

Exploring Entrepreneurial Ability of Self-Employed Women Vegetable Vendors in Chennai City

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INTRODUCTION

The present study is aimed to establish the various problems encountered by the women vegetable vendors such as social issues, poor economic conditions and difficulties facing to sell the vegetables in Chennai city. The study also focused to bring out their entrepreneurial ability and selling skills used by them to improvise sales to reach maximise revenue. The Street vending profession makes vigorous influence to the city and semi-urban areas by providing relaxed access to product and services at reasonable charges. Their facility is greater for a local people that are on the passage and it is one of the chief motives why the street sellers are originate gathered in and about the bus stands, railway stations and rear sides of streets. It is estimated that over 25 per cent of workforces internationally function in the unorganised sector. As the country grows the population progressively changes from farming activities to industrial and white collar professions. Therefore a continuous arrival of persons from the countryside to town areas, the burdens on the organized employment sectors are tall and unavoidably a gap matures that is connected by the militaries of the informal sectors. It is also projected that 30 per cent to 80 per cent of workers in town areas of the emerging world are affianced in informal sector. The cumulative city population with inadequate revenue to encounter its rudimentary need produces substantial demand for stumpy valued commodities and services which is supplied by the unorganised segment street selling or hawking plays a key part in eradicating the burdens of joblessness by creating employment although casually in city and semi-urban parts of nation's subcontinent and providing nearly 50 per cent of nation's investments and 63 per cent of our gross domestic product (Sekar, 2008).

OBJECTIVES OF THE STUDY

To find out the socio-economic conditions of women vegetable vendors in Chennai city

To bring out the entrepreneurial ability of women vegetable vendor in the study area

LITERATURE REVIEW

Banerjee (2014) attempted to study the problems faced by the vegetable vendors in the city of Ranchi. She has found that the street vendors spending more time for this work, there was critical amount of physical and mental workforce has applied, no social and governmental support, problem in getting the formal loan, there is no union and exploitation by the civic authorities.

Diwakar & Renu (2014) in their research paper, they have found that the street vendors having poor working conditions by inhaling polluted air on the street and not having any kind of social security measures. The street vendors are severely affected by various health issues such as leg pain, varicose vein, skin diseases, urinary infections, kidney diseases and dust allergies. The women street vendors are mainly facing issues related to harassment by the strangers and the government officials. They do not have any recognition and support from the government to protect their life economically and socially. It is also found from the study that women workers are doing the vending activity for more than 12 hours to earn a meagre amount as income.

Rani, S. (2016) in her study conducted in Trichy district of Tamil Nadu revealed that the vegetable vendors are facing many issues such as low level of income, health issues especially occupational health issues, non-availability of public toilets to use, improper working conditions on the streets and poor treatment of civic peoples. It is all lead to deterring factors for their social, working, health and economic status.

Aparna, (2013) reported in her case study, the old aged women names as *Chellama* residing in Mylapore, Chennai is used to carry out the vegetable vending business by using the tri-cycle on her own. She has been doing this business for more than 30 years. She used to wake at 2 p.m and get ready to whole sale vegetable market at 3 a.m morning every day. A group of eight people will travel together and share the transport cost to bring the vegetables, individually it costs them around Rs.150 each. Apart from the vehicle charge, she was also paying around 50 to 60 rupees for the coolies to bring the vegetable bags to van and spend about 20 rupees for refreshments. On an average, *Chellama* is investing Rs.2000 to Rs.2500 per day and earning profit of Rs.70 per day, according to the study report.

Kartjikeyan. (2017) discussed in their study that the street vendors are function to the well being of the urban and also the rural people by supplying agricultural and non-agricultural commodities at a very reasonable price. Their economic contribution is most crucial with respect to generating self-employment in the labour market in India. The street vendors in the study area are facing the problem created by police persons, poor climatic conditions and poor health conditions.

Shashikala, T (2018) study found the socio-economic surfaces of womenfolk street vendors in Bangalore tosses light on their disgraceful situations. Females' contribution in employment has been deserted and takes frequently remained imperceptible as they have stood employed mainly in the informal sector economy. The absence of experience to the organised sector economy and job market has reserved their position in society too little notwithstanding their contributing substantively to the work force. There are many explanations why females' work is being constrained to informal sector employment wherein the labour has not originated under the view of economic activities. It is resulted that women are not even understand their ability levels and capability. Even now, there are more than 90 per cent women labours are affianced in the informal employment which do not provide reasonable wages and decent positions of work.

