



“Problems And Prospects Of Street Vendors In Gadag Town”

Prakash D Karigar

Assistant Professor

Govt. First Grade College For Women
Gadag

INTRODUCTION :

With the opening up of the Indian economy for global enterprises, the business environment of India has rapidly been changing. Consequently, the informal sector has also been grown in both manufacturing and distribution system. The lack of absorption of workforces in formal sector, the informal sector becomes the source of employment and earning for such workforces. Street food vending is one of the informal businesses where from many people earn their livelihood by selling goods and services to the people of the urban areas. Street food vending can be considered as small-unregulated enterprises with low capital employed in their business. They are conducting their business through small means and in the form of sole trading concern. The owner of the organization is the sole risk bearer of the concern and he receives the profit as reward for taking risks and uncertainty in the business and he also bears loss arising out of the business.

The Street food vendors are generally tiny retailers who are creating linkages between wholesalers and the end users. They sell different items like fruits, vegetables, fish, meats, sweets, electronics goods, readymade cloth, flowers, different seeds, utensils etc. As the nature of business of Street food vendors is the distribution of goods and services, the type of capital and its size are different from 2 other types of retailers. Street food vendor are tiny retailers and they require more working capital compared to fixed capital to run their business. The Street food vendors are important segment of informal sector. But there is lacking of database of Street food vendors with the local authority. It is very difficult to determine the exact numbers of Street food vendors as Saheb B. B. pointed out that “measuring the magnitude of Street food vendors in the total informal sector is very difficult, because the existence of variance in the activity they undertake as some sellers sell only few hours during day time may be morning or evening and sellers change the activity based on seasons”. The informal sector is characterized by small scale operation, labour intensive, unskilled workers, easy entry to new enterprises, indigenous resources.

STATEMENT OF THE PROBLEM :

Since recent past street food vendors are becoming part and partial of general public by offering tasty food at low cost , they can also be called as hub of food, but these businessneeds support,security for their business, Hence the present study try to explore the problems faced by the street food vendors especially in Gadag Town.

METHODOLOGY :

The study is confined to Gadag Town. Both the places are selected purposively. Gadag town of Karnataka was selected because the Gadag town is important commercially and there has been 50 considerable number of street food vendors regularly doing business.

TYPE OF DATA :

The study used both secondary data and primary data to achive the objectives of the study.

COLLECTION OF DATA :

The secondary data for the study has been gathered from various sources such as textbooks articles and various websites, The primary data for the study is collected from the respondents [vendors] through field survey using structured questionnaire.

SAMPLING SIZE :

The size of the sample is 50 the sample has been drawn from chitradurga city and Gadag town equally

SAMPLING TECHINQUES :

The study has been used simple random sampling techniques

SCOPE OF THE STUDY:

The study is limited to street food vendors in Gadag Town , The study is related to analysis of income of street vendors, their standard of living, it also includes the problem faced by the street food vendors by street food vendors Gadag Town

An Overview of Street Food Vendors

Definition According to the Draft National Policy for Street Vendor, a street vendor is broadly defined as a person who offers goods for sale to the public without having a permanent build up structure but with a temporary static structure or mobile stall. Street vendors may be stationary 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 cycle or baskets on their heads or may sell their wares in moving trains, bus etc. In this policy document, the term urban vendors is inclusive of 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-patri walla, footpath dukandars, sidewalk traders etc.

Introduction of Street food

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for

value addition, particularly within the food processing industry. Accounting for about 32 per cent of the country's total food market, the food processing industry is one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. The total food production in India is likely to double in the next 10 years with the country's domestic food market estimated to reach US\$ 258 billion by 2015.

Government Initiatives

In order to promote food processing industries, increase level of processing and exploit the potential of domestic and international market for processed food products. Vision Document- 2015 was prepared by the Ministry of Food Processing Industries. The document envisages trebling the size of investment in the processed food sector by increasing the level of processing of perishables from 6 per cent to 20 per cent. value addition from 20 per cent to 35 per cent and share in global food trade from 1.5 per cent to 3 per cent by 2015. According to the Ministry, an investment of Rs 100,000 crore (US\$ 15 billion) would be required in 2015 to achieve these targets.

Street Food Vendors – The Precarious Existence

The vulnerability of the food vendors is captured by looking at their reasons to take up this particular livelihood activity, the day-to-day harassment that they have to face from the authorities and the lack of diversity in the household's livelihood activity since all the household members are involved in one livelihood activity. All the respondents had transitioned from a different livelihood activity to street food vending, and for most of them the transition was voluntary, as their previous jobs were exploitative and lacked personal freedom. Hence all the respondents felt more secured in their current livelihood of street food vending. While the respondents chose street food vending over any other informal sector work to have a sense of ownership and freedom of work, all the respondents faced harassment from police and other government authorities on a regular basis.

Migration and street food vending as a livelihood option for middle class households as well They park their mini-van which they use for vending food near an ancient temple in Chitradurga. Their menu includes idli, dosa, lemon rice, puliyogre and paddu for breakfast that's available between 7.30 am to 12.00 pm and chapatti, ragi mudde, rice, rasam and butter milk for lunch available till 4.30 pm. Chapathi, idli, dosa and ragi mudde are made at the location while others food items are cooked at home.

STREET FOOD VENDORS IN KARNATAKA

Looking at the history of our country, street vending has been a part of our culture and tradition. Traditionally, during the times of the Vijayanagar Empire, street vending mostly in the form of selling of gold and silver ware. The folk tales told to children also speak of vending on streets in one form or the other. More recently, street vending includes selling of eatables, to vegetables, to even carpets. Street vendors form an important part of the socio-cultural and economic life since time immemorial. Traditionally, these vendors have been a part of our lives, which till date continues. And nowhere in history have they been considered as obstructions to public

spaces till colonial rule entered the country. The study looked at the socio-economic background of the vendors, further highlighting the problems they face in their day to day life.

