

Entrepreneurship: - Tool for altering Livelihood of Street Vendors in Madurai City

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Abstract:

Informal Sector contributes 90% of SMEs Working Capitals, which operating millions of workers pursuing livelihoods, Some of the research articles in the daily news noted that around 20% of total urban population was involved in the street vending in the metropolis, A Present study is focused on the Entrepreneurship: - A Tool which rewrite a fate of Street Vendors in Madurai City, as the city Madurai was most famous in Tamilnadu for the oldest pilgrimage of Meenakshi Sundareswara temple and Tamil sangams, which was flourished 2000 years ago. The city also well-known as an "Athens of the East" or "thoonganagaram", the city holds the corporation status with seven taluks with the wide spread of arid plans. The district holds the 9th place in population of Tamilnadu, where the 60% of District population lives in urban area of Madurai city with the literacy rate of 83.5% which is higher than the state of Tamilnadu (80.1%). The present study is focused on the Entrepreneurship of the people from Madurai city, who in the Street business.

Primary data's are collected through the simple random sampling method with a simple structured questionnaire, the statistical tools are remanded for analyzing the data, Secondary data's are used as an informative and references, the results of the study are in positive where the livelihoods of the redline has been changed its colour after the Entrepreneurship.

The conclusion of the study clearly notifies many real facts behind the success of street vendors that are dedication, hard work and small savings, the tools for success has been seeded by the NGO's, SHG's and the volunteers of the socialist, where they poured the Skill's of Socio-Economic development in the name entrepreneurship, which changes the fate of the livelihoods from the coloured as RED.

Keywords: Entrepreneurship, Street Vendors, Nature, Business, Earnings, Socio-Economic Status, Feature.

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INTRODUCTION

Street vending is also one type profession in business, which offers a valuable goods and services to the customers in the urban society, the street vendors are widely found in the pavements, footpaths etc... with a

mobile stall, In the global erosion of labour relations are gradually changing the formal sector into an informal sector, in which the informal sector contributes 25% to 40% of output in the developing countries, however the informal sector accounts the agriculture sector which folds the employment of huge population, due to various

reasons the employment of the informal sector reduced in use of agriculture lands which increase the poverty of the livelihoods, mostly the informal sector employers are in daily wages as a casual labours who are lacks in education and wealth, thus the migration of urban is also constantly increase the employment of the informal sector.

Census Year	1981 – 1991	1991 - 2001	2001 – 2011
Tamilnadu Population	55,858,946	62,405,679	72,147,030
Madurai Population	2,400,339	2,578,201	3,038,252

Source:

<http://www.maduraicorporation.co.in/population.html>

Above table shows that the population of Madurai has been considerably increasing year by year, Migration of peoples from the rural to urban is considerably increasing all over the world for various reasons, at the same Madurai population is also increasing considerably, which is the advantage business environment ,

Review of literature

The reasons behind a street selling vendors is to survive the livelihood in the urban area, the vendors involved in the street selling business are mostly from the poor background where they unable to invest a capital for taking a proper location for their business, the vendors in the street selling are more competitive to the shop sellers, where street sellers are able to sell their products to the customer with a low marginal rates comparatively to the shop sellers, considering the major facts some of the relevant reviews are collected for the study

1. In the thesis work Mr. Duraisingam .P (2007) has reviewed the factors of the informal sector which contributes the growth of street vendors in the Madurai city, which clearly follows the rapid urbanization and the migration of people from rural area due to sickness of traditional feeding employment, education , poverty are the main factors for the street vendors migration to urban location, after Huge number of migration peoples the feeding for their own becomes the major hurdle, due to that the people started the selling of products in streets, comparatively marginal then their daily earnings.
2. In the research study from V.Leela in 2015 was mentioned as tourism is the main source for the street vendors, where they can buy the products on their needs and take foods in the streets and makes their journey happy in their visits, in that the street vendors are more focused in the travelers to the city.

