

A STUDY ON CHALLENGES FACED BY STREET VENDORS IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

APARNA . G

Register No.40410020



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the the bonafide work of **APARNA.G 40410020** who carried out the project entitled "**A Study on challenges faced by street vendors in chennai**" under my supervision from September 2021 to October 2021.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **APARNA.G (40410020)** hereby declare that the Project Report entitled “**A Study on challenges faced by street vendors in chennai**” done by me under the guidance of **Dr.M.SUDHA PAULIN MBA PhD** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

APARNA . G

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.M.Sudha Paulin MBA PhD** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

APARNA.G

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ABSTRACT

This study aims to assess the challenges faced by street vendors in Chennai. Street vendors are often those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. They try to solve their livelihoods problems through their own meager financial resource. They are the main distribution channel for a large variety of products of daily consumption like fruits, vegetables, readymade garments, shoes, household gadgets, toys, stationery, newspapers, and magazines and so on. If they were to be eliminated from the urban markets, it would lead to a severe crisis for fruit and vegetable farmers, as well as small scale industries which cannot afford to retail their products through expensive distribution networks in the formal sector. The present study is descriptive by nature. The study covers whole Chennai city as its population. The sampling is selected by using convenient sampling and the sample size is confined as 125. The present study is selected in street vendors who are selling vegetables and flowers etc. Other category will be eliminate due to time and cost constraints. Furthermore, the study looks at challenges faced by street vendors and their opinion about street vending. The data was gathered using an online google forms that was circulated using socialmedia, written material and the results were then compiled, analysed and the interpretations were made to understand how street vendors were been affected. So, this study attempts to inspect **“A STUDY ON CHALLENGES FACED BY STREET VENDORS IN CHENNAI”**.

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CHAPTER 1 – INTRODUCTION

1.1 INTRODUCTION:

The street vendors are the unorganised workers offering goods and commodities to the public. Street vendors are the self-employed category of the unorganised sector. Street vendors are the most deprived category self-employed worker category. They sell almost everything starts with vegetable, fruits, flowers, plastic items, garments and the list goes on. Street vending has been practised by both men and women all over the world. Accurate data is not available as every day a new vendor engage himself or herself as a street vendors and commence the vending activities in the place convenient to them. But the records show that women are more in numbers than men. They face many challenges in their daily vending.

Street vendors provide valuable services to the urban masses while making out a living through their own enterprise, limited resources and labour. Street vendors have been demanding protection from government so they can earn their livelihood without fear.

DEFINITION OF STREET VENDORS

According to Section 2(1) of Street Vendors Act, 2014 “Street vendors” means a person engaged in vending of articles, goods, food items or merchandise of everyday use or offering services to the general public, in a street lane, pavement, footpath, or any other public place or private area, from a temporary built-up structure or by moving from place to place includes hawker, peddler, squatter and all other synonymous terms which may be local or region-specific; and the words “street vending” with their grammatical variations and cognate expressions, shall be constructed accordingly. Street vendors are classified as mobile vendors and static vendors. The mobile vendors move from place to place and sell their goods and commodities. The static vendors remain in a fixed place and sell their products to the public.

CHALLENGES FACED BY STREET VENDORS

- Street vendors faces many problems as they are vulnerable population, who are neither protected by government, labour union nor by any labour law.

- They are deprived by laws made by government in respect of labour union.
- The Street vendors always suffer competition with other street vendors because of fluctuation in market prices, insecure and irregular employment. Their incomes are often minimal and their sales fluctuate.
- Street vendors are usually associated with encroachment of public spaces, causes traffic, inadequate hygiene, and poor waste disposal. Safety of food has been increasingly become a concern in regard to street vendors.
- The government does not recognize the contribution of street hawkers towards economic and social well-being of urban population. They survive without government support.
- Negative impact of online shopping on retailers and street vendors. Online shopping is a form of electric commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service. Online shopping has become the trend and the new mode of purchasing. The trend is very clear, retail shop demand will fall and even shrunk. Online shopping is indeed having an adverse impact on the retail sector.
- Uncertainty and insecurity the basic problems of street vendors is insecurity and uncertainty as their profession is considered illegal if government provides license to street vendors they can be protected.
- Bicycles, pedestrians and bus traffic attract street vendors often the side roads and pedestrian paths are occupied by people selling food, drink and other goods which are in demand by road users. If their services were not required at those locations, they would have no incentive to be there.
- With increasing urban migration and the shrinking formal sector, hawking and street vending have emerged as one of the critical means of earning a livelihood for the urban poor. 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 meagre resources. Unlike the other sections of the 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.

PROBLEM OF THE STUDY

In developing countries like India, the informal sector including street vending absorbs the majority of the urban unemployed growing labour force. It creates a wide employment opportunity; it is a means for income generation for the marginalized groups, and the urban poor especially for those who migrate from the rural area. However, despite its increasing importance in the total economy policies, regulations, services, infrastructure facilities and support are not available for the street vending and the environment under which the vendor operate their business are not suitable for their health and wellbeing. In addition to this, there is no proper attention, which is given to street vending by policy makers, decision makers. Currently, there is even strong negative measures and view prevailing against street vending both by the local government and by the formal business operators. In addition, street vendors face many problems in the course of running their activities. It is therefore, the focus of this study is to assess the challenges and prospects of street vending in Chennai city.

OBJECTIVE OF STUDY

General Objective

The very general objective of the research is to describe the current status, needs and problems of street vendors in chennai.

Specific Objective

- To know the working life of street vendors (men and women) in terms of level of income, accessibility of finance and working hours.
- To analyse the issues or challenges faced by street vendors during the pandemic
- To study the awareness level on current government schemes to uplift street vendors.

NEED FOR STUDY

Street vendors are often those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. They try to solve their livelihoods problems through their own meagre financial resource. The street vendors always suffer competition with other street vendors because of fluctuation in market place, insecure and irregular employment and their incomes are often minimal and their sales fluctuate.

SCOPE OF STUDY

This study is attempted to address the challenges and opportunities of street vendors in Chennai state, in general it also serves as a stepping stone to understand work life balance, social impacts, government rules etc. of street vendors in chennai is fruitful.

CHAPTER 2 – REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

This chapter reviews the literature related to street vending by focusing on the literature associated with research topic. The purpose is to explore what other authors have written and able to identify factors and challenges faced by street vendors.

Seepana Prakasam (2022) it focused on urban street vendors in india and services during the pre-migration and post-migration scenarios.It gives us true picture of the majority of urban street vendors in India.

Gayatri Sharma (2022) the paper argue the process of negotiating rights to use public spaces for street vendors and the importance of incorporating a gender perspective.

Salem A.Al Jundi, Haitham A.Al Janabi (2022) the impact of urban culture on street vending a path model analysis of the general public perspective.

Lalngnakmawia Thangluah (2021) the study examines how street vendors in the city negotiated and adapted to remain in the informal sector and, appraises the role of local government and communities in the process of regulation of street vending.

EP Akbar, C Destria (2021) street vendors condition of public space settings that exist to sell at the waterfront.Arrangement of street vendors facilitate the economic needs of street vendors.

AC Karunaratna (2021) a glance into the life of street vendors in sri lanka and background of street vendors.

Alok Ranjan, Parul Shukla (2021) effect of covid-19 lockdown on the livelihood of street vendors in maharashtra,india.

Falguni Mathews, Abhijit Bhosale (2021) understanding the factors influencing street vendors towards the use of digital payment system in india.

Jordi Honey-Roses, Isabelle Anguelovski (2020) impact of covid-19 on public space and an early review of the emerging questions like design,perceptions and

inequities and restrictions on the use of public space.

Engida Esayas Dube, Soloman (2020) analysis of socioeconomic vulnerability of street vendors and approaches in management of public spaces.

Silu Muduli, DV Ramana (2019) measuring financial capability of the street vendors.

Keerthan Raj (2019) a case study approach to viewing the successful business practices of street vendors.

Dr.G.IIankumaran Gomathinayagam (2019) the study reveals the marketing responsibility of street vendors in sustainable tourism.

Ar.Vaishali Patil, Ar.Kishor talnikar (2019) it covers the current scenario of street vendors acting in the central area of yeola town and identifies parameters for integrating into main market activities.

K.Dhamodharan (2019) it covers the problems faced by street vendors in pondicherry.

R Sankar (2019) analysing the work life balance among street vendors in puducherry and the problems faced by them.

Manickavasagam Bhoothalingam (2019) knows the challenges and competition faced by street vendors

Bhasker Vijaykumar Bhatt (2018) a study of street vending activities in the south east zone of surat and understanding the perception of street vendors.

Samarpita Koley, Parikshit Chakraborty (2018) attempt to explore the socio-economic status of street vendors in jamshedpur and challenges faced by street vendors.

Prasad Begari (2017) education level of street vendors and its impact on performance of the activities a case study of hyderabad.

Sally Roever, Caroline Skinner (2016) "Street Vendors and cities"

Manoj Panwar (2015) analysing the issues and challenges faced by vendors on urban street a case of sonipat city, india and policy measures for regulating urban

vendors.

Nageswara Rao Ambati (2015) understanding the working conditions and quality of life of street vendors in city of ahmedabad

Randhir Kumar, Arbind Singh (2015) empowering the street vendors in changing indian cities a case study of bhubaneswar (orissa)

Abhayraj Naik (2015) contextualising urban livelihoods street vending in india.

Bhaumik Sharit & Saha D (2012) street vending in ten cities in india and regulations.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 METHODOLOGY

As stated earlier the purpose of this paper is to assess the challenges faced by street vendors in chennai. In order to achieve this objective some conclusions have been drawn from the existing literature available on various sites of the internet as highlights of interview with vendors selling various products. At present, there is no factual data on the challenges and problems faced by street vendors. The use of statistical tools was not possible due to the unavailability of quantitative data. Therefore a descriptive article has been prepared with the help of online views of experts and interview with street vendors regarding the challenges faced by vendors. This time research methodology is framed for the purpose of finding the challenges faced by street vendors in chennai.

3.2 RESEARCH DESIGN

Descriptive Research Design

Descriptive research is a study designed to depict the participants in accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SAMPLING TECHNIQUE

Convenience Sampling method

A convenience sample is one of the main types of non-probability sampling method. A convenience sample is made up of people who are easy to reach.

3.4 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting the data.

Primary Data : Questionnaire

Secondary Data : Websites and online journals, published reports and review of literature from published articles.

3.5 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. The first part was designed to know the general information about vendors and the second part contained the respondents opinions about the challenges faced by street vendors.

- Basic Introduction
- Personal Data
- Research related questions
- Perception questions
- Likert scaling questions
- Suggestion questions

3.6 SAMPLE SIZE

The sample size for the research are 125.

3.7 PERIOD OF STUDY

The period of study for the research is between January 2022 to April 2022.

3.8 LOCATION & TARGETED PEOPLE OF STUDY

The location for the research is Chennai and the targeted people are general public and gained response from the general public and its analysed in the study.

3.9 HYPOTHESIS

H1 : There is no significant difference between the work life balance of street vendors during pandemic.

H2 : There is no significant difference between gender and awareness level on government schemes.

H3 : There is no significant variation between the age and challenges faced by street vendors.

3.9 TOOLS FOR ANALYSIS

3.9.1 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistics; generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9.2 HYPOTHESIS ANALYTICAL TOOLS

- Tools for testing the hypothesis (SPSS) are Correlation and Chi-square.

CORRELATION TEST

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two. It is a common tool for describing simple relationships without making a statement about cause and effect.

Question:

To find the significant difference between the gender and awareness level on government schemes

CHI-SQUARE TEST

Chi-square test is used to measure the difference between what is observed and what is expected according to an hypothesis is called chi-square test. Application of chi-square test can be used in goodness of fit of distribution, test of independence of attribute, test of homogeneity. This test is based on frequencies whereas in theoretical distribution and the test is based on mean and standard deviation.

