CHAPTER – II
REVIEW OF LITERATURE

2.1 INTRODUCTION

While doing research, in any field it becomes essential to take a review of available literature in that particular field because a review of literature helps the researcher in determining his / her precise subject area. A review of literature also helps to prove uniqueness and significance of the research.

A review of literature also gives in depth knowledge of the related subject matter. It does the work of revealing the gaps existing in the available literature. On the other hand it also provides direction, guidance and sometimes even different perspectives to look at the particular question. In short, it serves the purpose of providing background of the earlier studies, write-ups, reports, articles, books etc. It gives a proof that the present study has already taken note of what others have already done and written in concerned area.

In the present phase of the study the researcher has considered the past work done on the agricultural sector and specifically on production of the vegetables and its distribution. For this purpose the researcher has considered the journals in which the articles related to agricultural sector containing different schemes announced by the government to uplift the agricultural sector and its impact on the agricultural development has published which is written by the eminent researchers. Also the researcher has tried to explain the concepts written by the authors in different books related to the agricultural sectors and market available to agricultural products and its present situation. The internet articles are considered for the review purpose with the view to understand the present situation in different countries regarding agricultural development and its impact on total national income. The researcher has tried to find out the gap in different articles, books and research work considered here for the review purpose and tries to cover these all aspect in the present study for making clear idea about socio-economic aspects affecting on the vegetable selling women.

2.2 REVIEW OF LITERATURE

In this chapter, an attempt is made to examine earlier studies relating to vegetable female sellers. It is observed that much has not been studied on this issue. In fact the issue of the development of vegetable female sellers has been neglected.
There are a few studies which examined either issues of rural markets or vegetable markets in rural areas. Some important studies on unorganized sectors on related issues been reviewed below:

(1) K. Murali Manohar (1983) highlights the problems of women in unorganized sector. Besides examining the general socio-economic status of Indian women the study includes an analysis of the socio-economic condition of eight categories of women workers in unorganized sector i.e. servant mains, sanitary women workers, women construction workers, beedi workers, women petty traders and tribal migrant women. In the present research the researcher has pointed out the problems of unorganized sector women but it has not highlighted problems of vegetable selling women. This is the research gap in the present research and which is covered by the researcher in this study.

(2) Ramamurthy & et.al. (1984) have focused on structure conduct and performance of tomato marketing in Coimbatore as per Bains classification and concluded that while the sellers were auto –mystically competitive the buyers were imperfectly competitive.

(3) Subhedar I.S. (1990) in his book entitled Bidi Workers of Nipani, had taken a sample of 216 unorganized sector Bidi rolling workers from Nipani town in Belgaum District of Karnataka State. He has thoroughly analyzed the social background, economic condition, working conditions, tentative industrial relations (including trade unionism), labour welfare, and labour legislation. He has submitted a plethora of suggestions in each of these areas to improve the lot of these unorganized sector workers. In the present book writer has focused on social background, economic condition and other factor like labour welfare and working conditions. But it has not pointed out the socio-economic problem of women in unorganized sector and in agricultural sector which is focused here by the researcher in the present study.

(4) Mashawale N.S. submitted a dissertation entitled “A Study of Social-economic Conditions of Workers with special reference to Powerloom Industry in Solapur city” for the M.Phil. Degree in 1990 expressed that, the
powerlook workers in solapur city are illiterate. They have families of big size wherein the average number is 4 to 5 members. There seems to be completely apathetic attitude of workers towards family planning programmes. This was very small study of the textile workers. He highlighted only two issues of the powerloom workers. In this study researcher has concentrated on powerloom workers and not specifically in women workers also it has concentrated on only two issues that is family size and attitude regarding family planning and excluded socio-economic aspects is the research gap. This is covered in this present study.

Kamble Seema A. submitted a dissertation entitled “Vegetable female sellers in Kolhapur Mandaies : A Critical Study of Social and Economic Plight” in the year (1995) for M. Phil. Degree, expressed her opinion by examining a sample of 30 female unorganized sector vegetable sellers from different vegetable markets in Kolhapur City, for assessing their profiles as regards social and economic status, sources of finance, purchase, transport and storage of vegetables bought and marketing techniques. After presenting the analysis of the data collected and drawing suitable conclusions there from, she has submitted various suggestions for improving the socio-economic condition and alleviating their problems at the market place. In the present study the researcher has covered the socio-economic aspects of vegetable selling women only in Kolhapur market, taking this research as a base guideline the researcher has covered Kolhapur district to study the socio-economic aspects of the vegetable selling women.

Das Mallika (2000) in her study “Women Entrepreneurs from India: Problems, Motivations and Success Factors” concluded that there are several factors which can initiate entrepreneurship characteristics among women, basic Entrepreneurial initiators are: personal motivations, socio-cultural factors, availability of ease finance, government schemes support and business environment. Observed in her study that most common reasons for success of women entrepreneurs is personal qualities such as hard work and perseverance. Some independent factors are market opportunity, family background, idea, challenge, and dream desire of status and economic
independence. These factors vary according to parameters such as region, gender, age, family background, and work experience. Several surveys conducted in different parts of the world regarding women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons like Economic independence, establishing own credit idea, social Identity, Achievement of excellence, Confidence, Status in society, Greater freedom and mobility etc. In the present study the researcher has concentrated on the factors affecting on women entrepreneurship and highlight the key success factor like availability of government scheme, adequate finance, but it has not focused on the women working in unorganized sector and factors affecting on their working is the research gap in this study which is covered in the present study.

Robinson (2001), "An examination of entrepreneurial motives and their influence on the way rural women small business owners manage their employees" stated that women's reasons for starting business are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities, dissatisfaction with a current job or the need for flexible work etc. Women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income. In the present study the researcher has pointed out the basic reason which forced to a woman to come in the business is the need of money. But now a day’s only money need is not a sole reason to force the women to come in business this is gap in the present research. Researcher has tried to fill the gap by way of studying socio-economic aspects affecting on women working with reference to vegetable selling women.

Ashtekar Sunanda in his article entitled “Shri Laxmi Mahila Sahakari Bank Ltd., Kolhapur with reference to loans extended to women of weaker sections”. The findings of this research showed that out of 166 sample members 74 were borrowers and out of these 74 borrowers, 22 borrowers had told that loan was taken for business purpose. There were eight members who had their own business and other had started new business. Thus the bank played an important role in providing financial assistance to needy persons.
the present study the researcher has concentrated only on women in weaker sections and considered only financial aspects for their development. But ignored the socio-economic factors affecting on women development is the research gap in this study. In the present study the researcher has covered this gap only with vegetable selling women in Kolhapur district.

(9) Soni and Ahmed (2001) studied “Production and marketing of Tomato in Tribal Area of District Sidhi (MP). The purpose of this study was to examine the comparative economies of food grains and tomato production per unit of area as well as to examine the economies of the existing arrangements for marketing of tomato in Sidhi market. From 5 villages 50 farmers were selected randomly and interviewed. Input output data of each crop were evaluated as regards their economical efficiency. In this analysis, it was observed that cost of material and wages were charges as per the prevailing rates in the village and the values of products were assessed based on the market rates of products. A market in sidhi was selected to examine the marketing functions, marketing method, marketing cost and prices of tomato. This study reveals that the producers share in the consumer’s rupee for the sale of tomato was 74.40% out of the amount paid by the ultimate consumers, while rest of the amount is that 25.60% goes in the hands of inter-mediatory and others. In the present study the researcher has pointed out the marketing functions, marketing methods, and cost and market price of the tomato and pointed out the farmers profitability in tomato production with cost analysis but it has not pointed out the socio-economic factors affecting on the women working in this area is the research gap in this study which is covered in the present study.

(10) Sundram P. (2004), “Size determinants of women-owned business: Choice or barriers to resources,” indicates that perhaps the most popular reason for starting a new business, financial success involves reasons that describe an individual’s intention to earn more money and achieve financial security.

(11) Bhatiya V.K. and S. C. Rai (2004), Evaluation of Socio- Economic Development in Small Areas. The study deals with the evaluation of
agricultural development, infra-structural facilities and overall socio-economic
development at block level in the state of Uttar Pradesh. The state is
predominantly rural and agrarian. About 80 percent population of the state
comes from rural areas. The study throws light on the association between the
levels of development of agricultural and socio-economic sectors. Specific
objectives of the study are as follows:

a) To estimate the level of development of agricultural sector, infra-
structural facilities and overall socio-economic field based on optimum
combination of developmental indicators of different blocks.
b) To examine the level of association between the developments in
agriculture and socio-economic sectors and to evaluate the impact of
infrastructural facilities on the levels of development.
c) To evaluate the regional imbalances in the level of development and to
classify the blocks into different stages of development such as high
level, high middle level, lower middle level and low level.
d) To identify the model blocks for the low developed blocks and to
estimate the potential target of various developmental indicators for
improving the level of development.
e) To study the impact of literacy level on the status of development.

Each region of the state faces situational factors of development unique
to it as well as common administrative and financial problems. Indicators
common to all the blocks have been included in the analysis for evaluating the
level of development. Data on developmental indicators are mostly from the
year 2001-02.

Three hundred eighty community development blocks coming from
thirty two districts of Uttar Pradesh have been selected for the study. A total of
twenty three developmental indicators have been analyzed for the estimation
of Socioeconomic development of different blocks. Twelve indicators directly
depict the level of development of agricultural sectors and eleven indicators
are connected with the infra-structural facilities. These indicators are the major
interacting components of development in the block area.

Development is a multidimensional process which is continuous in
nature. There are several methods of evaluating the level of development but
most of the methods are having their own limitations. A major limitation
arises from the assumptions made about the developmental indicators themselves and their weightage in the aggregate index, limitations of the methods of Principal Component Analysis, Multiple Factor Analysis, Aggregation method, Monetary Index Method, Ratio Index Method, Ranking Method are pointed out and a new method of estimation of Composite Index of Development has been proposed. The method is easy and quite useful. The blocks can be ranked and divided into various categories of development. The method is capable of identifying the model blocks for the low developed blocks. The method also provides the estimation procedure for fixing up the potential targets of developmental indicators in respect of low developed blocks. The association between the developments of different sectors can also be studied by this method. A software program for estimation of Composite Index of Development has been developed and presented in the report.

(12) Sharma Shailendra, 'Employment in Indian Vision 2020' India Vision 2020 Planning Commission (2004). New Delhi P. 238 The unorganized labour forms about 93% of the total workforce in India. This sector is likely to expand in the years to come. As pointed out by Shailendra Sharma, "As agriculture work opportunities continue to shrink, the informal sector will grow rapidly". To cope up with such expected trends, strategies are needed to promote labour intensive and capital saving technologies, and a simple but broad based Social Security System will have to be developed to improve quality of employment in a scenario where migrant workers will be rapidly growing.

