

SATISFACTION OF STREET VENDORS TOWARDS PM STREET VENDORS ATMANIRBHAR NIDHI: A STUDY WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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ABSTRACT

In India, street vendors form a noticeable part of our informal sector. They collectively contribute to a major part of the national income. Yet, they face many challenges and their individual earning is very low. During the pandemic period many street vendors were jobless and they had to flee the city. To address the issues and challenges faced by the street vendors our government had launched the PM Street Vendors Atma Nirbhar Nidhi scheme. This is a timely initiative taken by our government to protect the interests of the street vendors. This study is taken by the researcher to study the satisfaction of the street vendors towards the PM Street Vendors AtmaNirbharNidhi scheme Tirunelveli district. The primary data were collected from the sample respondents through well designed questionnaire. The questionnaires were distributed among 50 sample respondents in the study area. The researcher has used statistical tools such as Percentage analysis, Mean Score analysis and Chi-square test for analysing the data.

KEY WORDS: Street Vendors, Atma Nirbhar Nidhi, Pandemic period, National income, Scheme, etc.,

INTRODUCTION

The most noticeable part of the informal economy is street vending, which is a global phenomenon. Like other informal sectors, street vending is characterised by a high number of participants, low income, and ease of access. Millions of people throughout the world make a living by selling a wide variety of items and services on the street in cities and towns. Contrary to popular assumption, street vending is actually becoming more prevalent in many countries as economies grow and income levels rise.

The country's informal economy heavily depends on street sellers. In the street vending industry, there are thought to be about 80% of the population. In practically every city, a sizable portion of street vendors are female. In addition to being a source of self-employment for the poor in cities and towns, street vending also enables the majority of the urban population to access "cheap" and "convenient" services.

The most important problem faced by the street vendors is the problem of finance. To provide funding for working capital to street vendors, the government of India has launched the PM Street Vendor's AtmaNirbharNidhi (PM Svanidhi) project in June 2020. Street sellers that participate in this programme are eligible to receive low-interest loans without any type of security for a year. Everybody's livelihood was impacted by the lockdowns brought on by the COVID-19 outbreak, especially street sellers. They often have a moderate capital basis, and the lockdown would have depleted both their savings and capital base. By ensuring that city residents have access to services and items at fair pricing, street vendors play a crucial role in the city's informal economy. So, it was urgent to provide them with working capital loans so they could re-launch their firm.

REVIEW OF LITERATURE

Patilet *et al.* (2019) in their study expressed that the formal and the informal sector are two major aspects of the economy in India. However, the share of the informal sector is more compared to the formal sector. The informal sector which ultimately supports the formal economy is increasing day by day. The major contributors of the informal sector are hawkers, vendors, small scale business or traders, etc. The activity of street vendors comes under the informal sector. Vendors often locate themselves at places which are a natural market for them. But many times, their business is considered as illegal. They have to face challenges to earn their livelihood in each and every cities. The present study covers the current scenario of street vendors acting in the central market area of Yeola Town and identifies some parameters for integrating them into main market activity.

Chakraborty and Koley (2018) in their research article stated that the term ‘Street vendor’ refers to those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. However, street vending is an important activity related to urban areas. The terms Street vendors describe them are based on time or place where they work. The present study comprehensively covers the in depth views about their daily marketing and some spatial issues of street vendors near Tatanagar Rail Station, Jamshedpur. The present researchers attempt to explore the socio-economic milieu of street vendors of above said areas. The data has been collected by using observation method, interview with the structure and unstructured questionnaire and other qualitative methods including case studies. The study demonstrates that the male street vendors living into better condition with respect to income status compared to the female street vendors. Although, the study also indicates that the pattern of subsistence in the daily market were not comfortable for street vendors; where most of the street vendors were not fit on the street daily market although they have no better option for living the live.

Jaishankar and Sujatha (2016) in their study stated that street vendors are often those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. They try to solve their livelihoods problems through their own meagre financial resource. They are the main distribution channel for a large variety of products of daily consumption like fruits, vegetables, readymade garments, shoes, household gadgets, toys, stationery, newspapers, and magazines and so on. If they were to be eliminated from the urban markets, it would lead to a severe crisis for fruit and vegetable farmers, as well as small scale industries which cannot afford to retail their products through expensive distribution networks in the formal sector

OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the street vendors in Tirunelveli district.
- To know about the street vendors awareness about the PM Street Vendors AtmaNiriharNidhi scheme.
- To examine the satisfaction of street vendors towards PM Street Vendors AtmaNiriharNidhi.

RESEARCH METHODOLOGY

Research Type: Descriptive Research

Type of Data / Data Source Used: Both Primary Data and Secondary Data

When it comes to data collection there are two methods in general used by researcher to collect data namely primary and secondary method. Primary data are collected by conducting field investigation with the help of questionnaire. It is mainly collected to know about the satisfaction of street vendors towards PM Street Vendors AtmaNiriharNidhi. The questionnaire was distributed among 50 sample respondents in Tirunelveli. The participants were instructed to answer the questions posed in the questionnaire to the best of their knowledge.

In this study the researcher has collected the secondary data from books, magazines, newspapers, journals, catalogues, articles and websites.

