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A STUDY OF ECONOMIC PROBLEMS OF WOMEN VENDORS

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ABSTRACT

Traditional economic role of women in rural areas is that of producer and processor of food crops. While their primary goal is to meet the subsistence requirements of the household, any commodity surplus generated, processed or unprocessed, is sold for cash. According to tradition, the cash so generated may provide the woman with discretionary funds or is turned over to the family pot under the control of her husband. In many cases, this surplus can be the primary source of household cash income. Transformation of roots, cereals,

fruits and vegetables into convenient foodstuffs and drinks is well accepted as rural women's work. It is their gainful source of employment. In the aggregate, it defines a food producing 'industry' characterised by its small scale, simple technology and low level of labour productivity.

KEYWORDS: Traditional economic, processor of food crops, fruits and vegetables, labour productivity .

INTRODUCTION :

Explored factors, which generate and sustain vegetable/fruit vending as an informal sector activity. In the

problem statement challenging questions such as: Is harassment the best possible solution to the vending activity?; from the persistence of the activity in the face of harassment does it suggest that it is a viable form of employment which needs protection and even further development?, and, what problems are vendors faced with and what are the vendors' feelings about the activity and harassment? are raised. In reviewing the literature for the study, it was found that the existence of the informal sector can be explained in the context of the process of change that has taken place during the last two decades; that is, the passage from the pre-colonial pre-capitalist societies to capitalistic form of production. It was also found that the informal sector is an important employer especially for women and therefore an important potential focus of economic development. Indeed, women was found to

dominate the informal sector and especially the trade aspect of it. Women were also found to be the worst hit by the unemployment problem and, unlike men, they have few, if any alternative means of earning an income especially in the urban areas. Five hypotheses derived from the literature reviewed were tested.

The study views fruits and vegetables vending as a feature of economic backwardness and social poverty:

The theory I used that is Dependency Theory. Its main argument is that the phenomenon of underdevelopment is by product of the development and maturation of capitalism into a world economic system. Convenient (snowball) sampling techniques were used to select the study units. A questionnaire was administered to 180 respondents and data on these were analyzed through frequencies, cross tabulation, correlation and regression. The major findings are as follows; female vegetable vendors mainly comprise single household heads either because they never got married at all or because they are divorced, widow or separated from their husbands. These were found to be mainly characterized by little or no education and are lacking in formal training. For the married hawkers, they composed those whose husbands have little or no education and are therefore unemployed or earn very low income.

The lack of better (preferred/desired) alternative form of employment and consequently the desire for economic gain:

“The data analysis also revealed that the major cause of vending is the lack of better (preferred/desired) alternative form of employment and consequently the desire for economic gain. The vendors’ main problem turned out to be harassment by city authorities. From the study, the persistence of vegetable street vending is considered adequate evidence that the activity is not only part of the urban economy but also a viable economic activity which will continue to flourish. It not only provides many of the unemployed urban it especially women, with the only form of earning a genuine income but also facilitates the distribution of commodities especially those associated with the agricultural sector. Considering all these then, the study concludes that vending in particular and the informal sector in general should be encouraged to grow. Noticed that ninety four percent of working women in India are self-employed; home-based workers, petty traders, or providers of other services and manual labor. They are undercounted in official statistics, unprotected by labor laws, without access to health care, skills training, or credit. Their situation worsens as traditional support systems break down. SEWA — the Self-Employed Women's Association — was formed as a trade union to give these women political visibility and power over the forces that control their lives. Each stage of the organizing process has been, and continues to be, a struggle. But it is succeeding. It has been observed that despite recent gains, women still face the glass ceiling — an invisible barrier that blocks their entry into top executive positions. Explanations for women's lack of success range from blaming men for discrimination to blaming women themselves rather than blaming the people in the organizations. It is useful to analyses the task facing women managers.