(13) Parmar & et.al. (2004) studied the “Marketing of vegetables in South Gujrat”. Objectives of the study were to study the marketing cost, price, spread, marketing efficiency and problems faced by the vegetable growers of South Gujarat. In south Gujrat four districts having about 25% of the total area under vegetables and good irrigation and transportation facilities were selected as the study area. From the prepared list of vegetable growers a sample of 40 growers for each vegetable crop was selected randomly from 21 villages. The data on cost of marketing were collected by survey method from the sample farmers and the price data were collected from the Surat and Navsari vegetable markets. The result showed that marketing cost of vegetables under study was
nearly double at Surat market than Navsari market. The major cost components were the transportation and commission charges. The marketing accounted for very high proportion of the price spread. The spoilage and malpractices in weighing were the major problems faced by the vegetable growers. Thus, for improvement in the present state of vegetable marketing, there is need to make existing co-operative structure, more components and regulating the marketing operations to curb the marketing malpractices. Establishment of efficient transportation grid for speedy disposal of vegetables from remote area may be helpful in reducing the spoilage.

(14) Rasal Usha (2005) studied the Socio-economic status of women agricultural labour in Mhaisal village. Purpose of this study was to examine the family background of women, who were engaged in agriculture as agricultural labourers. It was noticed that the maximum number of female in the study area were engaged in agriculture. It was also observed that government policies being implemented in the rural areas did not help to improve the socio-economic condition of women who work as agricultural labourers. In this study the researcher has pointed out the socio-economic status of the agricultural women labour but not focused on the vegetable selling women in different markets is the research gap. In the present study the researcher has considered the valuable suggestion made in above study for socio-economic development of vegetable selling women.

(15) Institutions, Policies and Economic Development Grzegorz W. Kolodko* February 2006, Institutions are not only created and built, but also, and especially, need to be learnt. It is a process which takes place in all economies, but acquires a special importance in less advanced countries. Not only theoretical arguments, but also the practical experience over the past 15 years demonstrates that faster economic growth, and hence also more broadly, socioeconomic development, is attained by those countries which take greater care to foster the institutional reinforcement of market economy. However, progress in market-economy institution building is not in itself sufficient to ensure sustained growth. Another indispensable component is an appropriately
designed and implemented economic policy which must not confuse the means with the aims.

(16) Social Security for Un-Organized Workers (2006) by Prof. Amit Bhandari, The National Commission for enterprises in the unorganized sector has drafted the "Unorganized Workers' Social Security Bill - 2005", proposing a universal coverage for the unorganized workers in the country. In order to fulfill its commitment to the welfare and well-being of the workers, especially, those in the unorganized sector, as laid down in the "Common Minimum Programme" (CMP) of the Central Government, has taken several radical steps in recent years. This Commission has submitted its first report on Social Security for unorganized workers, to the Govt. of India, in May 2006. The objective it to institute, with legislative backing a national minimum social security that will act as a floor level to the estimated 30 crores unorganized workers with independent earnings. It has adopted an inclusive definition of the unorganized workers, "all those who are working in the unorganized sector without any employment security and social security provided by the employer". This definition includes, "all un-incorporated private enterprises owned by individuals or households engaged in the production and sale of goods and services and operate on a proprietary or a partnership basis and employing less than 10 workers".

(17) Transformation of Rural Economy During Last Decade and Its Impact on Rural Women in Un-organized Sector by Marathwada Institute for Training Research (December 2006) India’s reform programme began in the middle of a macroeconomic crisis that erupted in early 1991. This led to what is known as the New Economic Policy [NEP] announced by the Govt. of India in July 1991, which was also followed by the announcement of the New Industrial Policy, which included the abolition of the location policy. During the last decade the Govt. of India have initiated as well as implemented a number of economic and financial reforms in various sectors of the Indian Economy. These reforms are mostly related to the process of Liberalization, Privatization and Globalization of the Indian Economy. The most important impact of this LPG model on the Indian Economy has been a very high rate of growth of
Gross Domestic Product, ranging between 7% and 8.2%. India has never achieved such a high growth rate of the economy since Independence in 1947. This could be considered as a major achievement of the country during the last decade.

To find out the relation between skill development and employment, was yet another important objective of this study. It was found that, as far as rural women labourers was concerned, there were only 3% skilled labour in Ratnagiri and Zero% in Beed Districts (under-developed). Suprisingly, there was zero percent skill development in developed blocks of Nagpur and Kolhapur. In other words, all the sample women workers were unskilled.

The impact of transformation on the level of incomes and rates of return on investments made by the sample women entrepreneurs has been quite impressive. The rates of return varied between a minimum of 26% in goat rearing and a maximum of 190.4% in broom making in under-developed blocks, while it was minimum of 13.7% in power-loom s and maximum of 206% in broom making in developed blocks.

As regards, the impact of transformation on standard of living of the sample women workers / entrepreneurs, it was found that, their housing facilities have improved as the proportion of families residing in Kaccha houses has declined sharply while the proportion of families residing in semi-pacca and pacca houses has increased.

Secondly, the quality of goods & services consumed by the rural women families both in developed as well as underdeveloped blocks has improved. Many are using motor-cycles, T.V. sets, Radio sets, Gas stoves, Fans and Telephones as well.

Waghmare K.P. submitted a dissertation entitled “Socio-economic Study of Vegetable sellers in Kolhapur City” in the year 2006 for M. Phil. degree. The study was directed towards the critical investigation of the social and economic condition of vegetable sellers in Kolhapur Mandaiies. He concluded that vegetable selling is self employment. There is no employer and employee relationship, channel of distribution of vegetable market including many middlemen, due to this long chain of middleman the purchasing of vegetable remain very high and the margin of profit is low. In the present study the
researcher has pointed out that in vegetable selling business there is no employer and employee relation and it includes many middlemen due to this there is high cost of purchase and low profit which is affecting on standard of vegetable sellers, but researcher has not concentrated on the women factor in this business which is research gap in this study.

(19) Patil S.A. (2006) submitted a dissertation for M. Phil. degree expressed the economic problems of female workers in Tobacco industry with special reference to Jaysingpur city. Objectives of this study were to understand the personal, economic status of the female workers. The study was basically aims at critically examining economic conditions of female workers in the tobacco industry. In the present study the researcher has concentrated on the personal and economic status of the female workers in the tobacco industry and again it come under the workers under the organized sector is the research gap in this study and in the present study the researcher has to explain the socio-economic aspects affecting on development of women worker in unorganized sector.

(20) Handigoi & Naik (2006) in the article entitled “Women vegetable vendors in Dharwad city” the basic objective of the study was to understand the socio-economic conditions and the difficulties of women vegetable vendors as well as to suggest solving the problems of women vegetable vendors. For this study 40 women vegetable vendors were chosen on the basis of random selection. Conclusions of the study shows that provision of permanent and proper place for selling the vegetables will put an end for various problems of women vegetable vendors. The statistical findings derived from this study reveal that arrival of vegetable in the vegetable markets is subjected to seasonal fluctuations, which in turn lead to fluctuation in prices of vegetables. The fluctuations ultimately affect the earning of the vegetable vendors. Moreover, female vegetable vendors are also participated in the marketing of vegetable in rural and urban areas. In the present study researcher has concentrated only on the profitability of the vegetable selling women and express its causes but not focused clearly the socio-economic aspects of the vegetable selling women is the research gap in this study.
Patil D.T. (2007) has submitted thesis entitled “A Study of Marketing of vegetable products in Shirol Taluka.” For Ph.D. in the year 2007. The basic aim of this study is to focus on marketing efficiency, efficiency cost of marketing and existing marketing structure of vegetable products. He has examined the socio-economic background of the vegetable producers and the income expenditure of the vegetable producing and finally the problems of marketing of the vegetables. It is found that the cost of marketing in Delhi market is higher than other markets, due to higher transportation, the marketing efficiency in channel I is more than Channel II and III. This is due to elimination of middlemen. It is observed that the vegetable producers are facing the major problems like lack of reliability of the seeds, improper monsoon, flood problem, viral infection of leaf, lack of multiplicity of markets, absence of proper market information, price fluctuations etc. in the present study the researcher has focused only on the financial aspects of the vegetable producers and it has also focused on problems like lack of good seeds, fertilizers, flood problem and absence of proper market but not concentrated on the socio-economic factors which are affecting on the development of the vegetable selling personals in the market is the research gap in this study which is covered by the researcher in the present study with concentrating on vegetable selling women.

Sayyad H.R. (2007) submitted a dissertation entitled “A Study of Female Agricultural Labour in Shirol Taluk” for M. Phil. degree in 2007. The basic aim of that study were to study the effects of green revolution on women labour in agriculture, the income and expenditure patterns of women labour in agriculture, their problems and to suggest remedies to improve conditions of women labourers in agriculture. She concluded that green revolution has brought about a phenomenal growth in the production and productivity of many food crops. Apparently green revolution has left a positive impact in respect of yield per acre. However in some cases it adversely affected the health and hygiene of women. The economic status of the families of farmer was more less the same; all came from cultivators and landless families. They spend their income for children and family. The most important problem of female agricultural labourers is extra burden of household activities. Problem
of low wage rates in agriculture, they paid low wages than men. There is no regulation in hours of working of agriculture labourers. The researcher has suggested number of things, i.e. training of female agricultural labourers, introduction of number of agro based industries, reformation of wage rate policies etc. In the present study the researcher has concentrated only on those female labours who are working on the farm with wages but it has not focused on those women who are selling the vegetables in the market also it has focused on income and expenditure pattern of these female labours and their problems but not focused on the vegetable selling women is the research gap in this study which is covered by the researcher in the present study.

(23) Bhardwaj and Kaul (2007) studied marketing of fruits and vegetables in India. It was noticed that total area under fruits and vegetables has been increasing continuously over the last decades. The area under fruits has increased from 735 thousand hectares in 1950-51 to 5560 thousand hectares in 1994-95. Similarly area under vegetable growing has increased from 1514 thousand hectares to 5970 thousand hectares during the same period. In addition to the area, the productivity level of fruits and vegetables has also improved over the time. India became the largest producer of fruits and the second largest producer of vegetables in the world. Inspite of increasing production, the per capita consumption of fruits and vegetables in India was very low as compared to the developed countries. However, there has been a marketed shift in the consumption levels both in urban and rural areas. The per capita consumption of vegetable has increased from 25 kgs. to 51 kgs. In rural areas and 40 kgs. to 66 kgs. In urban areas during the same decade. The study indicated that creation of farmers market Apni Mandi will promote the producing level and reduce the marketing margins, support price for fruits and vegetable will again help the farmers by providing protective measures, provision of market finance and market intelligence Swill ultimately bring a boom to this sector of agriculture.

(24) Pulekar R. N. (2008) studied impact of milk co-operative on the life of rural women in a village in Maharashtra. The main purpose of the study was to examine, is there any shift from traditional role of a women in the family to a
developed one due to her involvement in dairy activity. She concluded that the milk co-operative is performing an important role to bring social and economic upliftment of women milk producers who are the major contributors to milk production.