Question

To find the significant difference between the work life balance of street vendors during pandemic.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

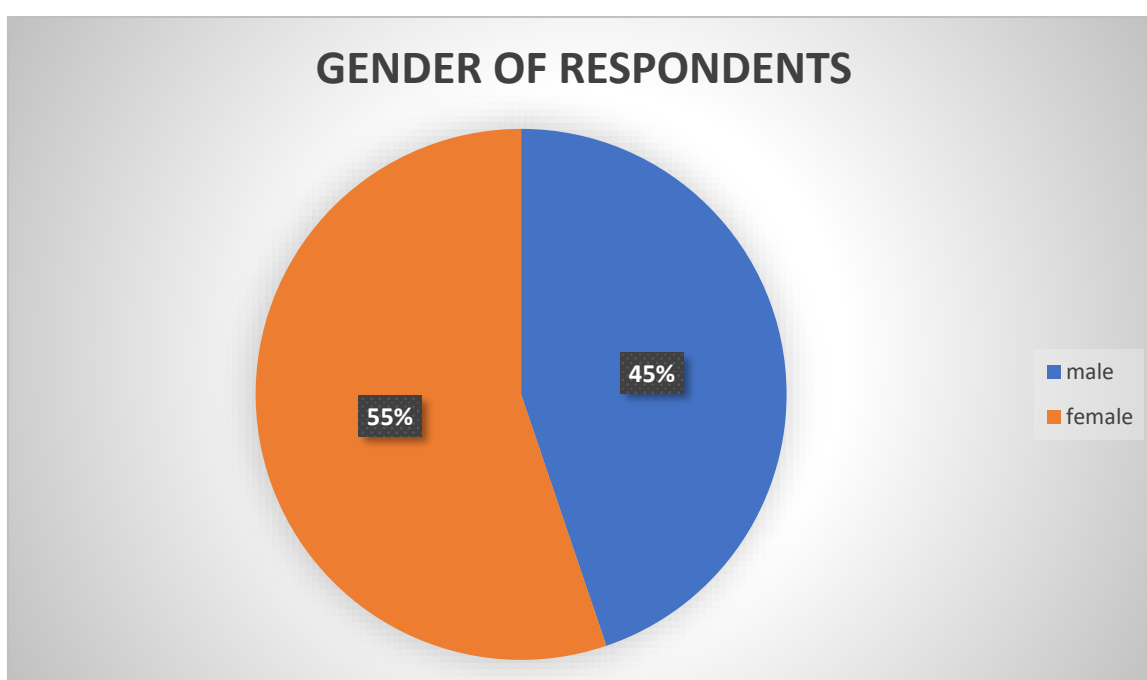
4.1 PERCENTAGE ANALYSIS

Table 4.1.1 : Gender of the respondents

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
MALE	56	45%
FEMALE	69	55%
TOTAL	125	100

Source : Primary Data

CHART 4.1.1 GENDER OF THE RESPONDENTS



INTREPRETATION

From the above table it is interpreted that the number of female respondents is 55% and male respondent is 45%.

INFERENCE

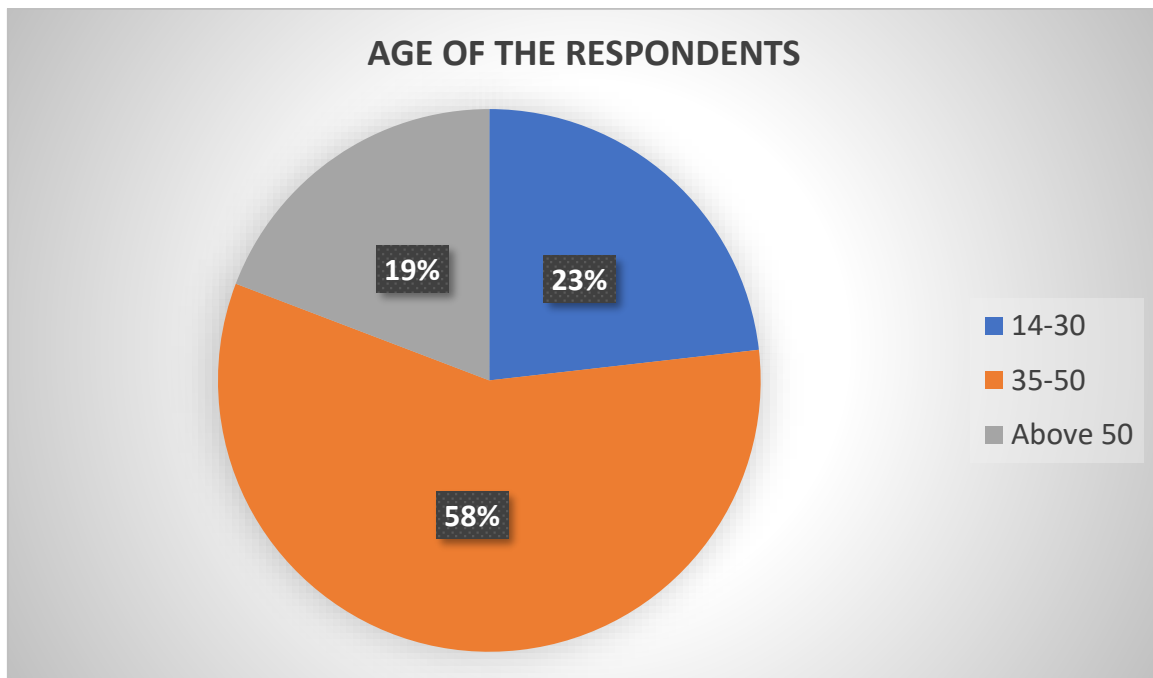
Majority (55%) of the respondents are Female.

TABLE 4.1.2 AGE OF THE RESPONDENTS

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENTS
14 – 30 Yrs	29	23%
35 – 50 Yrs	72	58%
Above 50 Yrs	24	19%
Total	125	100

Source : Primary Data

CHART 4.1.2 AGE OF THE RESPONDENTS



INTREPRETATION

From the above table it is interpreted that the number of respondents are 23% for 14-30 yrs, 19% for above 50yrs, 58% for 35-50yrs.

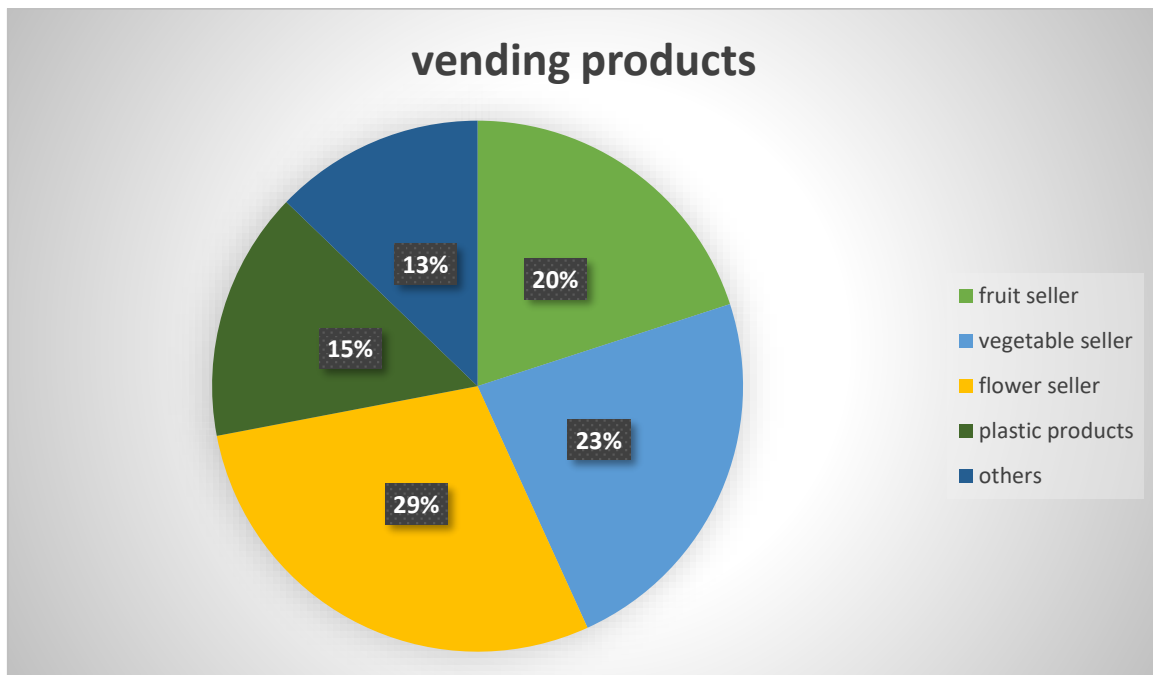
INFERENCE

Majority (58%) of the respondents are age between 35-50yrs.

TABLE 4.1.3 VENDING PRODUCTS

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENTS
Fruit seller	25	20%
Vegetable seller	29	23%
Flower seller	36	29%
Plastic products	19	15%
Others	16	13%
Total	125	100

Source : Primary Data



INTREPRETATION

From the above table it is interpreted that the number of respondents were 20% for fruit seller, 29% for flower seller, 23% for vegetable seller, 15% for plastic products, 13% for others.

INFERENCE

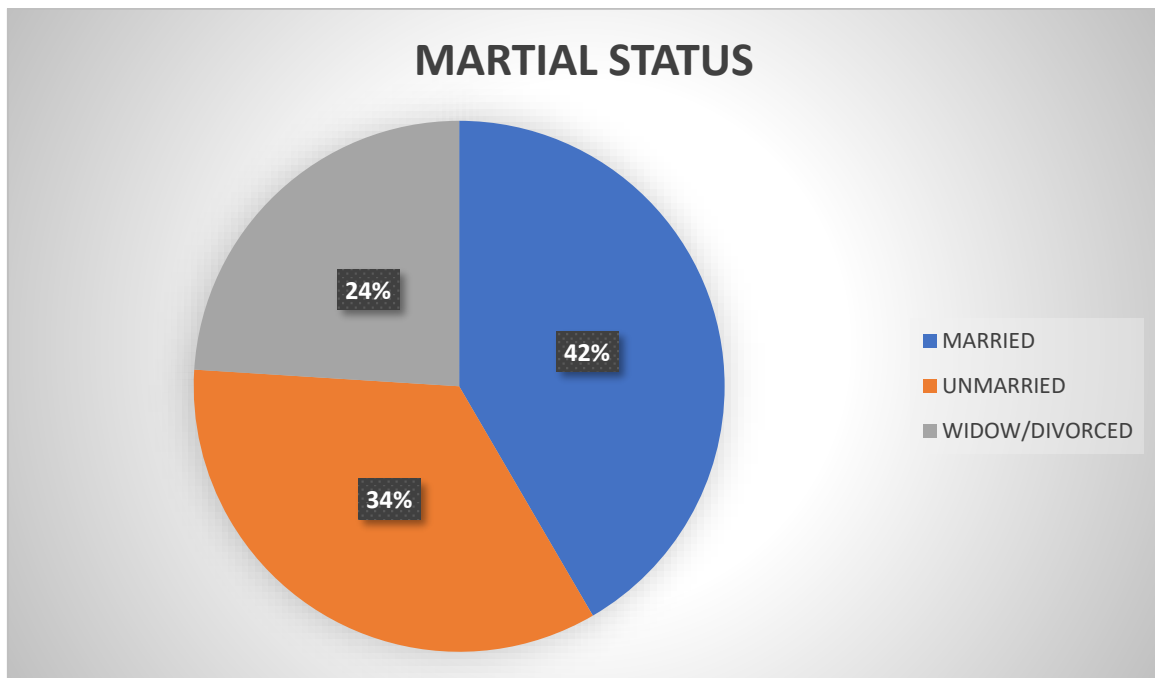
Majority (29%) of the respondents are Fruit seller.

TABLE 4.1.4 MARTIAL STATUS

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENTS
MARRIED	52	42%
UNMARRIED	43	34%
WIDOW/DIVORCED	30	24%
TOTAL	125	100

Source : Primary Data

CHART 4.1.4 MARTIAL STATUS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 42% for married, 34% for unmarried and 24% for widow/divorced.

INFERENCE

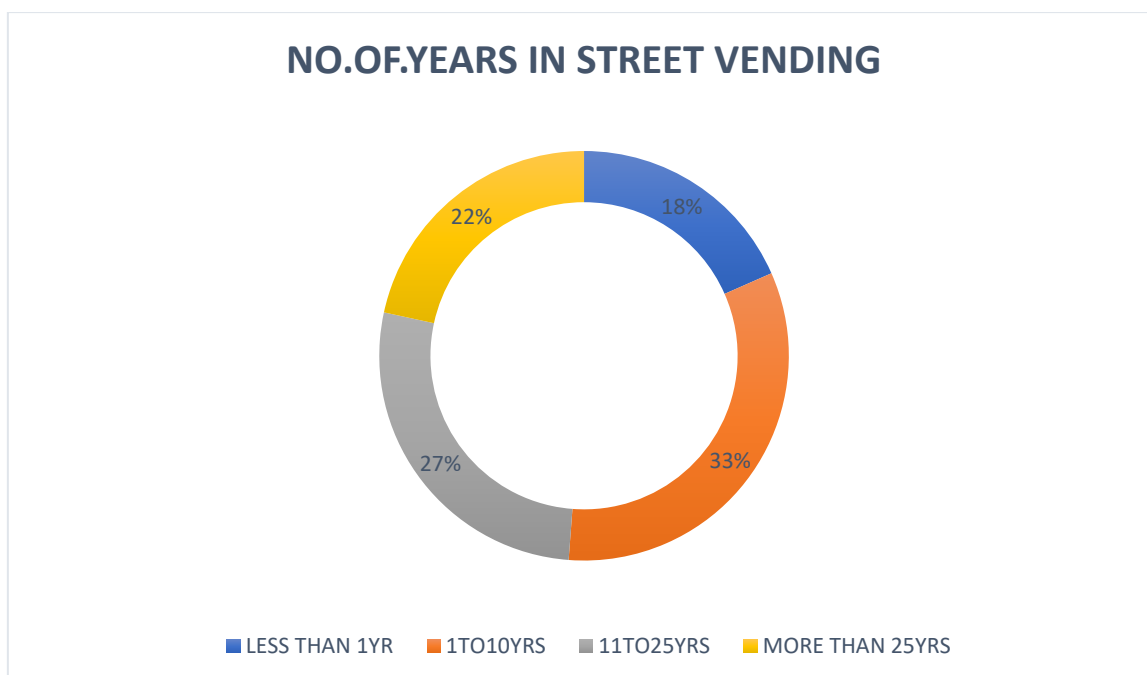
Majority (42%) of the respondents are Married.

