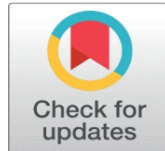
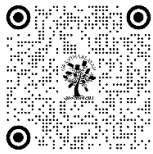


# NORMAL BUSINESS FLOW OF STREET VENDORS -POST COVID -19 WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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## ABSTRACT

Street vendors constitute an integral and legitimate part of the urban retail trade and distribution system for daily necessities of the general public. They represent 4% of the urban workforce across India and play a variety of roles in city life. The street vending economy approximately has a parallel turnover of Rs 80 crore a day and every street entrepreneur or trader supports an average of three others as employees or partners or workers on commission. Street vending which is otherwise known as flea market is an inseparable constituent of the urban informal economy. When it comes to street vending, the amount of investment and skills required is low, which makes it a relatively accessible opportunity for everyone to earn their livelihood. Due to the lockdown enforced by the government because of COVID-19, the street vending sector has been severely impacted and the street vendors bore the brunt of it. There are approximately 4 crore street hawkers in India – of which 1/3rd consists of women, who support their families to provide an extra cushion of income. About 82 per cent of the workforce of India is working in the unorganized sector according to the National Sample Survey Office (NSSO). Coronavirus crisis had exposed a widespread lack of awareness about the importance of street vendors to the nation's overall economy. In India, the informal sector contributes to 7% of the country's GDP. According to the International Labor Organization, COVID-19's impact on the informal sector is equivalent to 195 million jobs lost.

**Keywords:** Study Area- Profile, Period of Study



## 1. INTRODUCTION

Street vendors constitute an integral and legitimate part of the urban retail trade and distribution system for daily necessities of the general public. They represent 4% of the urban workforce across India and play a variety of roles in city life. The street vending economy approximately has a parallel turnover of Rs 80 crore a day and every street entrepreneur or trader supports an average of three others as employees or partners or workers on commission. Street vending which is otherwise known as flea market is an inseparable constituent of the urban informal economy. When it comes to street vending, the amount of investment and skills required is low, which makes it a relatively accessible opportunity for everyone to earn their livelihood. Due to the lockdown enforced by the government because of COVID-19, the street vending sector has been severely impacted and the street vendors bore the brunt of it. There are approximately 4 crore street hawkers in India – of which 1/3rd consists of women, who support their families to provide

an extra cushion of income. About 82 per cent of the workforce of India is working in the unorganized sector according to the National Sample Survey Office (NSSO). Coronavirus crisis had exposed a widespread lack of awareness about the importance of street vendors to the nation's overall economy. In India, the informal sector contributes to 7% of the country's GDP. According to the International Labor Organization, COVID-19's impact on the informal sector is equivalent to 195 million jobs lost.

## **2. PRESENT SCENARIO**

In the present scenario when the whole world has to stay at home, these vendors on road are among the groups that are worst affected, without the luxury of work-from-home, the livelihood of the majority is critically hit, a handful of these street vendors are still playing their part as the last link in the supply chain, making sure essentials like vegetables and fruits are still accessible, albeit this also entails being at frontline of the risk.

The government's financing programme has had some positive outcomes, allowing street vendors to attain a vending certificate and access bank credit, which could help reduce their heavy reliance on loan sharks. Street vendors say they often have to pay bribes to police and flee eviction drives ordered by officials who see them as a blemish on the city's image or an obstacle to progress. On the streets, however, many vendors are losing hope.

Some of them could be no longer afford to buy raw materials, pay his children's monthly school tuition fees, their long time savings got exhausted with in short time since they had no business during lockdown, they had to borrow money from lender in order to meet all their regular affairs.

## **3. REVIEW OF LITERATURE**

Dr. G Jayanthi, Baranipriya A and Sreanandan, (2020) in their study entitled "A Study On Socio- Economic Conditions And Problems Of Street Vendors In Thoothukudi City, examined socio economic condition and problems faced by the street vendors in Thoothukudi city. This study has been used Percentage and Garrett Ranking Technique. The result reveals that, female's contribution in this sector is lesser than the male respondents and they were facing problems like health issues, wastage of unsold goods, and insecurity in employment. Therefore, the government should take some corrective measures to improve their socio- economic and living conditions of street vendors.