(25) Verma L.R. (2008) studied marketing of fruits and vegetable in Himachal Pradesh. The main focus of the study was to achieve higher standards of living for the masses through increasing productivity per unit land and man. He concluded that much of the fruits and vegetable production was made available to the marketing machinery from a large number of individual farmers. The farmers were basically interested in production and then in marketing. They were trying to get better returns by selling fruits.

(26) Naik K. T. & et.al. (2008) In their Research Article titled, “Socio-economic and Infrastructural characteristics of Tribal Farmers in Andhra Pradesh : An Empirical study” they had analysed the Social Background, Economic Condition and Infrastructural characteristics. They had also offered a set of meaningful suggestions for improving the Social Economic conditions.

(27) Shelke V. B.(2009) submitted thesis entitled “Truck Drivers in Solapur District”, for Ph. D. degree expressed with 500 sample of unorganized truck drivers in Solapur district to draw up their profiles as self and family, working conditions, types of vehicles driven and relations with employers, accidents and life-style. Researcher has very diligently analyzed the data collected from the sample and has come to numerous conclusions. Researcher has also offered a set of quite meaningful suggestions for improving the occupational and welfare needs of the unorganized sector truck drivers. In the present study the researcher has concentrated on the self and family profile of the truck drivers and ignored socio-economic aspects of the truck drivers in unorganized which is affecting on their development is the research gap in the study.

48, No. 4 discussed the problems of Women Entrepreneurs and he has given suggestions.

(29) PUBLIC POLICY Paper Series POLITIQUEs PUBLIQUEs Number 01 - SEPTMEBER 2009, Advancing the Social Economy for Socio-economic Development: International perspectives, Concepts and frameworks for the Social Economy have been the subject of increasing attention for academic analysis, public policy by governments, and collaborative action by civil society movements, both in Canada and internationally. The growing attention to the concept of the Social Economy (SE) is indicative of efforts to address inter-related social, economic and environmental issues affecting the sustainable development of people, communities, and nations, and the inter-dependent nature of global human development. Despite the increasing application of this concept and initiatives related to it there are limited syntheses that provide a comparative picture of the evolving state of public policy internationally. This review highlights international public policies (from academic and practitioner sources) use the Social Economy as a framework to enhance socio-economic and environmental conditions. The review aims to capture information on ways governments are creating new policy instruments that strengthens the Social Economy in response to challenges such as poverty, social exclusion, income inequality, urban decline, unemployment, environmental and ecological degradation, and community sustainability. This review is prepared for the Canadian Social Economy Hub (CSEHub), a five-year community university research alliance on the Social Economy funded by the Social Science and Humanities Research Council (SSHRC). The findings of this review point to categories and examples of policy and program instruments used by governments and civil society in various jurisdictions internationally that may be relevant to achieving similar socio-economic development outcomes in the Canadian environment.

(30) Social Sector Development in Rural Maharashtra (2010): A Case Study of Kolhapur District, Social sector is one of the important sector in the economy because it improves quality of human life as well as help to stimulate the economic development. It is not only to improve quality but also make strong,
healthy and give power to produce knowledge. Social sector includes such as primary education, public health, housing, drinking water and sanitation etc. Each its own importance and are related with each other. The study of social sector has assumed special significance in recent year and there has been a felt need for comprehensive, analytical and scholarly study on social sector. Generally, economy is classified into various sectors such as primary sector, secondary sector, tertiary sector and social sector. First three sectors are said to be productive sector and social sector is said to be unproductive sector. Primary and secondary sector viz. agriculture sector and Industrial sector are directly productive and involve themselves in the direct production of goods adding directly to the gross domestic product. Tertiary sector, which consists of banking, insurance, trade, transport, communication etc., is an indirectly productive sector. As regard social sector, it is mainly related to human resource development and all such activities such as education, health, housing, drinking water, sanitation which are helpful for human capital development. Thus, this sector does not include directly in the production activity but it helps in promoting the human capital, the population quality and efficiency, the productivity which in turn help to enhance economic growth. Thus, social infrastructure development is essential for promoting economic growth and human capital growth in the economy and Society. Human resources and its contribution to growth is therefore necessary at every stage of development. It is therefore, apparent that it is the quality of the people in the terms of their health and education that constitutes the very important sub-sectors of a modern economy popularly termed as the social infrastructure. Economists, such as Marchall, Schultz and Mrydal 2 have emphasized the role of man in the process of development. Development efforts according to them should, therefore, first be to raise in raising the quality of this man in form of his health, education, housing, water etc. Since it is this man who forms the basic engine of growth. However, this sector has captured the attention of the policy makers only recently. This occurred particularly when the policy makers often faced with the inability to attain the goals of development and were confronted with the numerous obstacles and constraints in the path of development. As a result, attention has gradually started shifting from a capital dominated investment policy to the neglected social sector. Education, health,
housing, water and sanitation constitute the sub-sectors of the social sector. Thus, the development of these sub-sectors is essential for the overall development of a country. Infrastructure can be broadly divided into two types. 1) Physical, 2)Social. The former consists of transport, communication, energy, banking and insurance. The positive contribution of physical infrastructure comes through increase investment, employment, output and income in a chain of cumulative causation. On the other hand, social infrastructure broadly includes education, health, housing, water, sanitation, and childcare. The contribution to productive activity although indirect is some occasions is no less important. The economic prosperity, increase in per capita income alone, does not always ensure enrichment in quality of life. Against the backdrop of the increasing importance being attached to human development both at national and international levels, therefore, an attempt should be made to examine the development of social sector and to examine the effectiveness of public spending on social sector viz. education, health, housing, water supply in terms of select human development indicators. As social sector expenditure is supposed to have a bearing on quality of life of human capital. When the question of funding social infrastructure development arises, the burden falls squarely on the government. Since these sectors don’t enjoy the glamour associated with the construction of flyovers and international airports, they perhaps get low priority. As Dr. Amartya Sen is emphasized, the development of education especially private education and health especially public health is an improvement in the quality of life. According to experts, at least 6 percent of the union budget outlay should be set apart for human resource development. Various activities under social sector are quite required for the improvement in the quality of human being and thereby raising the efficiency of working labour force in the country. In fact, social infrastructural development should be viewed as pre condition for stimulating the economic growth. Maharashtra state has made relatively good progress with respect to social sector, due to having made budgetary provision. Government had spent Rs. 3500.98 crores on social sector development in 1960-61, which increased to Rs. 15003.58 lakh in 1970-71 and Rs. 55786.9 crores in 1980-81 and Rs. 16433.18 crores in 2006-07. It is important to note that this expenditure, beside social sector expenditure,
includes urban development, information and publicity, labour and employment, social security and welfare and welfare of SC/ST/OBC.

Hawkers and The Urban Informal Sector by Sharit K. Bhowmik (2010) This report is based on a study of hawkers and street vendors conducted in seven cities in India. It was initiated by the National Alliance of Street Vendors of India (NASVI) and as such it is not merely an academic exercise in understanding the problems of this section of the work force. The purpose of this study is two-fold. Firstly, it tries to objectively understand the problems of street vendors in urban areas. Its scope is not restricted to street vendors alone but it tries to relate the profession in the wider urban context by examining the legal status of hawkers, their contribution to the urban economy, the problems they face, the perceptions of the urban population towards them, and their position in urban society. Secondly, based on the above information this report attempts to examine and understand the problems faced by the street vendors and the possible means of overcoming these.

In most Indian cities the urban poor survive by working in the informal sector. Poverty and lack of gainful employment in the rural areas and in the smaller towns drive large numbers of people to the cities for work and livelihood. These people generally possess low skills and lack the level of education required for the better paid jobs in the organised sector. Besides, permanent protected jobs in the organised sector are shrinking hence even those having the requisite skills are unable to find proper employment. For these people work in the informal sector are the only means for their survival. This has led to a rapid growth of the informal sector in most of the larger cities. For the urban poor, hawking is one of the means of earning a livelihood, as it requires minor financial input and the skills involved are low.

The meeting decided that NASVI should sponsor studies in different cities based on the above five aspects. Eight cities were selected for this purpose. They are: Mumbai, Ahmedabad, Indore, Calcutta, Imphal, Patna, Bhubaneshwar and Bangalore. Researchers were appointed in each of these cities to conduct the study. The researchers were Nitin More (Mumbai), Prashant Gulati (Ahmedabad), Upendra Mishra (Indore), Biswendu Nando and Kanchan Sarker (Calcutta), Victoria Chandam (Imphal), Preeti Singh (Patna),
Chandrakanta Mishra and Bijayalaxmi Rana (Bhubaneshwar) and Ruth Anand (Bangalore). The study in Indore could not proceed beyond the initial stage and it has been dropped. Hence this report presents the findings of seven of the cities.

Education, Women Empowerment and Related Issues (2011) Ms. Anjana Behal KIIT College of Education, Maharshi Dayanand University, Gurgaon 122102 Empowerment consists of four dimensions, each equally important but none sufficient by itself to enable women to act on their own behalf. These are the cognitive or critical understanding of one's reality, the psychological or feeling of self-esteem, the political or awareness of power inequalities and the ability to organize and mobilize and the economic or the capacity to generate independent income (Datta & Kornberg 2002). Educational settings have the potential to foster all four dimensions but require the educational program to be designed explicitly to achieve each of those ends. While the interlocking nature of these dimensions can contribute to making empowerment irreversible, the path to the development of an empowered woman is not easy. It necessitates persistent interventions in order to break old patterns of low self-worth and dependence, and to foster the construction of new personalities with a realistic understanding of how gender functions in their society. To achieve empowerment through education, several concepts must be introduced at appropriate levels. When referring to primary and secondary schooling, empowerment should enable girls to develop the knowledge and skills to nullify and counter sexual stereotypes and conceptions of masculinity and femininity that limit the social potential of women (Parpart, Rai & Staudt 2002). This paper deals with the role of education, particularly in research, as a key component of the role and mission of education in addressing the immediate and long-term search for gender equality and Women Empowerment.

Empowerment refers to increasing the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in their own capacities. Women's empowerment is another term that needs clarification. Women's economic and political empowerment was adopted as one of the strategies for advancing the
agenda of gender equality at the IV UN Conference on Women in 1995. The term empowerment has different meanings depending on the socio-economic, political and cultural context in which it is presented. Overall empowerment can be perceived as a process or as outcome/goal and can take place at different levels. Women empowerment means the process through which women, who are currently most discriminated against, achieve gender equality. This will include support for men to change those aspects of their behaviour, roles and privileges which currently discriminate against women. The extent of current disadvantage and inequality means that women empowerment may require support by development agencies at household, community and also from macro levels.

