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PROBLEMS AND PROSPECTS OF WOMEN VENDORS IN VISAKHAPATNAM CITY- AN EMPIRICAL ANALYSIS

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Abstract

The study selected three urban market centres viz., MVP Colony, NAD Kotha road and Akkayapalem in Visakhapatnam city and from each market 50 women were covered under study. The objective of the paper is to analyse the impact of women vending on income, savings and consumption pattern of the sample households in Visakhapatnam city of Andhra Pradesh. More than 49 per cent of women vendors are in the age group of 41-50, 69 per cent of them are literates. And a major proportion of women vendors belongs to backward classes in the study area. Regression results reveals that in the total sample, nine of the seventeen independent variables are positively related to the dependent variable (income). However, the regression results across the three sample areas shows 13 variables in MVP, 10 in NAD and 12 in Akkayapalem were showing positive relation. However the statistical significance of these relationships were varying from each of the sample area.

Key words: women vendors, urban market, informal sector, linear regression, market, income

Introduction

In India, most of the workers depend on the informal sector. About 79 per cent of men and 81 per cent of women depend on the informal sector in urban areas in India; whereas formal sector plays only a minor role in generating jobs in urban areas. Concerning the number of jobs available (employed and self-employed), street vending plays a crucial role. In 2009-10, about 63 per cent of females and 51 per cent of males depended on street vending in urban areas.

The Government of India has used the term 'urban vendor' to include traders and service providers, stationary and mobile. It incorporates all other local/region-specific terms used to describe them. Women street vendors are contributing a fair amount to our society. These women have chosen street vending as the source of their livelihood as they wanted to contribute financially to their family. Apart from this, the entry and exit barriers in this business are also insignificant and low cost of entry is an attractive factor for women. (Bijoy Kumar Dey, 2021)

In spite of the fact that the street vendors establish a significant portion of the trade and commercial activities in the informal sector of our economy, this unorganized sector of street vendors was best with various issues in their everyday exchanges. These vendors who contribute primarily towards the income generation and provide cost effective services to the poor people and working-class individuals. Many studies conducted on informal sector particularly women vendors by the social scientists and researchers across the globe identified the problems faced by the women vendors: like lack of credit and lack of infrastructure facilities, absence of legitimate or designated space for vending their products, provocation by municipal and police authorities, sudden eviction from their place of vending, non-recognition by the legislature of their business, unhygienic condition for the vendors especially women vendors. Many researchers and social scientists have conducted some of the studies on women vending conducted across the country. The studies identified various problems faced by women vendors like lack of finance, storage facility, marketing, problems faced from public, low income, lower price, lack of transport facility etc. The studies are Jagajeevan Rao.K & Swapna.G (2015), Pradeep Kumar K.S (2015), Satyaki Sarkar (2016), Jaishankar.V & Sujatha.L (2016), Manichavasagam.B (2018), Puja Mishra (2018), Narendra P.B and Babu. G.N.P.V (2019), Pradeesh S (2020) and Bijoy Kumar. D (2021) etc.

Objectives

- To examine the socio-economic characteristics of the sample women vendors in Visakhapatnam city.
- To find out the impact of vending on income generation, consumption pattern and savings of the households of sample vending women.
- To assess the problems faced by women vendors in the study area.

Methodology

The study selected three urban market centres viz., MVP Colony, NAD Kotha road and Akkayyapalem in Visakhapatnam city. All the women vendors have been classified into five groups viz., vegetable, fruit, spices, fish and plastic item vendors and from each group 10 sample women vendors were covered. The total sample woman vendors consists of 150. The Study used primary data, the data collected and tabulated accordingly by using Statistical Package for the Social Sciences (SPSS) soft ware extensively for making the analysis. A set of specific, reliable and relevant indicators were considered to study the women vendors and their living conditions by using both quantitative and qualitative indicators. Besides using simple statistical techniques like multiple regression analyses was used appropriately in order to find out the factors responsible for the problems of the women vendors across the sample areas.

