

# Study of Informal Sector (Street Vendors) in Central Market Area of Yeola, Maharashtra (India) and their Integration in Market Architecture

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## Abstract

The formal and the informal sector are two major aspects of the economy in India. However, the share of the informal sector is more compared to the formal sector. The informal sector which ultimately supports the formal economy is increasing day by day. The major contributors of the informal sector are hawkers, vendors, small scale business or traders, etc. The activity of street vendors comes under the informal sector. Vendors often locate themselves at places which are a natural market for them. But many times, their business is considered as illegal. They have to face challenges to earn their livelihood in each and every cities. The present study covers the current scenario of street vendors acting in the central market area of Yeola Town and identifies some parameters for integrating them into main market activity.

**Keywords:** Street vendors, Municipal council, Socio-economic condition, social interaction, hawking, public participation

## 1. INTRODUCTION:

Street vendors have been a characteristic feature of Indian cities and towns. They contribute an important aspect of street life, add on vibrancy, liveliness to the market activities. On "Great Streets" by Allan B. Jacobs, he writes about the characteristics of good streets.

- (1) It will be walkable.
- (2) It is comfortable.
- (3) It will have a definition.
- (4) It will be visually compelling.
- (5) Complementarity is essential.
- (6) Great streets must be well maintained.
- (7) Great streets must have quality workmanship

Informal sector covers two major activities: vending and hawking. Both these activities deal in selling goods or services with temporary structure as their set up or mobile stall. Basically, hawkers are of 3 types: 1. Static, 2. Semi-static and 3. Mobile. They can be organized like on wheels or roadside temporary shop and unorganized.

Hawkers and street vendors are part and parcel of urban life in India. Their presence does add congestion along roads but they also make shopping more convenient and sometimes pleasurable too. The street vendors are also called as hawkers, peddler, Pheriwala who sells vegetables, fruits, ready-made garments, everyday items, toys, utensils on a mobile structure or on the streets. In general, they buy products from the wholesale market according to needs and available capital (money). They load them in a basket in a wheelbarrow, cart or tricycle and move in selected areas to affect sales and few make a living by taking the help of footpath to sell products. Often side roads and pedestrian paths are occupied by people selling food, beverages and other articles.

This paper deals with the study of Street vendors in Yeola. Yeola town is a Taluka place in Nasik district and located on a border of three districts namely: Ahmednagar, Nasik, and Aurangabad. The area comes under Khandesh and Northern Maharashtra region. Yeola is surrounded by Kopargaon Taluka (Southside), Nandgaon Taluka (Northside), Vaijapur Taluka (Eastside) Chandwad Taluka (Westside). It caters 124 villages under Taluka head. Holy Saint Raghujji Baba was the main person behind the rise of Yeola town. Municipal Council of Yeola is the oldest in India which was formed in 1857.

Yeola is well known for Traditional Maharashtra "Paithani" saree. Currently, in Yeola many Paithani weavers are working independently and earning their livelihood. This traditional Paithani weaving Business has given employment to many skilled and unskilled people. This business has generated several small scale activities like thread preparation, bundling of threads, thread coloring, etc. Most of the Paithani business runs in Yeola gaothan area due to easy and efficient linkage with associated activities related to Paithani weaving. Yeola has a large gaothan area having narrow lanes and compact residential and commercial units. Many Paithani weavers are selling Paithani's from their homes only while few are having shops and showrooms on narrow lanes. Hence, most streets in gaothan areas always remain congested with vehicles and pedestrians.

The study area is located near to Vinchur junction where Nasik, Dhule and Ahmednagar roads meet. This area is always crowded with vehicles traveling to



other locations and in the city. Exactly on the Vinchur junction, there is one access called "Main road" leading to the inner part of the town; specially gaathan area of Yeola. There is another access to Gaathan area from State highway which is approx. 45 m away from Vinchur junction access towards Manmad. Both these roads lead to the Central market area of Town.

These two accesses have commercial complex buildings and petty shops along both sides of the road. They further meet to the daily vegetable



market area near Shani Patangan and the weekly market area towards the Masjid. These streets and the surrounding areas houses market activities. Here various outlets are seen via small shops, commercial complex, temporary structures selling vegetables, fruits, general, cutlery, utensils, Cosmetics, toys, clothes, items of furniture, footwear, eatables, etc. Due to various market activities, this area is considered as a Central Market area of town.