Saha D. (June 2012) Street Vending in Ten Cities in India. Street vendors have been in existence since ancient times. In all civilisations, ancient and medieval, one reads accounts of travelling merchants who not only sold their wares in the town by going from house to house but they also traded in neighboring countries. Perhaps ancient and medieval civilizations were tolerant to these wandering traders and that is why they flourished. In modern times we find that street vendors are rarely treated with the same measure of dignity and tolerance. They are targeted by municipalities and police in the urban areas as illegal traders, the urban middle class complains constantly on how these vendors make urban life a living hell as they block pavements, create traffic problem and also engage in anti-social activities (though more often than not, the same representatives of middle class prefer to buy from street vendors as the goods they sell are cheaper though the quality is as good as those in the overpriced departmental stores and shopping malls).

For most street vendors, trading from the pavements is full of uncertainties. They are constantly harassed by the authorities. The local bodies conduct eviction drives to clear the pavements of these encroachers and in most cases confiscate their goods. A municipal raid is like a cat and mouse game with municipal workers chasing street vendors away while these people try to run away and hide from these marauders. Confiscation of their goods entails heavy fines for recovery. In most cases it means that the vendor has to take loans from private sources (at exorbitant interests) to either recover
whatever remains of his confiscated goods or to restart his business. Besides these sudden raids, street vendors normally have to regularly bribe the authorities in order to carry out their business on the streets. All these mean that a substantive income from street vending is spent on greasing the palms of unscrupulous authorities or to private money lenders. In fact in most cases street vendors have to survive in a hostile environment though they are service providers.

There are a number of hazards that the vendors face. The first is the threats of eviction by the municipality. Nearly 77% said that they are perturbed by fear of eviction. But 22% said they do not have such fear. Our study shows that 65% of the vendors paid bribes regularly. However in Patna, the maximum number of evictions faced by vendors is around 25. The vendors pay around an average of Rs. 10 daily as bribes. Vendors unanimously reported that they do not get back goods which are confiscated by the municipal authorities. A large number of eviction drives are conducted and the confiscated goods are not returned. This situation portrays the ruthless attitude of the municipal authorities towards vendors in the city, 9% say that they have heard about hawking zones. Astonishingly, a scant 2% of the vendors know that two national policies have been formulated for them.

Since 2006 due to the unity of these vendors and efforts made by organisations like NASVI, the tender system has been stopped. However, in many areas of Patna, the police and the traffic police still collect Rs. 2 to Rs. 10 per day from these vendors. If the vendors oppose paying bribes their goods are either confiscated or they are put behind bars. In most cases, they have to pay a huge amount to release themselves from the jail and sometimes it is equivalent to that of their investment amount. They prefer, obviously, to pay bribes rather than go to jail. For example, at Hathua market and Rajdhani market in Patna, money is collected from two police stations.

The consumers’ responses were mixed and they mentioned both positive and negative aspects of vending activities. In many cases the positive aspects far outweigh the negative ones while in other cases the opposite happens. The positive responses were diverse and each consumer gave multiple reasons in support of their answers. The middle-class buyers find a large variety of affordable goods, with scope for bargaining. Not surprisingly,
84% stated these reasons for buying from vendors. Further, vendors were found to be easily accessible at all hours and doorstep delivery of goods added to the convenience as well. Nearly 44% consumers confirmed this fact.

Problems of encroachment: Are hawkers alone responsible?

Almost all cities have police and municipal laws that help to protect public spaces and allow free flow of traffic on the roads. Hawkers become the main victims of these laws because they are viewed as the main obstructers and encroachers. What the municipal authorities and the police overlook are that there could be many other forms of encroachment, besides hawkers. The rapid increase of vehicles on the roads creates problems not only of traffic congestion but also of parking space. Several shops encroach on the pavements by illegally extending their construction and it is not uncommon to find residents in buildings cordoning off public space in order to create their private gardens. Such encroachments are often tolerated and in most cases regularised by the municipal authorities. Municipalities rarely pull down illegal extension by the shops. They issue them notices and at times fine them.

Sharma Ajay (2012) in his article entitled “Micro Enterprise development and Rural Women Entrepreneurship: way for economic empowerment” express that there are several factors which can initiate entrepreneurship characteristics among women, most common reasons for success of women entrepreneurs is personal qualities such as hard work and perseverence. Some independent factors are market opportunity, family background, idea, challenge, and dream desire of status and economic independence. These factors vary according to parameters such as region, gender, age, family background, and work experience. Women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons, economic independence, establishing own credit idea. Social Identity, Achievement of excellence. Confidence, Status in society, Greater freedom and mobility etc. In the present article researcher has focused on the sociological and economical factors causing and affecting on the development of women entrepreneurship which is used as a guideline by the researcher while studying the socio-economic factors affecting on the development of vegetable selling women.
Sawant S. S. (2012) submitted a dissertation entitled “A Study of Problems of Potato Cultivators in Chandgad Taluka”, for M. Phil. degree expressed that India is known as an agro based (Agricultural) country as about 70% of Indian people are directly and indirectly are relied upon this agriculture sector for their survival. This research endeavor is carried out in Chandgad taluka with an objective to study the problems faced by the potato growers, to study the opportunities and further prospect sis growing potato crops in Chandgad region and to review how effectively the money, water, manpower etc. resources can be used for growing potato crop in an appropriate manner. The data collected from 100 potato cultivators from 10 sample villages of this taluka. The data was analyzed with statistical tools like t-test and Z-test. Based on finding of the study the researcher suggested to motivate farmer for producing potatoes on a large scale. Government and Non-government organizations should train farmers advanced information and training for potato cultivation. Loans should be provided through primary agricultural co-operative societies. Advanced storage facilities should be provided on co-operative basis. Potato growers should come together and sell their product directly to marketing center at metropolitan cities. And also farmers should obtain sufficient knowledge about processing of potatoes and they should build their own processing units either on private basis or on co-operative basis. In the present study researcher has concentrated on the problems of potato growers in chandgad taluka and suggested that formation of co-operative organization for potato storage and its processing but it has not focused on the socio-economic aspects of these unorganized sector is the research gap in this study.

OPINION OF NGO’S AND EMPLOYERS ENGAGED IN RURAL AREAS
(2012) During survey under Study on "Transformation in the Rural Economy", during last one decade and its Impact, they made an attempt to study the impact of transformation on Rural Women Working in Un-organized Sector. They have covered 100 NGO’s and Employers who were engaged in empowering women in Rural Areas. The views expressed by them relating to the impact on rural women are as follows :-
Previously no women was forth coming for any kind of labour work or undertaking any economic activity to support the family. Now the scene has changed to some extent as with the support of NGO’s and other agencies, they are coming forward to engage themselves, in various economic activities.

The quality of leadership is also growing to some extent and improvement of their skill development is also encouraging. Their capacity of judgement and self-confidence has also been note worthy. Particularly in rural areas SGSY Groups were forth coming in large numbers to establish economic activity for generating income through the advances from SHG Groups.

These SHG Groups mostly cover the activities under Primary, Secondary and Tertiary Sectors. Under Primary Sector, Dairy Development, Goat rearing, Bullock & Bullock cart, Mushroom, Vermi Compost activities were preferred. In the case of Secondary Sector, Broom making, Candle manufacturing, Masala Products and Fruit Processing units were mostly observed. Tertiary Sector was mainly in Tailoring, Beauty Parlour, STD/PCO, Grocery Shops, Cloth Store, Electric Shop etc.

Generally, it was noticed by the NGOs that less stress is given to Training as well as to IEC Programme, which presently needs more attention under globalization. Vulnerable sections of society, particularly women need not be exposed to liberalization at the initial slag. Capabilities of a large section of women need to be enhanced. Which can be done if proper educational methods are adopted. During formation of SHG at the stage of revolving fund, the role of Banks was not encouraging.

Lastly, comparatively women in the earlier decade were feeling shy to come forward and fall in line with the Social stream. But, presently due to IEC programme on various governmental projects, the women category has gained confidence and become bold enough to come forward for their rights and fight for their well-being and up-grading the education of their children, Awareness on health and sanitation problems was also noticed.

(37) Nalawade K. M. and Ingale V. Y. (2012) in the article entitled “Rural Women Entrepreneurs: The Factors Influencing Their Entrepreneurship” expressed the development scholars believed that one of the most important requirements for development in the 21st century is entrepreneurship and more attention to the
needs of women. The field of entrepreneurship includes competition, financial gain and independence, and the socio-economic setting provides a base for individual entrepreneurship in which the entrepreneurs perform the entrepreneurial role because of different reasons like desire to achieve, and individuals with a high need for achievement venture into enterprise building, whether small or large. This paper presents findings on the reasons why women from rural areas venture into business and what motivates them to do so. For this purpose, by use of schedule as an instrument data has been collected by 200 rural women entrepreneurs from 25 different villages of Satara District to know their influencing factors for entrepreneurship. This paper is aimed at identifying the factors influencing the rural women for entrepreneurship in Satara District. When a woman is empowered it does not mean another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family's and neighbour's behaviour. The presence of these spillover effects will thus create a 'social multiplier', where aggregate power will be greater than individual power. This indicates that 'woman is a person and women are a power'. In advanced countries, there is a phenomenon of increase in, the number of self-employed women after the World War second. Rural women increasingly run their own enterprises, yet their socio-economic contributions and entrepreneurial potential remain largely unrecognized and untapped. They are concentrated in informal, micro-size, low productivity and low-return activities. Enabling and gender responsive policies, services and business environments are crucial to stimulate the start up and upgrading of women's businesses and thereby help generate decent and productive work, achieve gender equality, reduce poverty and ensure stronger economies and societies. The action needed because the rural women's entrepreneurship can contribute to economic growth in developing countries and clearly represents an untapped potential. For many rural women, entrepreneurship is part of a broader livelihood strategy, often undertaken on a part time basis, and where it is difficult to separate production and reproduction tasks, as well as market and non market work. With few employment choices, women often start businesses in highly saturated sectors, in the informal economy and in low-productivity and low return activities,
where they benefit from little or no social protection. The primary purpose of paper was to study the demographic profile of rural women entrepreneur in the context of Satara district and it is revealed from study that mostly women entrepreneurs are married and belong to the age groups of 35-50 years, most of them having education up to 12th and most of them related to nuclear family. This study also revealed that majority of women comes in annual income group of Rs.20,000-50,000. The research shows that mostly women entrepreneurs have started and run their enterprise by own and very few of them having traditional/family business and most of them have opinion that for them earning money matters a lot. The second objective of the paper was to find out the motivational factors behind the entrepreneurship of rural women in Satara District. This study revealed that the most motivating factors for rural women for becoming entrepreneurs are, entrepreneurship and earning money for education of the children, for supplement of family income, economic independence and for better standard of living while to develop risk bearing ability, hobby and to built up confidence decision are least motivational factors. In the present article researcher has concentrated on the various factors affecting on the entry of rural women in the entrepreneurship and its positive impact for the removal of poverty it has also focused on the ability, hobby and education of the women and their family which is prove as a base guideline for the present research.

