

Challenges Faced By Women Street Vendors In Karur**¹S.Saradhamani , ²K.S.Kavitha and ³K.Sindhuja****^{1&3}Assistant Professor , ²Assistant Professor & Head of Business Administration**

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ABSTRACT

Street vending is an important activity which gives employment opportunity to more number of women. The primary objective of the study is to study the demographic factors and challenges faced by women in the informal economy. Women street vendor sell the goods in pavement and streets. Apart from the issue of earning for survival, women street vendor have to tackle several issues such as uncertain and insecure working conditions, lack of support, regular threat of eviction, harassment by local officials. They have low skills and poor economic conditions. In street vending there are no entry and exit barriers. So large number of people involved in this business. Findings of the study can be used to improve the condition of our traditional retailers.

Key Words: Street vendor, Eviction, Harassment, Working condition**INTRODUCTION**

Street vendors are an integral part of urban and rural economies around the country. They are contributing huge amount of money to the society. In order to choose the family financially women's entered into this business. Street vending business has no entry and exit barriers so they can start their business at any time but the same time they have to face many challenges in the streets as well as the family. According to a study done by ILO it is found that about 85% of these street vendors have to face health hazards. These hazards include diseases like migraine, acidity problem, increased depression, high blood pressure, increased blood sugar and alike. Apart from these health problems women street vendors also have to face problems related to sanitation.

Street vendors has many complaints relating to security, basic sanitation facilities, threat of eviction etc., So government should take immediate steps to protect our own traditional street vendors in the streets of Karur. Unemployment is the threatening issue in our nation. These people instead of begging, chain snatching they are engaged in business to run their day to day life. Government and other NGO's^S can take steps to improve these street vendors by giving them training and development programmes. In general women working in the streets face these challenges they are as follows: economic pressure, socio cultural challenges, adverse political conditions and operational challenges.(Tambunam,2009)

REVIEW OF LITERATURE

Street vendors are the “one who bought the goods at wholesale and sell it in the street, roadsides, bus stands and at the other places of decent crowd for their daily livelihood. They have the option of selling the goods by making a small shop at the convenient place or by carrying the goods to different places without getting any license for the sale of goods”.

National Association of Street vendors in India,2004 find out the following problems, problem are relating to site allocation, lack of facilities, lack of access to credit, lack of business skills. Most of the street vendors migrated to city due to poverty and they don't get better opportunities in the city. Around 10 million people engaged in street vending business. (Bhowmik, 2001)

Women street vendors' faces competition issues with other street vendors because of price fluctuations, income generated from the business is very minimum and they are force to pay money to the government officials. Street vendors are giving problems to society in the following ways they are, encroachment of public space, causes traffic jam, inadequate hygiene and poor waste disposal. (Nitika Diwakar) But no government agencies try to regulate the business of street vendors previously. Now there is a law which regulates the street vendors business.

Street vendors have low education qualification and most of them are illiterate people,so they cant able to grasp the provisions in street vendors act.They are little aware about the policies and procedures.They do not know the legal formalities if a policemen ask for a bribe. They are also unaware of the human rights for their sustainable life.The street vendor union is also working for the welfare of street vendors. (Kurniawati, W, 2012) (3:8).

. This Policy recognizes that street vendors constitute an integral and legitimate part of the urban retail trade and distribution system for daily necessities of the general public. (National Policy on Urban Street Vendors, 2009)

The Bill aims to protect the livelihood rights of street vendors as well as regulate street vending through demarcation of vending zones, conditions for and restrictions on street vending.

OBJECTIVES OF THE STUDY

Street vending is one of the businesses which can be started easily by women without any difficulty; there are no formalities to start a business. As a women vendor she can able to perform different task in a day. So in this paper we shall discuss about the challenges faced by the street vendor and the demographic profile of the women street vendors.

LIMITATION OF THE STUDY

The study is limited only to 50 selected street vendors in Karur. Convenient sampling is used for the study since street vendors are not available in the street all the time when researcher gone for the data collection. The study covers only the demographic factors and challenges faced by the street vendors in Karur. The study is restricted only to the women street vendors.

METHODOLOGY

The study describes about the present conditions of street vendors and also challenges faced by the street vendors so the study is descriptive in nature. Interview schedule is used to collect the data from the target respondents. Sample size of the research is 50 respondents from the target population. Convenient sampling technique is used to collect the data from the target respondents.

RESULTS AND DISCUSSION

Analysis of data is done on the basis of responses collected from the questionnaire. Following are the main findings of research based on the percentage analysis.

- ✓ Majority (50%) of the respondents were above 25 years of age
- ✓ Majority (48%)of the respondents were widowed and divorcee
- ✓ Majority of the respondents engaged in selling flowers, vegetables, fish
- ✓ Majority of the respondents have regular customer and they don't have any problem relating to demand
- ✓ Access to workplace amenities such as toilet & water is very poor
- ✓ Most of the women married to alcoholic husband so they entered into this business.
- ✓ Majority of the street vendors provide main source of income to the family
- ✓ Majority of the people feels low cost of entry and investment made them to enter into the business
- ✓ Majority (65%) of the street vendors try to keep the city clean and provide pleasant environment for pleasant shopping of consumers

SUGGESTION OF THE STUDY

- ✓ Street vendors are our own street entrepreneur who does his/her business in pavements. Women street vendors can be given training to improve their life style
- ✓ Demarcation of Area for Vending Activity through sign boards and ground marking.
- ✓ Change is the need of the hour. Specialised training can be given to street vendors to withstand in today's competition.
- ✓ Skill based training such as operating mobile banking; usage of paytm can be given to our own traditional vendor.
- ✓ Working conditions of the street vendors can be improved by providing proper sanitation facilities. Provision of urinal and water tap
- ✓ Barricading of footpath with limited Entry and Exit.
- ✓ Registration of vendors. Establishment of revenue collection committee or SHGs.
- ✓ Arrangement of electricity and lights.
- ✓ Provision of Parking Area.

CONCLUSION

Street vendors provide more services to the society, among the population most of the women were selling fruits, vegetables and fish. These street vendors also faced challenges related to the inadequacy of space, sanitation and work place security. However these respondents also stated that they receive some form of help from the government. Government can take initiative to improve the life of our own traditional street vendor.

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