Age of the Women Vendors

Table 1 shows that the highest proportion of women vendors were found in the age group of 41-50 in MVP Colony (46%), NAD Kotha Road (54%), Akkayyapalem (48%). The lowest proportion of women vendors accounted for 4, 2 and 6 per cent were found in the age group below 30 years while no women vendors were reported in the age group of 61 and above in all the three urban centres. Across the sample, it is observed that 49 per cent of the women vendors are in the age group of 41-50, followed by 26, 21 and 4 per cent are in the age group of 51-60, 31-40 and below 30 years.

Caste Category of Women Vendors

The study area represents higher concentration of backward classes, therefore, the highest proportion women vendors were found from backward classes. Women vendors belong to backward classes reported at 88 per cent in Akkayyapalem next in order was MVP Colony with 80 per cent followed by 64 per cent in NAD Kotha Road. In case of forward caste women vendors constitute 18 per cent in NAD Kotha Road, 12 per cent in MVP Colony and it is only 4 per cent in Akkayyapalem. About 10 per cent of the vendors belong to Scheduled Caste in NAD Kotha Road, 4 per cent each in MVP Colony and Akkayyapalem. This was also true in case of Scheduled Tribe respondents. Whereas in case of forward caste, Scheduled Caste and Scheduled Tribe women vendors are marginally higher in NAD Kotha Road compared with the other two study regions. In the study area on the whole, more than 77 per cent of women vendors belongs to backward classes followed by forward caste at 11.3 per cent, Scheduled Caste at 6 per cent and Scheduled Tribe at 5 per cent. This clearly indicates that more than 2/3th of women vendors belong to backward classes.

Educational Status of Women Vendors

As many as 31 (62%) women vendors were literates in MVP Colony, and it was 36 (72%) each in NAD Kotha Road and Akkayyapalem. Primary education was higher among women vendors in NAD Kotha Road (26%), Akkayyapalem (22%) compared with MVP Colony (12%) and it was very low in the case of secondary education. In MVP Colony and NAD Kotha Road no one comes under this category in Akkayyapalem. Across the study area, about 46 per cent of women vendors were literates, primary(20%) and secondary education are accounted for 2.7 per cent. This clearly indicates more than 2/3rd of the women vendors are literates in the study area.

Table 1
Age Group, Caste and Literacy Status of Women Vendors

Age Group	MVP Colony		NAD Kotha Road		Akkayyapalem		Grand Total	
	No.	%	No.	%	No.	%	No	%
Below 30	2	4.0	1	2.0	3	6.0	6	4.0
31-40	8	16.0	6	12.0	17	34.0	31	20.7
41-50	23	46.0	27	54.0	24	48.0	74	49.3
51-60	17	34.0	16	32.0	6	12.0	39	26.0
61 & Above	0	0.0	0	0.0	0	0.0	0	0.0
Total	50	100.0	50	100.0	50	100.0	150	100.0
Caste								
Forward Caste	6	12.0	9	18.0	2	4.0	17	11.3
Backward Classes	40	80.0	32	64.0	44	88.0	116	77.3
Scheduled Caste	2	4.0	5	10.0	2	4.0	9	6.0
Scheduled Tribe	2	4.0	4	8.0	2	4.0	8	5.4
Total	50	100.0	50	100.0	50	100.0	150	100.0
Educational Status								
Illiterate	19	38.0	14	28.0	14	28.0	47	31.3
Literate	24	48.0	20	40.0	25	50.0	69	46.0
Primary	6	12.0	13	26.0	11	22.0	30	20.0
Secondary	1	2.0	3	6.0	0	0.0	4	2.7
Total	50	100.0	50	100.0	50	100.0	150	100.0