(Sherman et al., 1985), "Moreover, a significant observation, especially in the current economic conditions, is the fact that some researchers consider the flea markets as an alternative shopping place when the lower and middle class purchasing power is declining which opens them for consumers at the lower end of the economic spectrum. Other studies summarize that the consumers consider the flea market as an opportunity to find lower prices, variety of products, social benefits, bargains etc.,

## **4. STATEMENT OF THE PROBLEM**

A vendor on road often is not affected in singularity, the act of vending usually involves multiple members of the family, the items vend such as affordable food and clothing are vital for the survival of marginal sections of society including urban poor. Street vending has also been a cultural insignia of many cities, and to those who can afford greater luxuries also an occasional engagement. Safe to say their presence is vital in keeping a chunk of our economy and its people going. This raises an important question, what happens to street vendors during and post lockdown? And how do we get them back on track and make our systems resilient to deal with such crises in future? Hence this study is undertaken to find out the answers of these questions.

## **5. OBJECTIVE OF THE STUDY**

The present study is connected with the following objectives :

- To explore the socio economic profile of the street vendors in the study area.

- To examine the impact of covid-19 in the business of street vendors. **SCOPE OF THE STUDY**

The study is mainly intended to bring to light, the present state of street vendors after covid -19 pandemic who are doing business within the limits of Thoothukudi District and their economic hardships during pandemic period and post covid-19 as well.

## 6. STUDY AREA- PROFILE

Thoothukudi popularly is the smart city is the second industrially advanced district in the state of Tamil Nadu . 100 street vendors have been selected in this district by using random sampling method for the purpose of study .In Thoothukudi , Many of the traders buy stocks worth Rs 2,500 to Rs 20,000 depending on the products they sell and the type of business, Of the total population of street vendors , only 16% have got street vendor cards. The street vendors included were, the vendors of Cooked Food , Vegetables and flowers Fruits, Electronic , Household utensils, Garments and Leather goods in Thoothukudi District.

## 7. PERIOD OF STUDY

The primary data has been collected in the study area, i.e. Thoothukudi city ,from the period ,August 2023 to October 2023

## 8. METHODS OF DATA COLLECTION

The study is an exploratory study which includes of both primary data and secondary data. The primary data required for the study have been collected through an interview schedule. and secondary data have been collected from various published sources like journals, magazines, dailies and other mass media both print and internet sources.

## 9. STATISTICAL TOOLS APPLIED FOR THE STUDY

Data collected from the borrowers, have been analyzed with the help of the Simple percentage Analysis.

## 10. LIMITATIONS OF THE STUDY

The study is bound to suffer certain limitations which are inherent in nature. It is subject to the following limitations. The present study is limited to different types of street vendors only. Vendors who are working on wage basis have not been included.

The sample groups have been restricted to Thoothukudi district. So the findings of the study may be generalized to Thoothukudi Dtrict only.

## 11. MAJOR FINDINGS OF THE STUDY

1. Majority of the street vendors i.e 68% of the respondents are female .
2. Majority of the respondents i.e.49% are widowed.
3. Majority of them i.e. 36%belong the age category of 41-60.
4. Majority i.e 34% of the respondents possess the educational qualification upto high school.
5. Majority of the respondents i.e 35% are cooked food vendors.
6. 100% of the street vendors have agreed that covid-19 impacted on their daily sales .
7. 97% of the respondents are strongly agreed they had negative impact of Covid-19 in their business income at high level , even after post lock down period.
8. Majority of the respondents e i.e 35% experienced the downfall in their daily sales and no sales at times even after post covid-19 outbreak.

## 12. RECOMMENDATIONS

The present study has contributed the following recommendations :

1. Hygiene training may be given to cooked food vendors.
2. government relief and support needs to be de-linked from very rigid registration requirements, as very few vendors have been registered in India.
3. Instead of credit, the government should have converted it into direct income benefit, a cash grant, as livelihood support to restart economic activity in a regular way.
4. Health insurance for traders may be provided by the government
5. They may be called for the installation of public sinks and bathroom facilities to help improve hygiene and boost consumer confidence during the pandemic.

## **CONFLICT OF INTEREST**

None

## **ACKNOWLEDGEMENTS**

None

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