There are Saptashrunji Mata Temple and Shani temple on one of the main access road and Ganesh temple on main Road and One the Masjid adjacent to Municipal Shopping Complex. Thus a cultural diversity is also an influencing factor for inviting people towards this area. Due to major market activities are in this area and along streets, many street vendors are found along the streets adjoining to Shani Patangan area and main road. There are two types of market places in Yeola.

1. Public attract towards- Daily market (Location: C.S. No. 3908, near Shani Patangan area)
2. The Market attracts public- Weekly market i.e. Tuesday Athawade bazaar ( Location:- C.S.No. 3798 near Municipal Shopping complex in C.S.No.3807 and Masjid)

As per the survey, there are approximately 235 nos. of Street Vendors working in the central market area of Yeola Town. Recently Yeola Municipal Council has taken the initiative of

implementation of the regulation of Street vendors under Street vendor act 2014.

## 2. STREET VENDOR ACT 2014: SUMMARY OF POLICY

This act is established to manage the activity of street vending for minimizing their harassment and reliving them from constant evictions, threats from the authorities. This act involves registration of Street vendors rather than Licensing and also the responsibility of registration is ended with on the native municipal authority and not on the vendors.

The features of the act are as follows:

- The necessary a part of this act is the formation of TVC means "Town Vending Committee" in each and every ward of the authority.
- TVC comprises 40% of the members elected from street vendors and few other members nominated by the government.
- This Committee has to hold the responsibility for conducting street vendors' survey underneath their areas of jurisdiction and it is compulsory to repeat the survey every 5 years.
- The vending certificate is issued to the person who is above 18 years of age and the certificate once issued cannot be transferred. Vendor certificate is mandatory and the person without a certificate will be penalized.
- Vendors are allowed to do business in properly designated vending zones only and all street vendors are accommodated in such zones.
- If any vendor breaches the conditions of the act, his/her certificate may be canceled.
- Relocation of vendors is specified if the existing working zone of street vendors is declared as no vending zone.
- If any vendor refused to relocate in the specified vending zones, the authority has the right to the seizure of goods of such vendor.
- Each vending zone will accommodate street vendors as 2.5% of the population of the ward or town.

## 3. LITERATURE REVIEW

HAWKERS AND THE URBAN INFORMAL SECTOR: A STUDY OF STREET VENDING IN SEVEN CITIES-- - Prepared by Sharit K. Bhowmik IN 1998 -- A study on street vendors in seven cities conducted by the National Alliance of Street Vendors of India ( NASVI) showed that the urban poor usually purchases goods from street vendors as their goods are low cost and cheap. Through this, street vendors help another section of urban poor to survive. Because of cheaper commodities, street vendors are fulfilling the wants of the urban poor. Street vendors earn their livelihood via different means. Vendors in vicinity or neighborhood form their associations that set the terms with the local authorities for giving rents. Debdulal Saha explicit the operating condition of street vendors in Mumbai. National policy on urban street

vendors (2009) have also stressed on the most important issues and suggested policies on street vendors' livelihood conditions. The study conducted by Sharit K Bhowmik and Debdulal Saha (2012) for NASVI mentioned the operating and living conditions of street vendors in 10 cities in India. The study throws light on the condition of the work culture of the street vendors in Mumbai and highlights the role of member-based organization or unions.

Hans F. Ily, (1986) in his study on street vendors in Manila advocates a lot of positive approach towards street vendors combining nominal laws with measures of encouragement and public help. As per the study, if the harsh socio-economic realities of the street vendors are ignored, the compliance of the restrictive measures of Street vending is decreased. In such a case, the regulations will not act and remain ineffective allowing the environment of harassment and extortion. Karthikeyan.R & R.Mangaleswarn, (2013) conducted the study of the standard of life among the street vendors, Trichy, Tamil Nadu. The study of socioeconomic status and quality of life is descriptive in nature. They concluded that for improving their quality of life, their psychological and physical health to be taken care of.

#### **CAST STUDY: BHUVANESHWAR**

Bhubaneswar, India, is the only city which provides a unique participatory model for integrating street vendors into cities' future plans. The entire process was phased into three parts and allowed for the probation period of 6 months for ensuring a positive end result.

(The following piece is taken from the WIEGO Publication Series: The Regularization of Street Vending in Bhubaneswar, India: A Policy Model by Randhir Kumar.)

Before 2007, street vending in Bhubaneswar, the capital city of Odisha (a state in India), was considered as illegal entities, and encroachers on public space, and ultimately a source of unsightly nuisance.

