

# “EXPLORING THE IMPACT OF PRE AND POSTCOVID 19 PANDEMIC ON THE LIVELIHOOD OF STREET VENDORS”

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## INTRODUCTION



Street vendors are small-scale entrepreneurs who sell goods and services on the streets, sidewalks, and other public spaces. Street vendors are often the ones who can't get regular jobs in the high-paying formal sector due to low levels of education and skills. The roles of street vendors in society are crucial, and they play an essential role in the economy, community, and urban development. There are around 10 million street vendors in India, and they contribute about 14% of the informal employment. Out of 10 million street vendors 20% of them are street food vendors which is nearly 20 lakhs vendors. About 10 million vendors in India make up a street vendor market estimated to be at around Rs 8000 crore daily. Street vendors play an important role in food distribution, public sidewalks, streets, or other outdoor spaces. Street vending usually deals with, offering a wide range of products such as clothing, accessories, artwork, crafts, handmade goods, and various types of food and beverages. These vendors operate from temporary setups like food carts, trucks, or portable stalls, creating a vibrant atmosphere in urban areas, especially in densely populated cities and tourist destinations. Delhi the country's capital is also known as the food capital of India. Delhi has some of the best street food cities in India. Street food in India is known for its vibrant flavors, diverse range of options, and affordability.

It's also deeply rooted in Indian culture and tradition, offering a convenient and social dining experience. Additionally, street food allows people to sample a wide range of regional and local dishes in one place. Street vending is very important component of the Indian economy, catering largely to the urban demand for affordable goods and services. Despite their contribution to the urban economy, vendors are often considered antisocial, anti- developmental, dirty, unaesthetic, and unhygienic. They are frequently targeted, harassed, and evicted by government officials. The whole world has gone economically down because of the COVID-19 pandemic, bringing everything to a standstill. Most affected are the ones belonging to the lower section of our society. With the onset of lockdown, there is very less source of income left with the street vendors owing to their low levels of the capital base which must have been consumed, it is difficult to survive for them in such challenging conditions. The activities of street vendors in India characterize the flow of its urban life. Their contribution to economic transactions cannot be taken lightly even if their operation is within the expanding boundaries of the informal sector. Lack of quality education, a dearth of jobs and relative ease of entering this profession make it a common choice for a large proportion of the Indian populace

Yet, such a security, as well as in making public spaces safer. choice does not guarantee acceptance and inclusion in the urban development. While their services to the essential needs of the citizens, they are still considered obstructions and are constantly subjected to the fear of being evicted from their places. The global Covid- 19 pandemic posed unprecedented economic challenges to everyone across the world. The pandemic has disproportionately impacted the world's poor population in terms of livelihood and survival. The street vendors were among the hardest hit, suffering in the most unexpected ways as their livelihood was shattered. The strong roots of street vending as an occupation are embedded deep in our society. For most people, it is a mere economic exchange, one that does not concern which was particularly during the global pandemic. With unemployment and poverty, they migrate in search of a better life. Belonging to the lower rungs of the society, these vendors do not have the opportunity, education or skill to work in the formal sector and thus end up operating in the informal economy with no job security and uncertainty. Street vendors form a prominent role in the supply chain by providing convenient and inexpensive goods and services to everyone and therefore contributing to India's economic progress. This study explores how street vendors survived the pandemic, as well as what obstacles and problems they faced

### **Statement of Problem:**

Street vendors often struggle with a myriad of challenges that hinder their sustainable growth and prosperity. Street vendors offer a wide range of products that meet many consumer needs and preferences. Most people prefer street vendors because of the affordability of their products, and this forces the vendors to lower the price of the product further, so the street vendors lower the price to meet their daily needs and some steal. Street vendors typically work long hours to meet daily needs and run their business, often in harsh weather conditions without proper infrastructure such as seating, shelter and sanitation, which can negatively affect their well-being. The socio- economic status of these families can also be affected by street vending income.

Street vendors often face additional challenges due to traditional gender roles, discrimination and safety concerns. Street vendors have faced several challenges both before and after the COVID-19 pandemic, and the impact of the pandemic has complicated the situation. economy, public health and daily life. Therefore, this study is conducted on street vendors based on their socio-economic status, which shows the preferences of consumers regarding street products and the main challenges they face in the street vending business. This study aims to be a catalyst for positive change that raises the status of street vendors as essential contributors to the local economy and social fabric

- **Research Question:**

Given the purpose of the current study, the following questions were developed and answers were sought:

- **Primary Research Question:**

Does exploring the impact of the pre- and post-COVID-19 pandemic on the livelihood of street Vendors?

- **Secondary Research Questions:**

1. Does identifying the demographic profile and socio-economic status of the street vendors have a positive effect during pre and post-COVID-19?
2. Does the street vendors offer various types of products and services that have a positive impact during the COVID-19 pandemic?
3. Does the problems faced by street vendors during pre and post-COVID-19 have a positive impact on their livelihood?
4. Does the the suggestions for street vendors after covid 19 have a positive impact in their livelihood?

