Chapter – 7
Conclusion

The last few dynamic decades have witnessed a change in everything and the only thing not to see the change is the word ‘Change’ itself. The last 30 years have witnessed a paradigm shift to being fast and furious in all round development and change that is difficult to quantify in any earlier terms. From the normal life expectancy to the technology hangover, every little thing has moved drastically. Theories have been written and re-written on many subjects including Management and Social Science.

But somewhere in this race, there is a link that has gone missing and this study helps bridge that link. Street vendors, until yesterday, considered as those with the least potential, have moved on to being the overall contributors and have found a place in the state policy. Here is a representation that may help bring the real entrepreneur onto the main stage with survival techniques that have different terminology in management definitions, otherwise not considered with reference to the business of street vending.

In a country like India where population is over 100 crores, the estimated 2% being Street vendors is a number that cannot be ignored in any sense. Socially involved in the day-to-day life of the busy buzz that makes metro life commercial, their social contribution with economic impact is commendable. Acting as the link to supply chains from small scale, cottage and home industries that make daily life fast and easy, their presence is somehow indispensable for the many dependent on them for low priced and handy commodity and services.

Even technology today sees the need to retain the Street vendor with ‘Big Issue’ in the North, UK launching what it claims to be the world’s first digital street magazine, which will be sold by its Street vendors using a special QR card. 999 Design have worked with the International Network of Street Papers to develop the project, which
will see customers buying a card from the Street vendor, which can then be used to download a digital edition of ‘Big Issue’ in London, as well as other magazines across six continents and in 24 languages.54

While there are established practices and related processes of management that have been researched and applied to different situations and lot of new concepts derived, there is little spoken about the rich background of Ancient Indian trade that saw its roots shoot out on streets. Street vendors have lived to tell us the story of survival and this research is just the beginning to many such findings that may help contribute further development. Practices and strategy that has worked in the toughest of times with little or no help from any source are hereby examined as respondents for the purpose of this study.

Cutting across multiple specializations and venturing into space unknown has rightly earned these Street vendors ‘the entrepreneur’s tag that in common goes out for people, who are known as people who dare to venture on their own with leadership and determination to make a difference. At the end of this study which still seems like the beginning, it is certain that they are the real entrepreneurs who have tried it with barely any subject knowledge or business skills but going merely by the instinct that has made them largely successful in their experiments towards self-sustainable business entities.

Highly motivated by the Dabbhawallas of Mumbai, this research tries to get the small business man on the street with the due socio-economic recognition they need. Seen from an individual point wherein it looks like a drop; it should never be considered a drop but a drop which if connected can be a mighty ocean. Largely self-centered and mostly self and interdependent for all requirements; these vendors have unique and interesting backgrounds that give them that edge to make it. The only thing that is common is poverty, and that is also the deterrent that keeps them away from taking their establishments to bigger setups.

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This study has tried to understand and bring up different aspects within the scope of street vending.

**The routine of the vendors in Bengaluru:** A working day for most Street vendors start early in the morning around 6 am with his/her market purchase rounds completed, intending to hit the road before 8 am. Most of the vendors do a good 12 to 14 hour job and as per business interests, these people camp around areas that fetch the best market share. Although it is an activity that seems to be nomadic in nature, these vendors generally maintain and stay around their areas of business by not venturing into stray areas. It is also a seasonal sway that takes them places and also some opportunities that are generic in nature such as fairs, weekly bazaars, special areas of public visit and so on. It is mostly territorial and will need special acceptance to make entry into new zones. This study has its focus derived from the most diversified street vending spot in Bengaluru, the Sunday Bazaar of Bengaluru

In cases where vendors concentrate at weekly setups such as the Sunday Bazaar, it has been the main reference in the study where we see some unique features. Sunday Bazaar is a holiday and flea market which is about half a century old that comes into life every Sunday. The Sunday market starts to build at the break of dawn similar to bees working towards building a comb. Hundreds of vehicles unload their share for sale and lasts until sunset when all of them start packing leaving the place like nothing ever happened. Street Vendors from all over Bengaluru and the surrounding places come in for this one day setup. All of them have a definite place where they set up their establishments every time they are at Sunday Bazaar. This set up can be referred to bees that chamber themselves well into their respective places, these vendors do not trespass into others space. It is difficult to identify them and will take some time to know that it is a well-organized market rather than the bunch of confused vendors as it appears to be during the first few visits. It is interesting to note that once a place is allotted to specific Street vendor it remains to be his, even if he is not making it to the
market for the next few years. All they do is keep the members of the association informed about their absence. On these days, other new vendors may set up shop and carry on business till the time that the rightful owner returns.

Most vendors have daily business setups in their respective areas and come in every Sunday to be a part of this bigger market place. They also comprise an equal number who set up shop only on this special day. They work towards gathering material for sale through the week and also mend the products to bring them back to shape for a new owner. And on every Sunday, these goods are brought here in perfect marketable condition for display. It is also alleged by some on different platforms that these are essentially stolen goods and thus also compare the Sunday Bazaar of Bengaluru to the ‘Chor- Bazaar of Mumbai’. While it still remains for one to guess, at times the vendors and their associations just dc not agree to this understanding.

During the span of studying this market, with close observation as a researcher; there is not much that is true about the fact that these are stolen goods. These goods are refurbished second hand goods and many times used at a second hand sale. Factory rejects, showroom displayed, quality failed, old fashioned, compliance failed, old stock or slightly damaged goods find a buyer in this market. A lot of effort is put in by these vendors who pick these commodities from sellers at very reasonable price and bring it back to workable and marketable condition before it reaches the market. From a buyer’s point of view, if one is not specific for showroom products purchased across the counter and superstitious of used goods; it is definitely a steal deal for those who may find it extremely difficult to taste expensive local and international brands.

These goods are exhibited to a good number of visitors and prospective buyers. An approximate one and a half lakh to two lakh people are said to visit this market every Sunday with 30% of them being unique visitors. The masses also make this a hot spot
for others - the not so permanent vendors for making a quick buck from the concentration of masses.

**The kind of activity they engage** includes all sorts of sales and services that could catch one's imagination. Starting from fruits to fish, hair pins to computer chips; every little spare that is missing in the regular shops can be found here. Services include simple head massage to tooth-fixing, Ayurveda oils to rare medicinal herbs are on sale here. Name it and you will find it is the bottom line. The only thing here is that one needs the patience to search it, and fetch it at a bargain price that makes it worth searching. Detailed table 2.1 depicting kind of Street vendors included in this study with their products has been displayed in chapter 2.