Source: Field Survey

Results of Regression Analysis

An attempt was made to measure functional relationships of certain selected variables namely socio-economic, demographic, and other variables that determine the income from vending. Income from vending was used as the dependent variable and a total of 17 variables such as age group, caste, education in years, experience of vending in years, family size, amount borrowed, savings, expenditure on food items, expenditure on non- food items, satisfaction with the business, storage facility, support from family, health problems, problems faced from municipality authority, problems faced from public, problems faced from police and women decision making are used as independent variables. Data for the study was collected from the women vendors of the three urban centres namely MVP Colony, NAD Kotha Road and Akkayyapalem in Visakhapatnam city. From each urban centre 50 women vendors have been covered for the purpose of intensive study and thus the total sample consists of 150 women vendors. The software package used for estimates in the regression model is SPSS. Alternative models like, linear, log-linear, semi-log linear and exponential have been attempted. Out of all, it was observed that linear model was giving the best and consistent results. Hence, finally linear regression results only have been presented for the analysis. In total, four regression models were estimated, one for each centre and one for total sample.

Multiple Regression Model: $Y = a + x_1b_1 + x_2b_2 + x_3b_3 + x_4b_4 + x_5b_5 + x_6b_6 + x_7b_7 + \dots + x_nb_n$

Where Y = Income from Vending

Regression Analysis for Women Vendors in M V P Colony

The multiple regression model for this group of MVP Colony presented in Table 4. In this model, out of 17 explanatory variables, a total of 11 were found to be significant at various levels of confidence. There were four variables namely, satisfaction with the business, support from the family, problems faced from the municipal authority and women decision making are found significant at 1 per cent level. Three variables found to be significant at 5 per cent level namely, family size, amount borrowed and health problems and the other four explanatory variables such as savings, expenditure on food items, expenditure on non-food items and storage facility were significant at 10 per cent level. The results reveal that more dominantly significant explanatory variables are satisfaction with the business, support from the family, problems faced from the municipal authority and women in decision making. All these four variables are statistically significant at 1 per cent level. For this model multiple regressions the calculated F-value was 8.877 which is significant at 1 per cent level. The model explains (R^2) 66 per cent of variation in the dependent variable in MVP Colony.

Regression summary for dependent variable: Income from Vending

R=.814 $R^2=.663$ Adjusted $R^2=.548$
 F= 8.877 P=.000 Std. error of estimate = 2583.96640

Table 2
Regression Results of MVP Colony

	MVP Colony	B	Std. Error	Standardized Coefficients Beta	t-value	p-value
	(Constant)	24371.902	9590.615		2.541	.012
X ₁	Age Group	-695.609	426.127	-.135	-1.632	.105
X ₂	Caste	-1189.437	751.926	-.139	-1.582	.116
X ₃	Education in Years	853.081	541.824	.154	1.574	.118
X ₄	Experience in Years	354.108	289.155	.110	1.225	.223
X ₅	Family Size	1083.348	544.668	.243	1.989	.049**
X ₆	Amount Borrowed	-.036	.056	-.057	-.637	.025***
X ₇	Savings	.057	.201	.028	.284	.077***
X ₈	Expenditure on Food Items	1.790	.982	.337	1.822	.071***
X ₉	Expenditure on Non-Food Items	.608	.349	.265	1.742	.084***
X ₁₀	Satisfaction with the Business	1470.898	493.032	.263	2.983	.003*
X ₁₁	Storage Facility	1453.705	779.983	.191	1.864	.065***
X ₁₂	Support from Family	6047.791	1389.270	.381	4.353	.000*
X ₁₃	Health Problems	-537.687	1281.806	-.071	-.419	.026**
X ₁₄	Problems Faced from Municipal Authority	-6608.621	1379.257	-.882	-4.791	.000*
X ₁₅	Problems Faced from Public	714.327	876.988	.084	.815	.417
X ₁₆	Problems Faced from Police	475.925	897.767	.063	.530	.597
X ₁₇	Women Decision Making	1465.523	482.352	.279	3.038	.003*