**Objectives of the Study:**

1. To identify the demographic profile and socio-economic status of street vendors
2. To analyze the various type of products and services offered by the street vendors
3. To know the problems faced by street vendors in pre and post-COVID-19.
4. To find out the suggestions for street vendors after covid 19.

**Research Methodology:****Area of the study:**

Coimbatore is popularly known as the Manchester of South India is situated in the western part of the state of Tamil Nadu. Coimbatore City is the district headquarters of the district. Coimbatore is primarily an agrarian base of the district common man's interest in the perception and purchase decision of carbon-neutral products.

These factors motivated the researcher to select this region for the field research. The empirical study is primarily focused on user inhabitants in Coimbatore city

### **Data Collection Method:**

Survey method is used for collecting data. The data collection covered the period from December 2023 to March 2024. considered. A sample of 210 sample subjects. At the end of data collection, it was observed that nearly three questionnaires were found to be incomplete these ten questionnaires were deducted from actual samples, thus they contain only 200 respondents.

### **Tools for Data Collection:**

A structured questionnaire was used for the survey. Before finalizing the questionnaire for data collection validity was conducted. All the comments and suggestions were analyzed and incorporated into the questionnaire

### **Sampling Design Process:**

The current research work is based on the multi-stage non-random sampling technique. In the first stage, a judge mental sampling technique was applied for the selection of area i.e. North Coimbatore, and in the second stage, the convenient sampling technique was applied for the collection of primary data from the sample subjects i.e., Street Vendors

### **Source of Data**

#### **Primary Data**

The Primary data is collected directly from the street vendors through the questionnaire.

#### **Secondary Data**

The Secondary data is collected through magazines, newspapers, and journals.

Tools used for the Study: Descriptive Statistics Ranking Method

### **Definition of Terms:**

#### **Vendors:**

A vendor is a party in the supply chain that makes goods and services available to companies or consumers. The term "vendor" is typically used to describe the entity that is paid for goods provided rather than the manufacturer of the goods itself

**Entrepreneur:**

An entrepreneur is someone who starts or owns a business. Whether it's in farming, retail, manufacturing, or in the service sector, entrepreneurs are businesspeople who find their success by taking risks.

**Socioeconomic status:**

Socioeconomic status is the social standing or class of an individual or group. It is often measured as a combination of education, income, and occupation.

**Limitation of the study:**



- The present study is confined to Coimbatore city, thus the study may suffer from geographical limitations. The findings and suggestions of this study may not suit other geographic regions of the city of other states, where it may have a different demographic and socio-economic status of its populace.
- The sample size was 200, which is small. Thus, the findings of this study may not be generalized
- The behavior of the user may depend upon cultural aspect may not consider for this stud

**Services:**



Street vendors are those who sell a variety of goods and services on the Street, Educational institutions such as schools, Colleges, and Universities Natural markets, where the density of people comes to offices, bus stations, train stations and platforms, parks, and open spaces with very high density. At a lower cost to city dwellers. Street vendors are considered self-employed in the informal sector and provide their work to sell their goods and services without fixed architecture. The term "peddler" is often used as 'street vendor'. They are also used in many local terms and regional variations.

- ❖ Street vendors are defined as street vendors, sidewalk peddlers, sidewalk vendors, etc. They load them into carts or handcarts, trucks, wheelbarrows, or tricycles and drive to selected areas to sell.
- ❖ Sometimes they loudly announce the necessary goods and utensils for sale to attract customers. Sometimes they even display sidewalks selling goods and items.
- ❖ Street vendors perform the same function for pedestrians, cyclists, and bus users.
- ❖ Pedestrians need a shoemaker on the street to fix their shoes, just like motorists need a tire shop. Cyclists need a repair shop to fix tires, chains, and fixed pedals.

They sell everything from fresh vegetables, fish, and fruits to prepared foods, shoes to clothes. Save us valuable time having the necessary supplies or accessories we need on hand. Every day they serve us with different products that we need. In our country many people in the city are not well off, so they prefer to buy goods from street vendors rather than shops because they find these products much cheaper than in stores. They occupy most of the aisles and other public places as sales places. This leads to problems with the functioning of the city and makes it difficult for pedestrians. For this reason, to solve problems, government authorities sometimes force them to stop trading on the street and leave the store

without warning. Here the sellers face a lot of problems because they are not legal. Some of them are facing deportation issues and some of them are facing problems with pedestrian conflicts, property confiscation and extortion by authorities. Sometimes the greengrocer leaves it all objects on the road and run to save yourself from the police force. This causes them great economic loss. They are becoming emotionally and physically helpless. Their families are also suffering a lot. They were immediately unemployed and had to lose hope and objects at a glance. This situation sometimes cause their families to stand on the side of the road. More street vendors must pay remuneration to local organizations and leaders for doing business there.