Health issues keep haunting these otherwise built-to-last traders. Gruesome heat with fuel fumes and dusty winds make health a highly risked factor for the vendors, who spend the whole day in the same environment. The risk gets bigger as the place is thronged by lakhs of visitors with unknown health status, thus making the chances of infections higher. The lapses from the municipal corporations to maintain cleanliness with toilets and safe drinking water make this place stink at times with possibility of water and air borne diseases easily catching the visitors and the vendors with lower immunity. The changing weather conditions due to global warming and emissions across the globe have not spared Bengaluru. The Bengaluru weather has unpredictable possibilities like a tossed coin to change to any side within a few hours, the brunt of which is high on the Street vendor on the street who has no roof to cover.

**Summary of Chapters:**

- The First Chapter draws a broad introduction into this study and its subject matter - Street vendors of Bengaluru and Human Resources Management. It contains Review of Literature including definitions, meaning, history and
background, methodology adapted in this study of Street vendors and also of Human Resource Management. The Objectives are spelt out with the hypothesis drawn from the objective of this study. The chapter includes Concepts of Human Resource Management and views on street vending with available data on street vending in its review of literature. This chapter summarizes the opinion and status across the globe with particular focus on India and in particular Bengaluru. A clear picture on the data collection with field work experience is also laid out including the limitation of this study. The chapter also lays down meaning and reference in its conceptual clarification for a better understanding.

• Chapter Two showcases the area of research and explains the extent of the explored data with regard to the background of Street vendors with sex ratio being 70% male, 27% female and 2% transgender. Irrespective of the gender, the majority of the Street vendors fall into the age bracket of 20 to 60 with 30% of Street vendors being in the age group of 30 to 40 years. Street vending is primarily dominated by Muslims, Hindus and Christians with Muslims having a clear majority and business hold with 45% of market share leaving the Hindus behind with 34%, followed by Christian vendors at 18% and another 3% taken over by Sikhs and Jain businessmen.

There is also a detailed reference to the kind of street vending activity adapted with a breakup revised in this study. Eateries, fashion, clothing and media top the categories with almost 50% of the Street vendor's market share. Most male Street vendors on a majority spend more than 10 hours on the field while female Street vendors generally spend 6 to 8 hours per day in vending activity. It is also noted that most of them work for 7 days a week without a break, while about 20% also just vend for 1 day in a week. Educational level and span of experience in street vending is also being considered. This chapter also explains the reasons for taking up street vending as a profession and also gives the
present day trend of consumers towards street vending and the interventions that make their lives better.

- The Third Chapter covers role and status of Street vendors with Human Resource Management practice and also outlines the contributions towards management techniques. It is focused on understanding the key areas for successful business management including employment opportunities, training, risk management, performance management, tracking completion, best practices and other factors for effective management. The ability to independently manage, guide and conduct self and others to a win-win status is leadership. Social connect established from regional communication adds to acquiring and retaining client base. Street vendors use solution selling as their USP next to effective communication emphasizing on problem solving techniques. Retrieve versus replace concept; refurbish versus scrapping and partial sale versus surplus-buy plans play an important part. The interpretation of body language is a must-learn skill for effective communication and business understanding. To bring value for time spent with every customer, it is essential to assess if the customer has the curve to buy. Every Street vendor has resources with hidden talent and unexplored skills that shape up the strategy they adapt for survival.

HRM is essentially a game of managing the existing potential in the best possible fashion so as to ensure the maximum from available resource and also to multifold the possibilities in a life time. Every vendor utilizes his uniqueness to draw the action plan to achieve his goals of desired numbers. Understanding the need of the purchaser without expressing the same is a skill that the street provides its vendors.

Profit sharing and commission models work best ensuring the 'no work, no pay' principle keeping both the employer and the employee satisfied. It is playing a
socialistic role of equal distribution of wealth on individual effort and also cuts the possibilities of employee dissatisfaction.

A key point that has been observed to be very distinct between the corporate world and the Street vendors is that of hiring and especially that of the criteria of hiring. Corporate hiring is generally bookish and relies on knowledge the person holds, versus Street vendors who rely more on skills and reliability which may be from any source that the employee would have gathered. In most cases, it is observed to have come from real life experiences. Affordability of candidates for the job in hiring is another key aspect that plays an important role helping better sustainability of business. Once selected on induction, it is usually a mentor and the mentee plan that works best; wherein the new recruit follows the footsteps of his mentor with learning the tone, trade and also the required attitude for the job.

The essence of success in most cases has been where the vendors have come together to collectively selling and take the advantage of collective bargaining. The other subsidiary benefits also add up as reduced costs of transport, jointly combating and resisting harassment, mentoring and learning from each other by sharing real time experiences and also helping in managing conflict both amongst self and also with the society at large.

Street vendors have successfully adapted different models that have ensured success. The most prominent being customer specific selling, closely linked to solution selling and followed by the low cost model. The modern concepts of one-roof model has also gained popularity with the same idea that all needs could be met under one roof of supermarkets. But in the case of street selling, Street vendors make it so much personal to the client that the client feels that it

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is just made for the client personally. The personalization makes the difference to satisfied buying.

Unlike most business platforms that offer little or no live demonstrations of products, street vendors use it as a USP to upselling, thus creating excitement amongst consumers to go for it. The consumers get mesmerized with the free demo and samples offered as trial, prompting them to buy the product even if it was not on their purchase list.

Regular auditing with capital accounting is observed as a healthy practice that narrows down the gaps of effective tracking, both profit and loss. The quality to lead oneself, without any support or background, is something that works like a catalyst and sparks the fire to win over any situation or challenge making the Street vendors the real entrepreneur.

• Chapter Four projects the findings on socio-economic and cultural backgrounds of Street vendors in Bengaluru. Here, the family size, the number of dependents, earning hands, individual and family income, the source of capital generation with social acceptance, and the habits of vendors are explained for understanding their present situation.

It is observed that the majority of male respondents are bachelors, while majority of the female respondents in this study are widows, divorced or separated from their families. Poverty and difficult conditions with no scope to education as a result of losing parents in their early childhood have, in most cases, pushed people into the profession of street vending. The compelling need and the responsibility to feed more dependent mouths with less earning hands keep the Street vendor tied to poverty and slow progress. The finding also points out that most women who enter street vending are married and of that a majority
of glaring 74% of women is living single after marriage. Some of the causes brought to light in this study from the discussions for losing their partners accounted to death because of poor health, alcoholism, suicide, abandonment due to re-marriage, serving long term punishment for criminal activity etc.

Street vending in most cases has started as individual entrepreneurship or single start-up venture. In cases where self and spouse or other members have their contributions, it is usually found that street vending has provided decent living and prosperity to excel with better social and economic health to those families.

