



NATIONAL CONFERENCE
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Confederation of Indian Industry - Young Indians



**“SUSTAINABILITY & TRANSFORMATION OF
SMALL BUSINESS IN INCLUSIVE GROWTH”**
11th October, 2017

Organised By

DEPARTMENT OF COMMERCE

GURU SHREE SHANTIVIJAI JAIN COLLEGE FOR WOMEN

(Affiliated to the University of Madras & Re-Accredited with 'A' Grade by NAAC)

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SUSTAINABILITY & TRANSFORMATION OF SMALL BUSINESS IN INCLUSIVE GROWTH

ISBN 978-93-8564



978-93-85643-25-3

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A STUDY ON THE FAST FOOD STREET VENDORS

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Introduction

Street vendors are the integral components of urban economies around the world, by offering easy access to a wide range of goods and services in public spaces. Street vending as an occupation has existed for hundreds of years and is considered a cornerstone of many cities. In all civilization, ancient and medieval, one read accounts of travelling merchants who not only sold their wares in the town by going from house to house but they also traded in other 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 pavement, create traffic problems 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).

A street vendor is broadly defined as the persons who offer goods for sale to the public at large without having a permanent built up structure from which to sell.

Street vendors in Irinjalakuda are among the weaker sections of the self-employed workers. The working life of vendors is explained in terms of their financial conditions and the extent of indebtedness the amount of bribes they have to pay in order to sustain themselves in the marketer their working hour the issue of public space utilization and the legal aspect of their activity. It has been seen from the study that their entire existence and nature of activities are extremely informal and trust based. They enjoy neither safety nor security at the work place as they face constant harassment from the local authorities.