**Street vendor :**



A street vendor is a person offering goods and services to the public without a fixed structure but with a temporary static structure or a movable or head-mounted stall. Street vendors offer different products and services, can be stationary and take up space on sidewalks or other public/private spaces, or can be mobile and move from place to place Others carry goods on trolleys or carry bicycles or carry baskets on their heads, or may sell their products on a moving bus.

**Social and economic conditions:**

Socioeconomic status (SES) is defined as a measure of a person's combined economic and social status and tends to positively related to better health. It focuses on three general measures of socioeconomic status: education, income and occupation (EH Baker 2014).

**Psychological state:**

A person's psychological state refers to a person's mental state that affects one's physical health people

## **Present Scenarios of the Street Vendors:**

Street vendors have been in business for many years. The seller is engaged in stationary activities or itinerant and semi-mobile activities. Many street vendors are constrained by the unstable socioeconomic background of their families. Almost all street vendors started this business out of poverty. Their family size is large and they found this business to easily earn something to keep the family running. Most of the street vendors are men and middle age groups. Women sell very little due to patriarchy, norms and responsibilities, religious ties, unequal power relations, women's inferiority, women's inability to make decisions, and women's availability to do the work inside where selling is the job outside. In addition, this work is tedious and arduous, so men should sell goods in the hot sun or rain at the roadside or in the market area. Research shows that only 21.7% of street vendors have higher education. For this reason, it is often difficult for most street vendors to understand the legal rights or tricks of the various authorities who demand bribes to do business against illiteracy. Most of them were married, had too many children, and lived in the slums and cluttered little rooms. The slums are very unhygienic and crowded. In the city, most of them live in slums, including the lack of pure drinking water, sanitation, and hygiene. The number of street vendors is increasing. This is why women who have no other means to support their family's subsistence needs join the informal sector as street vendors. However street vendors are a non-traditional and male-dominated profession, and there is a disparity in income between male and female street vendors. The social acceptance or recognition or social status of peddlers are very weak.

## **Working Environment of the Street Vendors:**

Most of the street vendors work in the city under the open sky. They have to endure heavy rain, burning sun, and other disasters. You always see them in public places. Especially on the side of the road, we see them most of the time. They occupy these areas without any legal permission. Roadside places are always noisy and unhygienic. It also seriously hinders work mobility of automobile traffic by creating traffic jams, delays in reaching destinations, and wasting precious time and money. Such problems are evident in most areas of the city where street vendors operate, hindering the functioning of the city. Given the environmental work context, many street vendors work long hours daily at the same location while other sellers move to two or more locations to seize the opportunity to sell to different types of customers. Most vendors work independently as independent entrepreneurs, with or without employees. In Southeast Asia, the average salary of a Salesperson salaries can be three to ten times the minimum wage and are often comparable to skilled workers' wages in the formal sector.

## **Psychological and Health Condition of the Street Vendors:**

The working environment of street vendors is not well decorated, even without a roof. So that place always unhealthy and unhealthy. In this situation, the hawker's health is affected. They inhale all the dust from roads and vehicles, affecting their long- term health. Sometimes they are forced to leave the workplace with all of them their posts without prior notice to ensure the smooth running of the city. They become helpless and worried about the day ahead. In this circumstances, their mental health cannot be good. Most of the street vendors said they suffered from body pain, including leg pain, back pain, neck pain, hand pain, headache and muscle pain. Most of them complained of fatigue, dry skin or sunburn. A large percentage of respondents suffer from insomnia (sleep disturbance), dizziness, etc. for their physical pain. Vending stations are often rudimentary and may not have running water, laundry facilities, and toilets. Most of them in some cases, vendors did not have enough sanitary equipment and some salespeople started their jobs without properly

bathing. Food and components can also be repeatedly contaminated by unwashed hands and packaging materials, such as sheets, old newspapers and reusable polythene bags. Additionally, some food handlers also wash their hands in the same used bucket. for cleaning tools, which can lead to fecal contamination. On the other hand, most caterers operate their business no health certificate or license. Street trading is low-income, high-risk, especially for fresh fruit and vegetable sellers and ordinary people. and physical danger due to unsanitary market conditions. They also determined that street vendors have a lot of exposure to economic downturn and political instability.

### **Troubling situation:**

Street vendors face many challenges and troubling situations. They don't have a place of their own where they can run their business smoothly. Therefore, they have to occupy public places to do business. In this situation, they frequently face harassment from various governmental and non governmental agencies. They have to pay a certain amount daily for different authorities to stay in a certain place. Again, they must continue to manage their business in an uncertain environment. Status at all times. Lack of capital is the biggest obstacle when starting a vending machine business. In the absence of appropriate measures and enough capital, sellers cannot maintain inventory levels and in doing so they will lose customers and also be unable to meet their own daily needs. Small business owners are also often discouraged from borrowing because they know that their future source of income may be less than their collateral. These companies also experience inefficiencies management skills, lack of insurance, and transport problems. They cannot borrow from an established financial institution.

