

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**EMPLOYMENT CONDITIONS AND EMPLOYMENT RISKS AMONG STREET VENDORS IN MADURAI CITY****DR. WELL HAOREI****ASST. PROFESSOR****DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT****GANDHIGRAM RURAL INSTITUTE - DEEMED UNIVERSITY****DINDIGUL****ABSTRACT**

*Vending as profession has been carried out all along in the known history and it has been an integral part of both urban and rural culture. The present study explores the employment conditions and employment risks among street vendors in Madurai City. The study explore that the street vendors in Madurai City are independent self-employed on whole time basis in undesignated market place. They face the risks of perishing their marketing goods as they do not have proper storage place, they face the risk of their assets due to confiscation of merchandise by various parties, the risk of their regular income due to day to day fluctuation in the price of the marketing goods and they risk their due to open access to open drainage, lifting and pulling of heavy loads and open exposure to sunlight heat.*

**KEYWORDS**

Street Vendors, Madurai City, Employment Conditions.

**INTRODUCTION**

treet vending as a profession has been in existence in India since time immemorial. A street vendor is broadly defined as a person who offers goods or services for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or headload). Street vendors may be stationary by occupying space on the pavements or other public/private areas, or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or may sell their wares in moving bus etc.

**STATEMENT OF THE PROBLEM**

For most street vendors, trading from the pavements is full of uncertainties. They are constantly harassed by the authorities. The local bodies conduct eviction drives to clear the pavements of these encroachers and in most cases confiscate their goods. A municipal raid is like a cat and mouse game with municipal workers chasing street vendors away while these people try to run away and hide from these marauders. Confiscation of their goods entails heavy fines for recovery. In most cases it means that the vendor has to take loans from private sources (at exorbitant interests) to either recover whatever remains of his confiscated goods or to restart his business. Besides these sudden raids, street vendors normally have to regularly bribe the authorities in order to carry out their business on the streets. All these mean that a substantive income from street vending is spent on greasing the palms of unscrupulous authorities or to private money lenders. In fact in most cases street vendors have to survive in a hostile environment though they are service providers.

**JUSTIFICATION OF THE STUDY**

In most cities hawking is regarded as an illegal activity. There are municipal and police laws that impose restrictions on the trade. In most cases these laws do not directly prohibit hawking as a profession. They impose restrictions on the use of urban space for street vending. Hence there is a need to study the municipal laws in Madurai city. It is also necessary to study the nature of the trade in its totality and the employment conditions and employment risks among street vendors. A study of the hawkers should be conducted, as this will throw light on the type of problems the hawkers' face. In some cities, such as Mumbai, Calcutta and Ahmedabad there existed surveys on street vendors in Madurai city. In Mumbai, the municipal corporation had commissioned the Tata Institute of Social Sciences and Youth for Unity and Voluntary action (YUVA), an NGO, to undertake a census of hawkers who conduct their business on municipal lands. More recently, in 2000, the SNDT Women's University in Mumbai in collaboration with the International Labour Organisation, conducted a study on street vendors in Mumbai. In Ahmedabad, SEWA had conducted studies on hawkers in the city and in Kolkata, the Hawkers' Sangram Committee had conducted some studies on the trade. The findings of these studies could supplement the reports on street vendors carried out in this study.

**REVIEW OF RELATED LITERATURE**

A number of authors and researchers have contributed a great deal of literature on the street vendors. The relevant studies were perused so as to identify issues, problems and ideas that the current research addresses.

**Sruthi Subbanna, Bhargavi S. Rao, Mallesh K.R. (2010)**, in their brief study of Street Vendors in the city of Bengaluru, found that, of the entire street vendors surveyed not even one vendor said he did not pay bribe. Some even went on to say that they have been continuously troubled by authorities to pay bribe, and out of fear they just relent. Failure to pay bribes usually results in the officer taking portion of their wares and never giving it back.