#### **Fixed Kiosk Vending Zones: A Unique Public-Private Partnership Model**

The construction of a conceptual ideal model involving vending zones was agreed in December 2006 after several discussions between the stakeholders. This model suggests legally sanctioned and aesthetically pleasing fixed kiosks to be constructed in the vending zones. The main aim of this policy framework was to unite all the relevant stakeholders for planning and implementing vending model through partnership.

52 vending zones were created between 2007 and 2009 and 54 vending zones with approximately 2,600 kiosks in December 2011 (Mohapatra 2011).

Thus, Bhubaneswar became the first city in India for inclusive planning of street vendors in vending zones with the help of public, private, and community partnership model.

#### **Three Stages of Implementation: A Phased Approach**

The action plan was created and planned to be implemented in 3 phases.

In the first phase, the street vendors of the entire city were identified through a photo survey and then some potential sites were recognized for the creation of vending zones.

In the second phase, the site in consideration put under a probation period of 6 months. The construction of temporary structures was allowed in this probation period.

In the third phase, the issuance of Vending license is proposed. Metal structures with aesthetically pleasing appearance were permitted. The third phase comprises of the partnership of private partners mainly for financing the vending zones construction.

In Bhubaneswar, this model proved to be beneficial for 2482 vendors directly and 10910 families indirectly. It boosted and helped in uplifting the economic status of street vendors. This model provided social security benefits while allowing microeconomics to flourish further with the help of the following measures:

1. Microinsurance: NGO – Nidan initiated micro insurance for street vendors and their family for Rs. 200/- per month per person.
2. Microfinance: AWARENESS- Microfinance organization provides loans ranging from Rs.10000/- to Rs. 20000/-to the needy with interest of 15% per annum and collection is Rs. 1/- per day per person.
3. Micro pension: NASVI in collaboration with UTI, a pension scheme was launched for Rs. 100/- per month per person.

In Bhubaneswar, Municipal Corporation was able to convert the “Dead Capital” into Active Capital vis fee collection and licensing the vendors. Thus, Bhubaneswar model is considered as a cohabitation model which ensures benefits to both the parties i.e. street vendors and Government and enhances the role of public-private partnership.

### **3. RESEARCH METHODOLOGY**

This research methodology includes the collection of data, construction of questionnaire, field work and framework of analysis.

Sampling Design: The sample is selected from Yeola Central Market as 85 street vendors from various locations and of varied products sellers. They are selected at random.

#### **3.1 Collection Of Data**

The Study Is Primarily Based On Primary and Secondary Data. The Primary Data is collected from Vendors directly via interviews and from the survey data of Yeola municipal Council. Secondary Data is gathered through articles from journals and from websites.

In Yeola, the major concentration of street vendors is found in the central market area of town which comprises of two main markets namely:

1. Daily Market: C.S.No. 3908

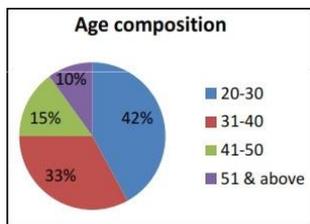
The area adjacent to Shani Patangan area is Daily market area where 35-year-old dilapidated Keshavrao Patel market building is standing at one corner and another area is open where daily vegetable, fruit, general, cutlery, vendors use to site for selling.

2. Weekly Market: C.S.No. 3798

The weekly market is held once in a week i.e. on Tuesday. Most of the time-space is empty (not used for any other purpose) Although this area is reserved as the weekly market, no proper allocation is given to vendors. Vendors use to occupy space as per their needs.

The socio-economic survey is carried out for the street vendors in the central market area and its surrounding based on following parameters.

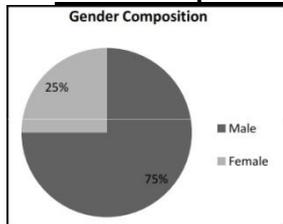
1. **Age composition:**



Majority of people having age group 20-30 and 31-40 are in high potential involved in street vending and contributing to the economy. Unemployment is also the main reason for street vending.

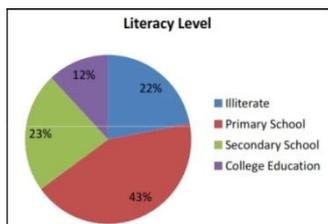
Here age group above 50 deals mainly with fruits, dry fruits which involves less work and gives more benefits to them.