Institutions fail to meet their collateral management obligations.

Street vendors face particular livelihood risks due to the legal, physical, and socio-cultural environment in which they operate. The most urgent and permanent risk for many street vendors is the possibility of the local government forcing them to leave the streets or confiscate their goods. The risk of this displacement often increases in the context of elections, major events, or efforts to beautify historic downtown districts. Like official trade activists, the number of street vendors is less effective in an unstable institutional environment where the rules are irregular and unpredictable. Street traders also face more common occupational hazards.

The primary aim of this study is to gain insights into the socio-economic circumstances and emotional well-being of street vendors, as well as to identify the various challenges they encounter. To achieve this, a triangulation approach involving both quantitative and qualitative methods is employed, with deliberate sampling methods being used. Many individuals gravitate towards street vending in due to factors such as illiteracy, poverty, an inability to secure long-term employment, an abundant labour supply, large family sizes, and the quest for improved job prospects and a better quality of life. Additionally, administrative factors drive some displaced individuals to take to the streets as vendors. This profession demands minimal capital, formal education, or specialized training, making it accessible and adaptable. Notably, there's a scarcity of female street vendors due to patriarchal norms, religious constraints, power imbalances, perceptions of female inferiority, and limited decision-making authority within households.

Furthermore, the physically demanding nature of street vending compels men to dominate this occupation regardless of weather conditions or location. Many street vendors lead challenging lives, residing in overcrowded and unsanitary accommodations with numerous dependents. Competition among vendors within the city and interference from municipal authorities and the police exacerbate their difficulties. Abrupt eviction from their vending sites without prior notice causes both financial and psychological distress. Addressing these issues necessitates government intervention, including the provision of designated vending areas, interest-free loans, permits, logistical support for education, and the enhancement of social awareness initiatives. Street vending is a prevalent phenomenon in many developing and even some developed nations. It plays a vital role in the informal urban economy, offering a wide array of goods and services to the public while simultaneously generating employment opportunities and reducing poverty levels.

### **Livelihood Conditions Before COVID-19:**

Before the COVID-19 pandemic, street vendors depended mainly on **daily sales and customer footfall** for their income. Although their earnings were often unstable, they were able to **maintain regular business activities** in crowded markets and busy streets. Many vendors relied on **public spaces, markets, and transportation hubs** to attract customers and sustain their livelihoods.

### **Post-COVID Recovery and Challenges:**

After the pandemic, street vendors gradually resumed their activities as markets reopened and restrictions were lifted. However, many vendors still face economic challenges, reduced customer spending, and increased competition. Some vendors have adopted new safety practices, digital payments, and alternative selling methods to rebuild their livelihoods in the post-pandemic period.



### **Importance of Studying the Impact:**

Studying the impact of the COVID-19 pandemic on street vendors is important to understand how vulnerable informal workers are during economic crises. The findings can help policymakers and local authorities design support programs, financial assistance, and inclusive urban policies to improve the livelihood security of street vendors and strengthen the informal sector.

### **Role of the Informal Economy:**

Street vendors are a significant part of the **informal economy**, which provides employment opportunities to millions of people who lack access to formal jobs. The informal sector plays an essential role in **urban economic development** by offering affordable goods and services to the public. Street vendors often operate with limited resources but contribute greatly to the **economic sustainability of cities**.

### **Government Restrictions During the Pandemic:**

During the COVID-19 pandemic, governments implemented strict lockdown measures and mobility restrictions to control the spread of the virus. These restrictions led to temporary closure of markets and public spaces, directly affecting the livelihood of street vendors. Many vendors were unable to operate their businesses for long periods, resulting in loss of income and financial stress.

## **REVIEW OF LITERATURE:**

**Caroline Skinner (2008)** Skinner examined the role of street vendors in the informal economy of developing countries. The study highlighted that street vending provides employment opportunities and income sources for urban poor populations. However, vendors often face challenges such as lack of legal recognition, limited financial support, and vulnerability to economic shocks.

**Martha Chen (2012)** Chen emphasized that workers in the informal sector, including street vendors, play an important role in urban livelihoods and economic development. The research explained that informal workers generally lack social protection, job security, and government support, making them highly vulnerable during economic crises and emergencies.

**Kumar, S., & Singh, A. (2018)**<sup>1</sup> The study focused on despite the fact that these workers contribute significantly to the urban economy, they have faced and often continue to experience humiliation, continual harassment, confiscations and sudden evictions. It became imperative to advocate for their rights through the formulation of appropriate policies, the enactment of relevant laws, and the provision of adequate social protection benefits. The National Association of Street Vendors of India (NASVI) played a pivotal and catalytic role in transforming street vendors from non-entities into a formidable force to reckon with. Based on existing published works on the street vendors' movement in India, a series of key informant interviews and national consultation with stakeholders, the paper aims to document the journey of NASVI in terms of

milestones, struggles and successes using the theoretical framework of power resources and capabilities. It also makes an attempt to bring out important lessons for social actors interested in organizing.