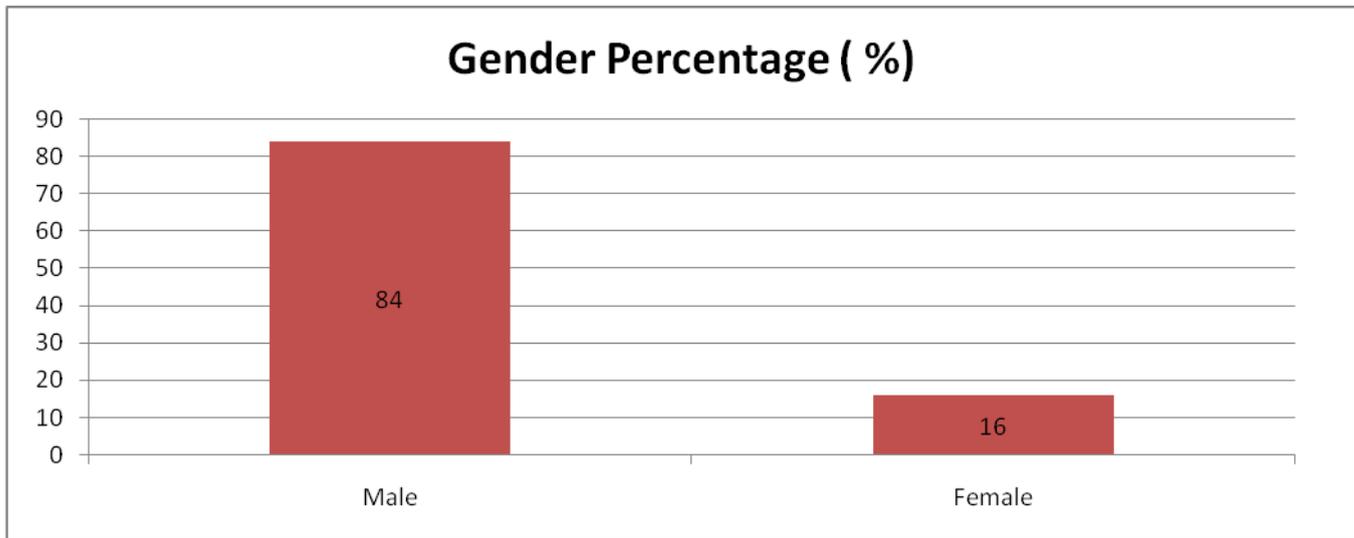
While most of the street vendors have come to Bengaluru looking for better prospects and standard of living, a few have come because they were left with little choice due to less employment opportunities. This was especially prominent in physically challenged, who were not given jobs in their villages cause of handicap. Others lost their land in villages to big dam projects or to highway development projects. A few took debts with enormous interest rates and lost their land cause of inability to pay their debts. While a few have been able to create some savings, most are barely able to make their ends meet. In Karnataka Bengaluru is the main commercial city for street vending, because of Industries and tourism places. Main places for Street vending is Industrial areas like Peenya, Yashwanthpur, Yekahanka, Hebbala. Other places are KR Market, Majestic, MG Road, Brigade road, Avenue road, Lalbagh etc. Mysore city will takes second place in Karnataka in street vending business. As pre the recent survey there are nearly 6500 street vendors are in Mysore city. Other main commercial districts for street vending are Davanagere, Hubli-Darvad etc.

Table 4.1
Classification of response on the basis of gender

SINo.	Gender	No. of respondents	Percentage (%)
1	Male	42	84
2	Female	8	16
	Total	50	100

Source: Field survey

Graph 4.1



Source

: Table no. 4.1

The table no 4.1 shows[depicts] there is a significant gender disparity among the street food vendors surveyed. Here is the breakdown: Male Respondents: 42 (84%)- Female Respondents: 8 (16%)

The analysis shows that dominance of male vendors and low female representation

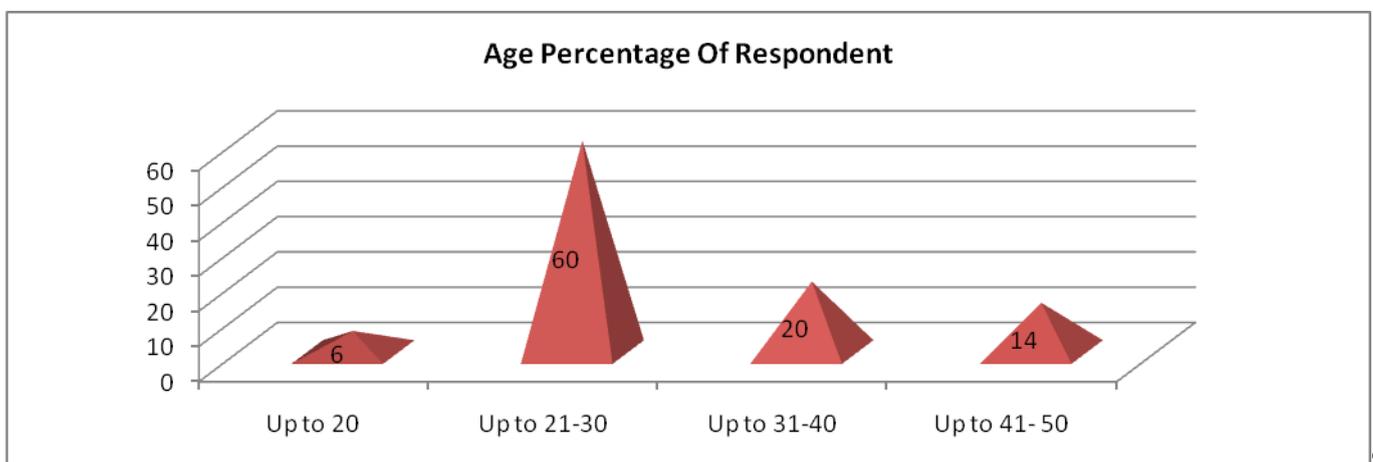
Table 4.2

Classification of the basis of the age of the respondents

SI No	Age Of Respondent	Number Of Respondent	Percentage(%)
1	Up to 20	3	6
2	Up to 21-30	30	60
3	Up to 31-40	10	20
4	Up to 41- 50	7	14
	Total	50	100

Source: Field survey

Graph 4.2



Sour

ce:Table no. 4.2

The table 4.2 young vendors (Up to 20 years): Only 3 respondents (6%) , Prime Working Age (21-30 years)with 30 individuals (60%),Mid-Age Vendors (31-40 years): There are 10 respondents (20%),Older Vendors (41-50 years): This group has 7 respondents (14%),