The majority of Street vendors claim to earn more per month than the government defined slab that defines poverty and more importantly are self-generators of employment and opportunity in a country where unemployment is rampant even amongst highly qualified. The scope to earn more by street vending is always a possibility when compared to fixed employment, where options are limited.

In spite of the fact that a little over 30% Street vendors, both male and female, being in the comfort zone of stable and sustainable financial condition; it still leaves the majority which is a big 57% in a hand-to-mouth segment, while about 10% are not able to make ends meet. This situation cannot be pointed to the failure of street vending as a profession but goes back to single bread-winner situations because of large families to support and social evils such as broken homes and leakage of revenue due to alcoholism and substance abuse. The other reason also being the exuberant rates of interest the Street vendors shell out on pawn brokers and money lenders who extract 60% to 90% of the profit at times.

The Urban Indian society although has fast adapted to global trends. There is still some element missing, including the dignity of labor. A good 50% of male
Street vendors and 85% of female street vendors were disappointed that they were not being recognized by the society as important partners who help busy life with comforts being brought to their doorstep by the street vendor.

Physical stress, business worries such as product maintenance, preserving stock without damage, finance for capital, harassments from authorities and mafia are causes for high stress within the work environment. Such environments push vendors into habits such as smoking, chewing tobacco, drugs, gambling and also sexual gratification. More than one third of the street vendors have been addicted to alcoholism as a direct result of being in the profession they are in; that is 'street vending'. Smoking is high amongst male and transgender participants while alcohol is the addictive catch amongst female vendors. Transgender respondents are seen to be indulging in almost all kind of negative gratification means to keep them entertained.

While 23% street vendors have managed to build or buy their own houses, it is still way short of the majority who don't have their own shelters, counted at 45% who stay in rented accommodation. 18% share a roof with others and about 14% stay without a definite shelter, thus making any available place close to their businesses their temporary roof under the sky. A good 40% of street vendors stay in kachha houses, thus posing to be a severe health concern on themselves and their families. Women face serious problems without proper toilet and restroom facility as they are forced to use public toilets or nature's cover for their personal health needs.

More than 50% street vendors depend on uncontrolled sources for finance and face risk of bankruptcy due to the high rates of uncontrolled interest charged by open market financers. Most of such financing is done with surety or guarantee with ample scope of misappropriation and cheating. Credit buying is an
opportunity provided by the wholesaler to promote his products at the door step with least marketing cost. In this model, Street vendor’s profitability is generally small and can size up if he is good at promotion and also based on the effort that one is willing to put in.

Health concerns are high but masked by authorities concerned, pushing the ball to different corners and in most cases making Street vendors the victim to it. With exposure to dust, smoke, sun, rain and cold, their immunities are generally challenged. Street environment gives rise to common problems to most Street vendors and are unavoidable as streets lack sanitation with toilets and clean water, occupational accidents, sexually transmitted diseases, psychological illness rooting from deep sense of insecurity and emotional conflict.

Bengaluru provides a perfect cultural mix with the local influence remaining as important as any other with Kannada, Hindi, Tamil, Telugu and Malayalam being amongst the most popular languages used in the trade. Inculcating the perfect metro culture, most of the dressing is casual apart from some religious Muslims seen in Kurtha payjamas. Socialization opportunities are ample but lack of financial stability cuts it short for most Street vendors. Street vendors are by and large are peace loving and united. There are also occasions that have united the Street vendors and one of the most common being protesting against harassment by eviction.

• The Fifth Chapter helps understand educational mobility and also housing facility. Here the emphasis is on understanding the levels of education in the family and aspiration for better prospects, including an inference to understanding education and its impact on the future of street vending.
While about 27% of Street vendors have not attended basic primary schooling, the present data is interesting that many educated are also taking up street vending as the preferred form to reach out with their products and services to the masses. This study also reflects 43.5% children raised by the Street vendor have completed their 10th standard and moved into pre-university courses, which is a healthy sign of growth and certainly going to help the Street vendors of a brighter future. The study points to just about 20% transgender respondents to have attended basic primary school and then discontinued.

Poverty is said to be the biggest cause for lack of education and schooling amongst Street vendors, their parents, grand-parents and also their children. It is observed in many cases that during the times they were expected to school, the need of the hour expected them to fend for themselves and their families or support their families taking care of the younger generation while their parents were out to earn a living. The urge to learn and change of mindset with regards to importance for schooling is clearly evident amongst the present day Street vendors. The dip in number of primary school dropouts from 85.9% to 3.7% amongst male and from 70.4% to 8.7% amongst female Street vendors is self-explanatory to the changes in importance to education. Learning aspirations are observed to be high as most of them missed out on the opportunity to learn due to reasons many. While there are responses on both sides on sticking to street vending activity for more time, the transgender respondents have a total no-no on continuing school or learning further.

Like most cases where small scale entrepreneurs face unpleasant conditions with non-favorable business obstacles that make survival itself a challenge, this scenario also extends to the business of street vending. Constant harassment joined by uncertain business trends make street vending a high risk business because of the investment capital not being strong to sustain losses with any
reason as good as it can be. In such trends, most Street vendors have strong reservations on their children taking on this trade and getting caught in the struggle they have personally experienced.

While people who are highly qualified and failed to find suitable jobs have ventured into street business; there also are many who with several other employment opportunities, that in most cases can pay more than profits from street vending, still on their will, have resorted to taking up street vending and continue for real long spans with the trade. Street vendors are the ones who have learnt their lesson of life the hard way. This trait of indulging into business risk as a bread winner puts Street vendors on the highest pedestal of entrepreneurs of any time.

On-the-job and regular product trainings are the only forms of techniques adapted to enhance performance amongst self-employed, induction and incentive based programs also factor with on-the-job and regular product trainings to facilitate learning amongst the employed new joiners. The mentor and mentee pairing helps best with spontaneous bonding that is automatically built for deeper and faster assimilation of knowledge and skill required for the job. Unlike corporate culture, where induction is a process, at street vending on-the-job training is the tested module.

Most Street vendors agree to have learnt the lessons of trade from observation, discussion with trial and error learning and it is said to be the technique that has made them market ready.

- Chapter Six focuses on the role of associations and non-governmental organizations working for the welfare of Street vendors. It also explains levels of political awareness amongst Street vendors, understanding of government schemes announced and its implementation in reality.
While NGOs have been hyper active in many fields, with considerable efforts in uplifting and bringing about a visible change, the same does not reflect when looked at Street vendors, who seem to be somewhere in no man’s land. The overall opinion that the Street vendors have, about the contribution of non-governmental organizations and their presence, is low. The majority just do not see any actions while 7% feel the difference provided by NGO presence.