The inherent difficulties in women's work:

It is argued that understanding the inherent difficulties in women's work can provide a new perspective on why women have difficulty in achieving top positions. Recent work in cognitive psychology is helping us learn more about the processes involved in reaching high levels of performance. Using these theories and concepts to analyses the task facing women managers, new ways can be developed to help women develop higher levels of managerial skill. “The street worries the rich, its disorder and daily uncertainty represent a constant threat. ... One has to ... disperse the populace, control these immoderate gestures of a violence that is only the mirror image of their own daily life ... yet to prevent a crowd from forming is not sufficient. ... One has to go further: make hygienic, cleanse and enlighten these obscure masses. ... There follows a determined volition to construct a productive and pacified space”. Reported on strategies developed by female street vendors (vended or asambulantes) in Mexico City to ensure the care of their young children in the absence of a specific and operational government policy to fulfill this need. The information concerning childcare and health was gathered by a survey of 426 street traders selected by multi-stage random cluster sampling in four of the administrative districts (delegaciones politicas) of Mexico City during 1990. It was found that, as mothers of

young children, street vendors most frequently looked after their children personally on the street or left them with other members of the family. Related factors were availability of alternative childcare providers in the family, the age of the children and working conditions of the mother. Children who remained on the streets with their mothers suffered more frequently from gastro-intestinal diseases and accidents than the national average. The incidence of acute respiratory diseases, however, was similar in the cases of maternal care in the street and care by family members in another environment. Existing public health measures show a greater concern for the health of food consumers than that of workers in this area. Current public policy seeks to regulate street vending activities and to concentrate traders in ad hoc areas and facilities. Our research results document the need for actions that can contribute to an improvement in the care and health conditions of these young children.

Methodology is used to reason about the properties of the domain under study:

Methodology refers to more than a simple set of methods; rather it refers to the rationale and the philosophical assumptions that underlie a particular study. The Methodology is used to reason about the properties of the domain under study. Properly conceived methodologies, provide the substantial backing to the applied logic and coherence which will withstand peer review as well as their fundamental approach to reality. Most sciences have their own specific scientific methods, which are supported by methodologies (i.e., rationale that support the method's validity). Scientific method refers to a body of techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge. To be termed scientific, a method of inquiry must be based on gathering observable, empirical and measurable evidence subject to specific principles of reasoning. A scientific method consists of the collection of data through observation and experimentation, and the formulation and testing of hypothesis. Research Design The present study followed a combination of diagnostic and descriptive research design, however, to be precise; it was an Ex Post Facto design. Descriptive research designs help provide answers to the questions of who, what, when, where, and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation. The benefits of using descriptive design are: 1. the subject is being observed in a completely natural and unchanged natural environment. 2. It gives valuable pointers as to what variables are worth testing quantitatively. 3. If the limitations are understood, they can be a useful tool in developing a more focused study. 4. Descriptive studies can yield rich data that lead to important recommendations. 5. Approach collects a large amount of data for detailed analysis.

OBJECTIVES OF STUDY:

- i) To identify the living and social status of women vendors in retail marketing of Fruits and Vegetables.
- ii) To examine the financial condition of the women vendors in different markets.
- iii) To identify the problems of women vendors in the Fruits and Vegetables.
- iv) To examine the approach of common people towards the women vendors engaged in retail marketing of Fruits and Vegetables.
- v) To examine the attitude of the family members of those women vendors working in retail marketing of Fruits and Vegetables.
- vi) To examine the attitude of the male retailers towards the women vendors engaged in same business.
- vii) To examine the working problems related to retail marketing of Fruits and Vegetables.
- viii) To examine the Government Schemes for the welfare of the women vendors.
- ix) To offer suggestion to improve the condition of women vendors in retail marketing of Fruits and Vegetables.

CONCLUSIONS AND SUGGESTIONS:

Many vendors area unit stressed as a result of less range of individuals visiting them in recent times as a result of sizable amount of retailers and malls. Even the govt. enterprise for several urban infrastructure developments while not the consultation or the compensation to those vendors, so that they ought to live a

miserable life as they're within the worry of being evicted from their places that might lead to searching for brand spanking new places. Moreover, there's an excellent want in starting once more from scratch, as a result of that might mean they need to begin right from putting in the new retailers to contend with a very new set of police, and authorities thereby conjointly building an everyday client base for themselves. As way, as attainable, most shoppers united that road widening shouldn't be undertaken while not consultations with native folks and harming the atmosphere.

In this article, it has concluded that are i) the women Fruits and Vegetables vendors have low socio-economic status. ii) The women Fruits and Vegetables vendors face serious financial problems. iii) The women Fruits and Vegetables vendors are depended on men to meet their business needs. With above study hereby it has suggested following suggestions; Women Fruits and Vegetables vendors should be made aware of different Government schemes for economically backward people by non-Government and other Organizations and help them to get benefit under the different schemes, Local Officer should make friendly approach towards women vendors instead of harassing them. So that they can gain more confidence and Social security scheme should be introduced after the age of 60 to women vendors to mitigate their sufferings in old age in the support of Local Bodies and Government.

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