The analysis shows that majority of the respondents are in age group before 21-30 years and members of response are below 20years age

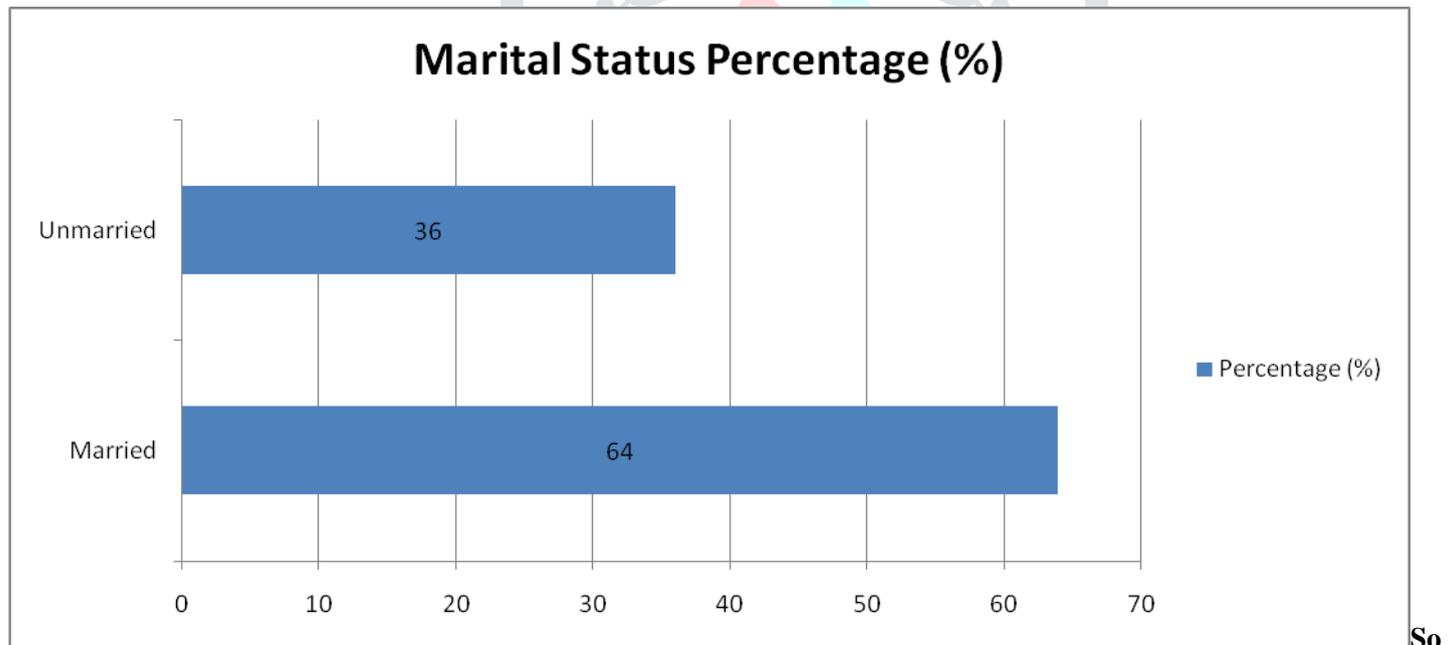
Table 4.3

Classification of the basis of the marital status

Sl. No	Marital Status	Number of Respondents	Percentage (%)
1	Married	38	64
2	Unmarried	21	36
	Total	59	100

Source: Filed survey

Graph 4.3



Source : Table no. 4.3

Married Vendors (64%): The majority of street vendors are married, indicating that street vending might be seen as a stable source of income for families.Unmarried Vendors (36%): A significant portion of vendors are unmarried, which could include younger individuals who are starting their careers.

1.Family Support: Married individuals may rely on street vending as a primary means of supporting their families.

2.Career Choices: Unmarried individuals may find street vending appealing due to fewer family responsibilities and the opportunity to establish their own businesses.

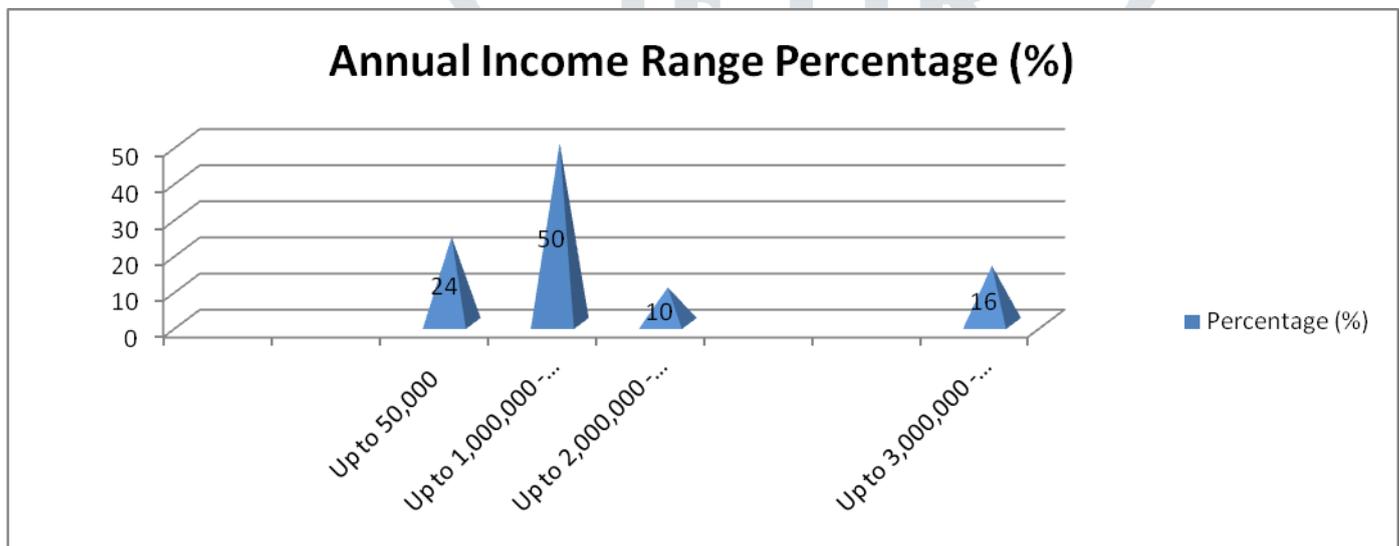
Table 4.4

Classification of the basis of the Annual Income

Sl No	Annual Income Range	Number of Respondents	Percentage (%)
1	Up to 50,000	12	24
2	Up to 1,000,000 - 2,000,000	25	50
3	Up to 2,000,000 - 3,000,000	5	10
4	Up to 3,000,000 - 3,500,000	8	16
	Total	50	100

Source: Field survey

Graph 4.4



Source: Table no. 4.4

Up to 1,000,000 - 2,000,000 (41.67%): The largest group of respondents falls into this income range, suggesting that a significant portion of vendors earn a moderate income.

