



A STUDY ON BUSINESS OF STREET VENDORS IN TUMKUR CITY OF KARNATAKA.

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Abstract

Street trading is increasing importance in all the cities in India. The street trading includes selling of eatables such as vegetables, flowers, even carpets. Several of the vendors live under very poor conditions, and they do not have basic facilities. In major Indian cities, such as Mumbai, Ahmedabad, Kolkata, Bengaluru, Patna, and Bhubaneswar and all the capital cities of different States street-trading is mainly a male dominated profession (around 60 per cent to 85 per cent). The study made to examine the living standards of the street vendors, to study the sources of fund available to street vendors, to know the marketing strategies used by street vendors, to identify the problems and challenges faced by the street vendors. The study made with the help of primary as well as secondary data. . In Tumkur city street trading is important business. Majority of the poorer section of the society have engaged in street trading business. For the betterment of the economy of Tumkur street trading also has its contribution and it is helpful for poor people to get self employment and to get income to lead their family.

Key Words: Street Vendors, Working Conditions, Industry, Pricing Strategy, Finance.

The street trading has been a part of our culture and tradition from time immemorial. More recently, street trading includes selling of eatables, such as vegetables, flowers, plastic items, clothes, even the carpets. Street vendors form an important part of the socio-cultural and economic life since time immemorial. In Tumkur city more number of street traders is doing business in almost all the road sides. Today, there are vendors carrying vegetables and fruits till right in front of our house making it very convenient. Street vendors provide us with practically everything close to our homes. Eatables, electronics, toys, cloths. Etc. Unfortunately with growing cities increasing urban populations, and reducing employment opportunities the number of people taking to street vending have also increased. Many of them are migrants from agricultural backgrounds and people who have displaced by some other occupation. Several of the vendors live under very poor conditions, and they do not have basic facilities. Because of poor living conditions, poor health, and increased expenses on medical care they borrow enormous amount of funds in the form of loans from institutional and non-institutional sources of finance and they will be in debt trap.

Street vendor is a person who offers goods or services for sale to the public, without having a permanent shop of their own and they are moving from one place to another place. In push carts these street vendors are selling fruits and vegetables. In buses and trains also we observe these street vendors. The Govt. of India has used the term “urban vendor” as inclusive of traders and service providers, stationary as well as mobile, and incorporates all other local or region specific terms used to describe them.

Types of Street Vendors

1. Sedentary vendors

Sedentary vendors are street vendors, who work in fixed locations using pavements, stalls, and sometimes the bare floor. They are often concentrated in large areas or their activities may be home-based.

2. Footloose vendors

Footloose vendors are also called as mobile vendors. They are not work in fixed places and move throughout the city center as per their marketing convenience.

Working conditions of Street Traders

Street vendor have poor social protection and their working conditions on the streets expose them to a variety of the safety and health issues. Around 85% of the street vendors complained of stress related diseases- migraine, acidity, hyper tension, and high blood pressure (The SNTD-ILO study on Mumbai), their earnings range from 40 to 60 rupees per day. The lack of toilets has an adverse effect on women’s health and many suffer from urinary infections and kidney problems. The mobile women street vendors also face security issues.

Working Conditions of Street Traders of Tumkuru City

The majority of street traders of Tumkur city live in poor areas, lack of basic health and welfare services and social protection and work in an unhealthy and unsafe working environment. This group of workers also stay at slum area in Tumakuru and they don’t have adequate space for living. Vulnerability to diseases and poor health result from a combination



of undesirable living and working conditions. As majority of street traders have engaged in vegetables, fruits and flower business they get less profit margin and their working condition is critical as they have to engage in trading activities during summer season, winter season and rainy season. As they do not have permanent shops, they just often objected by local police as well as municipal authorities. They start their activity from 4 A.M in the morning to till around 12 P.M at night and they work around 365 days in a year. Street trading business activity is nothing but a part of the informal sector and they always face uncertainty about income.

Financial Sources of the Street Traders

Through personal savings, family or friends (without interest,) financiers or money lenders, banks or co-operatives, organizations, wholesalers, local traders or retailers and some street traders, commercial banks start their business or trading activities. In this way street traders, by starting their trading activities find their employment. Majority of the street traders utilize their income to feed their families for their households, paying school and college fees for their children, to meet their families medical expenses and for recreation.