Street vendor associations, though born with the common agenda of serving the Street vendor and their cause could be categorized based on their affiliations and agenda. Some of the common categories being: local associations and national associations, registered and non-registered associations, active and non-active associations, political affiliated associations, religion affiliated associations, linguistic based associations, minority community associations and caste affiliated associations.

Bengaluru based Street vendors commonly see their affiliations to more than one association. Most of these associations are local and area specific with assumed boundaries and named after the area they belong. It is also observed that affiliation to these associations is in most cases is compulsory than voluntary for trading within their geographies.

The Sunday Bazaar, like all other parts of Bengaluru is also influenced by all sides, and has vendors alleging affiliation to different associations. From the geographical point, it clearly comes under the city market limits that was called 'Gandhi Welfare Association' and the 'Sunday Bazaar Hawkers Association', but on the ground it gets further fragmented every Sunday with the entire market being divided into 3 parts. The three sections, although work with harmony, are clearly split and led by local Street vendor leaders Akram, Adhil and Pasha who also have their business set up within their territory. All three take responsibility
for their segments of the market and collect membership from every Street vendor within their boundary for setting up shop on Sundays. A good 40% of Street vendors do not see any value-add; but blindly follow the norms set up by them and about 12% of the same do not even know what they do.

At the national level the scenario is more on a wider screen with national issues being the focus area. National Association of Street vendors, India (NASVI) is the most powerful and recognized association; known for bringing up Street vendor concerns across the country to center stage along with fighting for Street vendor rights in court, parliament and on the streets.

Role of Street vendor associations gains prevalence with standing up for Street vendor rights and also from socialization, thus bringing in the comfort of parental care. Evacuation is like a hanging sword that sways over their heads round the clock and round the year. The role of associations is best felt on such occasions wherein the vendors who generally do not have a voice get a common voice by standing with these associations and unions. It is also glaring to see when such associations are meant to protect and shield the common vendor; 23% clearly setting off their relevance with quoting harassment on the part of the leaders who are the custodians of Street vendors, intending to drive the agenda for the vendors and in their favor.

Like in all other forms, street vending associations also see itself in the clutches of the political hands. These associations are big vote banks that can be grabbed with not much effort and in most cases are silent on political grabs that political leaders eye upon.

It is certainly an eye opener that 4.2% male and 3.7% female respondents are aware of the government in action and that there is certain responsibility that the
government holds towards the Street vendors. It is more shocking to understand that of the 4% population who are aware of the government responsibilities, 75% of them doesn’t see the government doing enough for the Street vendors.

Street vendors allege the police department to be the most harassing with extracting money, goods and also services for free in the pretext of mercifully allowing the street vendors to be on road in the absence of a proper legislation in place. Bribery is considered as the best and the most comfortable way of getting off the problem connected to police harassment.

- The Seventh Chapter deals with the conclusion, summary and suggestions. This chapter also includes implications for further research with appendix of Interview Schedule, appendix of Policies on Street vending and Appendix with Pictures of relevance that substantiate additional information on the study. A detailed bibliography concludes this chapter.

Observations and Findings

Impact of development has been twin-edged with both ways going equally. While having to give in at times to high raise buildings and infrastructure developments; Street vendors have also been now getting to cater to a larger customer base with the growing need to support many more in the otherwise limited local population. Products have changed and so have the ways of selling. With intrusion of malls and super markets with global brands in the open economies, there is also a big economic divide that has created a demand for quick and handy products by the many who are not able to catch up with valet spends at these fancy shopping centers. Some of the key observations have been given below with a clear separation maintaining the groups they belong.
Management inclined trade secrets

There is a lot of knowledge sharing on the management front and there is a lot that can be learnt with some interesting case studies helping to throw light on best practices. One such observation that could be cited is that ‘Street Vendors tapping customers on the basis of purchase potential’.

- ‘Effective communication with a connecting story line’: 99 percent Street vendors use communication as their USP for street vending. Effective communication with a connecting story line is the backbone for higher sales. Every product crafted with a convincing description can sell and this is also the trick for effective upselling. This technique acts like the magical wand that most vendors were observed to be adapting. Every product is sold with convincing communication that adds value of psychological convincement for the buyer.

- ‘Customer specific marketing’: Customer specific marketing help personalizing the product with better understanding of the requirement. Street vendors are fairly good at it. Starting from tonality to the bargain-range, every delicate aspect needs to be well-assessed before pitching. The Street vendor sales technique in this case can be compared to the elevator pitch wherein the time available to communicate and convince is just between the time the person boards the elevator and embarks the elevator. Thus, it is indeed a very short time-locked opportunity which if wrongly assessed will mean lost business opportunity. It is observed that amongst lessons of management 46 percent Street vendors advocated for customer specific marketing as the best.

- ‘Customer guidance and knowledge sharing’: Customer guidance and knowledge sharing helps build clientele, especially those who have the financial resource to buy beyond day-to-day needs and also customers planning to buy in the immediate future. 71 percent Street vendors believed in maintaining strong interpersonal relationship strong with clients for healthier business prospects.

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Street vendors keep themselves abreast with trends based on gathered knowledge from the source where they procure goods and thus are in better position to demonstrate better. It is observed that demonstrations work best and add to the trust of the buyer. This technique also adds to delivering convinced product reliability as humans are generally skeptic to experiment on their own and therefore many times will follow rather than self-experiment.

- Market-ready skills: The fact of keeping updated with time is the essence for healthy trade and has a big role to play. These are generally not the educated class and the source of information for knowledge development is not as handy. 90 percent Street vendors took to regular market updates to keep themselves informed on many aspects including pricing. It is essential that they build on techniques that keep them market ready which happens generally with on-the-job training and grooming. The word delegation plays a very crucial role from the start and vendors take best advantage of this as it pays to be positive in expanding, collaborating and converting possibilities to higher sales. This type of learning also gives the employees trained a better scope to learn faster and build confidence to setting up their own enterprise within short span. Term it ‘short term hand holding’ or ‘complete delegation’; it certainly works best for the Street vendor and thus believing it as worth applying.

- Team work with joint resources: There is a considerable shift in the ways that Street vendors once used to sell with regards to the present day practice. Individual Street vendors are slowly being replaced with partners and collective groups coming together with a common goal. 47 percent did see value and partner or employee more hands to support their business while teaming up with similar vendors was still a higher with 69 percent adapting the strategy. Selling in groups gives them the advantage of market monopoly and fetches a better price.
Collective resources such as transport and also joint buying help get better profits compared to individual bidding. Stock distribution and helping each other sell; learning the trade and also ways to succeed come within the new patterns which in the past were existent due to joint families or family business.