2. **Gender composition:**



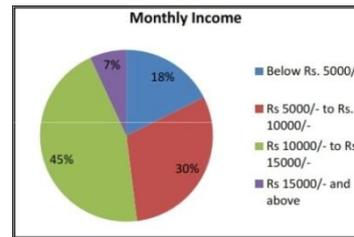
Majority of male vendors are into this business as market areas are in dense commercial zone of the Yeola town. Majority of females is seen in Weekly market i.e. on Tuesday.

3. **Literacy level:**



Here the majority of street vendors are having primary education only. Due to lack of skills and money hawking or street vending is the only option left to them for earning their livelihood.

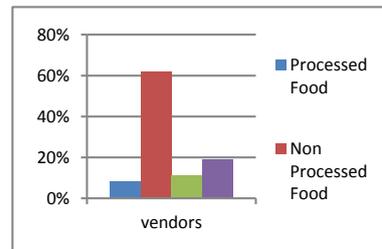
4. **Monthly income:**



As per Discussion with vendors, approx. 53% vendors are earning more than Rs. 10000/- . The average income is Rs. 10000/- per month. This means the central market has potential to generate

more income due to high concentration of people for market activities.

5. **Commodity Composition:**

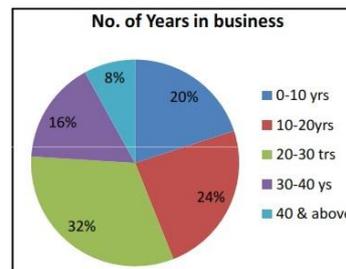


In central market, various commodities are for sell by street vendors.

They include:

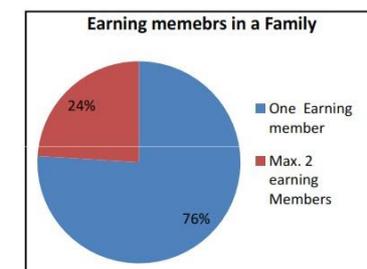
- 1) Processed food- bakery products, pickles, papad, sweets etc.
- 2) Non processed Foods – fruits and vegetables ,
- 3) Household goods (Major & Minor) – furniture, clothes, Utensils etc.

6. **No. of years in business:**



Nearly 76% of the street vendors are engaged in this business from 0-30 years. The reasons for involvement in this business is due to family business, lack of skill, family reasons, poverty etc. Unemployment plays an important role in promoting street vending activities.

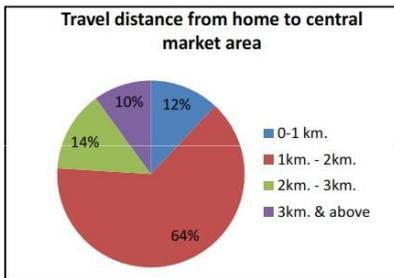
7. **Earning members in Family:**



Here earning members in family refers to dependency on street vending business. As per current scenario, approximately 76% of vendor's families are completely dependant on main earning member. In

other families, maximum two members are earning ; one is involved in street vending and other in household domestic activities.

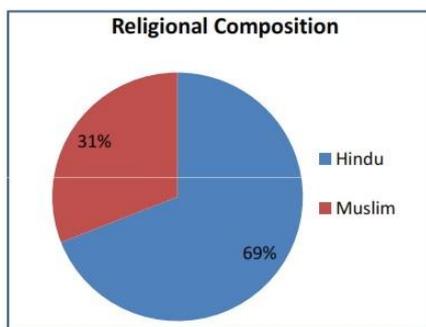
**8. Travel distance from house to work place:**



In Yeola, Daily market is located in main central commercial area of town adjacent to Shanipatanagan. For daily market, 76% street vendors are coming within 2 kms of range i.e. from

various parts of Yeola town like muslim mohalla, mali galli, chambhar aali etc. The main advantage is minimum transportation cost i.e. low expenditure and maximum profit.

**9. Religion and caste composition:**



Yeola is a place with varies cultural diversity. Here approximately 69% vendors belongs to Hindu religion while 31% from Muslim community. Muslim Population is involved in selling of fruits, processed food

items, non vegetarian items, plastic etc. It shows that traditional skills and food habits are linked to religious backgrounds of the seller.

**10. Migration for business:**

There are approximately 4% vendors migrated from other cities of maharashtra to Yeola and they live in gaathan area , slums near vinchur road . Migrated vendors especially engaged in selling bags, ropes,sweaters, cosmetics etc.

**11. Investment made:**

Approximately 22% vendors invested Rs. 2000- Rs. 4000/- and few invested more for setting up their selling unit, i.e temporary stall, handcart etc.