(38) TRANSFORMATION OF RURAL ECONOMY DURING LAST DECADE AND ITS IMPACT ON RURAL WOMEN IN UN-ORGANIZED SECTOR by MARATHWADA INSTITUTE FOR TRAINING RESEARCH, EDUCATION & EMPLOYMENT, (2013) India’s reform programme began in the middle of a macroeconomic crisis that erupted in early 1991.* This led to what is known as the New Economic Policy [NEP] announced by the Govt. of India in July 1991, which was also followed by the announcement of the New Industrial Policy, which included the abolition of the location policy. During the last decade the Govt. of India have initiated as well as implemented a number of economic and financial reforms in various sectors of the Indian Economy. These reforms are mostly related to the process of Liberalization, Privatization and Globalization of the Indian Economy. The most important
impact of this LPG model on the Indian Economy has been a very high rate of growth of Gross Domestic Product, ranging between 7% and 8.2%. India has never achieved such a high growth rate of the economy since Independence in 1947. This could be considered as a major achievement of the country during the last decade. But, this high rate of growth of the GDP is not accompanied by a high growth of employment during the same period. In fact, in certain sectors of the economy the rate of growth of employment has been negative (Agriculture and Mining) during 1999-2000. This happened mainly because of upgradation of technology by Indian industries to become Globally competitive. The Voluntary Retirement Schemes (VRS) were implemented by public sector as well as private sector enterprises and institutions during the post reform period. All these changes in the economy led to the situation of the “Jobless Growth”.


(40) Malik S.H. et.al. (2013) in the article entitled “ Marketable Surplus and Post-Harvest Losses of Guava in Kaushambi District of Uttar Pradesh” expressed the production of fruits has been increasing the per capita availability is still less than recommended levels. One of the main reasons for low availability is the enormous post harvest loss. Guava is one of most important fruits grown all over the world. The study presented in this article is conducted on production, marketable surplus, disposal channels and postharvest losses of Guave in the Kaushambi District of U.P. Two blocks namely, Chail and Kara were selected purposively and a total sample of 14 villages {125 growers} was collected. The conclusions based on findings of the study shows that Production of guava is increased. The post harvest loss of guava at farm and market level affected the economy significantly. The major problems faced by the guava producers were: high cost of transportation, crude system of packaging guava and lack of technical guidance related to improved scientific methods of packing. Guava is highly nutritive and cheap; by judicious
management of the guava fruit, lot of nutritive food products can be made available to the people of the country and abroad along with wide employment and business. In the present article researcher has concentrated on the economical factors of the guava producers it has concentrated on the shortfall in transportation facility, distribution channels and non availability of technical knowledge regarding harvesting and packing of product but researcher has not focused on the social aspects of the guava producers which is affecting on their development is the research gap in this study.

Ramakrishna H. and Khaja M. J. (2013) in the article entitled “Self Help Group Bank Linkage Programme”, expressed that Self Help Groups (SHEs) have emerged as a spring board in the world to reach the neglected people of the society. The extension of micro finance through Self Help Group Bank Linkage Programme SBLP is one of the successful routes for rural poor. The above study is empirical in nature and mainly based on primary data. Data for this study was collected from 44 SHGs having 10 members each of which 8 were women. The available secondary source of data and information through bank reports. Objectives of this study were to check whether SBLP facilitate poverty alleviation, whether I ensure the income generating activities, and achieve satisfactory level. The SBLP has visionary objectives towards women and rural poor. It is found that SHG group members do not show interest in saving their surplus, they don’t have awareness about national scheme SGSY. They do not have any awareness about NABARD guidelines and regulations due illiteracy. The stakeholders of the SBLP should show the dedication with a full of commitment to achieve the dreams. For this, the proper administrative channel is required to monitor and evaluate the progress and provide timely direction for better movement and future aspirations. In the present study the researcher has concentrated economical aspects which is helpful for the development of the rural people and specially for women which is concentrated here as a major factor and micro finance is suggested as a better solution on economic problems but it has failed to assess the social aspects of the study is the research gap in this study.

The data was collected from 96 tomato growers and 96 brinjal growers from Mehsana and Sabarkantha district at random. Three talukas having
highest area under each of tomato and brinjal crop were selected for the investigation. The producer to wholesaler-cum-commission agent to retailer to consumer was the major marketing channel as more than 85 percent vegetables moved through this route. On an average marketable surplus and marketed surplus was 93.37 percent of total production on tomato farms. Sale price received by tomato and normka; growers was Rs.550.14 and Rs.348.24 per quintal respectively. Market efficiency was 1.04 and 1.03 in tomato and brinjal marketing respectively. The producer’s share in consumer’s rupee was 50.97 and Rs.33.31 per quintal respectively Among different components, share of spoilage was higher (40.45%), followed by grading and packing (22.37%) in total cost incurred by retailers in marketing of brinjals. The index of marketing efficiency was greater than unity indicating thereby the eixistence of efficient marketing systems for tomato and brinjal crops in north Gujarat Area.

Eseoghene Joseph Idolor, Joesph E. Imhanlahimi in the article entitled, “Access and Impact Assessment of Micro Finance Banks on Rural Poor in Nigeria : A Case Study of Edo State”, expressed a critical look at the access and impact of micro finance banks on the entrepreneurial and economically active rural poor in Nigeria using Edo State as a case study. The objectives of the study were to determine whether the recipient were indeed constitute the category of people targeted by micro finance bank, if they have access to credits on a regular basis, and indeed if the credits /services received by them have any significant effect upon their livelihoods, homes and standard of living. Data was collected from 1000 artisans, crafts men and women, market men and women and peasant farmers in selected local government areas in Edo state of Nigeria. The outcome of survey indicated very minimal impact of micro finance banks on the livelihood of entrepreneurial and economically active rural poor. Some of the recommendations to increase impact of micro finance banks on rural poor with particular reference to Edo State, in Nigeria, are more efforts at increasing the number of micro finance banks and services in the rural areas. Others include the provision of adequate infrastructures such as functional roads and electricity in the rural areas. In the present article researcher has concentrated only on the financial need of the rural
entrepreneur and micro finance is the one simple way suggested to overcome this problems but it has not focused the impact of micro finance on agriculture is the research gap in this article.

(43) Parmar D.K. in his article entitled, “Yield, Produce Quality and Soil Health under Vegetable Cropping Systems as Influenced by Integrated Nutrient Management in Mid-hill Zone of Himachal Pradesh”, varied agro-climate conditions in Himachal Pradesh make it possible to grow a wide variety of vegetable crops all the year round. However, their average yield is low due to unbalanced fertilizer use. This study was undertaken to assess the effect of integrated nutrient management on productivity and economics of vegetable cropping systems and improvement in soil fertility in mid hills of Himachal Pradesh. On farm experiments were conducted in an unreplicated manner and three farmers were used as replicates. Treatment wise data of three individual crops and locations were summed up and taken for evaluating yield and economic returns of the whole system. In results, it is observed higher crop yields through application of organic inputs in combination with inorganic fertilizer as compared to sole application of inorganic fertilizers. Integration of inorganic and organic nutrient inputs could therefore be considered as a better option in increasing yield of vegetables, and for improving soil condition. In the present article the researcher has concentrated on the varied climatic condition and inorganic fertilizers affecting on the production of the vegetables but it has not concentrated he its economical effect on the people dependent on agricultural business is the research gap in this article.

(44) Varudy Vigneshwara in his article entitled “Cauliflower: Bright Scope for Promoting Exports”, expressed that cauliflower is considered as one of the valuable vegetable crops in India and contains good amount of vitamins and protein. The researcher in this article has presented a detailed scenario and production of cauliflower in India and its export promotion status. Cauliflower is rich in vitamins A and C. Cooked cauliflower contains a good amount of vitamin B and fair amount of protein in comparison to other vegetables. Cauliflower is cultivated mostly in northern India. As a whole, the total area under this crop during 2014-13 was 408.19 thousand hectares and the
production was 7826.54 thousand metric tons. The productivity of cauliflower in India is much lower due to lack of improved varieties of seeds, lack of awareness amongst the growers about the latest varieties and lack of agro techniques. The scope for export of raw and value-added cauliflower is bright. So, there is need to overcome the prevailing problems of this sector. In the present article researcher has concentrated on cauliflower and its production and explain about its profit has failed to explain the socio-economic aspects which affecting on the development of people engaged in its production and sales specially the women is the research gap.

(45) Jaggi Purva in her article entitled “Occupational Health of Women at Work”, expressed occupational health is concerned with health in its relation to work and the working environment both physically and mentally. WHO has identified three basic principles regarding occupational health and safety and has made occupational health services mandatory within the existing national health services, the author of this article has discussed in detail Occupational Health of Women at Work. Women shoulder additional burden of household work, care of children and social responsibilities occupational stress is one of the major problems from a gender perspective. A number of factors cause occupational stress among working women. These includes her multiple roles, type of jobs, indoor air pollution, domestic cooking, reproductive health hazards, occupational dust exposure, shift work, stress etc. Author has suggested steps to prevent occupational Health Hazards like – modifying traditional work methods and improving work organization, providing safety and security of women workers, especially for women working at night, alone or in isolated places, improving capacity of occupational health services for health surveillance and monitoring of the working environment etc. The occupational health problems of working women, especially those in unorganized sector are a matter of urgent concern. So there is also a definite need to develop a database on occupational health of women in developing countries. In the present article researcher has concentrated on various aspects of the health and safety for women at work place but it has not concentrated on the health of working women in unorganized sector like vegetable selling women is the research gap which is covered in the present study.
Grover D.K. & et.al. in the article entitled, “Impact of Emerging Agribusiness Establishments on Potato Marketing in Punjab”, express the agriculture in Punjab, crop diversification towards fruits and vegetables is being considered as one of the most promising alternative. Owing to their perishable nature marketing of fruits and vegetable is major constraint. In this paper the researcher has presented impact of emerging agribusiness establishment on Potato marketing in Punjab. The study is based on a sample of 45 potato growers from Jalandhar West and Bhogpur blocks of Jalandhar districts. Due care has been taken to include small, medium and large holding size farmers in the sample. Researcher has discussed results under two heads i.e. 1) Economics of potato cultivation which includes cost of cultivation in traditional and emerging marketing channels and cost of production and net returns in traditional and emerging marketing channels and 3) Marketing of potato. It has been found that the farmers have been benefitted by selling their potato produce through emerging marketing channels, mainly because they avoid/save marketing costs. However, the marketing operations of EMC are very limited and restricted to purchase of superior quality produce, which enables only a few farmers to secure higher prices. Thus, expansion of such EMC for fruits and vegetables in an organized manner, coupled with upgraded market infrastructure in regulated markets can go a long way to promote the horticultural base in the state. In the present article researchers has focused on the production of potato and its marketing aspects they are highlighted the profitability received from the potato production but it has not focused on the socio-economic aspects of the farmers engaged in the production and also the women engaged in the selling of the potato in rural and urban market is the research gap.