• 'Collective selling and customer retentions': Collective selling and customer retentions are an extended aspect of teamwork. Street vendors in the recent past have been trying this more often. Working in groups helps reach out better. It has been observed that a chain of Street vendors would set up similar shops to attract more customers and sell goods and services at a better price and also sell better as compared to selling them as an individual or isolated vendors working independently. Most of the time the customer is guided by the price variation they maintain on the same stock, forcing the customer to buy on price that seem very reasonable than the other in the line of business that is generally rigged with prior understanding for pushing higher sales. It may never be evident that they are connected, but as a matter of fact that they buy products from the same place, market it differently, discount it differently and of all finally also at times share the profits evenly explains this point better, as this is also within the scope of understanding at times. 69 percent Street vendors supported this finding.

• 'Customization': 85 percent street vendors endorsed for customization by advocating 'Buy what fits you best' or 'Customize to specific individual needs' thus gets clients excited and inclined. Street vendors pledge on continued support irrespective of the fact that they have no roof to permanently claim as theirs. You have a concern or a question on how, what, when or which; they generally have an answer to support. "You don't need a full piece, then take half" is the concept that works at times, where otherwise it was a clear no. The pricing model allows flexibility for the buyer and seller to buy and sell exactly what is essential without a big fuss. "Take it and return if it does not work for
“Why replace when it could be retrieved” is also a promising statement that vendors offer to most products that otherwise would have been dumped on the slightest damage. Majority of Indian buyer believe in this concept of ‘repair versus replace’ and the fact that Street vendors fix things at a very nominal cost excites them more which helps drive business for the Street vendor.

The ‘Go Green’ concept of reuse, recycle and refurbish is also catching up in the recent past with people getting aware about Mother Earth and its conservation. It is in this era, wherein these practices of reuse, recycle and retrieving resources that is making the Street vendor the green icon for refurbished, second hand goods that are of real value. Solution selling from Street vendors should also be viewed as great green initiative that saves the planet from so much of used products and reusable products that get recycled, and reused with better value for all resource that have been used to produce the same; thus saving resources for the many who are otherwise are not privileged rich, who waste 70% of the earth’s resource on fancy, which many a time is a poor man’s dream.

- ‘Customer delight and Customer satisfaction’: These are not new terms to street vendors in any sense. In the recent times the phrase ‘customer delight’ has gained momentum in the corporate segment and almost all organizations have already or are adapting this as a value or mission in some scope. Street vendors have banked on this for ages and have been successful with keeping the customer ahead of all. This even goes to the simple fact that it is service at your door rather than the other way round. 50 percent vendors bank on customer
delight by offering complete satisfaction, exchange options and buy back guarantee to keep customer delighted.

Delighted customers are the source for good business and the same customer is the means for tomorrow's business demand. In such a scenario, street vending depends on satisfied customers/clients. In a business that has no definite roof or address to advertise, customer relation is more important than acquiring new customers. Such customer retentions with customer delight helps build client base with referrals like no other. Street vendors adapt different strategies to retain and nourish satisfied clients and customers. This is typically done with giving into the customers bargain to keep them satisfied with anything such as a discount at the end of all, a free take away for buying for the day, a free delivery to the door step, a well-explained demonstration, a good listening of the client/customer, customizing to the needs of the customer, giving away products at cost price with very little or no margins on the first buy, assistance in buying from fellow vendors at a better bargain, promise of a bigger discount on the next buy and so on. Maintaining good and healthy relations also comes in the package for all future transactions. The differentiating point between Street vendors and corporate stands out in the way the Street vendors personalize their business and sell not a product but a concept at times. While it is a great art, it also backfires at times in a country like India, where stigma plays strong with respect for labor being poor even as on date and also by people taking advantage of the Street vendors by pushing them to the wall understanding their need to sell.

- Sustainability with regular performance management and risk management have helped Street vendors build robust models to sustain business for longer time. It is observed that Street vendors have successfully sustained family business for generations. Family involvement with succession planning is also observed as a
characteristic feature within this space. Training the generation next has helped them succeed with long built client relationship ensuring client and business retention. 86 percent Street vendors are seen to practice performance benchmarking based on fellow vendors and monthly revenue.

- Street vendors generally use out-of-the-box thinking and opt to walk the less walked path with flexible transfer and application of knowledge across different situations they encounter. It was observed that 82 percent Street vendors meticulously plan their moves. This kind of competence is also referred to as 'meta competence' in Rowanhill’s concepts called ‘organizational performance through competence’ which also refers to concepts such as ‘learning to learn’. Street vendors wear different hats to get into the concept and thus getting closer to the client or customers.

- Street vendors build on the model of ‘sustainable competitive advantage’ which is an advantage that enables business to survive against its competition over a long period of time. 90.1 percent respondents did manage business with effective goal setting by keeping it realistic. Sustainability due to changing regulations, trends, budgets and administrative personnel and their interests makes it a difficult game for the Street vendors who have no lobby to push or fall back on. That is where they have shown tremendous courage and leadership to live another day with little or no support.

- The other management practices of significance also include:
  - Client retention on trust building
  - Building curiosity for expanding customer visits
  - Collaborated selling: Setting monopoly without hurting the customer
  - References and retention
Leadership oriented findings

- Motivation: This study points out that Street vendors exhibit high levels of personalized motivation, making them a class above the ordinary with an entrepreneurial bend in spite of having survival at stake. 73 percent respondents believed in leadership as the essential element for success. In this test of entrepreneurship linked to survival, motivation is a product of commitment and commitment comes from involvement while involvement means doing it personally.

- Masks of Leadership: Street vendors wear dynamic masks of leadership in multiple roles they play to achieve their goals of sustainable business. These masks include from that of seller to that of an advisor, generalist to the role of a specialist, an unknown biller to a bargain friend, individual contributor to a collective associate merchant, thus balancing roles and responsibilities for ensuring success. 87 percent Street vendors believed in leadership with mentoring as one of its example.

- Abundance of original thought with survival being the catalyst for out-of-the-box concepts: The nature of work demands original thought for being successful and thus pushes the Street vendors to be innovative, creative and collaborative on thoughts and action for better results. Leadership driven approach was endorsed by 80 percent vendors as the reason for success in their business. Survival is also the biggest motivator driving out-of-the-box thinking and concepts helping innovate and build on ideas.