3. Mr.K.Karthik entitled a PhD research work on “AN ECONOMIC INQUISITION ON MARKETING OF JASMINE FLOWERS IN MADURAI DISTRICT” clearly notified the employment of Informal sector particularly a flower sellers in Madurai city, As the flower is more famous (especially a jasmine flower) which was patent as a Trade Make and GI (Geographical Indication), where the people can easily sell the flowers in the street of Madurai, especially they will get more profits during the festival sessions which was continuously followed throughout the year, apart from that the researchers analyzed the socio-economic background of the flower seller which resulted in the good settlement with the marginable financial position with their own houses in the city.

4. In 2009 S.Chellamani from Madurai Kamaraj University undergone a research work for the employment and the wage level of Informal sector in Madurai city, which deeply analyzed the problems of the employees in informal sector in modern world, the mass of new labour force generally seemed to create the new and own employment according to their efficiency, which some of that are street vending business like food selling, flower selling, fancy toys selling in the streets apart from these some of them are hawking, Knife sharpening, chapel stitching, shoe shining etc...

5. As per the direction of ministry of Urban Employment and poverty alleviation, Tamilnadu government insisted via a GO (MS) NO.119 dated:-19.10.2006 for the regularization of the street vendors in the corporation limit at Chennai, Madurai, Trichy, Coimbatore, Tirunelveli and Salem. The objective of the GO is for regularization of the street vendors with self compliance with social security and financial services, the survey completed in December 2006 with the help of social welfare department “Mahalir thittam” volunteers and ID cards are issued with the registration system which valid for 2 years with renewable facilities, it helped the corporation for the identification and the quantum of population involved in a street vending which highly focused on the collection of revenue’s and monitoring mechanism, but access changed into the credit of the society, the identification of the ID card issued by the corporation sourced the financial services through the NGO’s and SHG’s for the Self supporting schemes with the help of Banks mainly NABARD, finally the scheme leads to the training of street vendors as an entrepreneur with the capacity building programs and skill development programs. This resulted in the creation numerous entrepreneurs from the redlined society with a profitable turnover.

Statement of the Problem

In the developing countries the circumstance of unemployment and underemployment are growing rapidly, workers in informal sector are not registered under the companies ACT, however the labours are not facilitates with proper freedom, equality, dignity and Security, since the informal sector employment are not recognized, increasing unemployment reversely diverted into the informal business acumen, where the people are not potentially flourished with enthusiasm. Which they incubate for the small business in the streets like fruit selling, food sellers, flower sellers, automobile workshops etc..., as Madurai is the node of business with markets, industrial products, temples, the number of visitors and the migration of people are increasing year by year,

Sl.No	Year	Approximate population	% of increase in Population
1	2011	2.4 Million	-
2	2016	2.7	-
3	2017	2.94	+0.24 Million
4	2018	3.188	+0.248 million
5	2019	3.4356	+0.24(Estimate)

Source:

<http://www.maduraicorporation.co.in/population.html>

Increasing of population is the main source of business environment, where the informal sector focused in the unrecognized small business to overcome the poverty and to maintain the socio-economic status, the unemployed population are much focused in the small business in the streets of Madurai, thus the study was focused in the title of “**Entrepreneurship: - Tool for altering Livelihood of Street Vendors in Madurai City**”

Objective of the study

- To understand the profile of the street vendors in the study area
- To analyze the socio-economic status of the street vendors
- To offer an valuable suggestions to improve the socio-economic status of the street vendors

Scope of the Study

As the unemployment and rapid increase of population is the firing issues around the world especially in developing countries, urban population shares equally with rural poverty, poverty and the lack of profitable employment drives a large chunk in the cities for work and livelihood, however the nature of informal sector was not regularized, the measurement of the income and expenditure are unaccountable to the government, which

results in a major challenge to resolve the problems of the street vendors, Street vending is the trending way of employment in the urban segment, to root the poverty in the urban locality population like Madurai are the high amount of people is involving in the business to attract the visitors in the budget to fulfill their daily needs, However the city Madurai is the Important Hub for the business circle in the southern part of Tamilnadu, which covers nearly 12 districts, the city holds the various products like automobile, rubber, handlooms, textiles, granite, IT companies with individual Business markets like flowers, fruits, Grains, Vegetables, fish, meat with the longest bus stand in Tamilnadu (Mattuthavani), apart from all these Madurai is also famous for the Education, Hospitality and tourism which was famous for the cultural heritage in architectural masterpiece of paintings and stone sculptures in Meenakshi Amman Temple, Thirumalai Nayakkar Mahal, Kallalazhar Temple and Gandhi Museum, this all in hope for the street vendors for the business which holds the name of thoonganagaram (the city never Sleeps).