Verma V. K. & et.al. in the article entitled “Market Behaviour, Arrivals, and Price Behaviour of Cumin in Mandor Market of Jodhpur District, Rajasthan”, expressed that cumin is one of the important ingredients of human diet throughout the world. Cumin oil is used in perfumery as well as for flavoring liquors and cordials. In India cumin is mainly cultivated in the sates of Gujarat, Rajasthan and U. P. The study presented in the above paper was
conducted in Jodhpur district of Rajasthan. The study was carried out to ascertain the marketable surplus, sales pattern, market arrivals and prices in the cultivation of cumin crop. A Sample of 60 cumin growing farmers was randomly selected from 6 villages of Mandor district. Market surplus was the actual quantity of the produce sold out by the farmers. The sales pattern of the marketed surplus of cumin with respect to time, place, and lots were examined. Results of the study shows that farmers market 100% surplus immediately after harvest as the colour of seeds deteriorates due to storage. Place-wise sales data showed that 85.74% of the surplus was sold in the regulated markets and the village sale was only 14.26%. The correlation in yearly prices and arrivals of cumin were negative in four years and were positive in one year. This relationship reveals that prices of cumin were not only affected by arrivals, but were affected by other factors also, that, is demand, export potential and seasonality of the crop. In the present article researchers concentrated on cumin only and express their use and its price along with its profitability and its demand for export also. But it has not made any comment on the workforce engaged in the production and selling of cumin in local market and their problems is the research gap in this article.

Patil S. S. in his article entitled, “Appraisal of Entrepreneurial Competencies of Milk Sellers (Gavali) in Solapur”, the Solapur city is known as Garment city. Solapur population prefers their milk from gavalis, since this profession/economic activity is traditional there. This paper presents entrepreneurial competencies of milk sellers (Gawali) in Solapur. Objectives of this study were to review the growth and development of dairy farming in rural area, and to study different entrepreneurial competencies of Gawalis. Data was collected from 60 Gawalis of Solapur. Entrepreneurial competencies involve critical knowledge, abilities, skills and personal characteristics necessary for superior performance in the economic activity. Competences usually correlate with performance on the job and are used for measurement against the achievement of business objectives. The researcher has evaluated the main competencies like utilization of assistance, market orientation, result orientedness, self confidence, leadership ability, ability to organize activities, decision making capability, knowledge of the enterprise
etc. Researcher concluded that Gawalis are lacking in many entrepreneurial competencies. The extension agencies should concentrate more on the factors of social participation, management orientation, value orientation and training in dairying and also aim at manipulating these variables to their great advantage, for promoting entrepreneurial behavior among the milk sellers. In the present article researcher has pointed out the problems of unorganized sector workers that is those who have their own animals like cow, buffalo from which they are taking milk and selling this direct to the customers not to dairy. But it has not focused on the women participation in this work and its impact on development of family socio-economic status is the research gap.

(49) Ramswamy R. in his article entitled, “Business Development Services for Micro Handloom Enterprises in Tribal Clusters – A Case Study of Mizoram, Small Enterprises Development Management & Extension Journal (SEDME),” In this article researcher has concentrated on study of Handloom Enterprises in Tribal clusters in Mizoram, Assam. For the study, an entrepreneur is defined as one who is weaving or managing the weaving activities for commercial purpose and also owns looms. The data was collected from 97 (almost 50%) entrepreneurs belonging to all 11 localities in Thenzawl. 98% of the sample entrepreneurs are women. The women weavers in the cluster prefer to operate their looms in close proximity to their homes to help them manage their weaving activities and household chores. Business Development Services refer to the provision of information, knowledge and skills as well as advice on various aspects of business. BDS services provides help to small enterprises. The researcher has identified business activities where there is tremendous scope for providing BDS for handloom enterprises in the cluster. It has concludes appropriate interventions such as up gradation of technology, product development, market development, procurement of yarn, development of infrastructure and banking facilities will enable the sustainable growth and development of the cluster. In the present article researcher has focused on women participation in the work of micro looms but it has not focused on the socio-economic aspects of the women who are working in this sector is the research gap in present article.
Paul P. K. & Kuri P. in the article entitled, “Micro-Credit in Combating Rural Poverty: A Micro Study in West Bengal Indian Institute of Finance”, in the above research article attempt is made to analyze the role and performance of self-help groups and micro-credit in alleviating rural poverty in some selected districts of West Bengal. The study covered 117 SHGs and 604 members encompassing five districts of West Bengal. The objective was to throw some light on the impact of micro-credit and self-help groups in generating income, employment by reducing poverty of the rural people in West Bengal. The multiple regression method was used to examine the influence of several socio-economic and demographic factors. The finding shows that 24.38% of the members improved their economic status and moved from BPL to APL category due to enhancement of income through SHG activities. The article revealed that micro-credit programme is an important institutional mechanism for providing small credit to the self help groups of rural poor and thereby in reducing poverty. In fact, this is observed to be a close association among the availability of micro-credit and eradication of rural poverty. The strength of micro-credit lies in its ability to organize rural poor women into a productive workforce with their proven creditworthiness. In the present article researcher has pointed out only the financial problems of the rural population and impact of the self help group for the financial development of these families. But it has not pointed out the use of self help group for the development of the women for participation in the production and in service areas like agricultural sector is the research gap in this article which is covered by the researcher in the present study.

Varmudy V. in his article entitled “Radish Needs Organised Marketing, Facts for You,” in the above mentioned article the researcher has described all details of cultivation and marketing of radish in India. Radish is very rich in minerals and vitamins. The roots and leaves of this vegetable are nutritious and found in abundance. Hence, this vegetable is relatively low priced in the market compared with other root vegetables, and consumed by both the upper and lower sections of society. Radish is grown throughout India. Radish varieties vary in shape, size and skin colour of the roots and in the duration of
the crop. The seeds of the radish have nondrying fatty oil, which is suitable for soap. The four most important challenges to the greater cultivation of the radish in India are: pests and diseases, poor production technology, and under-developed marketing system and non availability of storage facilities. As this vegetable has nutritional as well as medicinal values, there is an urgent need for a planned effort to improve the cultivation of radish in India. Farmers must also be educated in the pre and post-harvest challenges of radish cultivation. In this article the researcher has only concentrated on the one vegetable that is radish and expresses its production problems in India and its usefulness to human body. But it has failed to express the marking of radish in rural and urban area, also it has not given any information regarding radish selling persons and its socio-economic development because it is a low cost vegetable is the research gap in this study.

(52) Varmudy V. in his article entitled, “A Call for Increased Cultivation, Facts for You”, expressed that carrots have been cultivated for over 5000 years. Carrots have numerous health benefits. Carrots are rich in protein, minerals and vitamins and contain moisture, fiber, vitamin A and Vitamin C. In India, carrot is grown across the country. In this article the researcher has dealt in detail with cultivation and export of carrot in India. The total area under this crop in India during 2012-13 was 64.33 thousand hectares, and the production was 1147.08 thousand metric tons. Even though carrot is an important nutritional vegetable, the efforts made to improve the production of this crop in India are insufficient. India once stood sixth in the world in the production of carrots, but has now dropped to 14th position, so there is a need to overcome prevailing problems like pests and diseases, marketing etc. Author concludes that India’s government should undertake a detailed survey of the present situation as well as future prospects. In this article the researcher has only concentrated on one fruit vegetable that is carrot and express its production along with this the researcher has focused on the export of carrot from India and its usefulness to human body. But it has failed to express the marking of carrot in rural and urban area also it has not given any information regarding carrot selling persons and its socio-economic development is the research gap in this study.
Devakar V. B. submitted dissertation entitled “A Study of the Female Workforce in Vegetable, marketing in Rural Area” – It is a case study of Kavathe-Mahankal taluka in the year 2014 for M. Phil degree. The objective of the study was to understand the socio-economic status and problems of vegetable sellers and suggest measures to solve the problems of female sellers. 200 female were selected for intensive study from the Kavathe Mahankal taluka. She concluded that the literacy rate among female sellers was quite low. She suggested that all basic infrastructural facilities should be provided by Grampanchayat or other agencies financial institutions should come forward to solve the financial problems. In the present study the researcher has focused on socio-economic status and problems of the vegetable selling females in rural area but it has not expressed the problems of vegetable selling women in the urban area is the researcher gap in this study. Also it has pointed out only the need of financial support and infrastructure but not mentioned in deep the way to provide these facilities is also the gap which is covered by the researcher in the present study.

2.3 Research gap

The researcher has taken 53 different research likes government surveys, articles published in referred journals, internate articles, M. Phil and Ph. d. research work for review purpose in this present study. Some research gap was found in above research work and researcher has tries to fulfill these gaps in the present study. In above review researcher has found that writers has concentrated on problems of working conditions in unorganized sectors workers, their economic conditions for the workers in sanitary workers, bidi workers and female workers in construction business but they fails to explain required facilities like sanitary facilities at work place and medical facilities etc. Some writers has focused on financial problems of women in weaker section but not suggested proper way to support them. In some articles marketing problems of potato selling farmers are pointed out and famer’s profitability is studied. Family background is also focused in some research work but them fails to focus on social aspects of these families. In some research work health and safety aspects are studies but not proper solution is suggested for these problems.
Economic condition of women working in tobacco industry is studied but not touched to social aspects of their life. Researcher has tried to covered these all aspects in the present study related to vegetable selling women.

In the above part of this chapter researcher has taken 53 reviews from the various articles and research work done previously. Researcher has pointed out the gap in every research and tries to present in graphical form at the end of this part and researcher has explain which aspects of the research gap is covered by the researcher in the present study related to vegetable selling women in study area.
2.4 CONCEPTUAL BACKGROUND

2.4.1 Introduction

Now a day’s many non-government and government organization are working for women empowerment and betterment exclusively for those women who belong to very poor community. These organizations also engage to develop the interest among women in different discipline such as employers, landowners, money lenders etc. Basically, this type of struggle enlightens the women empowerment, which could be achieved by mutual participations and actions. These type of activities are also a step ahead against male orientated society, which is completely dominant over organization and institutions.

In every field of life people face the number of challenges to get their position in this society such as in job opportunities etc. Different people especially women are facing aggressive shape of challenges that forces the millions of people in the swap of inequality and disproportions. These types of activities are totally against the soul of human right. It is recognized that empowerment could be used as a tool for sustainable development in various fields i.e. Education and resources decision making power and authority and even in felling sense of responsibility himself.

In the present study researcher has concentrated on the working force of women in unorganized sector and specially focused on the vegetable selling women in different markets and also studied the socio economic aspects affected on their development.