Role of Street Vendors in India

In major Indian cities, such as Mumbai, Ahmedabad, Kolkata, Bengaluru, Patna, and Bhubaneswar and all the capital cities of different States street-trading is mainly a male dominated profession (around 60 per cent to 85 per cent). It is clear from the secondary data and information that except in Imphal, it is mainly a women's activity as 93 per cent of the street vendors are female. Apart from this it is clear that around 25-35 per cent street vendors are illiterate in most major cities while around 20-40 per cent street vendors have primary education. Daily average income of men is around Rs. 70 in almost all major cities except Patna where around Rs. 50. Women earn relatively less amount between Rs. 40-50 but in Patna city of Bihar, it is around Rs.30

Role of Member Based Organizations

There are few successful membership based organizations that are actively organizing street vendors, namely Self-Employment women's Association (SEWA) which has established during 1972 is a trade union for women, which has considered as the largest trade union of informal sector in India, with a strong membership base of 9, 59,698 workers during 2006 and National Alliance of Street Vendors in India (NASVI), attempts to provide credit accessibility for street vendors through promotion of SHGs, cooperatives, trusts, federations and different microfinance institutions etc. NIDAN which is formed by NASVI and established in Patna.. It is a highly successful hawkers' organization which is spread across several towns of Bihar. Its group insurance scheme is the hallmark of its many achievements. This scheme is designed to cover health care services for street vendors such as hospitalization costs and life insurance.

Manushi was founded in 1978 and it is run by a non-profit organisation called Manushi trust (1980). Manushi Sangathan, as an offshoot of Manushi Trust, was registered under the Societies Registration Act of 1994. The Sangathan involves itself with research, education and advocacy work for democratic reforms to promote greater social justice and human rights. The organisation is engaged in campaigning for a vast majority of the most deprived section of the population, the working poor.

Street Vendors Association Tumakuru

This is an association, which is working for street vendors from one and half years in Tumakuru city with a membership of 781 out of 2000 street vendors. The main aim of SVAT that the street vendors carry out their trade or occupations without hindrance and it pressurizes the Government to provide various facilities such as provide 50 houses every year, create mini markets in 6 places in the city, provide specific place for street vendors, provide drinking water and toilets facility in their surrounding places.

Review of Literature

1) The bullying is the most vulnerable element of vendors. Most of the street vendors use self-financing for their business. Brata Aloysius Gunadi Conducted a study focusing on the vulnerability of Street Vendors in Java since the time when Java was hit severely by the economic crisis in 1997/1998, which also had reversed the trend of economic formalization in Indonesia. This aspire, a survey was conducted Yogyakarta and Sleman districts in Yogyakarta Special district and 122 Street Vendors in several streets in both areas. These samples consist of three groups of Street Vendors: food seller, non-food seller, and services providers. Based on this survey, vulnerability guide of Street Vendors is measured. The study found that most of Street Vendors in Yogyakarta experience vulnerability at the medium level. In general, vulnerability of food seller vendors is higher than other vendors. Vulnerability also varies across the locations of vending (Dabir-Alai (2004), A study on "Street trading in urban areas", Delhi, India) .



2) The study traces the changing characteristics of the street hawker in Kaula Lumpur since the 1970's. It evaluates the current strategies of managing the street hawkers in Kaula Lumpur. It is identified that the majority of the residents (75%) wanted the hawkers to be relocated into a proper hawker Centre, close to their place of residents. The majority of the hawkers were against (70%) the proposal of relocation due to the difficulty in finding a relatively large piece of land at strategic locations. Some hawkers would prefer to operate illegally and pay their fines periodically than move to legalized locations where they feel they cannot attract customers (Northslina Hassan (2003, Accommodating the Street Hawkers into Modern Urban Management in Kuala Lumpur.).

The Research Methodology

Statement of the Problem

The study is on street traders in India with reference to Tumakuru city who are sell the products in street. So what are the factors which influence the street vendors? What is their standard of living? What is the sources of fund? What are the problems and challenges faced by them? Who will supports for their living? These are the curious questions compelled the authors to undertake this study.

Objectives of the Study

1. To examine the living standards of the street vendors.
2. To study the sources of fund available to street vendors.
3. To know the marketing strategies used by street vendors.
4. To identify the problems and challenges faced by the street vendors.

Scope of the Study

This study concentrates on the street traders in Tumakuru city who sell the vegetables, fruits and flowers and other items. Total sample size is 50. Sample area is Tumkur city. Data collected in the month of February 2016. The primary data is collected through interview schedule and secondary data collected through economic survey ,census report and website.

Significance of the Study

As this study provide enormous information about street traders, it is possible to improve the economic conditions, living conditions and working conditions of street traders in Tumkur and other cities of India.

Demographics

As of 2011 India censuses, Tumakuru had a population of 3, 05,821. There are more than 5, 00,000 people are live in corporation limit. At the 2001censuses, males constitute 52% of the population and females 48%. Tumakuru has an average literacy rate of 75%, higher than the national average of 59.5%; male literacy is 79%, and female literacy is 70%. About 11% of the population is under 6 years of age. The most common language in the city is Kannada.