a. **Dependent Variable:** Income from Vending

*Significant at 1 per cent level, ** Significant at 5 per cent level

*** Significant at 10 per cent level

Regression Analysis for Women Vendors in NAD Kotha Road

The multiple regression model for NAD Kotha Road presented in Table 3. In case of women vendors in NAD Kotha Road, out of 17 explanatory variables, 10 variables were found to be significant at different levels of significance. There are three variables found to be statistically significant at one per cent level. These variables are amount borrowed, expenditure on food items and women in decision making significant at one per cent level. There are six explanatory variables significant at 10 per cent level. These six variables are caste, experience in years, savings, expenditure on non-food items, satisfaction with the business and problems faced from public. It may be inferred from this regression analysis that savings, expenditure on food items, expenditure on non-food items, satisfied with business, problems faced from public are found to be positively influencing the income for women vendors in NAD Kotha Road. All these ten independent variables clearly show that the model is the best fit with an F-value of 7.270 which is statistically significant at 1 per cent level. This model explains variation in the dependent variable (income from vending) by 78 per cent. These results show that there is some element of consistency in the predictive power of the selected explanatory variables.

Regression summary for dependent variable: Income from Vending

R=.883 R²=.779 Adjusted R²=.672
 F= 7.270 P=.000 Std. error of estimate = 3362.16611

Table 3
Regression Results of NAD Kotha Road

NAD Kotha Road		B	Std. Error	Standardized Coefficients Beta	t-value	p-value
	(Constant)	-50461.358	13300.494		-3.794	.001
X ₁	Age Group	-126.094	867.140	-.016	-.145	.885
X ₂	Caste	-1673.166	893.379	-.222	-1.873	.070***
X ₃	Education	1019.558	713.357	.154	1.429	.162
X ₄	Experience in Years	-1076.580	628.463	-.179	-1.713	.096***
X ₅	Family Size	-2024.552	985.688	-.232	-2.054	.048**
X ₆	Amount Borrowed	-.180	.064	-.327	-2.799	.008*
X ₇	Savings	.070	.121	.076	.580	.066***
X ₈	Expenditure on Food Items	6.985	1.607	.626	4.347	.000*
X ₉	Expenditure on Non-Food Items	1.300	.709	.274	1.834	.076***
X ₁₀	Satisfaction with the Business	7228.016	3812.277	.295	1.896	.067***
X ₁₁	Storage Facility	380.232	1120.043	.063	.339	.735
X ₁₂	Support from Family	988.669	710.420	.131	1.392	.166
X ₁₃	Health Problems	914.141	2212.643	.077	.413	.682
X ₁₄	Problems Faced from Municipal Authority	1320.361	1922.502	.104	.687	.497
X ₁₅	Problems Faced from Public	1833.135	977.137	.242	1.876	.063***
X ₁₆	Problems Faced from Police	-230.215	1392.956	-.019	-.165	.870
X ₁₇	Women Decision Making	12468.418	2481.868	.745	5.024	.000*

a. **Dependent Variable:** Income from Vending

*Significant at 1 per cent level, ** Significant at 5 per cent level

*** Significant at 10 per cent level

Regression Analysis for Women Vendors in Akkayyapalem

The multiple regression model for this group of Akkayyapalem are presented in Table 4. In this regression model, out of 17 explanatory variables, 10 variables are found to be significant, where 3 variables were significant at 1 per cent level, they are savings, satisfaction with business and women in decision making. There are 4 explanatory variables significant at 5 per cent level, these variables are caste, amount borrowed, expenditure on non-food items, and problems faced from municipal authority and the remaining 3 variables are significant at 10 per cent level viz., education in years, experience in years and health problems. The results show an F-value of 4.696 which is statistically significant, which shows that the model is a good fit. However, the exploratory power of the independent variables was (R^2) 71 per cent. The exploratory variables that were significant at one per cent level are savings, satisfied with business and women decision making on the income from women vendors in Akkayyapalem.