Role of Informal Sector in a transformation of urban people Poverty

In urban the survival of the people becomes more complicated comparing to the rural population, the negligence of education and bad habits sharpen the poverty of the urban people, which they are forced to involve in the crimes activity, but the informal sector plays a major role in the survival of the under red lined urban population. Generating the employment opportunities in micro enterprises which retains a large amount of productive workforce towards the utilization, however in the developing countries it was observed around 40 to 50% of urban labour force engaged in the self employment of the domestic services, in most of the countries the informal sector employment and their registration are remained un written , in India the Ministry of urban issued a GO to the state government to Implement the registration of the street vendors, particularly it has been formulated for the alleviation of poverty under the “ National policy for Urban Street vendors”

Methodology of the Study

Present study was focused on the entrepreneurship in the Madurai corporation limit, Primary data collected from the people; who are involved in the Street Business on the random sampling method. Where the objective is to analyze socio economic status of the people with their livelihood, secondary data also used for the reference and the SPSS statistical tool package is used to analyze the data structure like percentage analysis with correlation and regression.

Primary Data

The primary data collected with a biased scheduled questionnaire, as the population was unknown, the sample size was selected on the results of Rao soft calculator is 399 with the 5% error and 95% accuracy, as per thump rule for the sample size of pilot study 10% was considered for the study with margin of 10%.

Secondary Data

The secondary data are collected as a reference data for the review of literature. Published thesis, journals and articles from the websites are collected with a research articles published in a daily news paper.

Research Methodology

The nature of the study was based on Descriptive method, which the Statistical phenomenon of the data was concerned with testing of hypothesis in a specified relationship. Interpretations are exits with findings.

Data Analysis

The concept of the study is to analyze the “Socio – economic condition of the street vendors in Madurai city” the research is organized in a systematic scientific inquiry or investigation based on the primary data into a specific problem, it is undertaken to explore selected variables to test and establish a relationship between a variables for finding the answers.

The hypotheses of the study are

Ho: - There is no significant impact of the socio-economic change among the entrepreneurship of street vendors in Madurai.

H1:- There is a significant impact of the socio-economic change among the entrepreneurship of street vendors in Madurai.

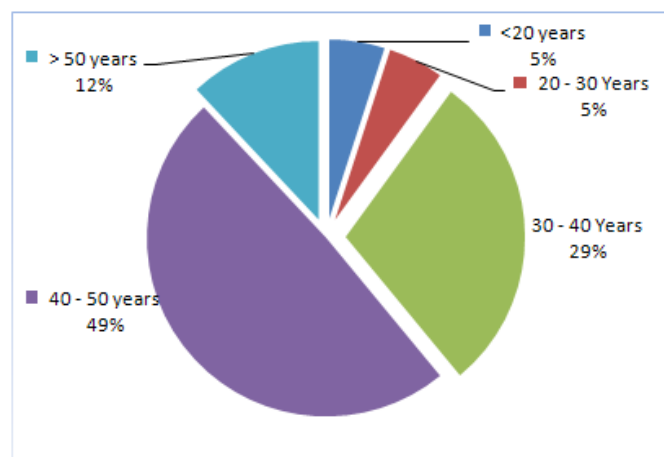
Hence the result of the study is to analyze the Null Hypothesis (Ho) is Accepted or Rejected.

Empirical analysis of the Scio-economic development of Street vendors

i. Based on the Simple percentage analysis the Number of respondents and age group are calculated, as the result ends a high with the Age group of 40 – 50 Years is 49% and subsequently the group of 30 – 40 is 29%, balance 12% accounts with above 50% with equally dividend of 5% for the 20 -30 years and below 20 years.

