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RELEVANCE OF UNORGANISED RETAILERS AND THEIR PROBLEMS WITH SPECIAL EMPHASIS TO CALICUT CITY

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ABSTRACT

Everybody needs to go to the market in their life. Market is the place where we can buy almost anything for a price. In the market there are mainly two types of retailers competing with each other to sell their products in an organized format of surroundings such as with buildings, furniture and so on. And some other sellers moving their products by informal surroundings. They have no any organized format of framework. They are running their business by sitting in a street or in a public footpath or in a small roof. These kinds of sellers are still common in major big and small cities. Today, vending is an important source of employment for a large number of urban poor as it requires low skills and small financial inputs. Broadly defined, a street vendor is a person who offers good or services for sale to the public without having a permanent built-up structure but with a temporary static structure or mobile stall (or head-load). Street vendors could be stationary and occupy space on the pavements or other public/private areas, or could be mobile, and move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or could sell their wares in moving buses. The Government 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/region specific terms used to describe them.

KEYWORDS

street vendors, retailing.

INTRODUCTION

We are buying and using variety of products in a day, since we wake up in the morning till going back into the bed. These products are purchased may be from big retail shops or from small shops or from itinerant shop. In India there are 50% of customers are depending on the unorganised sellers for products, And the rest is depending on organised sellers. Mainly the two sectors are concentrated in retail selling. That is why they have a direct relation with customers. Unorganised sector comprises itinerant shops, pavement vendors, mobile vendors, pan/beedi shops, convenience stores etc. retail in India is essentially unorganised.

A UNORGANISED TRADERS

Retailers who move from door to door, selling goods to consumers are called unorganised traders. With no fixed place of business, they deal in vegetables, fruits, paper, cloth, etc. They operate on a small investment and with limited stock. They are different type of unorganised and itinerant traders.

A. HAWKERS AND PEDDLERS

Hawkers carry goods on vehicles, while peddlers on their backs or heads moving from one place to another in residential areas to sell their goods.

B. CHEAP JACKS

They do business in rented shops or sheds, shifting from one locality to another. Cheap jacks sell their goods in temporary sheds during festivals or other celebrating days. Their shops are never permanent.

C. MARKET TRADERS

These traders sell their goods on periodical markets- weekly, monthly, etc. They also occupy fronts of main shops on holidays and thriving business. They move from one market to another.

D. STREET VENDORS

These traders display their goods in busy street corners or pavements near railwaystation, bus stand, cinema houses etc.

WORKING CONDITIONS OF UNORGANISED SELLERS

Unorganised sellers have poor social protection and their working conditions mainly on the streets and public spots expose them to a variety of safety and health issues. The SNDD-ILO study on Mumbai found that around 85 percent of the street vendors complained of street related disease – migraine, hyper acidity, hyper tension and high blood pressure. In general, there are more men vendors than women vendors in India. Women vendors earn less, on average, than men vendors: 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 tract infections and kidney ailments. The mobile women street vendors also face security issues.

REASONS FOR INCREASE IN UNORGANISED SELLERS

1. The low skilled migrants seeking employment in the cities, hawking and street selling is a means of earning their livelihood. In this way a section of the urban poor is absorbed into gainful employment.
2. The second reason for the increase in hawkers is due to the increase in the urban poor. These people are able to procure their basic necessities mainly through hawkers, as the goods sold are cheap.

REVIEW OF LITERATURE

According to the study of KAVITHA and ROHIT that the traditional retailers are not very much clear about the consequences of the modern retailing. Modern organised retailing will cut the profit margin of the poor retailers. The status of employment is much better than that in organised retail. According to the Mathew Joseph that unorganised retailers experienced a decline in their volume of business and profit after the entry of organised retailers. According to the analysis of MR. ALEX PAUL, most of the customers would like to buy from poor retail sellers in the city. Customers think that it is the best way to get fairly good products for reasonable price. For example, the survey of consumers in Mumbai showed that the most of them bought goods from hawkers near the railway stations as these places were very convenient for those going to work or returning home from work. And also he finds a wondering element that small sellers earn a large amount of profit even without any powerful sales promotion techniques.

