Preface

This thesis represents a culmination of work and learning carried out over a period of five years (2007 - 2012). Living it the Street vendors' way and understanding the less recognized entrepreneur in the silicon city of the east, the study touches upon the street vendors of Bengaluru with its focused sample coming from one of the oldest markets of Bengaluru—the Sunday Bazar and its surroundings. The focus area provides the best sample of Bengaluru as it is represented by vendors from all corners of Bengaluru along with the neighboring districts.

The seed to this subject matter was sown about 15 years prior to 2007, when the passion to learn more about street vendors fascinated me in my school years. I was first introduced to the dynamism of street vending at the Sunday Bazar of Bengaluru by my dad Richard D'Souza who being an entrepreneur, industrialist and social worker did see the real picture of the street vendors closely. Walking through the long stretches of this happening market that never failed to show up a new face of dynamism every time I visited it, strengthened my determination to watch it closer and bring it before the many who do not have the opportunity to watch it as closely as I did.

In the era of management boom, street vending is amongst the only string that has failed to add into the harmony of the bigger symphony of theories on management. This study has intended and tried to unearth the unspoken trends, without the jargons, which are adapted by street vendors towards their successful entrepreneurial start-ups. The society being an umbrella to embrace the stance its people take and the lifestyle of the street vendor who has been responsible for their current situation are facts that have been explored in this study. The study presents current social aspects covering education, health, social status and futuristic plans of street vendors of Bengaluru that have been probed from the social front. This effort has included check on their economic backgrounds to determine their socio-economic status in society.