- Self-confidence - a direct result of helplessness: 76 percent joined by another 19 percent exhibited strong self-confidence with their leap into the business of Street vending in spite of understanding that it was a high risk business. Street
vendors are a classic example of how people with absolutely no background build self-confidence on the go, leaving behind inhibition that creeps into all who generally have the required support. The strengths they develop make their business a success, which in any other scenario is difficult to inculcate.

- Evolution - a product of continuous change: Change is inevitable and adapting to change forces evolution. Street vendors portray evidence of evolution on cultural and socio-economic front with regular change in product, seasons and market. Creating demand and catering to demand remains constant, while swapping to the market needs also changes the equations of supply and demand. The simplest example for this is of pushing new products into the market and making older products scarce, thus playing with demand and supply for facilitating taste migration. Amongst many other reasons 26 percent accepted change based on market behavior while 19 percent on government policies.

- Leadership - a byproduct of Management: Management is never static. 71 percent linked leadership with management. Management in all forms needs support and in this effort creates the need for hands to drive its agenda. In the normal course of management, leaders are born. Street vendors are good examples for building leadership, which in common is difficult to view or accept. Leadership needs no followers, but a vision to succeed. The scope of work and the determination to succeed defines the qualities of good leadership in complete sense.

Socially connected findings:

- The human element of survival: The theory ‘survival of the fittest’ has been adapted by every animal and the strongest has survived. 82.1 percent street vendors had it clear that street vending is survival game. Man, termed a social
animal has mastered this element of survival with the use of his best weapon - human intelligence. The essence of working in tough conditions without any background support, or state bound social security; Street vendors just work with the human instinct to overcome all obstacles. The opportunity to observe facts of life very closely repeating over and over again helps them sustain with simplicity, humbleness and understanding the needs of the other, better than the rest who do not see it from that angle. Man, as a social animal with attitude, self-esteem, pride, consciousness and logical thinking ability is seen to adapt the 'survival of the fittest' theory when all others options fail.

- Cultural element of integrity: Streets provide a wide angle view of culture and practice at the first glance. The element of vending on streets is the ingredient that displays its reality and extent along with its religious mix consisting 45 percent Muslims, 34 percent Hindus and 21 percent being Christians and others. While open markets have made the world a smaller place and every place in the world may have a look-alike city, Street vendors are generally local and have the local standard products that are a part of day-to-day life in the region they are sold.

The street artist also have a big contribution to keeping many of the traditional forms of art practiced in Bengaluru, Karnataka and the neighboring states alive. Street artists provide a glance of culture with their live performances on streets, exhibiting culture and art to those who visit and those who have missed the traditional part of Bengaluru. Street vendors also play a major role in promoting national integration with street art, street medicine, cultural products and traditional services that make Bengaluru a mirror of India to the world.

- Poor working conditions and shelter facility reason for health deterioration: The lack of will on the part of the state to accommodate and respect the

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contributions of Street vendors have left them on heaps of muck that gathers due to un-civic practices of certain residents of Bengaluru pushing them to test positive on infections, disease and low immunity. The growing population and business expansions of Bengaluru have snatched the ground from the Street vendor. It is observed that only 25 percent amongst all respondents have a definite place for shelter which is their own, while 47 percent are living without a definite roof. Corporate growth and quick expansion of Bengaluru have multiplied the real estate value beyond the common man’s reach leaving many Street vendors homeless or pushing them to slums.

• Lack of health education - a cause for health issues: Street vendors, due to poor economic backgrounds and lack of basic education fail to understand the need for hygiene and best practices governing good health, which in itself, is a cause for worry. At present, where infections are high due to overcrowded cities, poor health condition of vendors affects productivity, causing concerns of economic degradation and debt entanglement. 82 percent of Street vendors don’t see any action from the government to make a difference. Lack of sanitation such as free public toilets and scarcity of clean drinking water have resulted in poor health conditions with neglected cleanliness on streets and the increase of toxins in the air such as dust, smoke, and chemical pollutions, resulting in decreasing the immunity of the Street vendor and also a point of worry on such infections spreading to the larger population to whom they cater.

• Economic health influencing social and physical health: Different forms of harassment are eating up the earnings of street vendors with 35 percent street vendors getting to earn less than rupees hundred per day. Many social evils such as alcoholism, gambling, prostitution, smoking etc., along with state administration or employment related concerns such as displacement, eviction, overnight change in legislation and authority have been identified as the root
cause for poverty. Extreme poverty has its influence on social and physical toll with no resources to fight back they get stuck deeper into debt and dark sides of poverty. While the onus of the state is to support Street vendors with due recognition and banking opportunities, they have corroded into their profits leaving them economically unhealthy and socially marginalized.

• Associations and NGOs: The role of associations and NGOs is critical to change the way street vending is operating and giving a collective voice. The present scenario is not in favor of the vendors where local associations have become self-centered and politically influenced for personal gain. NGOs have not been able to make a big impact as they have been shadowed by the inability to cater to the scattered lot which is hard to unite. There are a very few registered association memberships as associations remains fragmented based on territory, caste, leadership and these associations have failed to build necessary trust because the bigger picture of welfare has never been on top of their agenda. NASVI has been able to generate a good standing with its voice being heard as a united voice across the country. While there is a representation, it is unfortunate that there is a big gap amongst Street vendors with many not knowing the existence of such associations. According to the gathered data associations & NGOs seem to have failed to make any impact for the Street vendor. With only 38 percent Street vendors feeling good about association and their contribution this number is still smaller at 11 percent of the respondent Street vendors feeling good about NGOs.

• Harassment: Street vendors face multiple challenges and these challenges edge from different regular sources as well as new unknown ends. Due to lack of licensing and the failure to renew existing licenses, there is a constant threat of being evicted. There is a daily struggle that is above the rest; which is to earn a living and also accommodate all other hands stretching for bribe, hafta or
wasooli. Failure to implement the Street vendor’s bill on time in the light that it is drafted has been the cause for most of these problems. 65 percent Street vendors feel marginalized and see themselves being treated as second class citizens with harassment from all quarters.

- Ratio distribution: A close look into the distribution of male presence which is at 71 percent and female presence at 21 percent clearly indicates the presence of one sided division with male distribution being three quarter higher than the female distribution. We also see children associated in this distribution. Many children help out their parents and add to the family income, while few are sole bread winners for the family. Female vendors are seen to be averaged in the middle age group which is between 30 to 40 years, and this is seen to be a direct effect of being forced to be the bread winners in varied situations including widowed, single parent situations, failure to get married and sheer poverty. The other 2 percent respondents included were transgender.