**12. Vending units:**

Many vendors approx. 34% are having their selling unit which are mobile in nature while others 42% are having stationary type. 10% street vendors are neither stationary nor mobile. Mainly some fruit sellers, bangles, footwear and some processed food vendors are having mobile vending units.

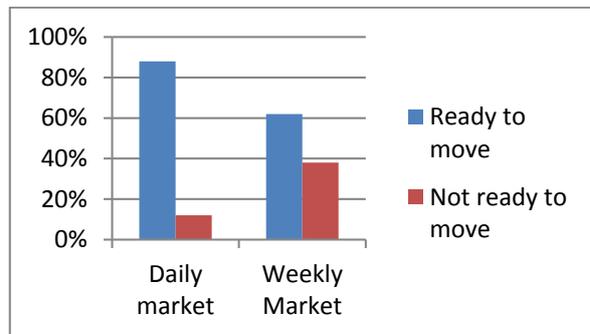
**13. Mode of operation:**

Most of the street vendors are selling goods on sitting ground with sheet, Handcart becomes second and Stall or kiosk is the third option. Approximately 38-40 % street vendors are sitting on ground in central market area and some mobile street vendors who generally found along streets abutting central market area via handcarts.

**14. Duration of work:**

In central market area, many vendors approximately 59% working full day i.e. from morning 9.00 a.m. to evening 7.00 p.m. They are mostly Non processed food sellers, General cutlery, some fruit sellers on main streets i.e. around vinchur junction. Few vendors like fruit sellers, flower sellers, vegetable sellers works in the morning hours. The ones who sells their goods in evening hours are mostly chat sellers, onlets and egg related food item sellers, pav bhaji, sandwich etc.

**15. Willingness to move :**



Majority of Daily market vendors approx. 88% in central market area are ready to move as per Municipal council 's decision as they are not having any proper facilities and allocated space in current market. So they are expecting a positive development by municipal Council. Remaining 12 % vendors are afraid of loosing their current business if they will get relocated. They are also expecting infrastructure facilities and fixed allocated space but they are in a dilemma and hence refusing to move if relocated on another place. Whereas in weekly market, approximately 62% vendors are ready to move and remaining 38% are not willing to move from current place.

**16. Locational characteristics and problems:**

The vendors in central market area of Town stated that the market is an important factor for creation of demand. Some believe that high traffic and pedestrian density increases the demand for goods in particular locality. Some vendors from weekly market area approx. 58% reported that festivals like Pola, Diwali, Sankrant, Dasara, Gudhipadawa , Ramazan Eid fetches maximum people . Many a times weather plays an important role in increasing or decreasing the goods demand.

**4. ANALYSIS OF THE STUDY:**

The above survey of the street vendors serving in the central market area of Yeola Town depicting their age, gender, and commodity composition, literacy level, monthly income, mode of operation, duration of work, etc. which underlined some issues like:

- No proper space allocation and hence conflict with the authority.
- As currently no amenities and facilities are provided to them, expecting a proper arrangement plan from

municipal council and hence ready to relocate as per action plan of the authority.

- Uncertainty and insecurity due to low and fluctuating income. This affects in gaining financial help from Banks.
- Congestion and traffic issues affect their sales.

## 5. SUMMARY AND CONCLUSION :

By accommodating and integrating street vendors into the built environment of Yeola central market Zone, formal and informal systems can complement each other and the streets will become encroachment free and wonderful as stated above.

As evident from the literature review, there have been very few studies on integrating street vendors in the Main market activity of a town. As evident from the data collection and analysis, the presence of street vendors in the central market area of Yeola town, has substantial impacts on actual pedestrian activities. The study conducted demonstrates that in the current pattern of street vending on congested streets, it is possible to improve the scenario by more systematic and symmetric re-arrangement of street vendors.

### Recommendations:-

- Local Municipal Council should recognize the importance of this informal sector and provide identity cards to the vendors as a proof of legal business.
- Identify natural markets in town so that it will be easier to integrate vendors via relocation as per trade.
- Promote sustainable mobile vending platforms or kiosks for selling goods.
- For overcoming their financial problems, Finance institutes should be made available to the vendors. Also health check-ups and pension scheme should be incorporated for vendors.
- The municipal authority should integrate street vendors into market architecture by giving them proper space to earn their livelihood along with basic necessary facilities at workplace.
- Currently, there is an urgent need to address the issues of street vendors in the central market area of Yeola as the market place is going to be redeveloped and it is proper time to integrate or accommodate the street vendors into main market planning.

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