OBJECTIVES OF THE STUDY

1. To analyze their different sales promotion techniques.
2. To check whether the mall culture affected them or not
3. To measure the degree of impact of organised sector on the unorganised sector.
4. To understand the problems and threats faced by unorganised sector.

RESEARCH METHODOLOGY

Primary data were collected by conducting a personal interview using a schedule of questions. Secondary data collected mainly from internet, textbook and various magazines.

- Convenient sampling method is used as a sampling method for the study.
- Questionnaire based survey of unorganised retailers including fixed fruit and vegetable vendors and pushcart, hawkers.
- Questionnaire-based exit survey of consumers' shopping at organised retail outlets and also consumers' shopping at unorganised outlets in Calicut city.

LIMITATIONS OF THE STUDY

- Information got from various sources may not be reliable.
- Error in sampling method may occurred.

DATA ANALYSIS AND INTERPRETATION**TABLE NO. 1: PROBLEMS MAINLY FACED BY THEM AS A SMALL SELLER**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Lack of fixed place	20	20%
Shortage of capital	40	40%
Unfavourable policy of law and government	30	30%
Threat from giant corporates	10	10%
Total	100	100

Interpretation: Every small seller like street vendors, hawkers, pavement sellers etc. Struggling with a lot of problems. Out of them I asked about some general problems faced by these poor sellers. Most of the sellers (40%) suffering with the limitation of required fund. And 30% of them disagree with the policy of law, police, and government. Only 20% of people suffering for a fixed place. And the rest (10%) is threatening the emergence of giant supermarkets and malls.

FINDINGS

- Most of the unorganised poor sellers are suffering with various problems like shortage of capital, non-availability of a fixed place to sell their products. And also government and police always harassing them in the name of public nuisance and encroachment.
- They would like to expand their business, but no any encouragement from the government. In some cities like Mumbai, Bangalore, Delhi, government initiated to rehabilitate them. The local government in the Calicut also should follow this policy.
- Unorganised retailers in the vicinity of organised retailers experiences a small decline in their volume of business and profit after the entry of large organised retailers.
- Majority of the organised sellers expressed a unique view on poor sellers that the government should eliminate from the public spots. But at the same time some big sellers expressed that it does not matter threat in big selling concern because of we sell quality of products.
- Major portion of the customers would like to purchase goods from the unorganised sellers because of the easy location, convenience, low price, etc. But they find status and proud in shopping from big retail malls and branded showrooms.
- Whoever the seller, the customers always want quality products at reasonable prices.
- Unorganised retailers have significant competitive strengths that include Consumer goodwill, credit sales, amenability to bargaining, ability to sell loose items, convenient timings, and home delivery.

SUGGESTIONS

1. Ensure better credit availability to unorganised retailers from banks and micro credit institutions through innovative banking solutions.
2. The government must take an instant remedial action for the better functioning of unorganised sellers. Government should reserve certain percentage of land in the cities for the running of unorganised entity as per the national policy laid-down.
3. Simplification of the licensing and permit regime for organised retail and move towards a nationwide uniform licensing regime in the states to facilitate modern retail.
4. Establishment of retailer co-operatives among unorganised retailers which is highly required for the sustenance of the unorganised retail sector.
5. there must be good network connection between retail organisation, the suppliers and other channel members to use compatible technology so that they can build strong distribution set up to satisfy the customers.
6. People should not attract towards the facilities provided by the organised stores. sometimes the organised stores charges high price. So consumer should be aware and they should have attention towards the quality of products whether it is whose products

CONCLUSION

By comparing with the other countries India is the only one country having large portion of unorganised retail out of its total retail sector. In India the unorganised retail is a source of food and other necessities of millions of Indians. It acts like a convenience store for the customer offering right product at right time at right place. In a country with large number of people, and high levels of poverty, this model of democracy is the most appropriate.

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