Up to 50,000 (20%): A notable percentage earns below 50,000, indicating a lower income bracket among some vendors.

Economic Challenges: Vendors in the lower income brackets may face more financial challenges, which could impact their business operations and growth opportunities.

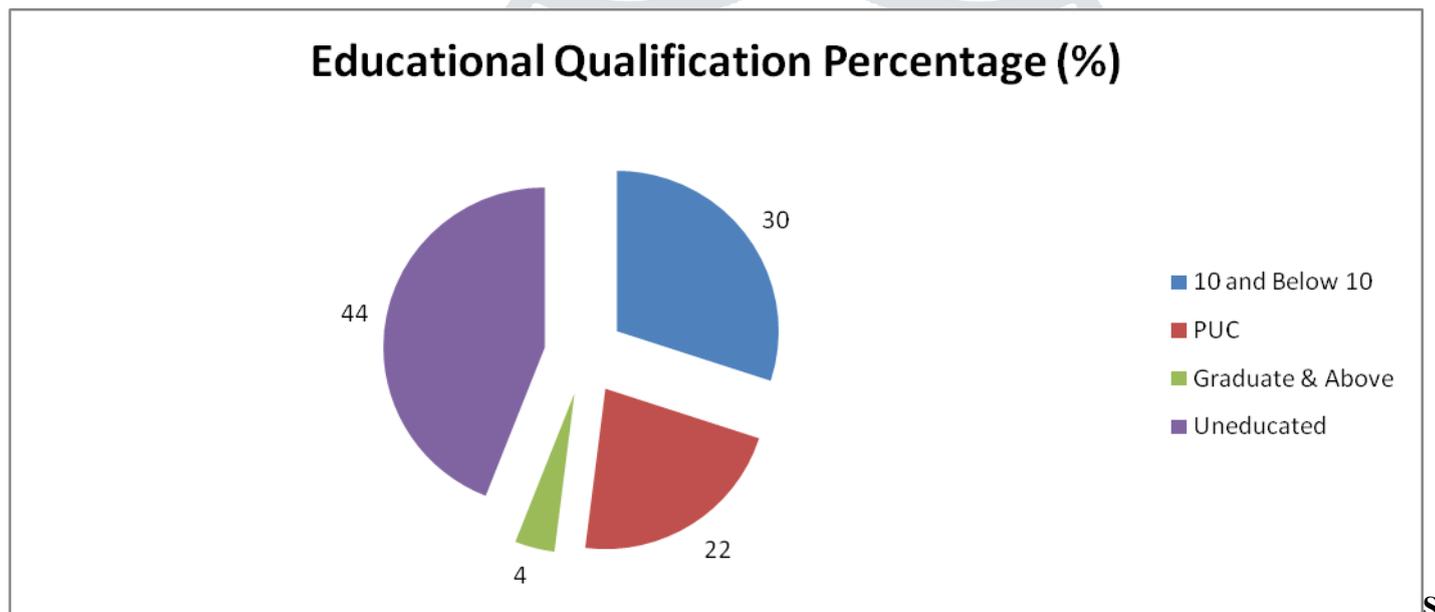
Table 4.5

Education qualification of the respondents

Sl no	Educational Qualification	Number of Respondents	Percentage (%)
1	10 and Below 10	15	30
2	PUC	11	22
3	Graduate & Above	2	4
4	Uneducated	22	44
	Total	50	100

Source: Filed Survey

Graph4.5



Source Table no. 4.5

That educational qualification of respondents were analyzed and found uneducated (44%), 10 and below 10 (30%) and PUC (22%): Graduate & Above (4%).

