



TROUBLES OF WOMEN ROAD SIDE VENDORS OF VEGETABLES AND FRUITS IN BENGALURU CITY- A STUDY

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Abstract

Vegetable vending is an informal self-employment sector, which provides employment to the majority of men and women. Vegetable vendors are either street vendors or selling the vegetables by sitting in busy street corner. The income of vegetable vendors largely depends upon which types of products they sell and number of hours spent for selling the products. The present paper aims to highlights the issues related to women vegetable street vendors in Bangalore city. The present study is an attempt to know the problems faced by women in vegetable street vending business in Bangalore city. The study is based on both primary and secondary data. The study is conducted in Bangalore city of Karnataka State by collecting data from 50 respondents under interview and observation method. The study observed that women in street vending business are more confident and strong in their work place. They are suffering from poor economic conditions and lack of business knowledge.

Keywords: Women Empowerment, Opportunities in informal Sectors, Street Vendors Problems,

1. Introduction

Bangalore is one of the fastest growing cities in India. More number of people coming to Bangalore for lack of opportunities in their area for their livelihood. Most of the poor people in Bangalore survive by working in informal sector for their survival. Street vending is one of the means of earning income for their livelihood because Bangalore is fast growing city and has proper opportunities to sell. Majority of women prefer to do work as vegetable vendor because it needs a small amount of finance and skill to do their self-employed business. Street vendors are sellers of vegetables, fruits, flowers, cooked foods vendors, small articles etc. Vegetable vending is one of the most common streets vending business in urban areas. Women street vendors

have poor economic condition and less educated. Majority of married women are supported from her family members in vending business. Such support motivated women to involve in trading activity and to start her own business independently to support her family. Women face various workplace related problems like insecurity of earnings, lack of basic amenities like drinking water and toilet, competition, customers' pressure to sell goods at low price etc. These work related problems obviously make adverse impact on mental and physical health of the women street vendors.

2. Review of the literature

- **Dr. Pratima Pawar (2016):** "Self-employment and social empowerment of women vegetable Vendors in Kolhapur city". The researcher aims to know the role of Self Employment and the social empowerment of women working in the informal sector, with special reference to vegetable vendors in Kolhapur City. Empowerment of women has emerged as an important issue in our society in recent years and it has been recognized as the central issue in determining the status of women.
- **Parikshit Chakraborty, Samarpita Koley (2018)** "Socio-Economic View on Street Vendors: A Study of a Daily Market at Jamshedpur" The study concluded that the male street vendors living into better condition with respect to income status compared to the female street vendors.
- **Ms. Jyothsna Thimmaiah. B. (2021)** "Street Vendors in Bangalore : An overview" The researcher aimed to study the lives of street vendors who are regularly offering their services from dawn to dusk. It also tries to identify the causes behind street vending, challenges faced, measures taken by the government to prevent the harassment of street vendors by police and other authorities, improvement in the working conditions, social protection and life skill development to improve the level of profitability.
- **Biman Kumar Nath (2019)** "Income, Vulnerability and Empowerment of Women Street Vendors in Haflong Town of Assam" The researcher conducted the research with pretested schedule among thirty women vegetable vendors in the town to understand the income, vulnerability and empowerment pattern of the sample respondents. The researcher identified vulnerability and livelihood situation of the sample women vegetable sellers are not in a decent condition.
- **Shashidhar Channappa (2020)** "Multi-faceted interventions to empower street vendors in Bengaluru" The present study as a part of the project on issues and concerns of street vendors found other problems plaguing street vendors. The problem among them was they are being cheated by unscrupulous people who have been collecting money from the street vendors purportedly for an organization's membership, which has come in to existence under the policy on street vending. During a study on street vendors researcher was found that street vendors were being abused and cheated by some group of individuals in the pretext of getting them membership of organizations that help street vendors in various forms.

- **R. Vara Prasad, D. Subhashini(2019)** “Women Street Vendors, Challenges and Opportunities: An Superlative Analysis with Special Reference to Chittoor District of Andhra Pradesh, India” The researcher selected the present topic to project the various issues that the women street vendors face in their everyday occupation. In men dominated society women are always considered to be inferior and there are number of cases of harassment and abuse which not only make women to leave their bread earning occupation but also suffer financial loss.