TABLE 4.1.5 NO.OF.YEARS IN STREET VENDING

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENTS
Less than 1yr	23	18%
1 to 10yr	41	33%
11 to 25yr	34	27%
More than 25yrs	27	22%
Total	125	100

Source : Primary data

CHART 4.1.5 NO.OF.YEARS IN STREET VENDING



INTREPRETATION

From the above table it is interpreted that the number of respondents were 18% for less than 1yr, 33% for 1 to 10yrs, 27% for 11 to 25yrs, 22% for more than 25yrs.

INFERENCE

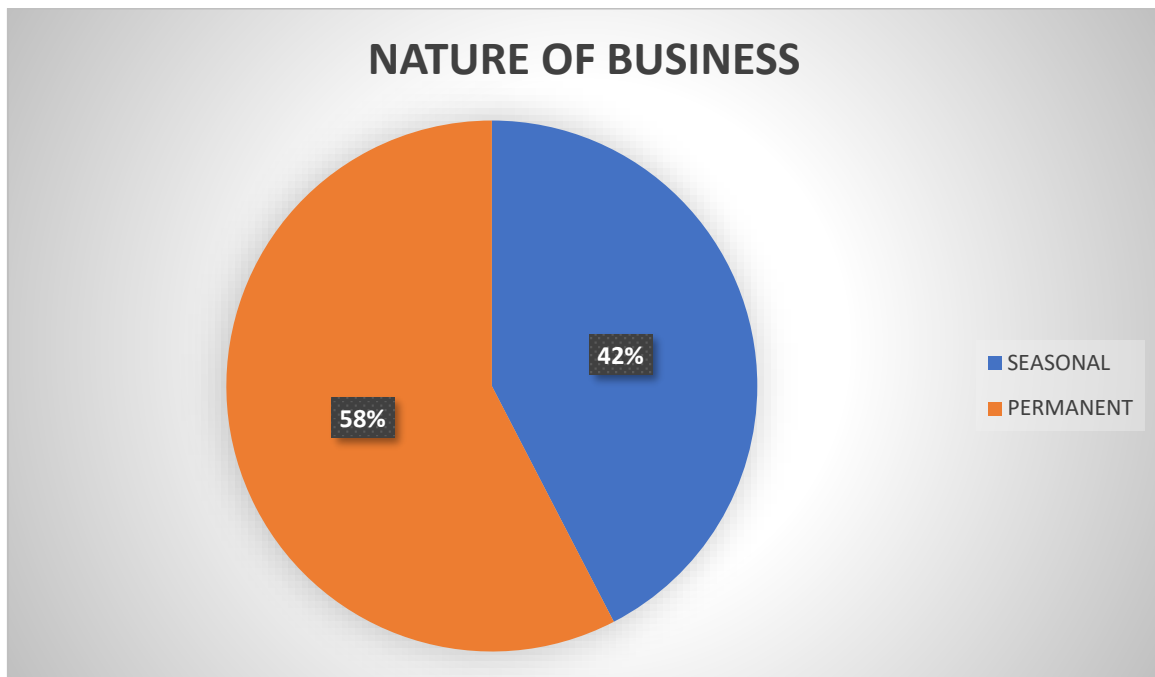
Majority (33%) were working 1 to 10yrs in street vending.

TABLE 4.1.6 NATURE OF BUSINESS

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENT
SEASONAL	53	42%
PERMANENT	72	58%
TOTAL	125	100

Source : Primary Data

CHART 4.1.6 NATURE OF BUSINESS



INTREPRETATION

From the above table it is intrepreded that number of respondents were 58% for permanent and 42% for seasonal.

INFERENCE

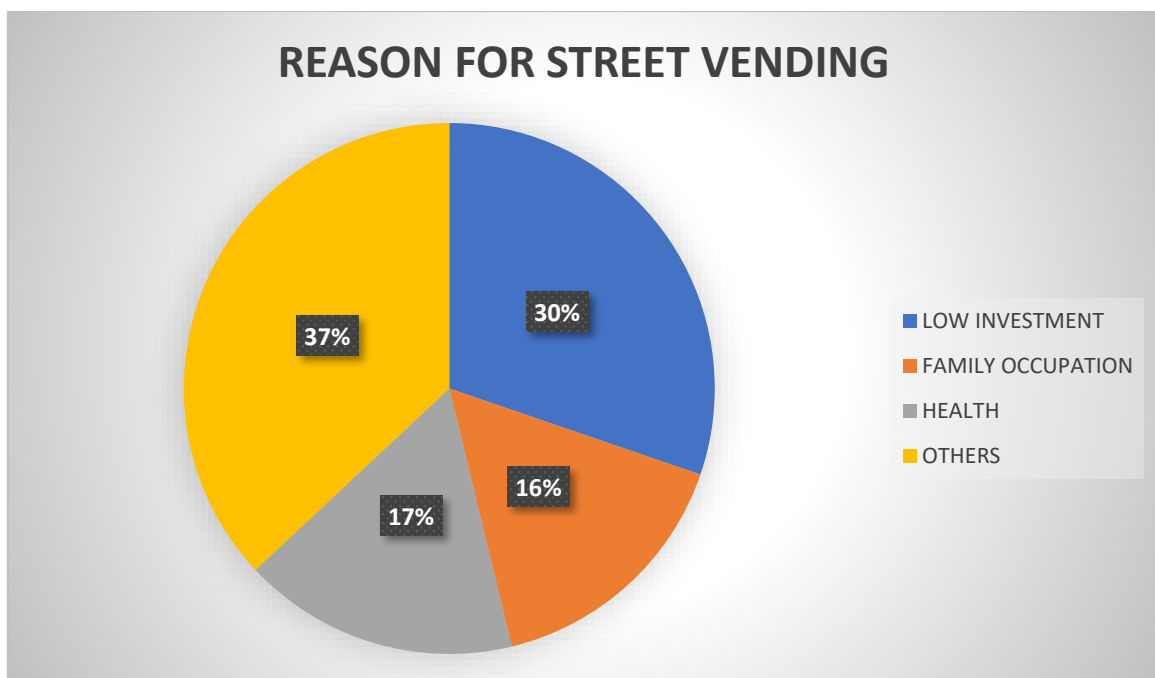
Majority (58%) of the respondents has permanent nature of business.

TABLE 4.1.7 REASON FOR STREET VENDING

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
LOW INVESTMENT	36	30%
FAMILY OCCUPATION	19	16%
HEALTH ISSUES	20	17%
OTHERS	44	37%
TOTAL	125	100

Source : Primary data

CHART 4.1.7 REASON FOR STREET VENDING



INTREPRETATION

From the above table it is interpreted that the number of respondents were 37% for others, 30% for low investment, 17% for health and 16% for family occupation.

INFERENCE

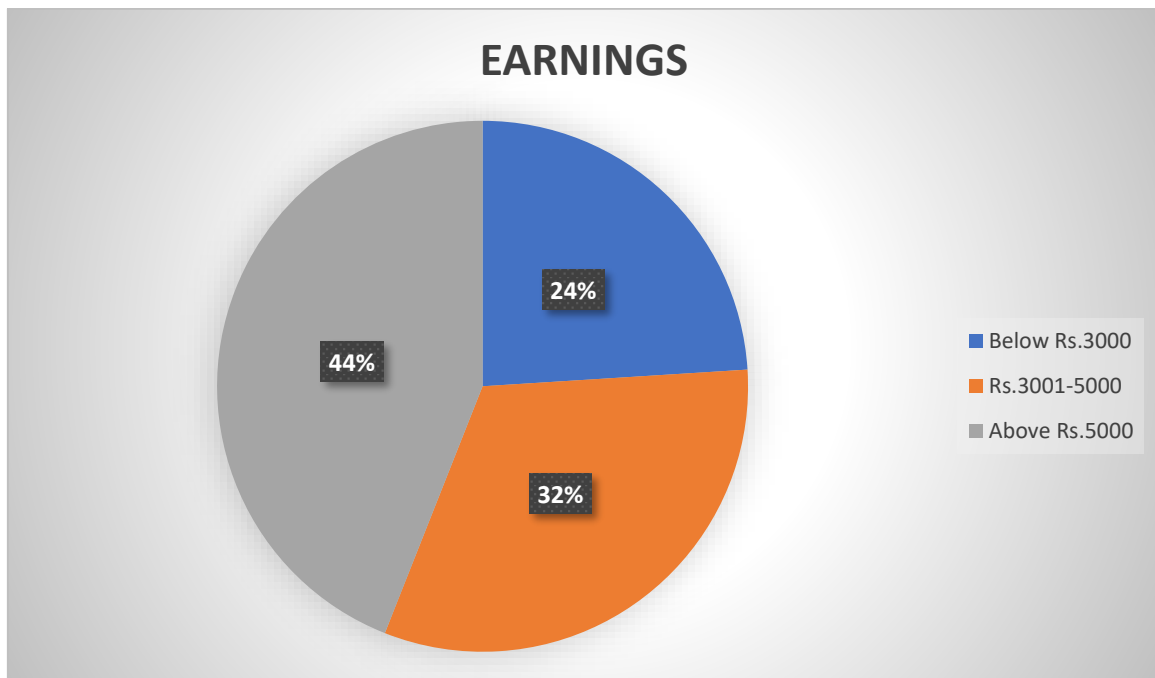
Majority (37%) of the respondents reason for street vending are other reasons.

TABLE 4.1.8 EARNINGS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Below Rs.3000	30	24%
Rs.3001-5000	40	32%
Above Rs.5000	55	44%
TOTAL	125	100

Source : Primary data

CHART 4.1.8 EARNINGS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 44% for Above Rs.5000, 32% for Rs.3001-5000, 24% for below Rs.3000

INFERENCE

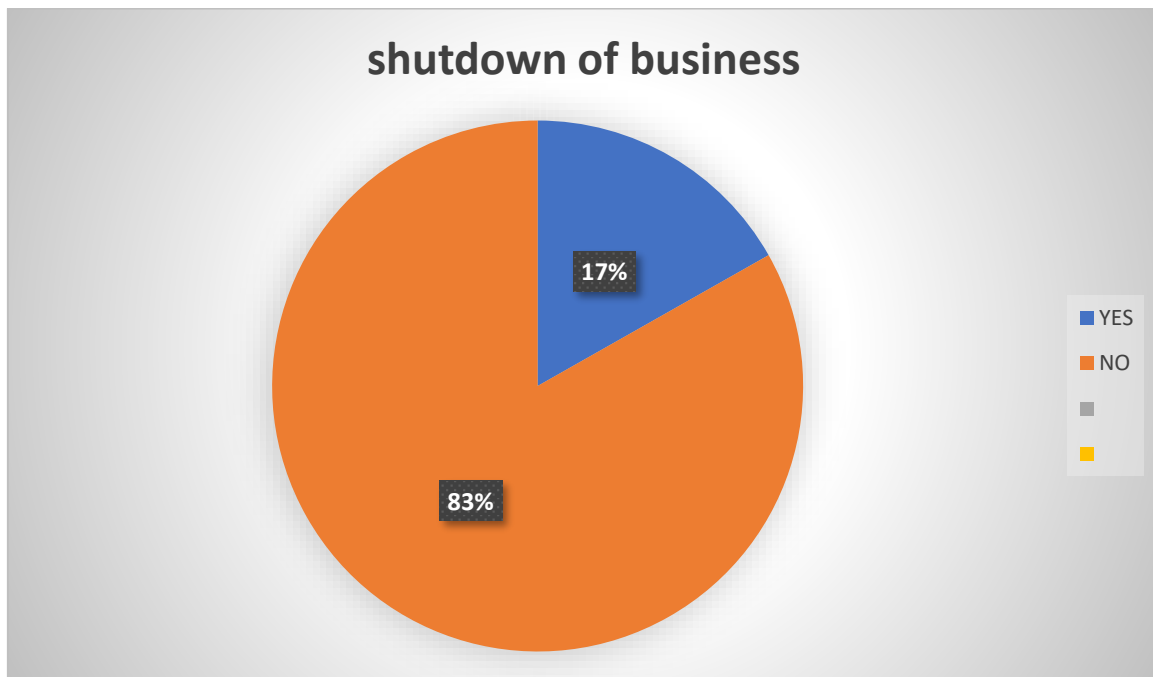
Majority (44%) of the respondents earnings are Above Rs.5000

TABLE 4.1.9 During the lockdown did you shutdown your business?