**Sekhani, R., Mohan, D., & Medipally, S. (2019)**<sup>2</sup> The increasing dependence on street vending as a source of livelihood for people across urban spaces in countries like Cambodia and India continues to promote exciting areas of research in social sciences. Our study captures the narratives of street vendors (seen as the ‘invisible’ entrepreneurs), working in markets across Delhi (India) and Phnom Penh (Cambodia) and analyzes the inventory logistics of products sold by them, thereby, reflecting the complex nature of an inter-twined, existential relationship between what's classified as ‘informal’ and ‘formal’ in urban economies. The mutual interdependence seen in the governing dynamics of economic exchange (for example, in selling commodities and services across identified markets in Phnom Penh and Delhi), argues for a need to inclusively study urban ecosystems while addressing the needs of street vendors. This paper does so by incorporating ethnographic methods with a specific reference to street vending (as a commercial urban activity). Further, we emphasize on an epistemic need to cross-fertilize thought(s) and method(s) across social science disciplines to produce more of such urban narratives, exploring the inter-twined relationship between the ‘informal’ and ‘formal’ aspects of urban ecosystems.

**Singh, A. (2020)**<sup>3</sup> This study focused on Context of Street Vendors in India: A Tale of Invisible Visibility in August during the Executive Committee Meeting of National Alliance of Street Vendors of India (NASVI). During the Mumbai workshop, a vendor talked about the idea of a Natural Market, as a place where buyers naturally congregated, such as at a temple or a hospital, as opposed to places where municipal authorities attempted to rehabilitate evicted vendors where buyers did not come automatically. The Street Vending Act states that no existing street vendor can be displaced until the local authorities conduct a census of street vendors in the concerned urban center and prepare a City Vending Plan. Representatives of street vendors will constitute 40 per cent of its membership and women will comprise at least 33 per cent of the street vendors’ representatives. Another factor which brought vendors closer to NASVI is its holistic understanding of vendors’ needs.

**Maniktala, N., & Jain, T. (2021)**<sup>4</sup> The study focused on Street vendors form a prominent role in the supply chain by providing convenient and inexpensive goods and services to everyone and therefore contributing to India’s economic progress. Undertaking the welfare of the street vendors is integral to the achievement of two UN Sustainable Development Goals (SDGs) namely, SDG 1 that focuses on poverty alleviation and SDG 8 which fulfils the objective of decent work and economic growth. Efforts by various NGOs and organizations, through the years, have aimed to make the Indian government notice the plight of the street vendors. This has resulted in various policies and acts highlighting the rights and the laws to be implemented in their favor. This paper discusses in detail the policies introduced in the past two decades with an emphasis on the Street Vendors

Act 2014 and the PM SVANidhi Scheme 2020. While the street vendors act brings to light the disparity in its execution among the states, the PM SVANidhi scheme 2020 that aims to formalize the street vendor economy faces the challenge of a dismantling health crisis.

**Guha, P., Neti, A., & Lobo, R. (2022)**<sup>5</sup> This paper focuses on women street food vendors' (SFVs) experiences before and during Covid-19 pandemic to understand how street food vending as a livelihood activity interacts with social dimensions like gender and division of labor. Through multiple in-depth interviews with 23 women street vendors in Bengaluru, India, before and during the pandemic, we show that there is a blurring of the dichotomy between the work done in the private and public spaces before the pandemic, which is disrupted by Covid-19 crisis. The first half of the paper explores the household labor dynamics in the context of paid and unpaid work of women and explains how the women SFVs, capitalizing on their existing skills of “cooking,” were able to gain agency and recognition for themselves within the households. The second half of the paper focuses on the narratives of the same women SFVs during the first wave of the Covid pandemic and the subsequent lockdown. We find that the Covid crisis brought back the dichotomy between private and public spheres, making it more pronounced, with women losing their control over the public sphere and their work being restricted only to the private sphere.

**Dokku, S. R. et. al., (2022)**<sup>6</sup> The study focused on COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems, and the world of work. The economic and social disruption caused by the pandemic is devastating: tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year. This chapter analyses the impact of COVID-19 on livelihood of street vendors in India. The study considered 100 street vendors covering all types of street vendors like food vendors, flower vendors, vegetable vendors, etc. Analysis of the data showed that COVID-19 had a significant impact on the street vendors in the selected cities. During COVID-19, street vendors' revenues, profits, savings, number of customers, and working hours have dropped significantly. At the same time, household spending, debt per provider, and healthcare costs have increased significantly.