3. Objectives

- To know the status women vegetable street vendors in Bangalore city
- To identify the problems faced by women vegetable street vendors in Bangalore city
- To know the opportunities for empowerment of women in informal vegetable vending sector
- To suggest suitable measures for the improvement in the status of street vendors in Bangalore city

4. Statement of the Problem

The developing city Bangalore has more density of population. Most of them involve in economic activities to earn income for their livelihood. Street vending is one of the informal economic sectors, which absorbs majority of the urban unemployed marginalized labour groups and provides employment opportunities. It is difficult to state the exact number of women engaged street vending vegetable business activities in urban Bangalore. The number of women engaging in vegetable street vending business is increasing because of increase in migration of rural people from their villages to urban Bangalore. The first preference given by these migrated people to work is in formal sector. But most of them find themselves jobless and select street vending economic activities as their self-employment to earn income.

The study is useful to know status of women as vegetable street vendors in Bangalore city. The study revealed that women street vendors suffers from physical problems, environmental problems, market related problems and verbal forms of harassments in their workplace..

5. Significance of the study

Economic empowerment of women is very essential for the growth of national economy. Women select some types of business activities, which will help them to start and run business in a smaller amount of effort. Street vending business is one of such types of business selected by women to generate income for their daily livelihood. But street vending business is not free from problems. Therefore researcher selected the present topic to know the problems faced by women street vendor in Bangalore city. The study aims to share the views of women vendors in their street vending business. The also aim to share the information about the present status of women vegetable vendors in Bangalore city.

6. Scope of the study

The present study aims to know the problems faced by women street vendors in their vending activities. Bangalore city is selected for the study because Bangalore has large number of women street vendors. The study is concentrated on selling problems, investments, return on their investment and working conditions.

7. Limitations of the study

The study is conducted in few areas of urban Bangalore. Sample size is limited only to 50 selected women street vendors in Bangalore city. Convenient sampling is used to collect the data from women street vendors, who are not available in the street all the time. The study is restricted to problems faced by women vegetable street vendors in selected areas of Bangalore city.

8. Research Methodology

The present study is based on primary and secondary data. The data has been collected by using scheduled interview and observation method. Convenient sampling method is used to collect data from women respondents, who are selling vegetables on the street of Bangalore city. The sample size is confined to 50 women individuals. Frequency tables are used for data analysis and interpretation. The collected data was analysed and interpreted. Secondary data was collected from review of literature, books, journals and internet.

9. Analysis and Interpretation of data

The collected data has been analysed and interpreted

Table -1 Demographic Features of Respondents

Sl. No.	Variables	Frequency	Percentage(%)	Total
1	Age Group			50(100%)
a	20-40	19	38	
b	41-60	23	46	
c	60 and above	08	16	
2	Education			50(100%)
a	Illiterate	05	10	
b	Able to read and write	13	26	
c	Primary School education	21	42	
d	Higher secondary and above	11	22	
3	Marital status			50(100%)
a	Unmarried	08	16	
b	Married	39	78	
c	Divorced/Others	03	06	

4	Reason for selecting the street vending			
a	To do independent work	08	16	50(100%)
b	Support family basic needs	16	32	
c	Lack of jobs in formal sectors	14	28	
d	Financial problems	12	24	
5	Selling Experience			
a	Less than 1 Year	24	48	50(100%)
b	1 to 5 years	12	24	
c	5 to 10 years	09	18	
d	More than 10 years	05	10	
6	Nature of product selling			
a	Fruits	05	10	50(100%)
b	Vegetables and Fruits	18	36	
c	Green vegetables	14	28	
d	Flowers	05	10	
e	Coconut and Sweet corn	08	16	
7	Sales Pattern			
a	Sitting in road corner(fixed place)	23	46	50(100%)
b	Using three wheeled push cart	27	54	
8	Working hours			
a	Early morning to midday	18	36	50(100%)
b	Afternoon to night (8 pm)	12	24	
c	Full day	20	40	

(Source: Primary Data)

The above table shows the demographic characters of respondents.

1. The above table reveals that 23(46%) respondents are in the age group of 41-60 years, 19(38%) respondents are of 20-40 years and 8(16%) respondents are above 60 years old.
2. The education of respondents includes 21(42%) are primary school education holder, 13(26%) of them are able to read and write, 11(22%) respondents finished their higher secondary and only 5(10%) sample respondents are illiterate.
3. The sample respondents marital status reveals that majority of sample respondents were married. Women started earning income to support their family members. Some of the sample respondents were assisted by their children in doing vending business.
4. 16(32%) respondents expressed that they started street vending business to support their family and to satisfy their basic needs, 14(28%) respondents involve in the vegetable vending business due to lack of

jobs in other formal sectors, 12(24%) respondents started vending business to meet their financial needs and to solve their financial problems and rest of the respondents were under the intension of doing independent business.