- Requirement for change observed: The future of street vending looks bright if there is required support coming from the state, associations and NGOs in this segment. Vendors are never a menace but can be of great support to life for the common man if they are regulated and better supported. In countries like India, China, Pakistan and anywhere on the planet where the population is thick; street vending can be a good source of self-employment for many smart people who will reduce the burden from the shoulders of the state and at the same time make self-made people contribute in a big way to the commercial growth. This expected support can build a stronger economic class of self-employed who can directly and indirectly contribute to the promotion of cottage and home industry by pushing their products into local markets.
The point on dignity of labor can make the difference with all classes of people accepting the Street vendors not as burden but as an integral part of society, being important contributors to the lifeline of society.

Hypothesis

This research tests the following:

- Hypothesis 1: 'Human Resource Management techniques adapted by Street vendors a reality'. This hypothesis is hereby verified as true and correct with the use of statistical analysis. The chi-square test supports the hypothesis by accepting $H_0$ to suggest 'Human Resource Management techniques are being adapted by Street vendors'. The data analyzed revealed that the hypothesis has been accepted. $X^2 = 1.2077$, df =11, $P < 0.05$; With the tabled value being 19.675 thereby ruling out the scope of probability of chance.

Chapter 3 confirms of Human Resource Management techniques being embedded in the role of Street vendors and their business strategies. The techniques used in successful business exhibited in this study clearly depicts the practice of Human Resources Management in many different angles including Communication skills, Goal setting, Resource management, Assessment skills, Leadership skills, Time management, Planning and Interpersonal skills. The supporting facts presented clearly go to prove that Street vendors do various Human Resource Management techniques in their business for successful trade and social practice.

- Hypothesis 2: Street vendors are entrepreneurs with management skills. It is supported with positive results of the hypothesis being accepted by statistical analysis of chi square test that the Street vendors do equip themselves with different management skills that helps them build and work on business. The

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data analyzed revealed that the hypothesis has been accepted $X^2$ value being 1.0475 at 3 degrees of freedom with a tabled value being 7.815, thus P value falling below the 5% value of significance, thereby ruling out the scope of probability of chance.

The sample data provided in chapter 3 goes clearly in favor of the Street vendors in usage of management skills to higher business opportunity and at the same time facilitate better client service. Client management being the strongest with supporting concepts such as solution selling, customer specific selling, and personal leadership qualities have strengthened their business with the right management skills. The concepts of Human Resource Management, Business administration, Client counseling with balancing harmony in the social surroundings has contributed to survival and flourishing of the ancient trade practice in Bengaluru and other places even to this day.

- Hypothesis 3: ‘Street vendors are socio-economically marginalized section of Society’. This fact been verified and supported by statistical analysis concluded with Chi Square test. The results clearly indicate the fact that both the social and the economic front need support as they are truly the marginalized segment of society in spite of making a significant contribution to the economy by the entrepreneurship agenda. The hypothesis tested has been accepted with results, on the social front being $X^2$ value of 1.719 at 3 degrees of freedom with a tabled value being 7.815, thus the P value falling below the 5% value of significance adds on a displayable difference to point that Street vendors are indeed socially marginalized.

On the Economic front $X^2$ value is 0.8712 at 3 degrees of freedom with a tabled value being 7.815, thus the P value falling below down the assumed 5% value of significance, thereby ruling out the scope of probability by chance in both cases

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that the data representation may have just been a possibility rather than that of significance.

Data from chapter 4 on Socio-economic and cultural background of Street vendors and chapter 5 on Educational mobility amongst Street vendors of Bengaluru displays ample evidence on the educational, financial, health with working and living conditions explained. The impact of stress with many factors including the way the society looks at street vendors clubbed with social evils such as alcoholism and family status goes to point that the Street vendors are indeed socially and economically marginalized.

- Hypothesis 4: Government policies for Street vendors showing no impact. The data is straight on the fact that government policies have had no impact on the lives of the Street vendors. Instead it points at some segments of state machinery as the source of harassment. This hypothesis is thus proved beyond doubt with statistical analysis of Chi square test. $X^2$ value being 0.335 at 2 degrees of freedom with a tabled value being 5.991, thus P value dropping way too below the 5% value of significance, thereby ruling out the scope of probability of chance.

Chapter 6 connects with information on Effectiveness of government policies and its impact on the lives of the Street vendor and their families. The data on support and loop holes helps rule out that the government has ever succeeded to even understand the Street vendor. The Hypothesis is therefore accepted and supported as true and verified as correct.

- Hypothesis 5: 'Street Vendor Associations and NGOs play an important role in assisting Street vendors'. On one part the associations are seen as doing some credible work while on the other, NGOs have failed to win the hearts of Street
vendors. The Associations have gathered positive response but the NGOs have not been recognized for their work. In this case wherein one part that is the NGOs have not gathered required support, the hypothesis has not been accepted.

Chapter 6 speaks about the Role and contributions of Street vendor associations and non-governmental organizations towards the Street vendor. The reality being as close as expressed, it is also to be noted that the expectations of the Street vendors from the non-governmental organizations has been much higher than that exhibited by the non-governmental organizations and that has led to disappointment.

**Recommendations and Suggestions**

**A. Recommendations and Suggestions on Social Front**

1. Street vendors should be registered under a competent non-governmental body in every district headed by retired magistrates or service men that safeguards their interest and initiates welfare and development activities for the Street vendors and their families.

Registration should be free for the first year and renewal be charged with nominal fee which is not more than averaged 1 day net income for every six months. The government needs to pitch in by supporting such subsidized registration under the Rozgaar scheme. Recommendation committees with volunteer representatives from the street vending community should be made a part of such non-governmental body with responsibilities to recommend, monitor and audit the role and performance of such assigned non-governmental bodies.

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2. Vendors willing to abide by the law should be encouraged to continue their business with state protection and all necessary support.

3. Implementation of the Street vendor's policy of 2009 in consultation with Street vendor associations across the country to keep the ingredients within the policy in line with the interests of the Street vendor at the time of implementation.

4. Registered Street vendors to be given option of voluntarily registering under Employees' State Insurance Corporation of India or Workmen's Compensation Act, with nominal individual contribution, thus providing an opportunity to fixed amounts of insurance cover based on contribution in case of accidental death, permanent disability or death during contribution.

5. A dedicated and responsive center/office specifically for Street vendors in every district which will be responsible for all-round development of Street vendors. This office will play multiple roles including being a center of information, liaise and mediate between departments such as health, safety, licensing, revenue, police, legal and municipal authority to hear concerns of Street vendors and of the common man so that the same may be negotiated well to bring about harmony between the vendor and the society.