Fig -1

Number of Respondents with Age group



Source: - Primary Data

ii. In the second analysis of the socio-economic of street vendors, Gender, Type of Business and Financial Earnings are the three key factors taken in account. around 30% of people's are involved in selling of flowers in the streets, where there are Earnings nearly 15K per month, Fruits selling is the highest profit making business where the people sells the fruits in Tri-cycle gets less profit comparatively to permanent stores at the edge of streets. Vegetables and food sales are the average in Financial Earnings.

Table -1

Comparison of Financial Earnings with Gender and Type of Business

		Financial Earnings			
Gender	Type of Business	Up to 5000	5K - 15K	15K – 30K	Total
Male	Food	5	6	5	16
	Flowers	6	19	0	25
	Fruits	5	0	0	5
Female	Flowers	0	5	0	5
	Fruits	0	6	12	18
	Toys	0	7	0	7
	Vegetables	6	0	7	13
	Cloths	0	6	0	6
Others	Flowers	5			5
Total		27	49	24	100

Source:- Primary Source

iii. A multilevel log it model with Two Tailed Correlation analysis has been taken for the key variables to analyze the correlating factors in between the variables, in the correlation table the significance value ($P < 1$) are mostly significant with a coefficients, the results shows a stronger relationship in between the variables, some of the independent variables like Property with the correlating factor of gender are not in a positive effects where the baseline of means are differs with the predictor variables.

Table: - 2
Correlation Analysis in Between Key Variables

Variables	Age Group	Gender	Type of Business	No of Dependents	Educational Qualification	Social Group	Religion	Financial Earnings	Property	Own Vehicles
Age Group	1	.251*	.208*	.062	-.102	-.077	-.010	.175	.175	.022
Gender	.251*	1	.537**	-.053	.016	.234*	.462**	.114	.631**	.283**
Type of Business	.208*	.537**	1	-.307**	.356**	.116	-.262**	.121	.341**	.364**
No of Dependents	.062	-.053	-.307**	1	.248*	-.015	.151	.057	-.029	-.174
Educational Qualification	-.102	.016	.356**	.248*	1	-.071	-.476**	.250*	.007	.476**
Social Group	-.077	.234*	.116	-.015	-.071	1	.010	-.149	-.321**	-.531**
Religion	-.010	.462**	-.262**	.151	-.476**	.010	1	-.392**	.361**	-.098
Financial Earnings	.175	.114	.121	.057	.250*	-.149	-.392**	1	.009	.281**
Property	.175	.631**	.341**	-.029	.007	-.321**	.361**	.009	1	.497**

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

Source: - Primary Data

Hence the Null Hypothesis of correlation analysis clearly shows the predictor variables are highly significance to the independent variables as there is No high variation exists between the variables of its Mean.

H1:- There is a significant impact of the socio-economic change among the entrepreneurship of street vendors in Madurai.

Hence the result of the study is to analyze the Null Hypothesis (Ho) is Accepted.

Suggestions and Findings

1. As the researcher collects data in the urban area of Madurai with the street vendors, it observed that the population increase continuously for last two decades leads the business environment, but the livelihood of the under redlined is not differed due to lack of education and technical skills, the entrepreneurship changed livelihood, that most of the vendor's monthly average income lies within Rs.500/Day, where there entire family supports with them for the earnings.

2. Street vendors are not organized, so the security or their business lies with a question mark and differ on environment and seasonal, Madurai Corporation has insisted a compulsory registration, registration formalities and taxes are unaware to the vendors, however the benefits like mandatory ID's, Insurance, security are not guaranteed. Vendors are also not much interest for the Government formalities.

3. As Madurai city holds a heritage Meenakshi Amman temple, individual business markets Bus terminals and Business Nodes, street vendors yields a regular good income near this locality. As SHG's and NGO's plays a vital role in providing financial supports with Skill development, still most of the vendors leyooff their heads with money lenders.

4. Success beyond the challenges accords credentials to their dedication, hard work, unity and small savings leads to tolerate an urban red barrication, however the fame goes to females in the street vending Business, where they work hard up to midnight to change the fate of their

children, still it's get folded within short education which leads to literacy and poverty.

5. Corporation needs to extend a supportive measures and security analysis to protect the informal sector employment at the same time vendors needs to update the skills to invoke a SME business for their regular income.

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