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
YES	21	17%
NO	104	83%
TOTAL	125	100

Source : Primary data

CHART 4.1.9 Business shutdown during the lockdown?



INTREPRETATION

From the above table it is interpreted that the number of respondents were 83% did not shutdown the business and 17% have shutdown the business.

INFERENCE

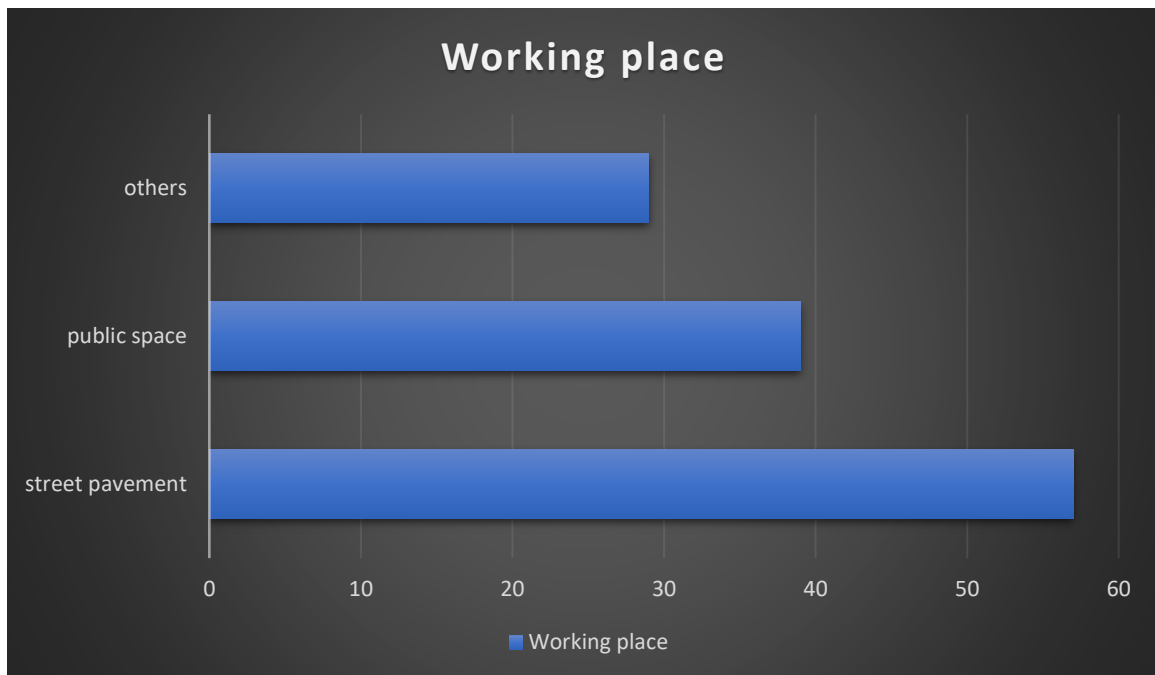
Majority (83%) of the respondents did not shutdown the business.

TABLE 4.1.10 WORKING PLACE

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
STREET PAVEMENT	57	46%
PUBLIC SPACE	39	31%
OTHERS	29	23%
TOTAL	125	100

Source : Primary data

CHART 4.1.10 WORKING PLACE



INTREPRETATION

From the above table it is interpreted that the number of respondents were 46% for street pavement, 31% for public space, 23% for others.

INFERENCE

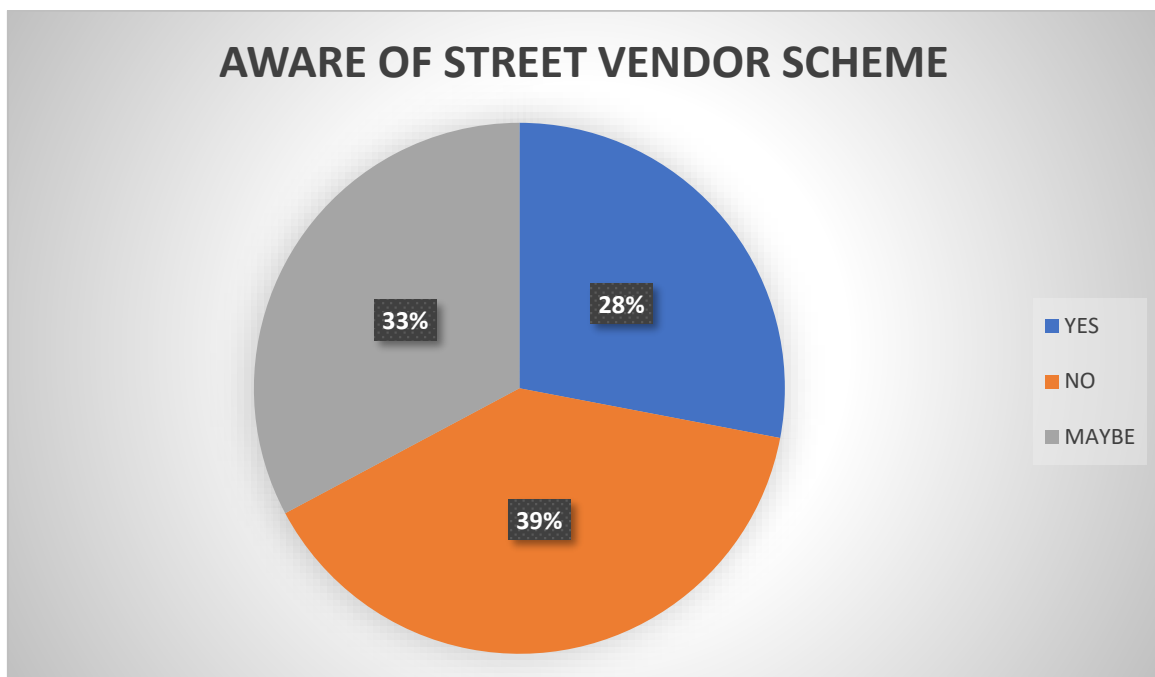
Majority 46% of the respondents are using street pavement.

TABLE 4.1.11 AWARE OF STREET VENDOR SCHEME

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
YES	35	28%
NO	49	39%
MAYBE	41	33%
Total	125	100

Source : Primary data

CHART 4.1.11 AWARE OF STREET VENDOR SCHEME



INTREPRETATION

From the above table it is interpreted that the number of respondents were Yes 28%, No 39% and Maybe 33%.

INFERENCE

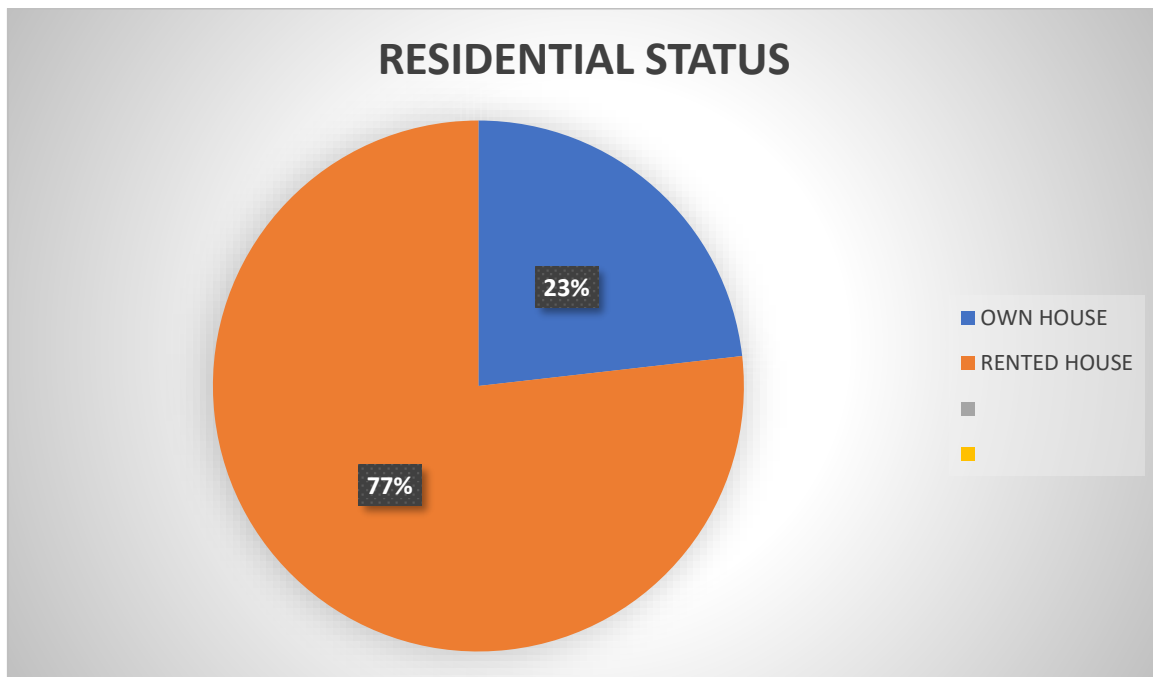
Majority (39%) of the respondents are not aware of the street vendor scheme.

TABLE 4.1.12 RESIDENTIAL STATUS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Own house	29	23%
Permanent house	96	77%
Total	125	100

Source : Primary data

CHART 4.1.12 RESIDENTIAL STATUS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 77% has rented house and 23% has own house.

INFERENCE

Majority (77%) of the respondents are living in rented house.

TABLE 4.1.13 Factors that attract people in street vending?

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Search for employment	10	8%
To be self employed	26	21%
Limited education	43	34%
Need to support family	31	25%
Others	15	12%
TOTAL	125	100

Source : Primary data

CHART 4.1.13 Factors that attract people in street vending?



INTREPRETATION

From the above table it is interpreted that the number of respondents were 21% for to be self employed, 8% for search for employment, 34% for limited education, 25% for need to support family, 12% for others.

INFERENCE

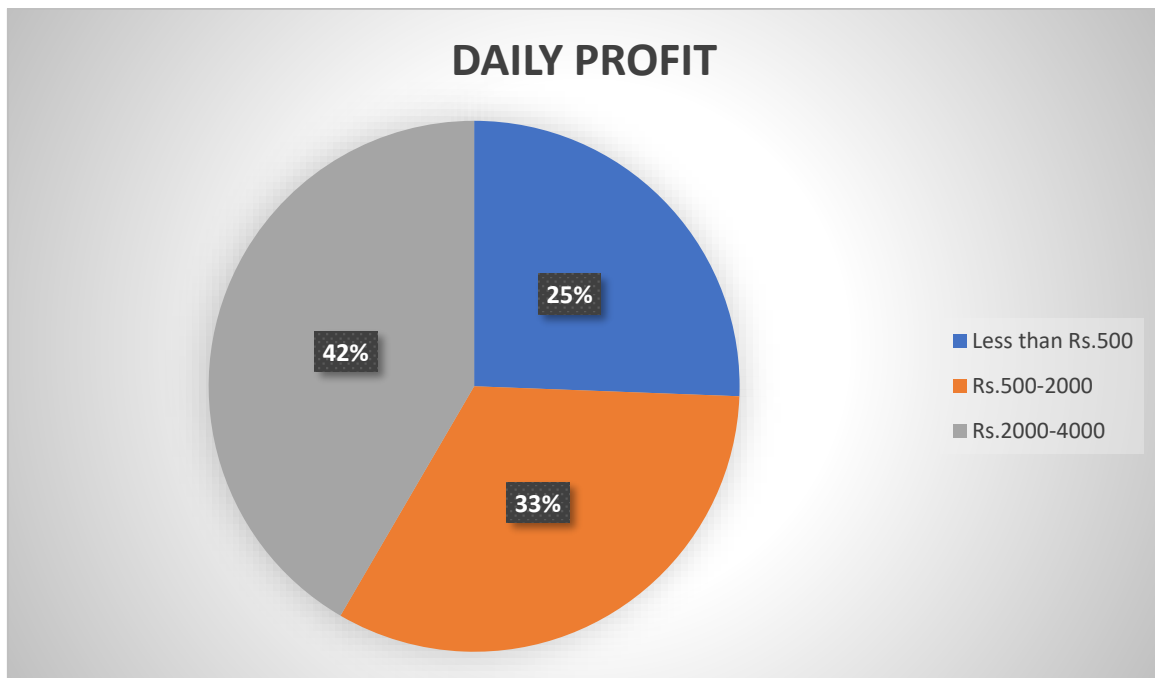
Majority (34%) of the respondents limited education.

