decade, is now gaining momentum. The entire face of the struggle could change by strengthening this movement because of its participatory nature. A group of 10-20 people can be organized and also linked to banks for meeting working capital needs of vendors.

Self-help groups initiate the process of organizing, facilitate discussion, and inculcate the habit of savings and linking up with banks for credit. Though the right to sell is a top priority, another focal point for organizing the vendors could be through micro credit

However they face numerous problems. Their major problems relate to Credit and infrastructure inadequacies, lack of proper space for displaying their goods, harassment by municipal and police officials, non-recognition by the government of their business, unhygienic environment particularly for women vendors. The vendors have to deal with multiple authorities – the Municipal Corporation, police, regional development authorities, district administration, local panchayats and so on. There is need to solve all these

problems of vendors. Street vendors should be included in the urban master plans..Social security should be given to improve their social and economic status. Government has to deal all these problems and should come out with successful solutions.

Referances

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