- It is a key district of the states of Karnataka situated about 70 kms the North-west of Bangalore.
- Spread across 10 talukas- Tumakuru, koratagree, sira, gubbi, pavagada, turuvekere, kunigal, tiptur, & chikkananyakanahalli.
- Rich in Iron ore resources; ready resources of Iron in large quantities from the Hillsides and major raw material provider to steel and other allied industries.
- Resource for quarry of building- stones.
- Districts carry substantial significance in history –kingdom of great empires like Hoysala, Vijayanagara, Mughals and Marathas.
- The districts witnessed early stages of the railways system though construction of Bangalore city-Tumakuru-Gubbi railway tracks in 1884.
- Place of renowned temples like-siddhaganga mutt, Channarayana Durga, Devarayana Durga, Namadha chilume and chennakeshava temple.

Description

The cultivated products consist chiefly of coconut, millet, rice, pulses, areca nut, and oil seeds. The chief industries are the making of coarse cotton cloths, woolen blankets, ropes, watches (Hindustan machine Tools), WIPRO, TVSE, SCII and Karmobiles Ltd.

Transportation

Karnataka state road transport corporation, KSRTC has a divisional office situated in Tumakuru city. The city is well-connected to Bangalore and other cities in the state by KSRTC buses. Volvo buses are available for the city, Bengaluru. Frequent buses are available connecting other taluks and towns of the districts. Two National Highways NH-4 & NH-206



pass through the city. Railway also plays a major role in connectivity. The city's Railway station comes under south western Railway Zone (India) and was constructed during the British period and has been renovated recently. It is located in center of the city close to the bus stand and the Town hall. It is located in the Bengaluru-Hubli main line. The city buses are also available for transportation within the city by KSRTC. Popularly known as Sri Siddhaganga nagara sarige, named after the holy place, siddhaganga. There is more than 100 buses transportation in the city.

Industrial background

The chief industries are the making of coarse cotton cloths, woolen blankets, ropes, watches (HMT), WIPRO, TVS and karmobiles ltd, which is merged with Rene madras.

Industries in Tumakuru

Tumakuru being a satellite town Bangalore has well known industries. They include,

- Disa India Limited., Granite Processing Industries, Automobile parts.etc, Coconut Products (conventional and non-conventional), Watch Cases Industries.

Agriculture (moderately developed industry)

Ragi and groundnut are the major crops of the districts. About 30% areas previously under cereals have been diverted to oilseeds. Hybrids in Paddy are the ruling varieties in the district. Area under maize is increasing every year.

Horticulture (moderately developed industry)

Dominate fruits includes Mango, Areca nut, Banana, and Pomegranate. Common vegetables include Tomato, Onion, Brinjal, sweet Flag, betel vine and tamarind. Jasmine, chrysanthemum and marigold are the flower crops which are grown.

Sericulture (developing industry)

Mysore seed cocoon production is an important occupation in kunigal taluk of the districts. Chikkanayakanahalli, Tiptur and Turuvekere Taluks are Bivoltine seed areas. V-1 and M-5 are popular mulberry varieties grown in the district.

Food processing (developing industry)

Rice mills, coir industries, oil extraction mills are the major agro based industries in the region. Owing to the expanding horticulture in the districts, opportunities to integrate the value chain through VAP based industries are high.

Analysis of the Results

Table 1.1: Population, Literacy rate and Sex Ratio of Tumkur

The above table gives the information about the population, literacy rates and sex ratio of Tumkur city.

Tumakuru city	Total	Male	Female
Population	305,821	155,406	150,415
Literates	237,424	123,904	113,520
Children (0-6)	29,655	15,233	14,422
Average literacy	85.97	88.39	83.47
Sex ratio	968		
Child sex ratio	947		

Total children (0-6) in Tumakuru city area are 29.655 as per figure from censuses India report on 2011 there were 15,233 boys while 14,422 are girls. The child from 9.70% of total population.

Table -1.2: Education Level of the Respondents

Sl. No.	EDUCATION QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
1	Illiterates	18	36%
2	Up to primary	20	40%
3	Up to secondary	11	22%
4	Above secondary	1	2%
5	Graduation	0	0%
	Total	50	100%

Source: Survey data

It is clear from the above table that the majority of the respondents are having primary education and only 2% of them are above secondary level education. Therefore Government has to take measures to enhance educational level of street traders.



Table -1.3: Age Group of the Respondents

Sl. No.	AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
1	below 25yrs	4	8%
2	26yrs – 35yrs	5	10%
3	35yrs – 45yrs	17	34%
4	above 45yrs	24	48%
	Total	50	100%

Source: Survey data

It is clear from the above data and information that majority of the respondents are in the age group of above 45 years and very few are below 25 years .