TABLE 4.1.14 DAILY PROFIT

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Less than Rs.500	32	25%
Rs.500 – Rs.2000	41	33%
Rs.2000 – Rs.4000	52	42%
Total	125	100

Source : Primary data

CHART 4.1.14 DAILY PROFIT



INTREPRETATION

From the above table it is interpreted that number of respondents were 42% for Rs.2000 – 4000, 33% for Rs.500 – 2000, 25% for less than Rs.500.

INFERENCE

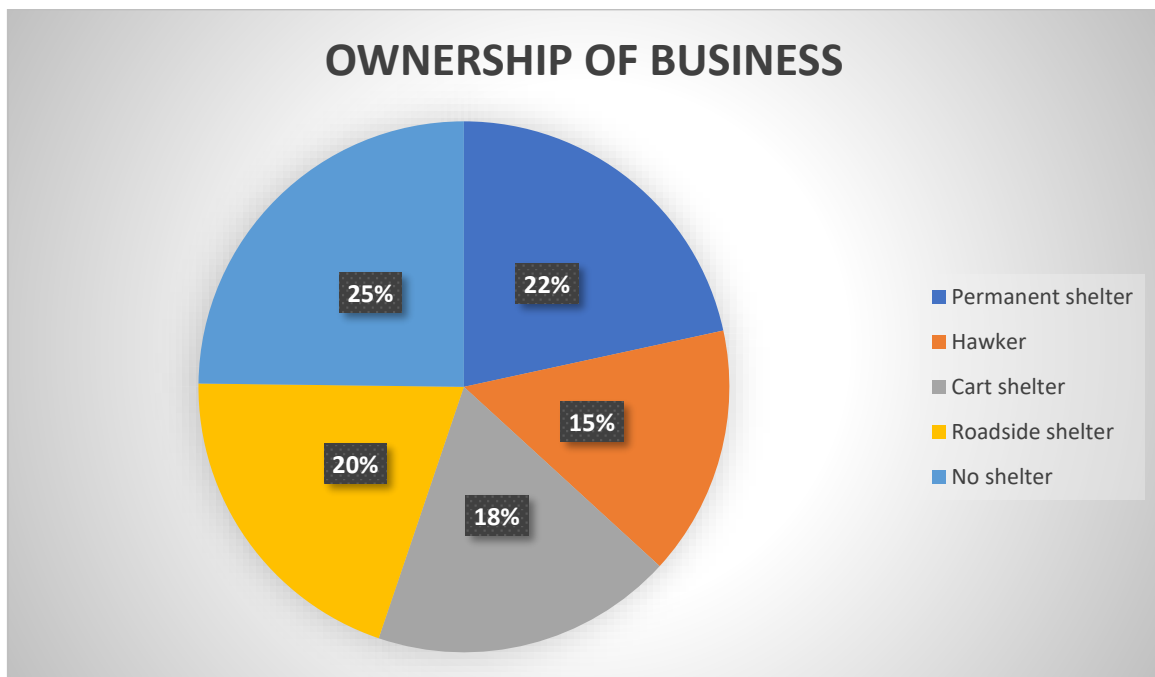
Majority (42%) of the respondents daily profit were Rs.2000 – 4000.

TABLE 4.1.15 OWNERSHIP OF BUSINESS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Permanent shelter	27	22%
Hawker	19	15%
Cart seller	23	18%
Roadside shelter	25	20%
No shelter	31	25%
TOTAL	125	100

Source : Primary data

CHART 4.1.15 OWNERSHIP OF BUSINESS



Source : Primary data

INTREPRETATION

From the above table it is interpreted that the number of respondents were 25% has no shelter, 22% has permanent shelter, 20% roadside shelter, 18% cart seller, 15% hawker.

INFERENCE

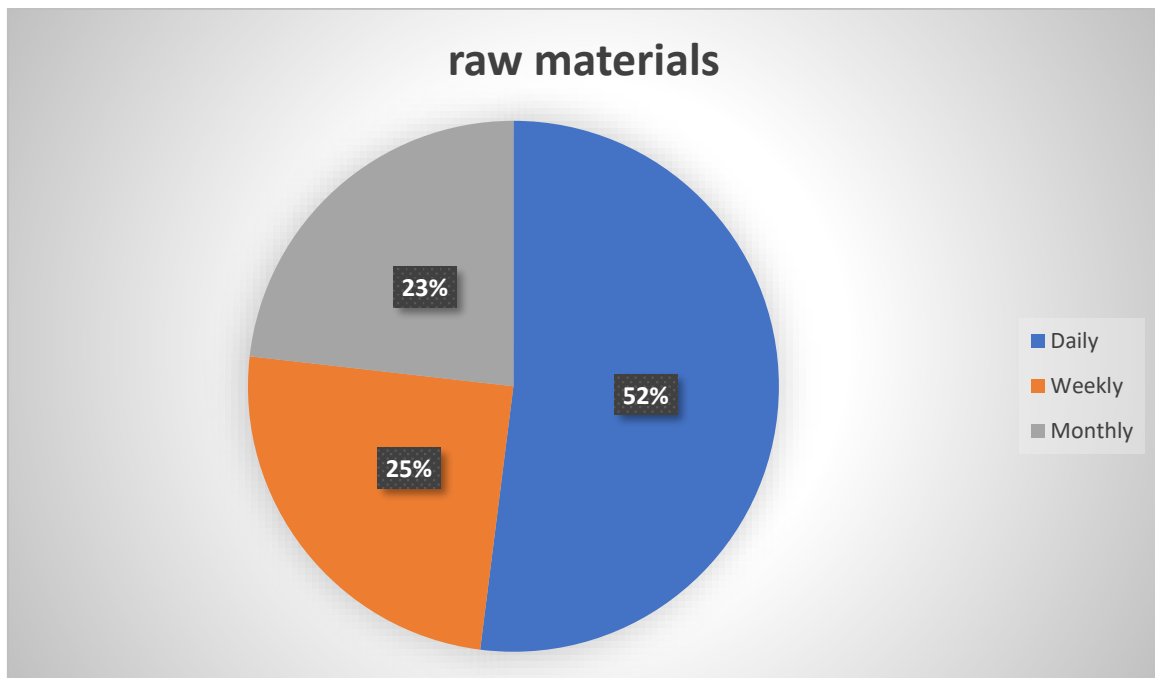
Majority (25%) of the respondents has permanent shelter for vending.

TABLE 4.1.16 How often do you buy raw materials for business?

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Daily	65	52%
Weekly	31	25%
Monthly	29	23%
Total	125	100

Source : Primary data

CHART 4.1.16 How often do you buy raw materials for business?



INTREPRETATION

From the above table it is interpreted that the number of respondents were 52% for daily, 23% monthly and 25% weekly.

INFERENCE

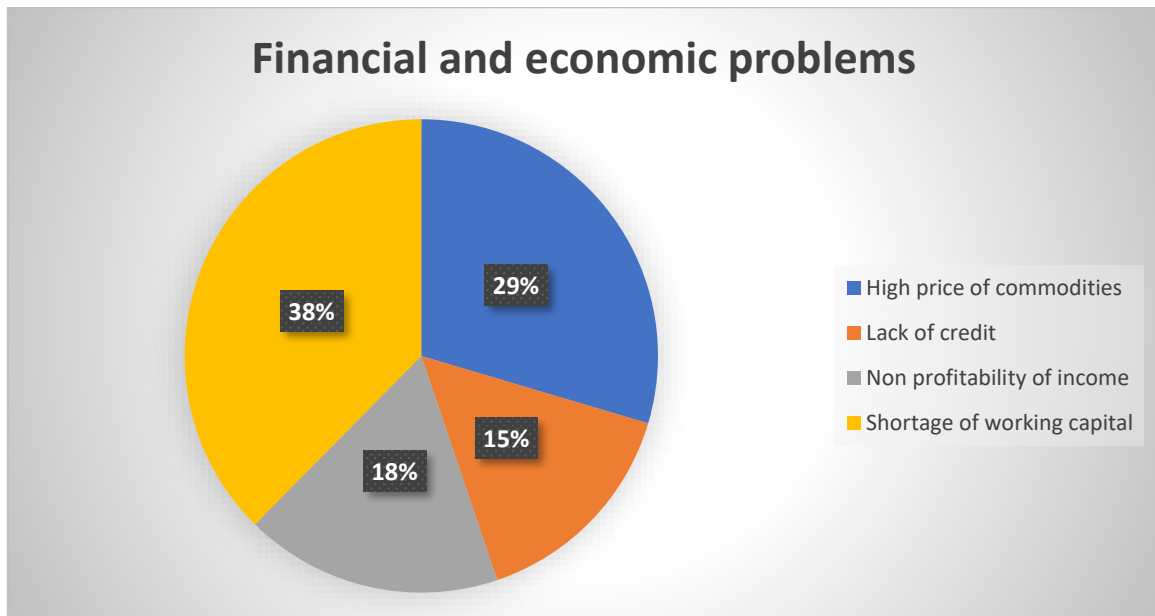
Majority (52%) of the respondents are buying raw materials daily.

TABLE 4.1.17 Financial and economic problems faced by street vendors?

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
High price of commodities	37	29%
Lack of credit	19	15%
Non profitability of income	22	18%
Shortage of working capital	47	38%
Total	125	100

Source : Primary data

CHART 4.1.17 FINANCIAL AND ECONOMIC PROBLEMS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 38% of shortage of working capital, 29% of high price of commodities, 18% of non profitability of income, 15% of lack of credit.

INFERENCE

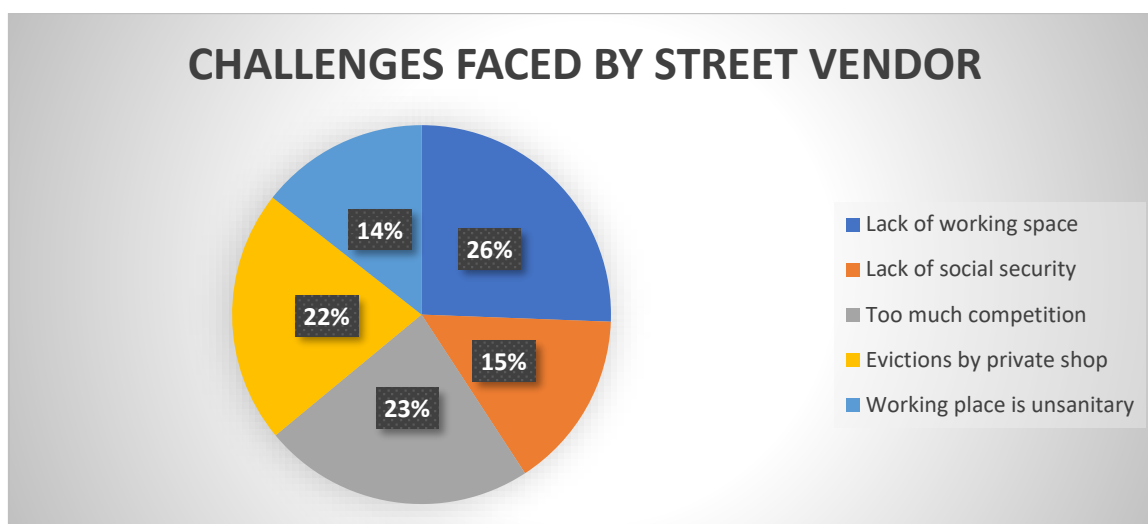
Majority (38%) of the respondents financial problems were shortage of working capital.

TABLE 4.1.18 CHALLENGES FACED BY STREET VENDORS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Lack of working space	32	26%
Lack of social security	19	15%
Too much competition	29	23%
Evictions by private shopguards	27	22%
Working place is unsanitary	18	14%
TOTAL	125	100

Source : Primary data

CHART 4.1.18 CHALLENGES FACED BY STREET VENDORS



Source : Primary data

INTREPRETATION

From the above table it is interpreted that the number of respondents were 26% for lack of working space, 23% for too much competition, 22% for evictions by private shop, 15% for lack of social security, 14% for lack of working space.