Regression summary for dependent variable: Income from Vending

R=.845 R^2 =.714 Adjusted R^2 =.562
F= 4.696 P=.000 Std. error of estimate = 2846.32406

Table 4
Regression Results of Akkayyapalem

	Akkayyapalem	B	Std. Error	Standardized Coefficients Beta	t-value	p-value
	(Constant)	-4418.263	8972.911		-.492	.626
X ₁	Age Group	-925.667	850.580	-.159	-1.088	.285
X ₂	Caste	2739.865	1043.797	.335	2.625	.013**
X ₃	Education in Years	1387.869	796.390	.247	1.743	.091***
X ₄	Experience in Years	858.975	476.692	.199	1.802	.081***
X ₅	Family Size	1144.094	769.559	.164	1.487	.147
X ₆	Amount Borrowed	-.121	.059	-.250	-2.059	.048**
X ₇	Savings	.104	.080	.171	1.298	.004*
X ₈	Expenditure on Food Items	1.217	1.124	.201	1.083	.287
X ₉	Expenditure on Non-Food Items	.766	.346	.422	2.217	.034**
X ₁₀	Satisfaction with the Business	4937.114	1718.681	.433	2.873	.007*
X ₁₁	Storage Facility	37.097	838.355	.007	.044	.965
X ₁₂	Support from Family	1191.484	2272.394	.059	.524	.604
X ₁₃	Health Problems	-1716.424	1763.949	-.167	-.973	.073***
X ₁₄	Problems Faced from Municipal Authority	-2950.841	1288.270	-.370	-2.291	.029**
X ₁₅	Problems Faced from Public	515.346	962.343	.100	.536	.593
X ₁₆	Problems Faced from Police	-771.567	1120.583	-.097	-.689	.496
X ₁₇	Women Decision Making	6882.422	1624.836	.835	4.236	.000*

a. **Dependent Variable:** Income from Vending

*Significant at 1 per cent level, ** Significant at 5 per cent level

*** Significant at 10 per cent level

Regression Analysis for Women Vendors (Total Sample)

The multiple regression model for total sample was presented in Table 5. In this model of regression analysis indicates that of the entire explanatory variables of 17, 8 variables are found to be significant, the following four variables each are found to be significant at one and 5 per cent level respectively. The four variables significant at one per cent level are savings, expenditure on food items, expenditure on non-food items and women in decision making and the other four variables are found to be significant at five per cent level viz., amount borrowed, satisfied with the business, support from family and health problems. The model estimated the best fit as explained by the F-statistic is 4.072 which is significant at one per cent level.

The combined model explains the variation (R^2) is also reasonably high at 69 per cent.

Regression summary for dependent variable: Income from Vending

R=.831 R^2 =.691 Adjusted R^2 =.554
 F= 4.072 P=.000 Std. error of estimate = 2730.49731

Table 5
Regression Results of Total Sample

Total Sample		B	Std. Error	Standardized Coefficients Beta	t-value	p-value
	(Constant)	-9398.212	10765.597		-.873	.384
X ₁	Age Group	-658.895	532.531	-.110	-1.237	.218
X ₂	Caste	-474.280	598.819	-.063	-.792	.430
X ₃	Education	30.738	461.389	.005	.067	.947
X ₄	Experience in Years	-205.036	348.568	-.044	-.588	.557
X ₅	Family Size	131.570	574.055	.018	.229	.819
X ₆	Amount Borrowed	-.083	.039	-.171	-2.119	.036**
X ₇	Savings	.026	.064	.032	.414	.000*
X ₈	Expenditure on Food Items	2.712	.841	.369	3.223	.002*
X ₉	Expenditure on Non-Food Items	1.046	.297	.399	3.527	.001*
X ₁₀	Satisfaction with the Business	2721.494	1365.497	.172	1.993	.048**
X ₁₁	Storage Facility	173.001	1667.919	.023	.104	.918
X ₁₂	Support from Family	2116.224	1902.499	.083	1.112	.022**
X ₁₃	Health Problems	-2617.260	1130.650	-.274	-2.315	.037**
X ₁₄	Problems Faced from Municipal Authority	-1380.672	853.655	-.147	-1.617	.108
X ₁₅	Problems Faced from Public	1189.362	4247.489	.021	.280	.780
X ₁₆	Problems Faced from Police	-242.489	849.648	-.026	-.285	.776
X ₁₇	Women Decision Making	5815.480	1250.921	.463	4.649	.000*