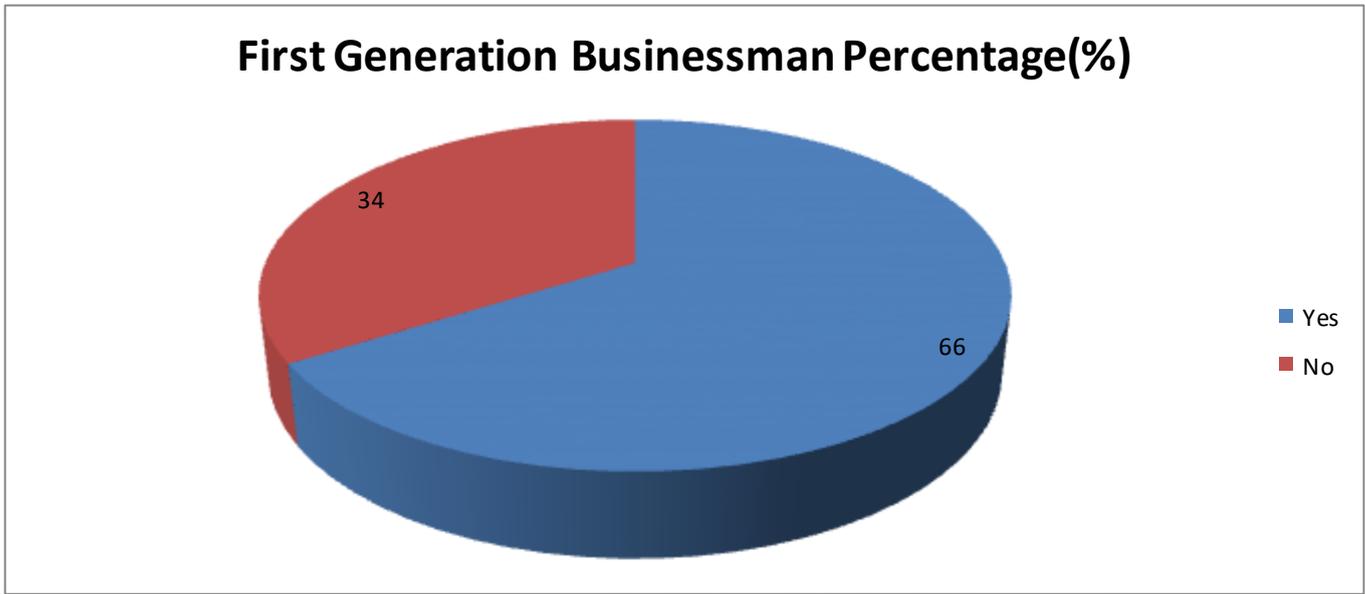
Table 4.6

Classification of respondents on the basis of the First Generation Businessman or not.

Sl. No	First Generation Businessman	Number of Respondents	Percentage (%)
1	Yes	33	66
2	No	17	34
	Total	50	100

Source: Field Survey

Graph 4.6:



Source

Table 4.6

The table majority are first-generation businessmen(**First Generation (66%)**),A smaller portion have a family history in business(**Not First Generation (34%)**):.

1.Entrepreneurial Spirit: Many respondents are pioneering their business ventures.

2.Family Influence: Some continue family traditions in business.

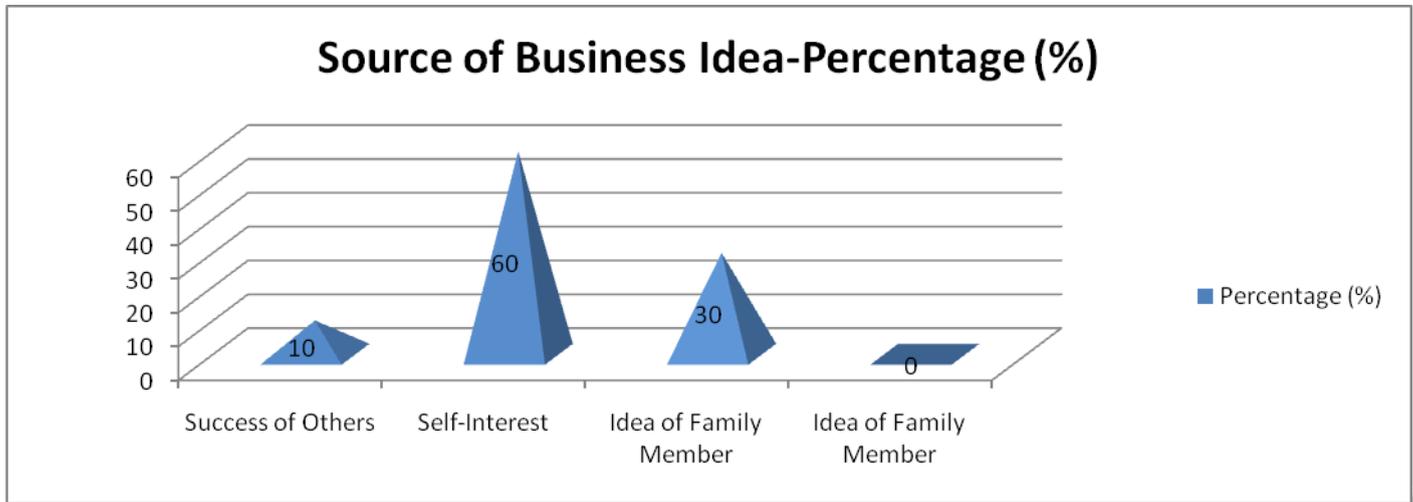
Table 4.7

Classification of the basis of the source of business idea for selling street food .

Sl. No	Source of Business Idea	Number of Respondents	Percentage (%)
1	Success of Others	5	10
2	Self-Interest	30	60
3	Idea of Family Member	15	30
4	Idea of Family Member	0	0
	Total	50	100

Source: Field survey

Graph 4.7



Source : Table 4.7

The majority conceived the idea through their own interest(**Self-Interest (60%)**); Family members played a significant role(**Family Influence (30%)**); A smaller segment was inspired by the success of others(**Success of Others (10%)**),