5. Majority of the respondents started street vending business during Covid period. Therefore they have less than one year experience in street vending business, 12(24%) respondents have less than 5 years of experience, 9(18%) respondents have less than 10 years of experience and only 5(10%) respondents have more than 10 years of experience.
6. Majority of the sample respondents are vegetable vendors. And 14(28%) respondents are in green leaves vending, 8(16%) are in coconut and sweet corn selling, 05(10%) respondents are fruits sellers and 5(10%) respondents are flower sellers.
7. 27(54%) sample respondents have fixed street corner place to sell their goods to final consumers and 23(46%) respondents are moving from one street to another in search of customers for their goods selling.
8. Majority of the respondents work for the full day, 18(36%) respondents start their regular vending business from early morning to midday and 12(24%) respondents start their vending business from afternoon to night.

Table-2 Problems Faced by Street Vendors

Sl.No	Variables	VD	D	LD
1	Financial problems			
a	Shortage of funds to add new product	23(46%)	18(36%)	09(18%)
b	Problems of credit finance	28(56%)	17(34%)	05(10%)
c	Increased price of commodity	18(36%)	21(42%)	11(22%)
d	Increase in profit	17(34%)	31(62%)	02(04%)
2	Marketing problems			
a	Challenges due to increase in number competitors in sale of similar type products	27(54%)	13(26%)	10(20%)
b	High bargaining from customers	31(62%)	18(36%)	01(2%)
c	Uncertainty in number of customers	21(42%)	24(48%)	05(10%)
d	The problem of transfer of vegetables from the place of purchasing and selling place	05(10%)	39(78%)	06(12%)
f	Difficult to fix same price for the whole day	10(20%)	32(64%)	08(16%)
g	Problems in clearance of unsold goods	13(26%)	36(72%)	01(02%)
3	Environmental problems			
a	Health problems due to street vending business during heavy rain and hot summer	24(48%)	21(42%)	05(10%)

c	Problem of increase in quantity unsold goods due to changes in climatic conditions	28(56%)	12(24%)	10(20%)
e	Deteriorate the quality of perishable vegetables during heavy rainy season	30(60%)	18(36%)	02(04%)
4	Major health issues in during business hours			
a	Leg pain due to continuous moving or continuous sitting, head ache, strain, rainy season cold cough	08(16%)	38(76%)	04(08%)
c	Mental stress during working time and in working place	10(20%)	21(42%)	19(38%)

(Source: Primary Data)

[Key: **VD**-Very Difficult, **D**-Difficult **LD**-Less Difficult]

The annexure-2 discussed the problems faced by the street vendors in their daily business work.

1. Financial problems

- Shortage of fundis very difficult challenge to 23(46%) respondents, 18(36%) respondents expressed as difficult and rest of the respondents accept the statement as less difficult.
- 28(56%) respondents reacted to the problem of getting credit finance from formal sources as very difficult, 17(34%) respondents expressed as difficult and rest of the respondents considered as less difficult.
- 18(36%) respondents expressed that it is very difficult to buy more quantity of goods due to sudden increase in price rates of vegetable goods, 21(42%) respondents reacted as difficult and other respondents answered that it is less difficult.
- 17(34%) respondents expressed that increase in profit is very difficult in their daily business, 31(62%) respondents accepted as difficult and only 02(04%) respondents expressed that it is less difficult.

2. Marketing problems.

- 27(54%) respondents responded very difficult, 13(26%) respondents accepted as difficult and only 10(20%) respondents find less difficulty in facing the competitors challenge in vegetable vending business.
- Consumers bargain more at the time of purchase of vegetables. It is considered as very difficult to face by 31(62%) respondents, difficult to 18(32%) respondents and less difficult to rest of the respondents.
- More number of regular customers are essential to clear the stock of highly perishable vegetable goods. 21(42%) respondents are facing very difficult problem of uncertainty in availability of more number of customers in their area. The uncertainty is faced to the difficult extent by 24(48%) respondent and only 05(10%) respondents reacted to the statement as less difficulty.
- Transferring the goods from the place of availability to the place of distribution is very difficult to 5(10%) respondents, difficult to 39(78%) respondents, less difficult to 6(12%) respondents. Poor packing and shifting from one place to another for selling damages the quality and reduces the income availability at the time of sale of vegetables.

- e. 10(20%) respondents accepted as very difficult, 32(64%) respondents accepted as difficult and 08(16%) respondents considered as less difficult in fixation of same price for the whole day due to perishable nature in quality of vegetables.
- f. Majority of the respondents accepted as very difficult and difficult on the statement of clearance of unsold goods. Sellers should clear the stock of holded goods with in the required time. There is a lack of storage facility to hold the goods for the next dayselling. Clearance of unsold goods by selling at lower price or at free is a daily challenging problem for the vegetable street vendors.