INFERENCE

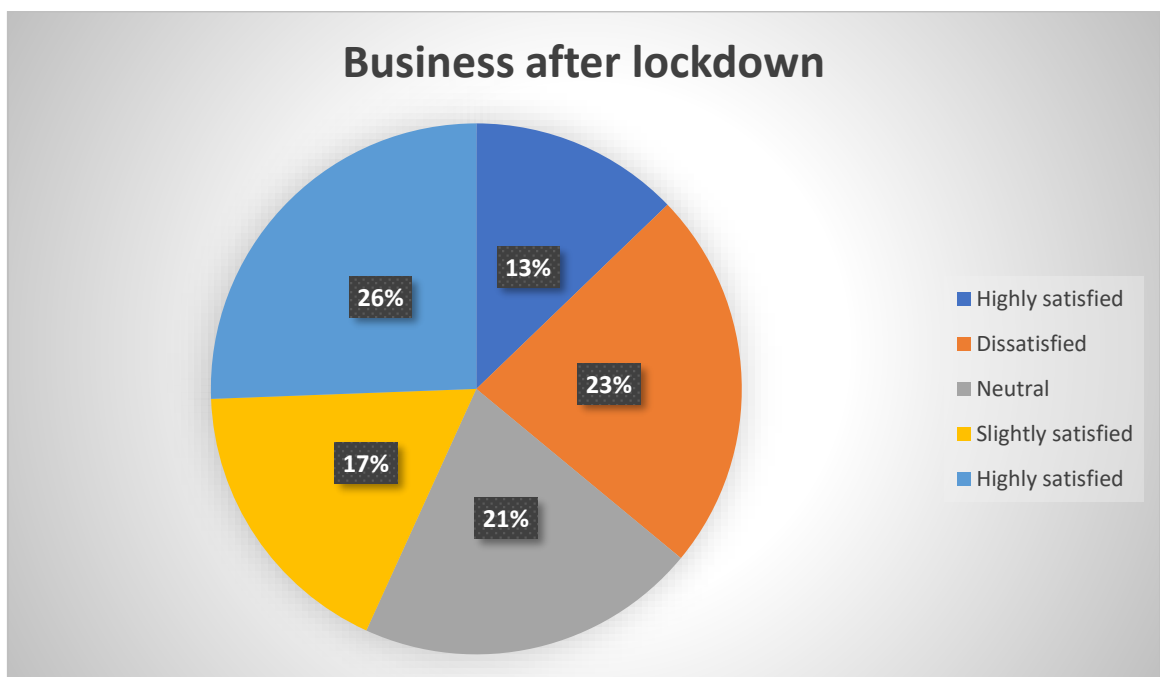
Majority (26%) of the respondents are facing lack of working space.

TABLE 4.1.19 How satisfied with your business after lockdown?

Particulars	No.of.respondents	% of respondents
Highly dissatisfied	16	13%
Dissatisfied	29	23%
Neutral	26	21%
Slightly satisfied	22	17%
Highly satisfied	32	26%
Total	125	100

Source : Primary data

CHART 4.1.19 How satisfied with your business after lockdown?



INTREPRETATION

From the above table it is interpreted that the number of respondents were 26% highly satisfied, 23% dissatisfied, 21% neutral, 17% slightly satisfied, 13% highly dissatisfied.

INFERENCE

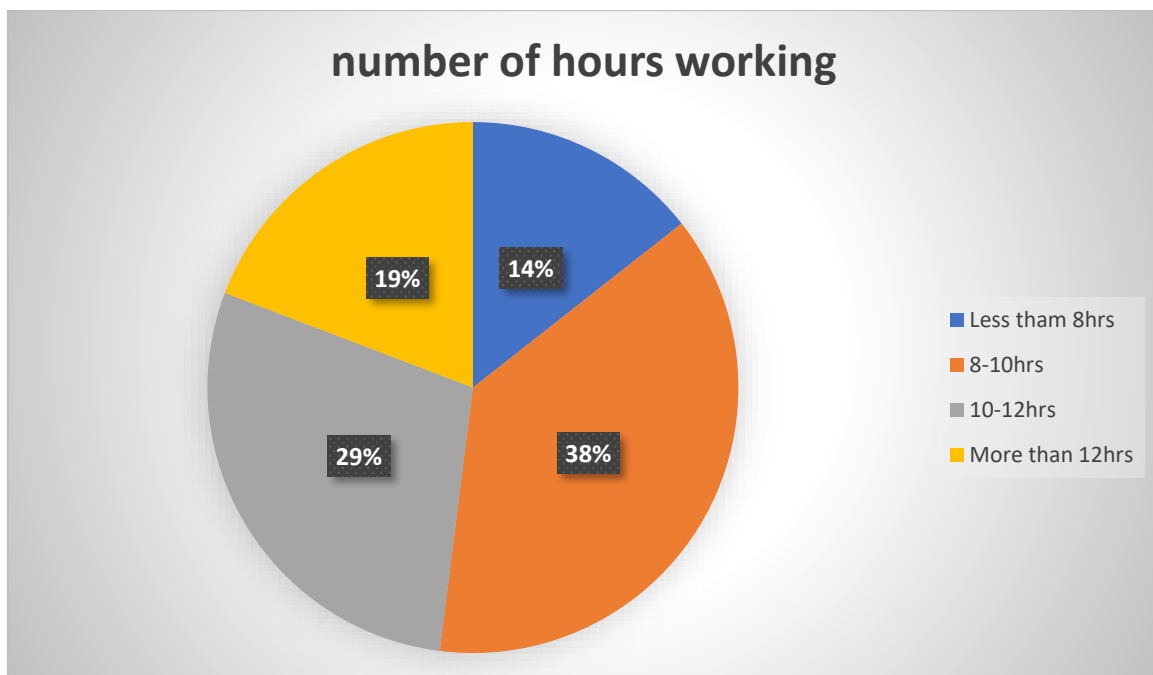
Majority (26%) of the respondents were highly satisfied with business after lockdown.

TABLE 4.1.20 NUMBER OF HOURS WORKING (PER DAY)?

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Less than 8hrs	18	14%
8-10 hrs	47	38%
10-12 hrs	36	29%
More than 12hrs	24	19%
TOTAL	125	100

Source : Primary data

CHART 4.1.20 NUMBER OF HOURS WORKING (PERDAY)?



INTREPRETATION

From the above table it is interpreted that the number of respondents were 38% for 8-10hrs, 29% for 10-12hrs, 19% for more than 12hrs, 14% for less than 8hrs.

INFERENCE

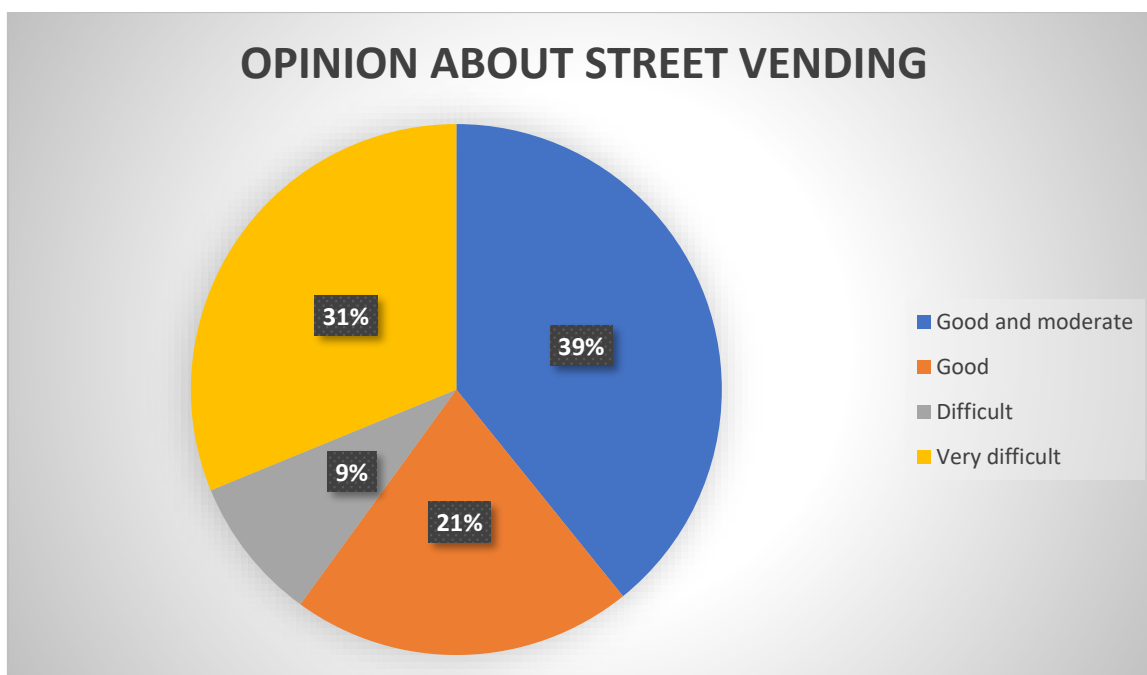
Majority (38%) of the respondents were working for 8-10hrs.

TABLE 4.1.21 Opinion about prospect of street vending business?

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENT
Good and moderate	49	39%
Good	26	21%
Difficult	11	9%
Very difficult	39	31%
TOTAL	125	100

Source : Primary data

CHART 4.1.21 OPINION ABOUT STREET VENDING BUSINESS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 39% good and moderate, 31% very difficult, 21% good, 9% difficult.

INFERENCE

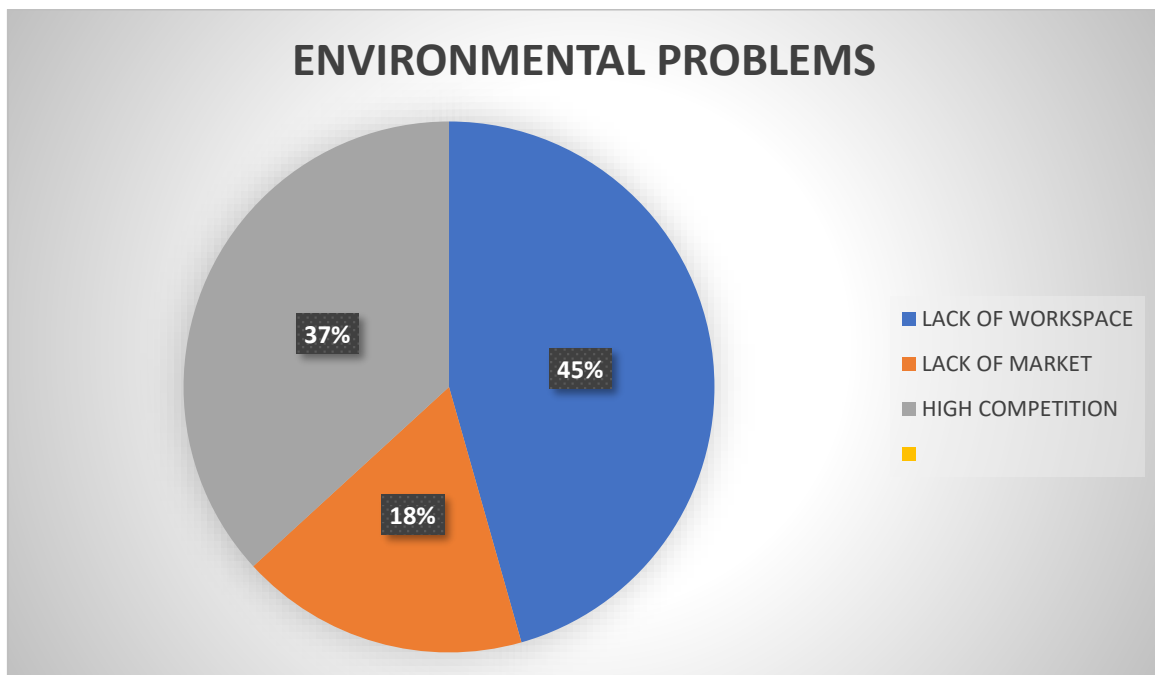
Majority (39%) of the respondents opinion about the street vending business were good and moderate.

TABLE 4.1.22 ENVIRONMENTAL PROBLEMS FACED BY STREET VENDORS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Lack of workspace	57	45%
Lack of market	22	18%
High competition	46	37%
TOTAL	125	100

Source : Primary data

CHART 4.1.22 ENVIRONMENTAL PROBLEMS FACED BY STREET VENDORS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 45% lack of workspace, 37% high competition, 18% lack of market.