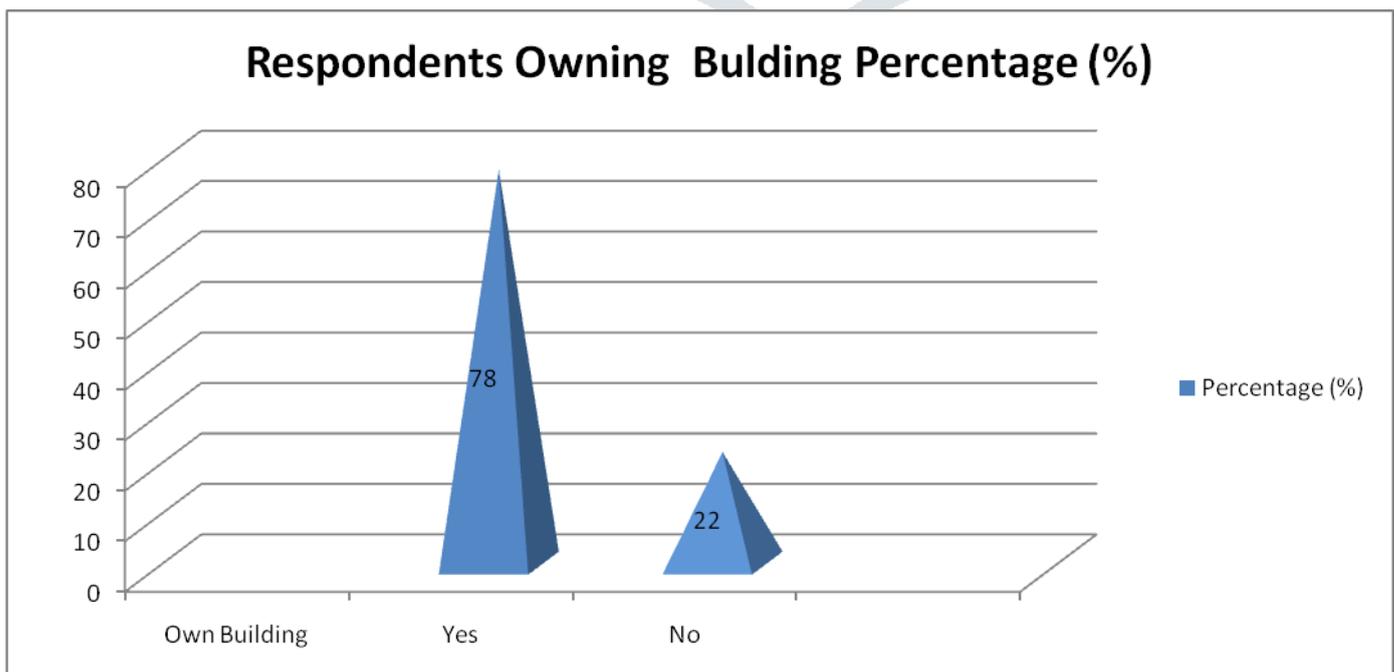
Table 4.8

Classification of respondents on the basis of the owning building for their shop

Sl. No	Owning Bulding	Number of Respondents	Percentage (%)
1	Yes	39	78
2	No	11	22
	Total	50	100

Source: Field survey

Graph 4. 8



Source : Table no.4.8

The their shop building(**Owned Building (78%)**), A smaller portion do not own their building(**Rented or Other (22%)**).

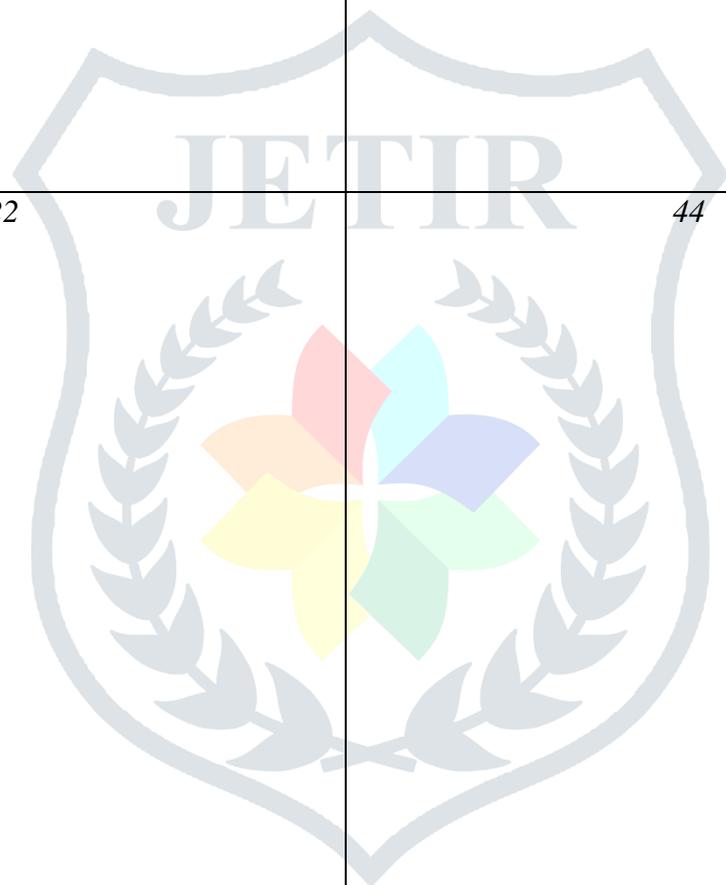
1.Stability: Ownership of the building may indicate business stability.

Table 4.9

Classification of respondents on the basis of major source of funds

S l o w l y N o t o f F u n d	Number of Respondents	Respondents Percentage (%)
1 B o o k F i n a n c i a l I n s t i t u t i o n s	2	4
2 P r i v a	1	2

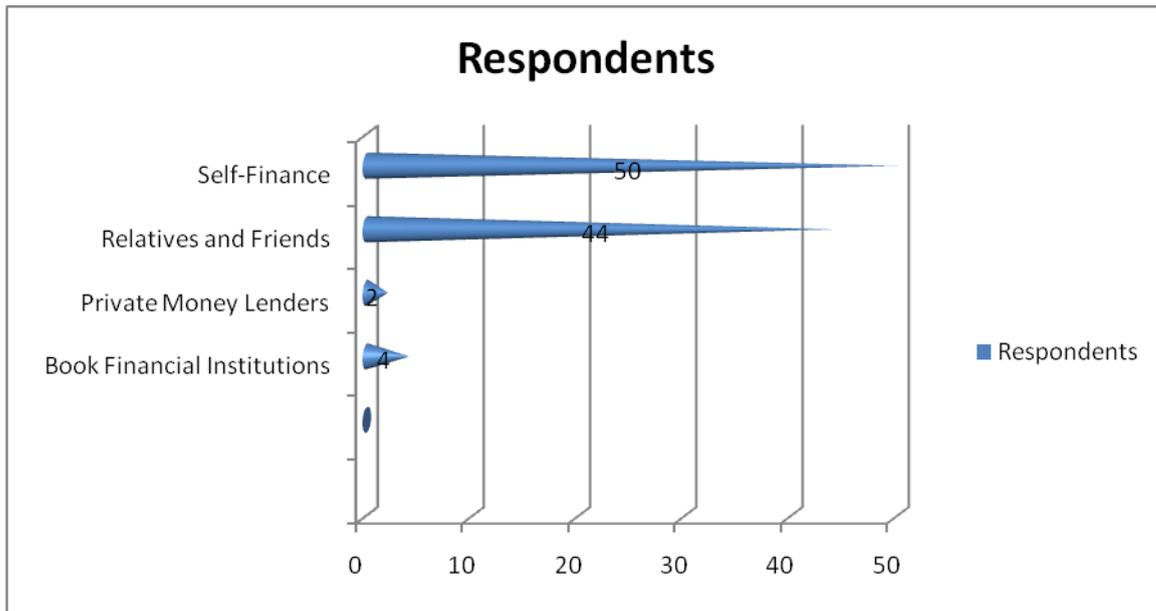
t e M o n e y L e n d e r s		
3 R e l a t i v e s a n d F r i e n d s	22	44
4 S e l f - f i n a n c e	25	50
T o t a	50	100



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Source: Field Survey

Graph 4.9



Source :Table 4.9

Shows the majority use their own funds(**Self-Finance (50%)**), A significant number rely on close connections(**Relatives and Friends (44%)**), Few use formal financial institutions(**Formal Institutions (4%)**).