2.4.2 Definition of Vegetable:

No satisfactory definition for the word vegetable has been devised. Though an exact definition of vegetable is not possible, however in common usage the term vegetable is applied to the edible herbeiviours plants or parts of which are commonly used for culinary purposes. According to Randhawa, 1966 – The term vegetable includes all foods of vegetable origin, but the definition now excludes cereals and dried seeds of pulses, however it includes again on the cob, potatoes, and sweet potatoes and several other tubers. Thus the term vegetables covers a wide range of things. In fact it gathers in itself all types of plant organs. The portion may be root, bulbs, stems, leaf, flower or flower bud, partially developed seed, seed or fruit either immature.
2.4.3. Concept of Market:

The concept of Market is very important in marketing. The word market is taken from the latin word “MARCATUS”. It means merchandise, trade or place where business is conducted. A market is an area for potential exchange. A market is a group of buyers and sellers interested in negotiating the term of purchase/sale of goods/services. Place concept, area concept and demand concept these are the parts of the market.

2.4.4. Definition of Market:

1. Pyle “Market includes both place and region in which buyers and sellers are in free competition with one-another.
2. Market means a social institution which performs activities and provides facilities for exchanging commodities between buyers and sellers.
3. Economically interpreted the term market refers not to a place but to a commodity or commodities and buyers and sellers are in free intercourse with one another.

2.4.5. Classification of Market:

There are various types of markets which are classified on different aspects. Types of market are decided on the basis of various points of view, like the nature of commodity, time and nature of business, importance of the products, etc. The fundamentals are same, only pattern is changing.

A] Market on the basis of area:

1. Family Market: When exchanges are limited within a family or close members of the family, such market is called family market.
2. Local Market : When commodity is sold within a small or local area only it is called local market.
3. National Market : If buyers and sellers for a commodity do not extend beyond the boundaries of a nation, it is called national market.
4. World Market : If buyers and sellers for a commodity are not restricted to the nation only and extended over the whole world it is called world market.

B] Market on the basis of Goods / Commodities:

Different goods are bought and sold in different market.
1. Produce exchange market: Big and well organized market for raw product such as Wheat, Jute, Sugar etc. are known as produce exchange market.

2. Manufactured goods Market: These are the markets of manufactured goods and semi manufactured goods. E.g. Leather goods, Machinery etc.

3. Bullion Market: These types of market refer to purchases or sales of gold, silver and precious stones i.e. Bullion market of Mumbai.

C] Capital Markets:

Financial requirements of new or going concerns are met by capital markets.

1. Money Market: It is a broad term that includes number of agencies and helps people to take loans through banks e.g. London Money Market.

2. Foreign Exchange Market: It is an international market where buying and selling of foreign currencies takes place. It helps exporters and importers to the conversion of currencies.

3. The stock Exchange Market: This is the market for investments. In this market share, debentures, bonds etc. are dealt with purchased or sold.

D] On economic basis:

1. Perfect Market: These types of markets are really found. There are conditions to be fulfilled for a perfect market like –
   i) Easy communication and effective transport.
   ii) Free and perfect competition and
   iii) Wide extent.

2. Imperfect Market: When their products are similar but not identical, prices are not uniform, lack of communications, and restrictions on the movement of goods is called as imperfect market.

E] On transaction basis:

1. Spot Market: In such types of markets goods are brought and sold immediately.

2. Future Market: In this type market actual purchasing and selling take place on different dates. Contracts are made for future delivery.

F] On regulation basis:

1. Regulated Market: When market may be owned and controlled by statutory measures, e.g. stock exchanges of Mumbai, Chennai etc. is called regulated market.
2. Unregulated Market: In this market, there is no control with regard to price, quantity, commission, etc. This is free market.

G] On time basis:
1. Very Short Period Market: This type of market considers highly perishable goods like fruit and vegetable, which perish in very short period.
2. Short period Market: Their demand is greater than supply. Supply is adjusted to meet the demand.
3. Long period Market: This type of market deals in durable goods.

H] On volume basis:
1. Whole sale Market: In this market, product is handled in large quantities. These are usually owned by private persons or local bodies.
2. Retail Market: In this market, goods are sold directly to the users or consumers, only for consumption.

I] On importance basis:
1. Primary Market: Goods are sold to wholesalers or consumers through this type of markets.
2. Secondary Market: In these markets, goods arrive from other markets.
3. Terminal Market: In this type of market, the final disposal of goods takes place. Consumer gets the goods from such market.

Thus, market is centre place, where goods are offered for sale by number of buyers and sellers.

2.4.6. Marketing of vegetables:

Vegetables are perishable in nature, but the period of their perishability varies from a few hours to a few months. To a large extend, the marketing of vegetables is virtually a race with death and decay. Their perishability makes it almost impossible for producer to fix the reserve price for their farm growth products. The supply of vegetables is irregular, the price of the vegetables their for fluctuates. The extent of perishability of vegetables may be reduced by the processing function. But they cannot be made non perishable like manufactured products nor can their supply to make regular. The term marketing of vegetables includes all the steps from the time product is ready to harvest until it is the hands of consumer. It is the study of all the activities, agencies and policies involved in the procurement of vegetables, by the
farmers and the movement of vegetables from the farmers to the consumers. Vegetable marketing is a link between the farm and nonfarm sectors.

### 2.2.7. Characteristics of vegetable market:

1. These are perishable goods market and have very short life.
2. These type of markets generally function along the road sides or centrally situated localities.
3. Element of time is an important factor.
4. Vegetables production is on small scale, scattered and is a seasonal production.
5. Goods are produced by farmers but middlemen have full control over marketing.
6. Quality is the basis of selling.
7. Marketing process is complicated.
8. Because of perishable nature of goods transport and warehousing costs are very high.
9. Existence of many middlemen, increases the cost of marketing.
10. Wide price fluctuations due to imbalance in supply and demand.
11. Unorganized market – In this type of market there is not collective organizations of their own, to protect their interests.
12. Marketing functionaries require special skill and experience, to get success in business of vegetable selling.

### 2.2.8. Marketing agencies:

The production of the commodity is complete only when it reaches the hands of consumer. All the commodities cannot produce in all the areas because of variations in agro-climatic conditions. So is the need for their movement from producers to consumers. Sometimes agricultural commodities directly pass from producer to consumer, when there is small proportion of the agriculture commodities. But generally goods moves from producers to consumers through intermediaries or middlemen. The role of market middlemen has increased in the recent past because of substantial part of the product moves through them.
I] Producers:

Most of farmers or producers sell the surplus (vegetables) either in the village or in the market. Some farmers assemble the produce of small farmers, transport it to the nearly market sell it there and make profit. Frequent visits to markets and constant touch with the market functionaries, bring home to them a fair knowledge of market practices and they are able to perform the irons functions of market middlemen.

II] Middlemen:

Middlemen are those individuals or business concerns which specialize in performing the various marketing functions and rendering such services as are involved in the marketing of goods.

1. Village Merchant – The village merchant collects the produce from farmer in the village and brings to whole-sale market. They buy and sell at their own gain or loss, depending on the difference in sale and purchase price.

2. Itinerant Merchant – He wanders from village to village, collect the produce and brings to the wholesale market. He purchases when prices are low and sells when prices are high.

3. Wholesale Merchants – He purchases vegetables in large quantities either from the producers in the villages or from various merchants or from itinerant merchants or through commission agents in the market. He sells vegetables not only on profit but also on commission basis, in different markets. He advances loans to cultivators, as well as to small sellers.

4. Commission Agent – A commission agent is a person operating in the wholesale market, who acts as the representative of either a seller or buyer. He gets the commission for his service. A commission agent advance loans to farmers and small merchants on the condition that vegetables are sold to him or through him.
   a. They act as bankers of the farmers or also buyers.
   b. They offer advice to farmers for purchase and sale of products.
   c. They provide empty bags to enable the farmers to bring their produce to the market.
   d. They arrange, if required by the farmers for transportation of the produce from the village to the market.
   e. They help the farmers in times of their personal difficulties.
5. Retailers: Retailers buy goods from wholesalers and sell them to the consumers in small quantities. They are producer’s personal representative. Retailers are closest to consumers in the marketing channel.

**III] Facilitative middlemen:**

These types of middlemen do not buy and sell directly but assist in the marketing process. Marketing can take place even if they are not present, but the efficiency of the system increases when they engage in business. These middlemen receive their income in the form of fees.

1. **Hamals:**
   
   They physically move the goods in market place. They do unloading from and loading on to tempo, auto etc. Hamals are the hub (centre) of marketing wheel.

2. **Transport Agency:**

   This agencies assist in the movement of the produce from the one market to another. The main transport means are tempo and auto, bullock-carts or tractors and also used in villages for transportation of products/goods.

2.2.9. **Marketing channels for vegetables:**

1. **Researcher has explains the definition of the marketing channels here under.**

   1. Kohls and Uhl have defined marketing channels as alternative routes of product flows from producers to consumers.
   2. Moore et al – The chain of intermediaries through whom the various food grains pass from producers to consumers, constitutes their marketing channel.

   Marketing channels for vegetables vary from commodity to commodity and from producer to producer. They may sell their product according to the comparative costs, prices received and readiness of sale through the following channels.

   1. Producer to consumer.
   2. Producer to primary wholesaler, to retailers or hawkers to consumer.
   3. Producer to processors (for conversion into preserves etc.).
   4. Producers to primary wholesalers to processors.
   5. Producers to primary wholesalers to secondary wholesalers to retailers or hawkers to consumers.
   6. Producers to local assemblers to primary wholesalers to retailers to consumers.
II. Types of channels

1. To Consumers:

A vegetable grower or producer may sell his product to consumers. His main aim should be to serve them well. If they find fresh vegetables of good quality from the producers and are satisfied with them, the demand can be increased. But if they are not satisfied, the demand can decrease.

a. House to House:

This type of selling is not common. It is observed that in some cities the producers from nearest village or fields bring their product and sell it door to door. They sell the vegetables in the marketing and then return to their homes at noon. In this marketing the consumers have direct relation with producer’s sellers. Producers try to satisfy their consumers.

b. Road side Markets:

Vegetables may also be sold by way of road side marketing to the consumers, if the farm is located on a busy highway or in a populated locality. In some of these roadside shops, the owner sells only the vegetables grown by them. Attractive display and suitable location of shop are also important for the successful roadside marketing.

c. Small markets:

These are held in various places in a city and at one or more places in a town. Producers bring their vegetables to these markets where, consumers as well as retailers purchase them for their own use and for resale in the city. The market is over by noon. The unsold vegetables are sold at a concessional rate in the end.

d. Weekly bazaars:

These are held in small towns on a particular day of the week. e.g. on Monday, Wednesday etc. Vegetables are sold in the market and the producers and growers return in the evening to their homes. There is no middleman of commission agent and the vegetables are sold by the producers directly to the consumer.