DATA ANALYSIS

Socio-Demographic Profile

The following table 1 shows the socio-demographic profile of the street vendors in Tirunelveli district,

Table 1
Socio-Demographic Profile of the Respondents

Socio-demographics	Categories	No. of respondents	Percentage
Age	Less than 25 years	2	10
	25-35 years	13	26
	35 – 45 years	20	40
	45-55 years	7	14
	Above 55 years	8	16
Gender	Male	37	74
	Female	13	26
Marital status	Single	8	16
	Married	42	84
Monthly income	Less than Rs.10,000	5	10
	Rs. 10,000–Rs.15,000	21	42
	Rs.15,000-Rs.20,000	20	40
	Above Rs.20,000	4	8

Source: Primary Data

The above table 1 shows that majority of the respondents (40%) belong to the age group of 35-45 years and majority of the respondents (74%) are male. It is important to note that majority of the respondents (84%) are married and most of the respondents (42%) earn a monthly income of Rs.10,000 – Rs.15,000.

Awareness about the Scheme

The table 2 shows the source of information received by the vendors about the scheme,

Table 2
Awareness about the scheme

Source of information	No. of respondents	Percentage
Friends and relatives	18	36
Print media	9	18
Visual media	5	10
Social media	18	36

Source: Primary Data

The above table 2 clearly depicts that the majority of the respondents (36%) in the study area came to know about the PM Street Vendors AtmaNiriharNidhi scheme through friends and relatives and through social media. 18% of the respondents came to know about the scheme through print media and the remaining 10% of the respondents came to know through visual media.

Satisfaction regarding the scheme

The PM Street Vendors AtmaNiriharNidhi scheme has been implemented by the government to cater to the needs of the street vendors. To know the satisfaction of the vendors towards the scheme Likert's five point scale has been used by the researcher. The researcher has identified the variables such as Easy procedure, Low interest rates, Sufficient repayment time, Sufficient loan amount, Incentive for digital transactions and Interest Subsidy. The respondents rated the above mentioned variable on a five point scale basis and the variables were rated as Highly Satisfied, Satisfied, Neutral, Dissatisfied and Highly Dissatisfied with scores given as 5, 4, 3, 2 and 1 respectively.

To know the level of satisfaction of the respondents the researcher adopted Mean Score analysis and the results were presented in the following table,

Table 3
Level of Satisfaction regarding the scheme

S. No	Satisfaction	Mean	Standard Deviation	Rank
1	Easy procedure	3.04	1.31	V
2	Low interest rates	3.36	1.05	II

3	Sufficient repayment time	3.44	1.13	I
4	Sufficient loan amount	3.10	1.30	IV
5	Incentive for digital transactions	3.36	1.22	II
6	Interest Subsidy	3.32	1.51	III

Source: Primary Data

The table 3 shows that Sufficient repayment time is ranked first with a mean score of 3.44 followed by Low interest rates and Incentives for digital transactions with a mean score of 3.36. The variable Interest subsidy is ranked third with a mean score of 3.32, followed by Sufficient loan amount and Easy procedure with mean scores 3.10 and 3.04 respectively.

Relationship between Gender and Overall Level of Satisfaction towards the scheme

In order to examine the relationship between the gender of the street vendors and their Overall level of satisfaction towards the scheme, the following null hypothesis has been formulated,

H₀: There is no significant relationship between the gender of the respondents and their Overall level of satisfaction towards the PM Street Vendors AtmaNirnharNidhi scheme

To test the relationship between the variables Chi-square test has been adopted by the researcher and the results were tabulated as follows,

Table 4
Relationship between Gender of the respondents and Overall Level of Satisfaction towards the scheme – Chi Square Test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.374 ^a	17	.256
Likelihood Ratio	24.070	17	.118
Linear-by-Linear Association	.277	1	.598
N of Valid Cases	50		

Source: Primary Data

The above clearly states that the null hypothesis is accepted in case of the relationship between the gender of the respondents and the overall level of satisfaction towards the scheme in the study area since the p-value is >0.05. It implies that there no is significant association between the gender of the respondents and the overall level of satisfaction towards the scheme.

SUGGESTIONS

- The PM Street Vendors AtmaNirnharNidhi scheme has been implemented mainly for helping the street vendors in urban areas. Hence, the street vendors in the rural areas must also be given importance under the scheme.
- The procedure for availing the loan from the scheme should be made easy under the scheme as many of the street vendors are less education.
- Not many street vendors are aware about the PM Street Vendors AtmaNirnharNidhi scheme and so more awareness should be created among the street vendors through print and visual media.
- The respondents feel that the loan amount is not sufficient and so the amount of loan can be increased under the scheme.

CONCLUSION

The street vendors contribute a major part of workforce in the country. The PM Street Vendors AtmaNirnharNidhi scheme is a great and timely initiative taken by the government to protect the interest of the street vendors in urban areas especially in the post COVID period. This scheme serves as a source of many street vendors who have fled the urban areas in the pandemic period. But the awareness about the scheme among the street vendors is found to be minimal. With proper advertisements and awareness campaigns especially among the rural people, this scheme can benefit thousands of street vendors of our nation.

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