**Ali, M. A., & Kamraju, M. (2023)**<sup>7</sup> The study focused on owing to their lack of training and experience, street sellers are frequently people who are unable to obtain permanent employment in the lucrative formal sector. They make an effort to address their financial difficulties in order to maintain their way of life. They serve as the primary means of distribution for a wide range of items used on a daily basis, including fruits, vegetables, ready-to-wear clothing, shoes, home furnishings, toys, stationery, newspapers, and periodicals. If they were to disappear from urban marketplaces, fruit and vegetable growers and small-scale businesses who cannot afford to sell their products through pricey distribution networks in the official sector would face a

catastrophic catastrophe. The nature of the current study is descriptive. The entire population of Hyderabad is included in the study's domain. The sample size is restricted to 500, and the sampling is chosen using practical sampling. The street vendors in our study region who use bandis (vehicles) to sell vegetables and household appliances are the subjects of the current study.

**Iqbal, Ret.al., (2024)<sup>8</sup>** The study focused on the pandemic has profoundly affected the livelihood of street vendors, exacerbating economic challenges as lockdowns and restrictions hinder their ability to earn a living. This study examined the impact of the COVID-19 pandemic on the livelihoods of street vendors in the Rawalpindi district, focusing on the challenges faced due to work cessation. The data from 50 street vendors in rural and urban areas of Rawalpindi was collected through a Likert scale questionnaire. Logistic regression was used to analyze the impact of different factors on the livelihoods of street vendors. The pandemic's impact on street vendors is significant due to its insights into economic inequalities, the vital role of street vendors in local economies, and the need for targeted interventions to support this vulnerable group. The findings shed light on the vulnerabilities and hardships experienced by street vendors during this unprecedented crisis. The study concludes that the pandemic has significantly affected street vendors' livelihoods, resulting in financial losses, inability to meet basic needs, food insecurity, health risks, and limited access to credit and social security benefits.

**Pop, R. A., et.al., (2024)<sup>9</sup>** This paper aims to conduct a bibliometric mapping and systematic review of the food retail industry's resilience strategy in the context of COVID19. Specifically, we aim to identify relevant research gaps in the industry during the pre-, during, and post-pandemic periods and highlight the differences between B2B and B2C sectors. We analyzed articles in the Scopus database from 2019 to 2022 using the PRISMA method for article selection, resulting in a total of 69 articles. We employed a VOS viewer for bibliometric mapping. Our analysis revealed that most studies focused on the impact of COVID-19, with only a few examining the pre- and post-pandemic periods critically. In the B2C context, we identified two major topics: changes in purchasing and consumption behavior, and food waste and safety. In the B2B sector, the two most recurrent subjects were retailers' strategies and supply chain management. This study provides valuable insights for policymakers by exploring industry trends and for scholars by highlighting future research agendas based on the identified topics.

**Dr. M. Kalimuthu and Ms. Sindu. S(2021)<sup>10</sup>** A Study on the problems faced by street vendors in Coimbatore, “conducted a study with the objectives of analyzing the socioeconomic conditions, assessing the quality of work life, understanding the challenges, and identifying factors affecting street vendors in Coimbatore. The study involved 120 respondents and utilized statistical tools such as Simple Percentage analysis and Likert scale analysis. With a significant portion of India's workforce engaged in informal employment, supporting street vendors is crucial. These vendors, typically drawn to the sector due to low

initial investments, face issues like eviction fears, storage problems, competition, and the impact of COVID-19. Granting legal status to street vendors is recommended to address these challenges. This study provides valuable insights for policymakers and stakeholders in this regard.

**S. Renugadevi et al.,(2022)11**, Focuses on the survival of street vendors in Coimbatore during the COVID-19 pandemic. With a sample size of 120 respondents, the study employs the chi-square statistical tool to explore the relationship between education and the choice of the street vending profession. Street vendors, a vital part of the informal sector, cater to the needs of urban populations and disadvantaged groups. The paper's objectives include assessing the socio-economic conditions of street vendors during the pandemic, government interventions, improvements in working conditions, social protection measures, and life skill development to enhance profitability. The study also highlights issues such as health hazards, low living standards, and the need for better infrastructure, sanitation, and regulations to support street vendors and ensure urban functionality.

**Parikshit Chakraborty and Samarpita Koley(2018)12** aimed to provide a comprehensive socio-economic perspective on street vendors. Their research revealed that street vendors predominantly hailed from nearby rural areas and were largely unskilled or possessed minimal education, which posed significant challenges in the industrial hub of Jamshedpur. The study underscored the adverse working conditions faced by these vendors, including long working hours and unsafe workplaces. Furthermore, it highlighted the low earnings of street vendors indicative of their meager standard of living. Additionally, the study shed light on the vendors; vulnerability to illegal exactions by local authorities, painting a challenging picture of their livelihoods.

**Christina Parmaret. al.,( 2022)13** conducted a study on the “Quality of Life of Street Vendors in Vadodara City” focusing on three key objectives: understanding awareness of quality of life in Vadodara, exploring how respondents spent quality time with their families amid COVID-19, and assessing the socioeconomic status of street vendors in Vadodara. The research included 50 residents of Vadodara, comprising various types of street vendors. The study highlighted the challenges faced by street vendors, including insecure work conditions, heavy workloads, limited earnings, and safety concerns. It emphasized the importance of street vendors joining trade unions, obtaining legal assistance, and registering under relevant legislation to improve their quality of life and working conditions.