**Helen R. Sekar**, in his research work on the Vulnerabilities and Insecurities of Informal Sector Workers: A Study of Street Vendors revealed that, nearly 30% of the vendors reported having respiratory ailments due to constant exposure to dust when they carry out vending on streets. Nearly one-fourth of the vendors reported to have suffered from Jaundice at least since they started street vending. Backache has been reported by 25% of the vendors which may be either due to squatting posture or due standing for long hours while vending or they had to walk for a long distance.

**Sharit K. Bhowmik and Debdulal Saha (2012)**, in their conduct on, Street Vending in Ten Cities in India, reported that, there are a number of hazards that the vendors face. The first is the threats of eviction by the municipality. Nearly 77% said that they are perturbed by fear of eviction. But 22% said they do not have such fear. Our study shows that 65% of the vendors paid bribes regularly. However in Patna, the maximum number of evictions faced by vendors is around 25. The vendors pay around an average of Rs.10 daily as bribes. Vendors unanimously reported that they do not get back goods which are confiscated by the municipal authorities. A large number of eviction drives are conducted and the confiscated goods are not returned. This situation portrays the ruthless attitude of the municipal authorities towards vendors in the city, 9% say that they have heard about hawking zones. Astonishingly, a scant 2% of the vendors know that two national policies have been formulated for them.

**Kyoko Kusakabe (2006)** examined Policy Issues on Street Vending: An Overview of Studies in Thailand, Cambodia and Mongolia, concluded that, 'the studies have shown that in all the three countries, street vending is defined as illegal. At the same time, the enforcement of relevant laws and regulations is often lenient or contradictory. For example, in Cambodia, even as one law defines them as illegal, the other stipulates the legal taxes payable by them. Development policies also do not clearly support or prohibit street vending. It is kept fuzzy, and this lack of clarity leaves much room for extortion and rent-seeking. At the same time, vendors' illegal status makes them ineligible for social security and unable to get secure places to sell. An example of this is seen in Mongolia, where street vendors need to register themselves to avail of social insurance but where the registration process is too cumbersome for street vendors to go through every month'.

**Sharit K. Bhowmik**, in his conduct, "Hawkers and the Urban Informal Sector: A Study of Street Vending in Seven Cities" for the National Alliance of Street Vendors of India (NASVI), concluded that, laws relating to street vending are varied. With the exception of Calcutta, all the six cities namely; Patna, Bangalore,

Imphal, Bhubaneswar, Mumbai and Ahmedabad have provisions for providing licenses for hawking. Calcutta not only considers street vending an illegal activity but its laws provide very stringent punishment for hawkers-hawking is a cognizable and non-bailable offence.

## OBJECTIVES OF THE STUDY

The broad objective of the study was to study the Employment Conditions and Employment Risks among Street Vendors in Madurai City and the specific objectives were to study the Employment Context, employment status and location of work place, income risk, asset risk, and Health Hazard.

## RESEARCH METHODOLOGY

### STUDY AREA

The present study was confined with the street vendors carrying out their business activities in the main city of Madurai.

### METHODOLOGY ADOPTED

The present study was exploratory research work, as it explores the employment conditions of street vendors in the main city of Madurai and it also explores the employment risks that were faced by the vendors in the main city of Madurai.

### SAMPLING TECHNIQUE

The present research work followed random sampling. The researcher went for data collection in the main city of Madurai for a period of one week and could able to cover 80 street vendors. Hence, 80 respondents were considered for the present study.

### TOOLS EMPLOYED

The present research work used structured interview scheduled for the collection of field work data, that is, primary data. To analyze the primary data statistical tools such as, Percentage, Mean and Standard Deviation were employed.