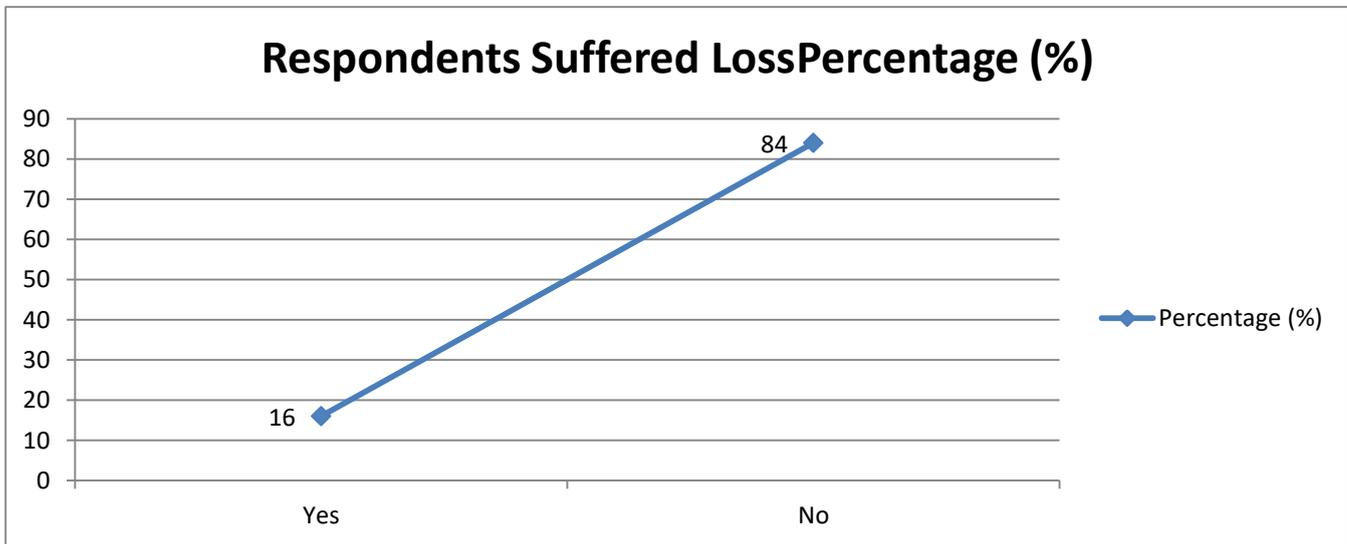
Table 4.10

Classification of respondents on the basis of the suffer from loss during previous year.

Sl. No	Suffered Loss	Number of Respondents	Percentage (%)
1	Yes	8	16
2	No	42	84
	Total	50	100

Source: Field Surey

Graph 4.10



Source

ce : Table 4.10

The majority did not suffer losses(**No Loss (84%)**),A smaller portion experienced financial losses(**Suffered Loss (16%)**):

1.Business Stability: Most vendors have stable or profitable businesses.

2.Risk Management: A minority face challenges that lead to losses.

Table 4.11

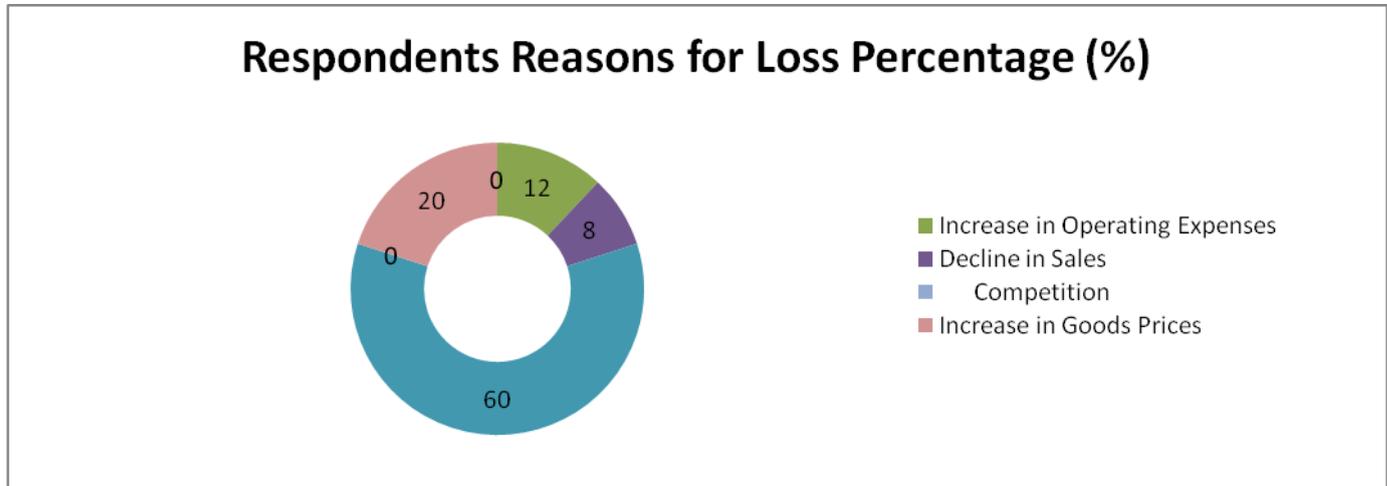
Classification of respondents on the basis of reasons for loss.