Table -1.4: Working Hours per Day

Sl. No.	HOURS	NO. OF RESPONDENTS	PERCENTAGE
1	below 3hrs	0	0.00%
2	3hrs to 6hrs	0	0.00%
3	6hrs to 9hrs	5	10.00%
4	above 9hrs	45	90%
	Total	50	100%

It is clear from the above table that majority of the respondents have engaged in above 9 hrs of work per day.

Table -1.5: Supporters for the Living

Sl. No.	SUPPORTERS	NO.OF RESPONDENTS	PERCENTAGE
1	Parents	1	2%
2	Friends	20	40%
3	Children	5	10%
4	Others	24	48%
	Total	50	100 %

It is clear from the above table that the majority of the respondents get the support from others followed by friends, children and parents in this chronological order.

Table -1.6: Investment per Day

Sl. No.	INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs. 1000.	25	50%
2	Rs.1000 to 3000	15	30%
3	Rs.3000-5000	08	16%
4	Above Rs. 5000	02	4%
	Total	50	100%

Source: Survey data

It is clear from the above table that the majority of the respondents invest below Rs.1,000, which shows these street traders are not having much income.

Table -1.7: Profit Earn Per Day

Sl. No.	PROFIT	NO. OF RESPONDENTS	PERCENTAGE
1	below 20%	12	24%
2	20% - 40%	35	70%
3	40% - 60%	2	4%
4	above60%	1	2 %
	Total	50	100%

Source: Survey data

It is clear from the above table that the majority of the respondents earn daily profit of only 20% to 40% on their income, and only one respondent earn more than 60% of profit.



Table -1.8: Period of Finance

Sl. No.	PERIOD	NO. OF RESPONDENTS	PERCENTAGE
1	one day	30	60%
2	Week	10	20%
3	15 days	05	10%
4	month	05	10%
	total	50	10%

Source: Survey data

It is clear from the above table that the majority of the sample respondents take loans for one day which shows their low economic position.

Table -1.9: Strategies to Attract the Customers

Sl. No.	STRATEGIES	NO. OF RESPONDENTS	PERCENTAGE
1	low price	10	20%
2	high quality	5	10%
3	attractive offers	05	10%
4	friendly words	30	60%
	total	50	100%

Source: Survey data

It is clear from the above table that majority of the sample respondents attract customers by using friendly words followed by other strategies.

Table -2.0: Pricing Strategies

Sl. No.	STRATEGIES	NO.OF RESPONDENTS	PERCENTAGE
1	fixing	35	70%
2	bargaining	15	30%
	total	50	100%

Source: Survey data

It is clear from the above table that majority of the sample respondents do not give much chance for bargaining, just they fix the price for the item and they are ready to sell the item only for that fixed price.

Table -2.1: Respondents Want to Make Changes in the Business

Sl. No.	OPTION	NO. OF RESPONDENTS	PERCENTAGE
1	Not changing	35	70%
2	Willingness to change	15	30%
	Total	50	100%

Source: Survey data

It is clear from the above table that 70 percent of the respondents are not showing much interest to change their business and remaining 30 percent of the respondents are showing much interest to change product, place and quality etc.

Table 2.2: Opinion of Sample Respondents about change of product, place, time and quality.

Sl. No.	OFFICERS	NO.OF RESPONDENTS	PERCENTAGE
1	product	10	%
2	place	20	%
3	time	10	%
4	quality	10	%
	total	50	100%

Source Survey data

It is clear from the above table that more number of respondents is willing to change their trading place to enhance their sales.



Table -2.3: Health Problems Due to Business

Sl. No.	HEALTH PROBLEMS	NO.OF RESPONDENTS	PERCENTAGE
1	physical stress	30	60%
2	restlessness	15	30%
3	lungs related problems	03	6%
4	mental strain	02	4%
	total	50	100%

Source: Survey data

It is clear from the above table that more number of respondents mentioned about physical stress followed by restlessness, lung related problems and mental strain.

Table -2.4: Earn Enough to Maintain Family

Sl. No.	OPTION	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	26	52%
2	No	24	48%
	Total	50	100%

Source: Survey data

It is clear from the above table that majority of the respondents opined that they are getting income enough to maintain family.

Conclusion

Street trading is a part of the informal economy. It is a growing share of the informal workforce in developed and developing countries. It is evident that the informal economy has a significant job and income generation potential. Therefore, in order to intervene in the best way to stimulate sustainable economic growth and job creation, the informal economy needs to be better understood both by governments and others. In Tumkur city street trading is important business. Majority of the poorer section of the society have engaged in street trading business. For the betterment of the economy of Tumkur, street trading also has its contribution and it is helpful for poor people to get self employment and to get income to lead their family.

Suggestion

Commercial banks, non-bank financial institutions and the Central and State Governments should provide adequate financé facility to street traders, then only it is possible to enhance the living conditions of street traders/ vendors.

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