3. Environmental problems

- a. Environmental issues are really challenging to women street vendors. Doing business in open market either by sitting or by moving from one street to another during heavy rains and hot summer is a very difficult to 24(48%) respondents and difficult to 21(42%) respondents and only 5(10%) respondents considered it as less difficult.
- b. Climatic changes make negative impact on the demand for goods and also increase the quantity of unsold goods. 28(56%) respondents accepted as very difficult and 12(24%) respondents considered as difficult and only 10(20%) respondents reacted as less difficulty.
- c. It is a serious problem to vegetable vendors to hold more quantity of goods during rainy season. The quality of goods deteriorates in less span of time. 30(60%) respondents accepted as very difficult, 18(36%) respondents considered as difficult and 2(4%) respondents expressed as less difficult.

4. Major health problems

- a. Major physical health problems are leg pain, headache, strain, cold, cough during rainy season due to continuous moving or continuous sitting in one place, It is accepted as very difficult by 08(16%) respondents and difficult to 38(76%) respondents. Only 04(8%) respondents expressed as less difficult.
- b. Mental stress during working time and in working place is considered as very difficult by 10(20%) respondents, difficult by 21(42%) respondents and rest of them reacted as low less difficult.

10. Findings

- Majority of the respondents are under the age group of 41-60.
- Respondents are less under educated and they have lack of business knowledge.
- Married women are more in sample respondents. They do the vending business to support their family.
- Majority of the women respondents started the street vending business during covid period to meet the customers demand at their door step.
- Women in street vending business are very accessible to customers.

- Respondents suffers from financial problems due to lack of investments and increased cost of living
- They are attracted by easy way of getting money from money lenders which increases their loan amount and interest on loan and alsosuffers from difficulty in repayment.
- Majority of the respondents responded that increase in profit is very difficult in street vending business
- There is a lack of cooperation and more competition among the women street vendors to sell their goods to customers. Customers are making more bargaining in buying the goods.
- Majority of the respondents agreed that they should pay more transportation charges to move the goods from the wholesalemarket to customer market.
- Majority of the respondents suffers from the environmental issues like climatic changes heavy rain, increase in temperature during summer etc.
- Majority of the respondents suffering from health issues like leg pain due to continuous moving or continuous sitting in one place, headache and strain, cold, cough during rainy season.
- Women in street vending business suffers from mental stress due business risk.

11. Suggestions

Empowerment of women in economic activity is very appreciable. Both formal and informal sectors are equally important and essential in contributing to the national income. There is a necessity of improvements in informal sectors to attract the people to involve more and more in income generating activity. Women selected vegetable vending business to generate her own source of income. But she needs certain basic amenities to involve herself in her field. She should not stop any self-employment business activities due to lack of support from the government. Following are some of the additional conveniences essentially required for the continuation and growth of women in vending business.

- There is a need of formation of women street vendors association among themselves along with one local authority members, to monitor and safeguard the interest of women vegetable vendors in their area. Regular meeting should be conducted to redress their grievances. Women street vendors should be given identity card from the association to strengthen their confidence in workplace.
- Women vegetable vendors' financial problems should be monitored by the association to protect them from local money lenders and to sanction needed finance with low rate of interest.
- They should be given proper business education in marketing and banking activities to gain the knowledge and to do the business activities very effectively`.
- There is a need of cooperation among the street vendors themselves to give the opportunities to both new and old vegetable street vendors to safeguard their interest.
- Women vegetable vendors must be protected from harassments like local mischievousness, alcoholic persons and the like. Women street vendors should be monitored and enquired by local police to know about these kind of problems faced during their street vending business.

- Women engaged in street vending faces some environmental problems. She should be given some supportive things to protect herself from seasonal climatic problems.

12. Conclusions

Self-employment is very essential to the people of India due to lack of employment opportunities in formal sectors. Women in self-employment is appreciable. She should be supported to attract more number of women to enter the self-employment business. Women with illiteracy or under education suffers from lack of knowledge to start new business. She should be given support with proper training and business education to start new business. Women in vegetable street vending business includes visit to the market place frequently to buy the vegetables and fruits, at low price, sorting and cleaning them and to sell the same either by moving from one place to another or by sitting in one place. During selling women street vendors are facing many problems like high bargaining from the customers, public nuisance, harmful weather conditions like heavy rain, hot summer, dust, damage of holded goods, lack of storage of unsold goods, uncertainty in customers demand and more competition. Women in street vending business are to be given proper protection at their workplace. This will help to attract and motivate the others to come forward and to start different types of self-employment business.

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