S i l . N o	Reason for Loss	Number of Respondents	P e r c e n t a g e (%)
1	Increase in Operating Expenses	6	12
2	Decline in Sales	4	8
3	Competition	30	60
4	Increase in Goods Prices	10	20

Total	50	100
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Source: Field Survey

Graph 4.11



Source : Table no. 4.11

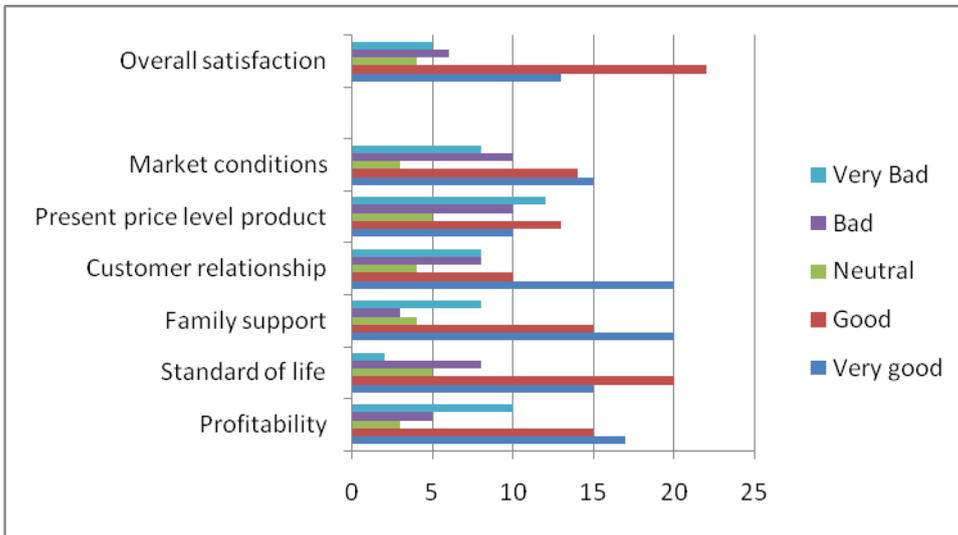
The primary reason for losses is competition **Competition (60%)**, Rising prices of goods also impact profitability **Goods Prices (20%)**, Increased expenses affect a smaller segment **Operating Expenses (12%)**, A few suffer from decreased sales **Sales Decline (8%)**

Table 4.12 : classification of respondents on the basis satisfactory dimensions in relations

Sl no	Satisfactory Dimensions	Very good	%	Good	%	Neut ral	%	Bad	%	Very Bad	%	Total
1	Profitability	17	34	15	31	3	6	5	10	10	20	50
2	Standard of life	15	31	20	40	5	10	8	16	2	4	50
3	Family support	20	40	15	30	4	8	3	6	8	16	50
4	Customer relationship	20	40	10	20	4	8	8	16	8	16	50
5	Present price level product	10	20	13	26	5	10	10	20	12	24	50
6	Market conditions	15	31	14	28	3	6	10	20	8	16	50
7	Overall satisfaction	13	26	22	44	4	8	6	12	5	10	50

Source: Field Survey

Graph 4.12



Source : Table no. 4.12

Table 4.12 the Food vendors maintain good customer relationship 40%, Standard of Living improves to 40% Overall satisfaction is good and market condition support Street food vendors.

Conclusion:

While the Chitradurga and Gadag Town Street food vendors considered for the study have distinct reasons for transitioning into the livelihood of street food vending, we can immediately draw threads which connect each of them. All of them are in a constant contestation with the authorities in negotiating the issue of urban space.

Even the respondents who have migrated more than 10 years ago are still considered outsiders and face added challenges, especially from the local customers. However, it appears that such negotiations and contestation have become a part of their daily lives, which they have to navigate through every day.

The interesting point is that in spite for such harassment, all the respondents were satisfied with their livelihood and some of them even aspire to expand. This sense of security and sustainability for each of the vendors emerges from the fact that their provisioning of food is accepted by the larger section of the society.

It is only the quality of food and general acceptability of the food that makes them sustain. Hence street food vending provides a relatively easy channel for the migrants to get included into the host society. However, the current regulation related to street vending, the Street Vending Act, 2014 (SVA), poses threat to such inclusions.

QUESTIONNAIRE

PROBLEMS AND PROSPECTS OF STREET FOOD VENDORS

1. Name of Street Food Vendor and shop:
2. Place of Birth:
3. Sex: Male Female

4. Age of street vendor: a) up to 20 [] b) up to 21-30 []
c) up to 31-40 [] d) up to 41-50 above []
5. Marital Status: Married [] Unmarried []
6. Annual Income: a) Up to 50000 [] b) Up to 100000-200000 []
c) Up to 200000-300000 [] d) Up to 300000-350000 above []
8. Educational Qualification: (i) Below [] (ii) PUC []
(iii) Graduate and above [] (iv) un educated []
9. Are you first generation businessman
1) Yes [] 2) No []
10. How did you conceive the business idea for selling street food shop.
a) Success of the others [] b) self interest []
c) Idea of the family members [] d) Ancestors []
11. Did you have own building for your shop. A) Yes [] b) No []
12. What is the major source of funds.
a) Banks / Financial Institutions [] b) Private money lenders [] c) Relatives
and friends [] d) Self finance
13. Have you suffer from loss during previous year.
Yes [] No []
14. If yes reason for such loss.
a) Increase of operating expenses [] b) Decline of the sales []
c) Competition [] d) Increase in the price of goods. []

15. Write a questions related to problem in street vendors

Sl	Problems	Yes	No
1	Do you have electricity/light at this stall?		
2	Do you face any health and safety concerns while operating as a street food vendor?		
3	You have water facilities at or near the stall?		
4	Do you have any safety measurements in your shop?		

5	Have you heard about the Food Safety and Standards Act?		
6	Do you face any obstacles or difficulties in acquiring necessary permits or licenses for your street food vending business?		
7	Have you faced any competition from other street food vendors in your area?		
8	Do you face any legal restrictions or regulations that affect your business?		
9	Have you received any training or support related to entrepreneurship or business management for your street food vending business?		

16. Satisfactory dimensions in relation to your business

1. Very good 2. Good 3. Neutral 4. Bad 5. Very bad

Sl No	Sub dimensions	1	2	3	4	5
1	Profitability					
2	Standard of life					
3	Family support					
4	Customer relationship					
5	Present price level product					
6	Market conditions					
7	Overall satisfaction					

17. Suggestions if any.....

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