6. Street vendors to be a part of peace committees that will help understand the common problems and help control crime, traffic and also business for the vendors without harassment.

7. State-sponsored public prosecutors to take up legal cases on behalf of Street vendor communities and also file suo moto representation on behalf of the vendor, supporting the vendor on fundamental right violations.
B. Recommendations and Suggestions on Health Front

1. Dedicated initiatives to improve sanitation and public health taken up by the government as top priority. At least one health center with public restroom facilities, including male and female toilets made available for every 2 kilometers stretch. Free restroom facilities with clean toilets need to be provided to all Street vendors, absolutely free as a health initiative from the government. Street vendors should be involved in local health committees, made to maintain these facilities as guardians, so that they become stake holders for good health in the society.

2. Clean drinking water facilities provided at every health center with basic first aid and communication devices made available 24/7.

3. The issue of Health cards to all Street vendors with free medical facility at government hospitals and reference to specialized care centers at the state expense.

4. Awareness on waste disposal and waste management with focus on concepts related to earning from treatment of waste. Thus, the biggest worry of Street vendors messing up the surroundings with dropping waste can be averted by making street vending a healthier, greener and a profit making concept.

5. Free but compulsory health checkups and certification for conducting health related business on streets (such as food) made mandatory by health department in coordination with Street vendors registration body. Regular health check-up camps with health checkup certification issued to all registered Street vendors and their families.
6. Free medical camps for Street vendors and their families to be conducted as part of medical college social responsibility curriculum.

C. Recommendations and Suggestions on Educational Front

1. Free primary education as per the education policy and also free night school education for adults that helps them groom their next generation.

2. Free night school admissions for Street vendors to promote higher education.

3. Government management schools to host free night classes on management offering bachelors and masters programs in management for interested Street vendors and their families.

4. All Management schools to adapt community based internships, similar to the program in medicine of compulsory community medical practice. Business students to have compulsory internship projects on spreading education across the country, thus extending the same to Street vendors as eligibility for management certification. Thus, ensuring first hand community experience and also serving the cause of education for all.

5. Street vendor case studies and papers encouraged by government and non-government organizations, educational institutions, corporate learning centers, for bringing up facts on self-employment and entrepreneurship that help the society.

6. Legal aid programs conducted for Street vendors by law graduates as a part of legal aid program under the law curriculum. This includes educating the Street vendors about their rights and also providing guidance for legal options.
D. Recommendations and Suggestions on Economic Front

1. Finance facilities opened up by state governed banking institutions providing assistance such as micro financing, bank overdrafts, long term loan benefits for education, housing and medical emergencies.

2. Capital generation loans to be provided by NGOs and state governed banks at reasonable and secure rates of interest. Government to strictly monitor and have control on private financing agencies and firms including pawn brokers with regulations that guide financing and security refunds.

3. Special street fairs to be organized such as the Sunday Bazaar to bring in better opportunities for street vending as a profession. Branding of such markets like the Sunday Bazaar needs to be encouraged so that tourists mark this as a place to visit.

E. Recommendations and Suggestions on Cultural Front

1. Cultural showcasing via street vending: Tourism initiatives with cultural showcasing encouraged via Street vendors performing street art, street medicine, handicrafts and local food.

2. Educating Street vendors on cultural richness to be able to guide and promote tourist spots. Also encouraging and distributing of cultural packages to be sold via the Street vendors who have maximum one-on-one contact possibilities.

3. Encouraging Street vendors with recognition and rewards such as ‘Innovative Street vendors Concept Awards’, ‘Best Waste Management Practice Recognition Award’, ‘National Integration Award’, ‘Promotion of Peace
Award', 'Best Cultural Promotion Award', etc., for recognizing innovative and impacting ideas.

F. Recommendations and Suggestions on Political Front

1. An active role for Street vendors in policy development, for the betterment of Street vendors: Representatives of the Street vendors in the lower house (that is the Members of the Legislative Council) who will understand the Street vendors’ needs; being one from the local vendor community and being a Street vendor himself/herself. Such representation to be purely based on vote by the registered Street vendors only. The term for such representation not to be extended beyond a single term of 2 years. Thus helping in keeping the system clean and effective.

2. The BBMP or other authorities restricted from carrying out evictions without following the due process of law and serving adequate notice to Street vendors via the local Street vendor associations. Atrocities against vendors in the name of beautification to be stopped thus honoring the constitutional rights of the vendors.

3. Self-representation of Street vendors by contesting elections and taking up the cause of Street vendors with clean hands
G. Recommendations and Suggestions on Management Front

1. The Street vendors should focus on some key considerations with regards to management while setting up their businesses including selecting of the right location, trends in the market, marketing plan, health implications on the long run, costing and adherence to statutory norms.

2. Street vendors should exhibit leadership skills in uniting and coming under a bigger umbrella instead of remaining fragmented and divided and uniting only when in times of crisis, issues and concerns.

3. Emphasize on better communication by developing ability to communicate in universal languages such as English. This will help draw more potential into their business and client development.

4. Participate and enrich self and others by actively taking part in programs and initiatives by the state, NGOs, associations and also academic partners such as schools, corporate social activists and also politics.

Implications for Further Research

Street vending even though being one of the earliest practices of trade, remains unexplored and under researched with a ‘taken for granted’ attitude that has hampered the development and significance of the practice. There is very little contribution towards the brighter side while all that has generally been focused is on the grey side of the trade and its impact on society. This study has tried to reach out to one small segment of the bigger possibility, also providing insight to social scientists to take up this cause to deeper levels. Some such implications are as follows:

• With the kind of employment scenario in India, it looks certain that there will be more unemployment than opportunities. The scope that street vending
provides is huge and that can be cashed by the youth with innovation and creativity, thus giving research a place of high importance to facilitate the same.

- The current status of the National policy on Urban Street Vendors 2009 is on the verge of getting the legal status of law and thus will need social researchers pitching in with ideas and contributions from research to keep it up-to-date with the requirement, trends and also need of the Street vendors. The same will need to be followed, once in the policy, is a legislation to maintain the interest of the Street vendor community with timely amendments deemed as necessary.

- This research has touched upon social, economic, cultural, health and management aspects of Street vendors and there is still a credible part that remains and needs more depth. Thus, there is an ample opportunity to take this research forward with facts that will enrich the society with knowledge and understanding of this rich trade that need support.

- Street vending has somewhere lost its glorious past and in the modern world remains to be seen as a nuisance by many who fail to understand their background. There is a big scope for social researchers from the departments of sociology and social work to build the glory of street vending through new media and radio with their scholarly works portraying the contributions and the significance of Street vendors.