2. To Retailers:

a. Mandaies:

There are places where the producers or growers and commission agents or their representatives assemble for selling and purchasing of vegetables.
Commission agents and retailers purchase from these mandaies for re-sale. Producers have to pay tax to the municipal authorities for the place they occupy in the mandaies for selling their product. The business starts from early in the morning and is over upto 12 a.m.

b. **Selling at the farm**:
   Sometime the wholesaler or his agent or merchant come to the fields of the producers, settle the price for the whole field, for transporting the product to big mandaies or cities. In this type of selling, the producer should keep himself well-informed and alert about the market situation and this own interest.

c. **Auction Markets**:
   Here producers bring their product, which is auctioned by dalals in lots. Retailers, petty vegetable dealers purchase these lots for reselling them in different localities of the city. In these bazaars, vegetables are sold by auction of each lot or heap separately to the highest bidder.

3. **Selling to wholesale merchant**:

   Vegetables are sold to wholesalers and through warehouses where there is a satisfactory large scale movement of vegetables from one region to another. Sometime the wholesalers or their agents pay some money to the vegetable growers as advance for the coming vegetables corporation. This is done to ensure that all the produce of the region may reach to them easily. These wholesalers store and sell these by consignment to city commission merchants.

4. **Co-operative marketing**:

   Some vegetables crops are sold through co-operative marketing organization. These organizations solicit business, keep book, collect money, adjust claims and provide information to their members. But still, co-operative selling of vegetables is not yet well developed in India.

2.2.10. **Problems of vegetable marketing**:

   In the present study the researcher has made a dialogue with number of vegetable selling women for the purpose to understand the various problems faced by them. It was found that there is lack of some basic facilities which is required for the vegetable market which causes loss to the vegetable selling women.
1. Lack of Organization:

In vegetable marketing buyers are merchant and mercantile agents. They are well organized, well informed and professional buyers acting as re-sellers. But seller is unorganized, illiterate, ill-informed, small, poor and scattered persons. Under such circumstances, in the process of exchange we have unequal seller, buyer relationships.

2. Large number of middlemen:

Vegetable marketing is more complicated process as compared to marketing of other agricultural products. There are many middlemen in the channel of distribution between the producing end and consuming the superfluous middlemen are responsible for higher cost of marketing of vegetables.

3. Market malpractices:

There are number of malpractices in marketing of vegetables, such as:

- b. Practice of taking large free samples.
- c. Secrete bargains between seller’s agents and buyer’s agents. There are so many incidental charges differing from mandal to mandal e.g. Tolai (Weighment), hamali, etc.

4. Inadequate Storage:

In vegetable marketing storage facilities are very inadequate and primitive. Vegetables are perishable and it is not possible to preserve long time without proper storage facilities. The farmers are forced to sell their product as soon as it is ready at the lowest price also this will lead to loss to a farmer. Because farmers come from the nearest rural area to urban area for selling vegetable and at the end of the day the some part of the vegetable remains unsold, at that time farmers can’t go to back bring this unsold part because it will create financial burden and due to lack of storage facility there is fear to wastage of vegetable. For that purpose there is need to provide adequate storage facility at market place.

5. Inadequate Transport:

Poor, uncoordinated and defective transport facilities constitute the greatest obstacle in the vegetable marketing. Best transport and communications provide the necessary infrastructure for organized markets. Cheaper and speedy movement of vegetables needs well developed transport. In rural area few farmers come together and hire a vehicle to bring their vegetable in every morning at market place because no other type of transport facilities are available for vegetable transport.
6. Lack of Reliable and Up-to-date Market Information:

There is no reliable channel for the communication of price information. Efficient and effective marketing process entirely depends upon the continuous flow of marketing information. In absence of regulated markets and co-operative marketing we cannot have standing organization for collection and distribution of essential and latest market information regarding supply, demand, price etc.

7. Price Fixation:

The net return to the grower is influenced by the method of price fixation. In vegetable marketing the buyer makes his offer to the commission agent not openly or orally but by moving, touching or pressing of fingers under a piece of cloth. The owner stands aside, and he is not aware of these secret negotiations between the buyer and commission agent. Such secret negotiations are always unfavourable to the producers or sellers in the vegetable market.

2.2.11. Socio-Economic Status:

Status is the key term in understanding the social differentiation and stratification of human society.

1. According to Ralph Linton (1936) - Status refers to positions in pattern of reciprocal behavior and role is the dynamic aspect of status in relation to the total society.

2. Lowie 1948 has conceived status in respect of four things the actual treatment obtained, legal status, opportunities for social participation and character.

Social status and economic status are two important blades in a scissor, difficult to say which of these blades cuts the cloth. Both are interrelated. The social and economic status is largely determined by the social element, economic structure of the society and education. The term socio-economic pertains to social and economic factors. Social factors focus on cultural and environmental factors like demographic characters, health, education, recreation, housing, etc. The social status of a person rises with rise in his economic status. While economic aspects are related with material resources like income, expenditure, savings, investment, etc. Economic structure is closely related to the economic status of people, which affects their behaviour and personality.

The status of a person is not uniform among all the different castes and communities. It varies from community to community and sometimes within the
same community. Factors like pattern of decent residence, orthodoxy, neighbourhood, laws governing inheritance, marriage and divorce, degree of acculturation and urbanization, levels of education and soon may have contributed to the variation. The Socio-Economic status is defined in terms of the educational status, housing, social participation, income, expenditure etc.

2.2.12. Socio-Economic importance of women:

Women occupy an important place in the evolution of human society. The position of women in a society provides an exact measure of the development of society. Jawaharlal Nehru expressed that “To awaken the people it is the woman who must be awakened; once she is on the move, the family moves, the village moves, the nation moves.” Inferiority of women status and their position is one of the characteristics of underdeveloped economy. Development is unimaginable without improving women status and position in an underdeveloped economy. India is committed to a steady improvement status of women to bring them in the mainstream of national development. Under different five years plans, general as well as special programmes have been undertaken to cater to the special requirements of the women. But it is sad in the Indian context that women use of economic opportunity has not improved relative to that of men.

2.2.13. Nature of present study:

The present study expresses the status of vegetable female sellers and it traces the structural barriers which force them to remain economically and socially backward. In present study researcher has highlighted some of the social factors which are referred to as the super-structural dimensions. The study stress the economic dimensions based on income-expenditure. An attempt is being made to trace the reason behind poor economic status which has affected their social status.

The social condition presenting tables which are converted into meaningful words related with housing pattern of housing education, awareness of family planning, etc. The economic condition related to their income, expenditure, etc. and the working condition presents in terms of working hours, work cycles, length of working days etc.
2.2.14. Socio-Economic condition:

The information regarding the vegetable sellers is collected with frequent visits and observation of their activities in the Market. It was possible to take them in confidence only after few visits, as they are mostly from rural background. The Socio-economic background of the respondents under study is analyzed here to know the nature of social and economic background in which they have been put. And it’s relation with their life conditions. Social condition implies housing, pattern of housing, education, training, awareness of adult education, health, awareness of family planning, trade union etc. Economic conditions involve position related to material sources like income, expenditure, indebtedness, etc.

A] Social conditions:

1. Housing:

   Housing is closely related with the health of the sellers. It creates health, efficiency and the welfare of sellers. No attempt at raising the standard of living of sellers can be successful without an early solution of the housing problem. Our survey touched on the housing of sellers. The aspects touched are the ownership, number of rooms, facilities, etc.

a) Ownership:

   An individual’s standard of living is heavily influenced by the level of housing and the amount paid for it. The individual is receiving more respect in the society those who having their own house. The houses are classified in the following category.

b) Housing condition:

   Housing condition of sellers according to the number of rooms, the pattern of houses is unsatisfactory. They live in house which neither have kitchens, bathrooms, windows no ventilation. The floor is kucchha and dirty. The atmosphere inside such house is unhygienic. Residing in such houses is a great risk, particularly during rainy season, as they are not built with sound construction material. Since housing of good quality is an expensive, low income families may purchase or rent sound dwellings only at the expenses of other items. Since their income is low and inadequate for meeting all their wants, they tend to sacrifice the quality of the house.

c) House according to facilities:

   Facilities in houses are a variable, which determine the standard of living. Researcher has observed and the enquiry related with tap water does not bring favourable reply. The sources for drinking water were a common tap or a well. Few
sellers have electric light and houses which are not pakka construction have no light. The study further revealed that respondents preferred to use the parks and roadside drains as their toilets creating an unsanitary environment.

2. Health:

Housing and health are inter-connected and both influence the efficiency to examine the health, an enquiry was protected through a schedule regarding awareness about family planning.

3. Education:

Education is a pre-requisite for progress and development of any community. Higher level of education is better for changes to get non-manual jobs. It helps in understanding the rational use of resources and improving the productivity and profitability thereby, it improves the economic and social status too. Education paves the way for improving the knowledge, Skill and attitude of a person towards the job.

a) Adult education:

It is true that the education of mother is a proxy for the socio-economic condition of the family. Adult education had an important role to play in the community development. The people have to provide skills so that they could keep their jobs intact and improve their quality of the life.

3. Trade Union:

Trade Union is essential factor now days. It gives security in business to a person. The plight of the female sellers can be attributed to the lack of organization, ignorance and illiteracy. They are not aware of the legislations, which trade union study and protect the interests of the members.

B] Economic Condition:

The role of the Indian women in household economy cannot be underestimated. She carries the multiple burdens of household work sole, reproduction and contraception responsibilities and income generation. Thus the burden shared by women for socio-economic development is twofold, first on domestic front and another on economic front. Low economic status compels them to work outside. Women work if they are required to do so because of the economic condition of the family. Vegetable sellers are no exception to this general rule.

C] Working condition:

The conditions under which worker works, working conditions affects the health, efficiency, psychology and the quality of the work of the worker. There
working conditions comprise working hours, work place payment and facilities at work place.

Vegetable women sellers are identified as self-employed workers in the informal sector who offer their labour to sell vegetable goods and services in the market or on the street. Various studies have already confirmed the fact that vegetable women sellers comprise one of the most marginalized sections of the urban poor. Notwithstanding the fact that they play a very dynamic role in the urban economy, providing necessary items, which are largely both, need based and cost-effective, to average income-earning households at cheap and affordable rates. According to the Government of India, there are around 10 million vegetable sellers in India, of whom around 1,10,000 are in Kolhapur (NPUSV, 2012). Thus, 5.5 per cent of the total self-employed population in the city is dependent for livelihood on vegetable selling.

Conclusion.

In the second part of this chapter researcher has concentrated on the conceptual background of this study. Under this part researcher has covered problems in vegetable market, types of markets, marketing agencies, marketing of vegetables. Researcher has also define vegetable and market concept. Under this part the researcher has pointed out classification of market under different categories and explained the factors showing socio-economic status of respondents.
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