INFERENCE

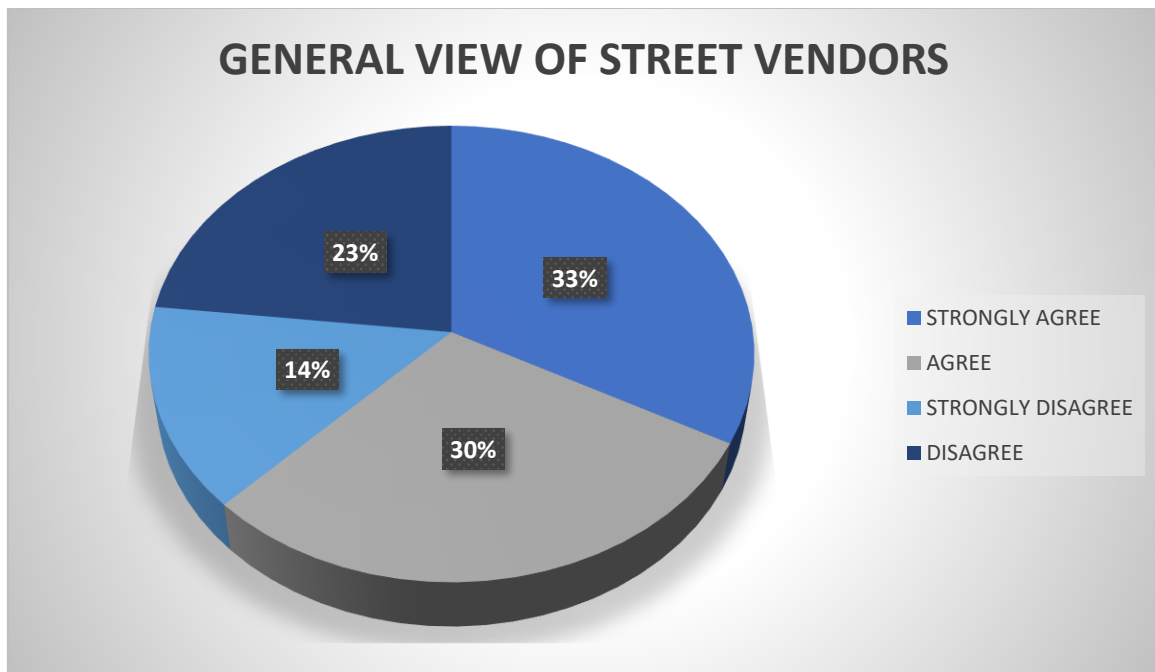
Majority (45%) of the respondents faced lack of workspace.

TABLE 4.1.23 GENERAL VIEW OF STREET VENDORS

PARTICULARS	NO.OF.RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	41	33%
AGREE	37	30%
STRONGLY DISAGREE	18	14%
DISAGREE	29	23%
TOTAL	125	100

Source : Primary data

CHART 4.1.23 GENERAL VIEW OF STREET VENDORS



INTREPRETATION

From the above table it is interpreted that the number of respondents were 33% for strongly agree, 30% agree, 23% disagree, 14% strongly disagree.

INFERENCE

Majority (33%) of the respondents strongly agree.

4.2 STATISTICAL ANALYSIS

CHI-SQUARE

HYPOTHESIS – 1

Null hypothesis (H0) : There is no significant difference between the worklife balance of street vendors before and after pandemic

Alternate hypothesis (H1): There is a significant difference between the worklife balance of street vendors before and after pandemic

OUTPUT

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AFTERPANDEMIC * BEFOREPANDEMIC	2	40.0%	3	60.0%	5	100.0%

Crosstabs

AFTERPANDEMIC * BEFOREPANDEMIC Crosstabulation

Count

		BEFOREPANDEMIC		Total
		16.00	29.00	
AFTERPANDEMIC	21.00	1	0	1
	104.00	0	1	1
Total		1	1	2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.000 ^a	1	.157	1.000	.500
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	2.773	1	.096		
Fisher's Exact Test					
Linear-by-Linear Association	1.000	1	.317		
N of Valid Cases	2				

a. 4 cells (100.0%) have expected count less than 5. The minimum expected count is .50.

b. Computed only for a 2x2 table

INFERENCE

From the above table shows that since p value is (.157) is greater than 0.05 thus null hypothesis is accepted. There is no significance difference between worklife balance of street vendors before and after pandemic.

CORRELATION

HYPOTHESIS 2

Null hypothesis (H0): There is no significant difference between the gender and awareness level on government schemes.

Alternate hypothesis (H1): There is a significant difference between the gender and awareness level on government schemes.

OUTPUT

▼ Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * awareness	2	40.0%	3	60.0%	5	100.0%

gender * awareness Crosstabulation

Count

		awareness		Total
		35.00	49.00	
gender	56.00	1	0	1
	69.00	0	1	1
Total		1	1	2

Symmetric Measures

		Value	Asymp. Std. Error ^a
Interval by Interval	Pearson's R	1.000	.000 ^b
Ordinal by Ordinal	Spearman Correlation	1.000	.000 ^b
N of Valid Cases		2	

a. Not assuming the null hypothesis.

b. Based on normal approximation.

INFERENCE

From the above table shows that since p value is (1.00) is lesser than 0.05 null hypothesis is not accepted hence there is no significant difference between the gender and awareness level on government schemes.

HYPOTHESIS – 3

Null hypothesis (H0): There is no significant difference between the age and challenges faced by street vendors

Alternate hypothesis (H1): There is a significant difference between the age and challenges faced by street vendors

OUTPUT

• Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * challenges	3	60.0%	2	40.0%	5	100.0%

age * challenges Crosstabulation

Count

		challenges			Total
		19.00	29.00	32.00	
age	24.00	0	1	0	1
	29.00	0	0	1	1
	72.00	1	0	0	1
Total		1	1	1	3

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.950	.040	-3.047	.202 ^c
Ordinal by Ordinal	Spearman Correlation	-.500	.612	-.577	.667 ^c
N of Valid Cases		3			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

INFERENCE

From the above table shows that since p value is (0.040) is greater than 0.05 null hypothesis is accepted hence there is no significant difference between the age and challenges faced by street vendors.

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 55% of the respondents are Female
- Majority 58% of the respondents are of age group 35-50 years.
- Majority 29% of the respondents are Flower seller
- Majority 42% of the respondents are Married
- Majority
- Majority 58% of the respondents have Permanent nature of business
- Majority 37% of the respondents have other reason for choosing street vending
- Majority 44% of the respondents earnings are above rs.5000
- Majority 83% of the respondents did not shutdown business during the lockdown
- Majority
- Majority 39% of the respondents are not aware of the street vendor scheme
- Majority 77% of the respondents are living in Rented house
- Majority
- Majority 42% of the respondents daily profit are Rs.2000-Rs.4000
- Majority 25% of the respondents have no shelter for business
- Majority 52% of the respondents buy rawmaterials daily for business
- Majority 38% of the respondents face shortage of working capital
- Majority 26% of the respondents face lack of working space
- Majority 26% of the respondents are highly satisfied with business after lockdown
- Majority 29% of the respondents work 10-12hrs per day
- Majority 39% of the respondents have good and moderate opinion about street vending
- Majority 45% of the respondents face lack of workspace
- Majority 33% of the respondents strongly agree

5.2 SUGGESTIONS & RECOMMENDATIONS

In the light of the foregoing analysis and findings the following suggestions can be made to improve the conditions of the street vendors.

- Sustained and continuous efforts are needed to improve the education, health and employment conditions of the street vendors.
- A market place can be allotted specially for street vending where the street vendors may be charged a very nominal rent.
- The government can assist them financially for their business activities at free rate of interest. And government can extend the subsidy to the street vendors, especially for vending perishable items.
- Awareness programmes on environment and waste disposal management can be given to the street vendors.
- The major issue of the street vendors is adequate vending space and regulation of the vending space.

5.3 LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the challenges faced by street vendors in Chennai
- The data collected for the research is fully on primary data given by the respondents. There is a chance for personal bias. So, the accuracy is not true.
- Due to lack of time and other constraints the study has been limited to 125 respondents only.

5.4 CONCLUSION

Street vendors are an important part of the informal sector not only because of their numbers but because of crucial roles they play in preserving their sector. Moreover, a significant amount of goods produced by small industrial units in the informal sector is marketed through them. The street vendors' contributions are unfortunately hardly ever recognized by the government. Instead the government is more often than not hostile to them. This is a result of a broader issue concerning the informal sector as a whole. In most Asian countries the informal sector is very large and it

constitutes the mainstay of the economy. The objective of the paper is to identify the causes behind street vending, challenges faced by street vendors, highlight the importance of street vendors, what measures are taken by the government to provide facilities to the street vendors in the working conditions, social protection and life skill development to improve the level of profitability. Government provides street vending policies for street vendors; however, the street vendors are not aware of such policies. This study reveals that the best way for the planners to address this issue is to formalize the street vendors by issuing licenses. This will go a long way in giving these workers a space within the legal framework, as well as easing the regulation of street vendors for the government itself.

In conclusion it can be said that though India has witnessed an increased in street vendors, the government is indifferent to specific needs of this sector. Street vendors perform an important role in providing services to the urban population especially the poor. Street vending and petty trading activities form the essential core of informal economic sectors in developing nations help in generating income with minimized investment of financial capital and without requiring large human capital.

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ANNEXURE – 1 QUESTIONNAIRE

The purpose of this questionnaire is to find out their opinion about challenges faced by street vendors and identify what main factors, problems faced by street vendors. Please read the questions carefully and respond by marking the option that represents your opinion. Remember there are no right or wrong answers. We are only interested in your opinion. Your opinion will remain anonymous and confidential. Thank you very much for your valuable time. Your help is appreciated.

1.Name:

2.Age Group

a).14 – 30

b).35 – 50

c).Above 50 years

3. Gender

a).Male

b).Female

4.Vending Products

a).Fruit seller

b).Vegetable seller

c).Flower seller

d).Plastic products

e).Others

5.Martial status

a).Married

b).Unmarried

c).Widow/Divorced

6.No.of.years in street vending?

- a).Less than 1year
- b).1 to 10 year
- c).11 to 25 year
- d).More than 25 year

7.Nature of Business

- a).Seasonal
- b).Permanent

8.Reason for Street vending?

- a).Low investment
- b).Family occupation
- c).Health issues
- d).Others

9.Earnings (per month)?

- a).Below Rs.3000
- b).Rs.3001-Rs.5000
- c).Above Rs.5000

10.During the lockdown did you shut your business?

- a).Yes
- b).No

11.Working place

- a).Street pavement
- b).Public space

c).Others

12.Aware of street vendor scheme?

a).Yes

b).No

c).Maybe

13.Residential status?

a).Own house

b).Rented house

14.Factors that attract people in street vending?

a).Search for employment

b).To be self employed

c).Limited education

d).Need to support family

e).Others

15.Daily Profit

a).Less than Rs.500

b).Rs.500 – Rs.2000

c).Rs.2000 – Rs.4000

16.Ownership of Business

a).Permanent shelter

b).Hawker

c).Cart seller

d).Roadside shelter

e).No shelter

17.How often do you buy raw materials for business?

a).Daily

b).Weekly

c).Monthly

18.Financial and economic problems faced by street vendors?

a).High price of commodities

b).Lack of credit

c).Non profitability of income

d).Shortage of working capital

19.Challenges faced by street vendors?

a).Lack of working space

b).Lack of social security

c).Too much competition

d).Evictions by private shop guards

e).Working place is unsanitary and hazardous

20.How satisfied with your business after lockdown?

a).Highly dissatisfied

b).Dissatisfied

c).Neutral

d).Slightly satisfied

e).Highly satisfied

21.Number of hours working (per day)?

- a).Less than 8hrs
- b).8 – 10hrs
- c).10 – 12hrs
- d).More than 12hrs

22.Opinion about prospect of street vending business?

- a).Good and moderate
- b).Good
- c).Difficult
- d).Very difficult

23.Environmental problems faced by street vendors?

- a).Lack of workspace
- b).Lack of market
- c).High competition

24.General view of street vendors on their working condition,proper location, rising competition, safety and security and investment?

- a).Strongly agree
- b).Agree
- c).Strongly disagree
- d).Disagree

ANNEXURE 2 - ARTICLE

A STUDY ON CHALLENGES FACED BY STREET VENDORS IN CHENNAI

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ABSTRACT :

This study aims to assess the challenges faced by street vendors in Chennai. Street vendors are often those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. They try to solve their livelihoods problems through their own meager financial resource. They are the main distribution channel for a large variety of products of daily consumption like fruits, vegetables, readymade garments, shoes, household gadgets, toys, stationery, newspapers, and magazines and so on. If they were to be eliminated from the urban markets, it would lead to a severe crisis for fruit and vegetable farmers, as well as small scale industries which cannot afford to retail their products through expensive distribution networks in the formal sector. The present study is descriptive by nature. The study covers whole Chennai city as its population. The sampling is selected by using convenient sampling and the sample size is confined as 125. The present study is selected in street vendors who are selling vegetables and flowers etc. Other category will be eliminate due to time and cost constraints. Furthermore, the study looks at challenges faced by street vendors and their opinion about street vending. The data was gathered using an online google forms that was circulated using socialmedia, written material and the results were then compiled, analysed and the interpretations were made to understand how street vendors were been affected. So, this study attempts to inspect “A STUDY ON CHALLENGES FACED BY STREET VENDORS IN CHENNAI”.