a. **Dependent Variable:** Income from Vending

*Significant at 1 per cent level, ** Significant at 5 per cent level

*** Significant at 10 per cent level

Final analysis of the regression model looking at the previously discussed four regression models, it can be concluded that there are more than 10 variables which were significant at 10% or less. In the total model which combines all the three urban centres viz., MVP Colony, Akkayyapalem and NAD Kotha Road, the significant variables number is 8. There are four variables significant at one per cent level which were savings, expenditure on food items, expenditure on non-food items and women in decision making. These variable's relationship with the dependent variable (income from vending) is straight forward i.e., positively inclined. This shows that a positive change in these variables will have a positive impact on the overall income from vending. In simple words, these variables help increasing the income from vending. There are four other variables which are significant at 5 per cent level. They are amount borrowed, satisfaction with the business, support from family and health problems. Among these four variables amount borrowed have a negative relation with the dependent variable. As can be expected as amount borrowed increases it will have an adverse impact by way of increasing interest rate, mental pressure of repayment and many other sociological problems. It will have telling impact on the individual thereby pulling down the overall income from business. There are two variables which are positive at 5 per cent level are satisfaction with the business and support from family. These two variables work as elixer for business improvement. The separate regression equations for the three selected sample areas also reflect the same trend but at a micro

level.

A careful look at the actual regression results and the theoretical relations expected in the beginning, it was interesting to note that in the total sample, nine of the seventeen independent variables are positively related to the dependent variable. However, the regression results across the three sample areas shows 13 variables in MVP, 10 in NAD and 12 in Akkayyapalem were showing positive relation. However the statistical significance of these relationships were varying from each of the sample area. The variables such as savings, satisfaction with business, support from family and women in decision making in MVP Colony were all significant at one percent level. Family size, amount borrowed, health problems were significant at five percent level while expenditure on food and non-food items, storage facilities were significant at ten percent level in MVP Colony. The individual coefficients were having different signs. In the sample NAD Kotha Road, amount borrowed, expenditure on food, problems faced by municipality and women decision making were all significant at one percent with their coefficients having different signs. Only one variable, namely family size was positive but the coefficient was negative meaning that as the family size increases, it will have a negative impact on the income from vending. Caste, experience, savings, non-food items expenditure, satisfaction with business problems from public were all significant at ten percent level where only caste and experience have negative coefficients. Coming to the third sample area Akkayyapalem, savings, satisfaction with business and women in decision making were significant at one percent level all are positively related with the dependent variable showing a direct relationship. Caste, amount borrowed, expenditure on non-food items, and problems faced from Municipality were significant at five percent level where amount borrowed and problems with municipality were negatively related to the dependent variable. Education, experience, and health problems were significant at ten percent level but out of these three health problems show negative impact on income from vending.

Conclusion

To sum up, nearly half of the women vendors are in the age group of 41-50, 2/3 them belongs to backward classes and 31 per cent of women vendors are illiterate. Monthly investment, income and net income of the women vendors Rs 18895, Rs 122490 and Rs 32595 respectively in the study area. The amount borrowed from institutional sources reported at Rs 29500 (58.7%) in NAD Kotha Road, Rs.22600 (56.3%) in Akkayyapalem and Rs.22300 (53.6%) in MVP Colony. The average daily savings reported at Rs.198, monthly at Rs.2734 and quarterly at Rs.19600 among the sample. Consumption pattern of women vendors, reveals that the average monthly expenditure on food items is Rs 15903 and expenditure on non-food items worked out to Rs 31160. The results of regression analysis indicates that in the total model which combines all the three urban centres viz., MVP Colony, Akkayyapalem and NAD Kotha Road, the significant variables number is 8. There are four variables significant at one per cent level which were savings, expenditure on food items, expenditure on non-food items and women in decision making. These variable's relationship with the dependent variable (income from vending) is straight forward i.e., positively inclined. This shows that a positive change in these variables will have a positive impact on the overall income from vending. In simple words, these variables help increasing the income from vending.

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