**A. Priya( 2022) 13** conducted a study on the “ Problems Faced by Street Vendors in Coimbatore Districts,” with the following objectives: identifying the socio-economic conditions of street vendors, pinpointing their major operational constraints, proposing policy interventions to alleviate these

challenges, and assessing the current status of street vendors in Coimbatore. The study encompassed 150 respondents from various demographic variables and employed sampling tools such as the Simple Average Method, Correlation Method, and Weighted Average Method. Street vendors, vital contributors to urban and rural well-being, offer affordable goods. The study revealed that respondents faced issues related to climate change, health, and limited awareness of government policies designed for their benefit, emphasizing the need for improved support and awareness among street vendors.

**VinitPoddar, Ankit Kumar Poddar (2015)**<sup>14</sup> The topic "Street Vendors in India: Towards a More Enforceable Policy" focuses on the current situation and the potential future improvements regarding street vendors in India. It analyzes the existing policies and regulations governing street vending, identifies their limitations, and suggests ways to enhance their enforceability. The article likely explores the challenges faced by street vendors in India, such as arbitrary eviction, harassment, and lack of access to basic infrastructure and services. Statistical tools framed for the study are percentage analysis and test. In this article, 60 street vendors have been randomly selected in the district of Coimbatore for the purpose of the study. It might focus on creating a balance between regulating street vending activities and promoting inclusivity, recognizing the informal nature of this sector. Overall, the topic sheds light on the importance of formulating and implementing effective policies that protect the rights of street vendors, contribute to urban development, and create a conducive environment for sustainable street vending in India.

**Shalini Sinha, Sally Roever (2011)**<sup>15</sup> explains that India is one of the country that has developed a national policy on urban street vendors. The policy was adopted in 2004 with of intention of providing and further supporting the environment for street vendors. They have applied a Percentage analysis tool to analyze the data. In this article, 60 street vendors have been randomly selected in the district of Coimbatore for the purpose of the study. This

note reports the procedure by which India's National Policy on urban street vendors was developed. Though its enforcement since 2004 has been weak and uneven, India Supreme

Court has upheld the fundamental rights of street vendors in court cases overtime, and in October 2010 called on the government to enact a law on later than June 2011.

**Nittaya Wongatada (2014)**<sup>16</sup> concludes that The literature review part of the topic involves critically examining a wide range of scholarly articles, books, and relevant publications to identify key themes, trends, and research gaps related to street vending. It reviews the existing knowledge on various aspects of street vending, such as social, cultural, economic, and environmental implications, as well as the regulatory frameworks and policy interventions that govern street vending activities. Statistical tools -Percentage analysis have been adopted for the study. In this article, 150 street vendors have been randomly selected in the district of Coimbatore for the purpose of the study. By addressing the topic of street vending phenomena through a

literature review and research agenda, the aim is to contribute to the academic discourse surrounding this topic, inform policymakers on potential strategies, and provide insights that can guide future research endeavors

**Sharit K Bhowmik (2003)**<sup>17</sup> says that Street vending, or the act of selling goods or services in public spaces, is a prevalent economic activity in many countries. However, the nature of street vending can be complex, with varying challenges and opportunities.

Therefore, the need for a national policy arises to address the diverse issues associated with street vending and provide a structured approach to regulating this sector. The paper may also discuss the potential impact of a national policy on street vendors, local economies, and urban development. The statistical tools like percentage analysis and chi square tools have applied for the study. In this article, 100 street vendors have been randomly selected in the district of Coimbatore for the purpose of the study. Overall, the aim of exploring the topic & national policy for street vendors is to provide insights into the formulation and implementation of a regulatory framework that supports and empowers street vendors while addressing the challenges and issues associated with their economic activities.

**Sharit Bhowmik (2010)**<sup>18</sup> authored an article on the topic of Legal protection for street vendors it concludes that the Supreme Court has decided that the government has to pass the street vendors bill by 30 June 2011. Even though the bill does not include the importance of the national policy for urban street vendors as unorganized sectors. If the government has the responsibility to protect the street vendors, they should have made importance a part of the national policy and also they should have taken steps in some of the areas such as Andhra Pradesh, Orissa, and Chhattisgarh. The statistical tool applied is percentage analysis. In this article, 130 street vendors have been randomly selected in the district of Coimbatore for the study. The study also suggested that street vendors should focus on giving better quality products to the customers.

## **FINDINGS OF STUDY:**

- Most (32.5 %) of the respondents are in the age group 36-50 years.
- Majority (43 %) of the respondents are Illiterate.
- Majority (65.5 %) of the respondents are Male.
- Majority (63 %) of the respondents are Married.
- Majority (36 %) of the respondents had been working for 10 years as street vendors
- . ➤ Most (67 %) of the respondents are from urban areas.