INTRODUCTION

The street vendors are the unorganised workers offering goods and commodities to the public. Street vendors are the self-employed category of the unorganised sector. Street vendors are the most deprived category self-employed worker category. They sell almost everything starts with vegetable, fruits, flowers, plastic items, garments and the list goes on. Street vending has been practised by both men and women all over the world. Accurate data is not available as every day a new vendor engage himself or herself as a street vendors and commence the vending activities in the place convenient to them. But the records show that women are more in numbers than men. They face many challenges in their daily vending.

Street vendors provide valuable services to the urban masses while making out a living through their own enterprise, limited resources and labour. Street vendors have been demanding protection from government so they can earn their livelihood without fear.

DEFINITION OF STREET VENDORS

According to Section 2(1) of Street Vendors Act, 2014 “Street vendors” means a person engaged in vending of articles, goods, food items or merchandise of everyday use or offering services to the general public, in a street lane, pavement, footpath, or any other public place or private area, from a temporary built-up structure or by moving from place to place includes hawker, peddler, squatter and all other synonymous terms which may be local or region-specific; and the words “street vending” with their grammatical variations and cognate expressions, shall be constructed accordingly. Street vendors are classified as mobile vendors and static vendors. The mobile vendors move from place to place and sell their goods and commodities. The static vendors remain in a fixed place and sell their products to the public.

CHALLENGES FACED BY STREET VENDORS

- Street vendors face many problems as they are a vulnerable population, who are neither protected by government, labour union nor by any labour law.
- They are deprived by laws made by government in respect of labour union.
- The Street vendors always suffer competition with other street vendors because of fluctuation in market prices, insecure and irregular employment. Their incomes are often minimal and their sales fluctuate.
- Street vendors are usually associated with encroachment of public spaces, causes traffic, inadequate hygiene, and poor waste disposal. Safety of food has been increasingly become a concern in regard to street vendors.
- The government does not recognize the contribution of street hawkers towards economic and social well-being of urban population. They survive without government support.
- Negative impact of online shopping on retailers and street vendors. Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service. Online shopping has become the trend and the new mode of purchasing. The trend is very clear, retail shop demand will fall and even shrink. Online shopping is indeed having an adverse impact on the retail sector.
- Uncertainty and insecurity the basic problems of street vendors is insecurity and uncertainty as their profession is considered illegal if government provides license to street vendors they can be protected.
- Bicycles, pedestrians and bus traffic attract street vendors often the side roads and pedestrian paths are occupied by people selling food, drink and other goods which are in demand by road users. If their services were not required at those locations, they would have no incentive to be there.
- With increasing urban migration and the shrinking formal sector, hawking and street vending have emerged as one of the critical means of earning a livelihood for the urban poor. Today, vending is an important source of employment for large number of urban poor as it requires low skills and small financial inputs. People engaged in vending try to solve their problems through their own meagre

resources. Unlike the other sections of the population they do not demand that government create jobs for them, nor

II. REVIEW OF LITERATURE

Seepana Prakasam (2022) it focused on urban street vendors in India and services during the pre-migration and post-migration scenarios. It gives us true picture of the majority of urban street vendors in India.

Gayatri Sharma (2022) the paper argues the process of negotiating rights to use public spaces for street vendors and the importance of incorporating a gender perspective.

Salem A. Al Jundi, Haitham A. Al Janabi (2022) the impact of urban culture on street vending a path model analysis of the general public perspective.

Lalngahkmawia Thangluah (2021) the study examines how street vendors in the city negotiated and adapted to remain in the informal sector and, appraises the role of local government and communities in the process of regulation of street vending.

EP Akbar, C Destria (2021) street vendors condition of public space settings that exist to sell at the waterfront. Arrangement of street vendors facilitates the economic needs of street vendors.

AC Karunaratna (2021) a glance into the life of street vendors in Sri Lanka and background of street vendors.

Alok Ranjan, Parul Shukla (2021) effect of COVID-19 lockdown on the livelihood of street vendors in Maharashtra, India.

Falguni Mathews, Abhijit Bhosale (2021) understanding the factors influencing street vendors towards the use of digital payment system in India.

III. OBJECTIVE OF STUDY

General Objective

The very general objective of the research is to describe the current status, needs and problems of street vendors in Chennai.

Specific Objective

- To know the working life of street vendors (men and women) in terms of level of income, accessibility of finance and working hours.
- To analyse the issues or challenges faced by street vendors during the pandemic
- To study the awareness level on current government schemes to uplift street vendors.

IV. RESEARCH METHODOLOGY

The sample size of the research study is 125 and used both primary data and secondary data. The study adopted convenience sampling method to collect data. The data collection was done through the questionnaire method

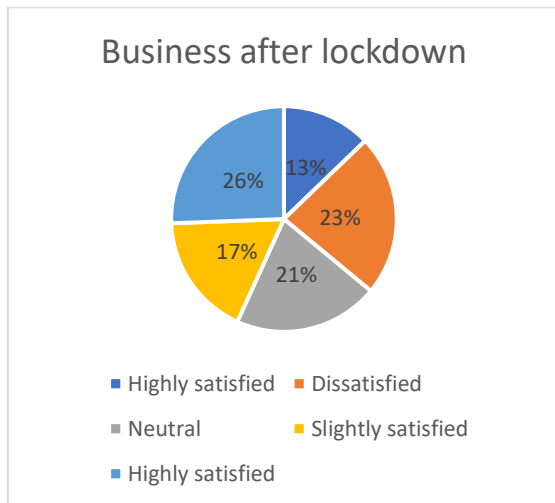
and closed ended questions are asked to the respondents. The research is based on challenges faced by street vendors in chennai and the targeted people were general public.

V. DATA ANALYSIS AND INTREPRETATION

I.WORKLIFE BALANCE OF STREET VENDORS BEFORE AND AFTER PANDEMIC

Particulars	No.of.respondents	% of respondents
Highly dissatisfied	16	13%
Dissatisfied	29	23%
Neutral	26	21%
Slightly satisfied	22	17%
Highly satisfied	32	26%
Total	125	100

Source : Primary data

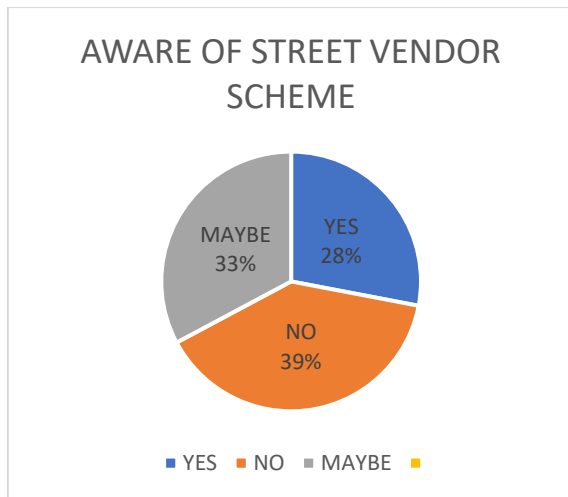


INFERENCE : The Majority (26%) of the respondents are highly satisfied with the business after lockdown.

II.SIGNIFICANT DIFFERENCE BETWEEN THE GENDER AND AWARENESS LEVEL ON GOVERNMENT SCHEMES

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
YES	35	28%
NO	49	39%
MAYBE	41	33%
Total	125	100

Source : Primary data



INFERENCE :

The Majority (39%) of the street vendors are not aware of the street vendor scheme.

III. SIGNIFICANT DIFFERENCE BETWEEN THE AGE AND CHALLENGES FACED BY STREET VENDORS

PARTICULARS	NO.OF.RESPONDENT	% OF RESPONDENT
Lack of working space	32	26%
Lack of social security	19	15%
Too much competition	29	23%
Evictions by private shopguards	27	22%
Working place is unsanitary	18	14%
TOTAL	125	100

Source : Primary data

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * challenges	3	60.0%	2	40.0%	5	100.0%

age * challenges Crosstabulation

		challenges			Total
		19.00	29.00	32.00	
age	24.00	0	1	0	1
	29.00	0	0	1	1
	72.00	1	0	0	1
Total		1	1	1	3

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.950	.040	-3.047	.022 ^c
Ordinal by Ordinal	Spearman Correlation	-.500	.612	-.577	.667 ^c
N of Valid Cases		3			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

INFERENCE :

The Majority (26%) of the respondents face lack of working space and there is no significant difference between age and challenges faced by street vendors.

IV. SUGGESTIONS

In the light of the foregoing analysis and findings the following suggestions can be made to improve the conditions of the street vendors.

- Sustained and continuous efforts are needed to improve the education, health and employment conditions of the street vendors.
- A market place can be allotted specially for street vending where the street vendors may be charged a very nominal rent.
- The government can assist them financially for their business activities at free rate of interest. And government can extend the subsidy to the street vendors, especially for vending perishable items.
- Awareness programmes on environment and waste disposal management can be given to the street vendors.
- The major issue of the street vendors is adequate vending space and regulation of the vending space.

V. CONCLUSION

Street vendors are important part of the informal sector not only because of their numbers but because of crucial roles they play in preserving their sector. Moreover, a significant amount of goods produced by small industrial units in the informal sector is marketed through them. The street vendors contributions are unfortunately hardly ever recognized by the government. Instead the government is more often than not hostile to them. This is a result of a broader issue concerning the informal sector as a whole. In most Asian countries the informal sector is very large and it constitutes the mainstay of the economy. The objective of the paper is to identify the causes behind street vending, challenges faced by street vendors, highlight the importance of street vendors, what measures are taken by the government to provide facilities to the street vendors in the working conditions, social protection and ,life skill development to improve the level of profitability. Government provides street vending policies for street vendors; however, the street vendors are not aware of such policies. This study reveals that the best way for the planners to address this issue is to formalize the street vendors by issuing licenses. This will go a long way in giving these workers a space within the legal framework, as well as easing the regulation of street vendors for the government itself.

In conclusion it can be said that though India has witnessed an increased in street vendors, the government is indifferent to specific needs of this sector. Street vendors perform an important role in providing services to the urban population especially the poor. Street vending and petty trading activities form the essential core of informal economic sectors in developing nations help in generating income with minimized investment of financial capital and without requiring large human capital.

VI. REFERENCES

Seepana Prakasam (2022) Urban Street Vendors in India during the post and pre migration.

Gayatri Sharma (2022) Street vendors and importance of incorporating a gender perspective.

Salem A Al Jundi, Haitham A. Al Janabi (2022) Impact of urban culture on street vendors.

Lalngahkmawia Thangluah (2021) Role of street vendors in the informal sector and role of local government.

EP Akbar, C Destria (2021) Street vendors condition at public space

AC Karunaratna (2021) Life of street vendors in sri lanka and background of street vendors.

Alok Ranjan, Parul Shukla (2021) Effect of covid-19 lockdown on the livelihood of street vendors in maharashtra.

Falguni Mathews, Abhijit Bhosale (2021) Factors influencing street vendors towards use of digital payment system in india.

ANNEXURE 3 – BIOGRAPHY

G.APARNA

51,Vandikkaran street maduvinkarai Guindy chennai - 32

Contact No: 9123575681

aparnakrish@gmail.com

CAREER OBJECTIVE : As a recent graduate I am seeking to work in an environment where I can utilise and apply my knowledge,skills which would enable me as a fresh graduate to grow while fulfilling organisation goals.

EDUCATION :

- 2015 - D.A.V School 10th 7.4 (CGPA)
- 2017 - S.D.A.V School 12th 82%
- 2017-2020 - Sathyabama Institute of Science and Technology B.COM 7.62 (CGPA)
- 2020 - Sathyabama Institute of Science and Technology MBA 8.4 (CGPA)

TECHNICAL SKILLS :

- MSOFFICE
- IBM,SPSS

PERSONAL STRENGTH :

- Quick learner
- Good communication skills
- Time management

EXPERIENCE :

- Marketing Intern at HTL LTD - Nov 2019
- Finance Intern at Trimaax Technologies Pvt Ltd - Feb 2020
- Social Media Marketing Intern at LUDIFU - June 2021
- Business Development Intern at LUDIFU - July 2021

ACHIEVEMENTS AND AWARDS :

- Workshop - Rotaract Entrepreneurship Development Program on Mar 2019
- Participated in Guinness World Record organised by Maruvom Matruvom Trust
- Workshop - Techsat 2019
- Certificate - Preparing to manage human resource online course in University of Minnesota
- Certificate - Guided Project Custom report in Google analytics
- Certificate - Guided Project Hiring and onboarding of employees

PERSONAL DETAILS :

DOB : 16.05.1999

Gender : Female

Nationality : Indian

Languages Known : Tamil,English

DECLARATION :

I hereby declare that all the above details are true to the best of my knowledge.

G.APARNA