## ANALYSIS AND DISCUSSION

### GENERAL INFORMATION OF STREET VENDORS IN MADURAI CITY

Table 1 represents the distribution of street vendors' general information. It shows that, most of them belong to the middle age group (31-40 years 40%) with their mean age 39.8 years and standard deviation 10.2 years. The street vendors by their gender show that, absolute majority (72.75%) of them was male and minority of them was female. The distribution of respondent by religion showed that 63.75 % belonged to the Hindu religion, 18.75 belonged to Muslim religion and 17.5 % belonged to Christianity. A high proportion (73.75 %) of the street vendors in Madurai City belonged to Backward Classes (BC), followed by Schedule Caste (sc) (15 %) and Most Backward Classes(MBC) (11.25%), and none of the respondents was from Scheduled Tribes (ST). The educational qualification of the respondents showed 32.5 % of respondents were illiterate, 35 % had completed 10<sup>th</sup> standard, 7.5 % had completed higher secondary school and 2.5 % were graduate holders. The family size of the street vendors showed majority (52.5%) of them was living as middle size family (4-5 members), 26 % as big family (5 above members) and 21.25 % as small family (1-3 members). Majority of the street vendors in Madurai City lived in their owned residence and 46.25 % do not owned their house but resides in rented house.

### BUSINESS STATUS OF THE STREET VENDORS IN MADURAI CITY

Distribution of respondents by their business status as street vendors in Madurai City is presented in Table 2. The business profession among them shows that, 23.75 % of them were doing business activities of fresh fruits selling, 22.5 % were engaged in preparing and selling of eateries items, 18.75 % were selling vegetables, and fresh flower sellers, rendering services and selling textile goods were very few.

The initial investment made by the individual street vendors while starting their business reveals that, almost half of them had started with an amount of ₹ 5000 – ₹ 10,000, 37.5% with just ₹ 1000 – ₹ 5000 and very few of them had started with ₹ 10,000 above. Though almost half of the street vendors had started with an initial investment of ₹ 5000 – ₹ 10,000, 75% of them could hardly earned ₹ 100 – ₹ 500 per day as profit and 70% of them could saved ₹ 1000 – ₹ 5000 per month.

### EMPLOYMENT CONDITIONS OF THE STREET VENDORS IN MADURAI CITY

An employment condition of the street vendors in Madurai City is presented in table 3. The years of business as street vendors in Madurai City showed 27.5 % had 16-30 years business, 22% had 1-5 years of business, 21.5 % had 6-10 years of business and one respondent had 45 years of business. The location of their business reveals 60% of them were carrying out in undesignated natural market and 40% carried out as variable/mobile. An employment status showed 87.55% were independent self employed, 6.25% were semi-dependent workers and 6.25% were dependent employees among the street vendors in Madurai City.

### EMPLOYMENT RISK AMONG THE STREET VENDORS IN MADURAI CITY

Table 4 represents the employment risk among the street vendors in Madurai City. It revealed 68.75% had a risk of perishing their goods as they do not had proper storage place, 61.25% had competitive pressure from the other competitors and 38.75% had income risk due to seasonal variation in the price of their goods. A high proportion (72.5%) of the street vendors had their marketing assets risk due to confiscation of merchandise (perishable goods) and 22.5% revealed there was no risk of their marketing asset. The study revealed health risk among the street vendors in many ways such as; 7.5% faced due to operations near open drainage, 23.75% due to movement without any protection from sunlight and 23.75% faced due to lifting and pulling of heavy loads. And 13.75% of the respondents do not faced any health hazards but faced social sanctions from those who were located in proper designated shops.

## CONCLUSION

The study concludes that the street vendors in Madurai City are mainly male in their middle age belonging to MBC. Further, most of them are illiterate with the family size of four to five members and residing in rented house. Most of them are fresh fruits sellers with less initial investment with meager amount of profit per day and have been doing the business for many years. Their employment conditions are independent self-employed on whole time basis in undesignated market place. They face the risks of perishing their marketing goods as they do not have proper storage place, they face the risk of their assets due to confiscation of merchandise by various parties, the risk of their regular income due to day to day fluctuation in the price of the marketing goods and they risk their due to open access to open drainage, lifting and pulling of heavy loads and open exposure to sunlight heat.