Mercado (2018) made an attempt to reveal the socio-economic conditions of the vegetable sellers in the zone met numerous glitches as reproduced. The statistics inveterate that time taking, absence of capital and rivalries are the maximum of the difficulties met by the sample respondent. The study also found that the respondents have no social provision, no shield, more taxes, less measured supplies of materials, and there is no safety and security at work place pronounce as their intermediate problem confronted by the vegetable vendors. In the meantime, delinquent on connected to enticement to civic authority. The street vegetable vendors are in many ways and means to endure in contradiction of poverty. The respondents are work more than six hours to 7 hours per day to subsist deprived of acquisition of a assistant to curtail expenditures since their revenue is not steady and their foundation of capital came from advances in which they required to save for their compensation of their advances. The vegetable street sellers are not only a basis of self-employment to the deprived people in rural and urban areas but also a source to deliver reasonable as well as suitable facilities to a bulk of the population in north part of the jurisdiction of the study area.

RESEARCH GAP

The past literature review has focused on many socio-economic problems of women street vendors especially vegetable vendors. But there is no attempt to figure out their occupational health issues and entrepreneurial skills. This paper has made an attempt to analyse and discuss on these grounds to provide suitable suggestion to the policy makers.

METHODOLOGY

The present study follows the empirical research technique and adopted the stratified random sampling method to collect the data from the sample respondents. A semi-structured questionnaire was constructed with questions containing on social, economic, health and entrepreneurial skills of the respondents. The information was collected from 75 sample respondents in Chennai city directly by the enumerator to get the data filled on the questionnaire. The questionnaire was framed in Google forms and saved for analysis. The collected data were tabulated and analysed with chi-square statistical tools and inferences are made.

ECONOMIC PROFILE OF SAMPLE RESPONDENTS

The mean age of the respondent is 39 and the mean education level was primary level as registered. The average income of the women street vegetable vendor is accounted as rupees 9000 per month. Their income level was ranging from 100 rupees to 350 per day. Most of them are having the debt burden from the local money lenders for their investments. The mean capital of the sample respondent was registered as rupees 45500 and it range from 1500 to 3500 per day. It is recorded as the level of education among the vegetable vendors is up to primary on an average. A majority of 73 per cent of the sample respondent are illiterates and it clearly shows that the street vending business provides opportunity for uneducated and unemployed.

ANALYSIS AND DISCUSSION

The data has been analysed by chi-square statistical testing method to make the inferences among the socio-economic variables. It is found from the statistical analysis that the age is significantly influencing on the income level of the sample respondents in the study area. Table 1 reveals the calculated value of chi-square for age is 275.32 and the degree of freedom is 5 at 0.000 as test of significance level. In the mean while the chi-square value was computed as 75.12 and the degree of freedom is 2 at 0.000 level of p-value.

Table.1 Test Statistics		
	Age	Income
Chi-Square	275.32	75.12
df	5	2
Asymp. Sig.	0	0

The following table portrays the relationship between level of education and income of the sample respondents. Income was calculated as the value of chi-square at 25.32 and income was 75.12 with 5 and 2 as degree of freedom respectively and p-value significant at 0.000.

Table.2 Test Statistics		
	Income	Education
Chi-Square	75.12	25.32
df	2	5
Asymp. Sig.	0	0

Like-wise the entrepreneurial ability and the level of savings also represent the high level of significant relationship between the incomes at p-value of 0.000 levels.

Table.3 Test Statistics		
	Income	Entrep_Ability
Chi-Square	75.12	34.88
df	2	2
Asymp. Sig.	0	0

Table.4 Test Statistics		
	Income	Savings
Chi-Square	75.12	69.48
df	2	3
Asymp. Sig.	0	0

MAIN FINDINGS AND CONCLUSION

The women vegetable vendors are facing numerous issues while they are engaging in this profession such as low level of income, low level of investment, non-availability of formal loans for business and occupational health issues. The present analysis found that the sample respondents are not aware of any government programmes for their progress. They don't have any social security measures with poor working and living

condition. Their dwelling unit condition also relatively poor as like their work place. Even though they have good entrepreneurial ability, they could not able to earn a reasonable income. On the whole, the women vegetable vendors are facing many issues with respect to poor working, vulnerable living and susceptible health conditions.

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