➤ Majority (27.5 %) of the respondents work for 9 to 10 hours per day.

- Most (51 %) of the respondents have temporary shelter.
- Most (24.5 %) of the respondents are street food sellers.
- Majority (32.5 %) of the respondents are into this business due to poverty.
- Most (55 %) of the respondents preferred both cash and online payment.
- Majority (58 %) of the respondents had an awareness about government support.
- Majority (30 %) of the respondents had faced bargaining as their major difficulty.
- Majority (30.5 %) of the respondents had experienced very secure workplace security. ➤ Majority (58.5 %) of the respondents had never experienced gender-based harassment.
- Majority (51 %) of the respondents had managed to survive their business by lenders during the lockdown.
- Most (44.5%) of the respondents had agreed that the pandemic has increased financial challenges.
- Most (64.5%) of the respondents agreed that customer access has decreased since covid-19.
- Majority (52%) of the respondents had found government support had moderate effective.

## **SUGGESTION:**

- **Legal Recognition:**

Advocate for legal recognition of street vending and implementation of supportive policies that protect their rights and provide them with growth opportunities.

- **Infrastructure Improvement:**

Develop designated vending zones equipped with proper infrastructure such as sanitation facilities, waste management, and seating areas to create a conducive environment for vendors and customers.

- **Access to Finance:**

Facilitate access to microloans or financial assistance programs to help vendors invest in their businesses, purchase better equipment, or expand their offerings.

- **Skills Training and Capacity Building:**

Offer training programs on business management, hygiene practices, customer service, and marketing to enhance vendors' skills and professionalism.

- **Healthcare and Insurance:**

Provide access to affordable healthcare services and insurance coverage to protect vendors and their families from unforeseen medical expenses.

- **Market Linkages:**

Create platforms or networks that connect street vendors with larger markets, wholesale buyers, or online platforms to expand their customer base and increase sales.

- **Social Support Networks:**

Establish support networks or cooperatives where vendors can share resources, information, and experiences, fostering a sense of community and solidarity.

- **Regulated Licensing:**

Streamline the licensing process and make it more transparent to reduce harassment and exploitation by authorities while ensuring compliance with safety and hygiene standards.

- **Education and Childcare Support:**

Offer educational support for vendors' children, including scholarships, after-school programs, and childcare facilities, enabling vendors to focus on their businesses without worrying about their children's welfare.

- **Advocacy and Representation:**

Empower vendors to advocate for their rights and interests through collective bargaining, unionization, or involvement in decision-making processes at the local government level.

## QUESTIONNAIRE

Name .

1. Age

- a) Below 25 Years    b) 26-35 Years  
c) 36-50 Years    d) Above 51 Year

2. Education Level

- a) Illiterate                      b) Primary Education  
c) SSLC                              d) Graduate

4. Gender

- a) Male                              b) Female

5. Marital Status

- a) Married                          b) Unmarried

6. How long have you been a street vendor?

- a) Below 10 years    b) 10 – 20 years  
c) 21 – 35 years    d) 36 – 50 years  
e) Above 50 year

7. Location:

- a) Urban                              b) Suburban  
c) Rural

8. Hours Worked per Day:

- a) 5 to 6 Hours                      b) 7 to 8 Hours  
c) 9 to 10 Hours                      d) 11 to 12 Hours  
e) More than 12 Hours

9. Nature of the Business

- a) Permanent Shelter                      b) Temporary Shelte

10. Nature of Vending

- a) Vegetable Seller      b) Fruit Seller
  - c) Street Food            d) Garment Seller
  - e) Grocery Seller      f) Flower vendors
  - g) Others
11. Main Driven force into this Business
- a) Poverty      b) Unemployment
  - c) Family Business      d) Independent Business
  - e) Self Interest
12. What type of transaction do you prefer?
- a) Cash    b) Online Payment
  - c) Both
13. Government Support Awareness:
- a) Aware    b) Not Aware
14. What are the difficulties faced by the street vendors?
- a) Theft    b) Bargain
  - c) Damaging the product    d) Online payment
  - e) Others (specify)
15. Workplace security:
- a) Very Secure    b) Secure
  - c) Moderate Security      d) Insecure
  - e) Very Insecure
16. Gender-Based Harassment:
- a) Never Experienced    b) Rarely Experienced
  - c) Occasionally Experienced    d) Frequently Experienced
  - e) Constantly Experienced
17. How did you manage to survive your business during lockdown?
- a) Self-financing    b) Bank loan
  - c) Lenders                      d) Others

18. The pandemic has significantly increased financial challenges for street vendors:

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

Access to customers has decreased since the onset of COVID-19:

- a) Yes
- b) No

19. Effectiveness of local government support in addressing challenges faced by street vendors post-COVID-19.

- a) Most effective
- b) Moderate effective
- b) Least effective

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