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## TABLES

TABLE 1: DISTRIBUTION OF RESPONDENTS BY THEIR GENERAL INFORMATION

Variable	Number	Percentage
<b>Age:</b>		
20-30	16	20
31-40	32	40
41-50	22	27.5
51-60	07	8.75
60 above	03	3.75
<b>Mean</b>	39.8	
<b>Standard Deviation</b>	10.2	
<b>Sex:</b>		
Male	58	72.5
Female	22	27.5
<b>Religion:</b>		
Hindu	51	63.75
Muslim	15	18.75
Christian	14	17.5
<b>Category:</b>		
General	00	00
Backward Classes	59	73.75
Most Backward Classes	09	11.25
Schedule Caste	12	15
Schedule Tribe	00	00
<b>Educational Qualification:</b>		
Illiterate	26	32.5
Primary	18	22.5
Higher class	28	35
Higher Secondary	06	7.5
Graduate	02	2.5
<b>Family Size:</b>		
1-3 members	17	21.25
4-5 members	42	52.5
5 above members	21	26.25
<b>Residence:</b>		
Own house	37	46.25
Rented house	43	53.75

Source: Survey Sample

TABLE 2: DISTRIBUTION OF RESPONDENTS BY THEIR STATUS OF BUSINESS

Variable	Number of Respondents	Percentage
<b>Type of Business:</b>		
Vegetables	15	18.75
Fruits	19	23.75
Eateries	18	22.5
Textiles	6	7.5
Services	6	7.5
Flower shops	3	3.75
<b>Initial investment (₹):</b>		
1000 -5000	30	37.5
5001- 10000	35	43.75
10001 – 15000	6	7.5
15001 – 20000	3	3.75
20001- 25000	2	2.5
25001- 30000	3	3.75
35001- 45000	1	1.25
<b>Profit per day (₹):</b>		
100-500	60	75
501-1000	16	20
1000 above	4	5
<b>Savings per month (₹):</b>		
1000-5000	56	70
5001-10000	13	16.25
10001-15000	3	3.75
15001-20000	4	5
20000 above	4	5

Source: Survey Sample

TABLE 3: DISTRIBUTION OF RESPONDENTS BY THEIR EMPLOYMENT CONDITIONS

Variable	Number of Respondents	Percentage
<b>Business(years):</b>		
1-5	18	22.5
6-10	17	21.5
11-15	12	15
16-30	22	27.5
31-40	5	6.25
41-50	1	1.25
<b>Location of work place:</b>		
Designated market	00	00
Undesignated natural market	60	60
Variable/mobile	40	40
<b>Employment context</b>		
Whole time basis	45	56.25
Part time	06	7.5
Weekly	00	
Seasonal	29	36.25
<b>Employment status:</b>		
Independent self employed	70	87.5
Semi-dependent workers	05	6.25
Dependent employees	05	6.25

Source: Survey Sample

TABLE 4: DISTRIBUTION OF RESPONDENTS BY THEIR EMPLOYMENT RISK

Variable	Number of Respondents	Percentage
<b>Product categories:</b>		
Perishable goods	55	68.75
Non-perishable goods	19	23.75
Services	06	07.5
<b>Income risk:</b>		
There was local govt. Eviction	00	00
There was seasonal variation	31	38.75
There was competitive pressure	49	61.25
There was loss of time to devote work		
<b>Asset risk:</b>		
Report of confiscation of merchandise by the local govt.	00	00
Whether there is confiscation of merchandise (perishable goods)	58	72.5
There was no confiscation	22	27.5
<b>Sanction risk:</b>		
Legal sanction	00	00
Social sanction	80	100
<b>Health risk:</b>		
Operates near open drainage	6	07.5
Due to movement in open air	23	23.75
Must lift and pull heavy loads	23	23.75
No health hazards	11	13.75

Source: Survey Sample

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