

Role of Roadside Vendors in Contribution to Economy

By D. D. Kulkarni*

Markets play a vital role in development of a society. Buying and selling are the core components in fulfilling the needs of human being. Street vending has become unique feature of developing nations. The street vending is synonymously used as roadside vending. The developing nations are characterized by low industrial growth, low per capita income, and predominance of agriculture and limited expansion of formal sector employment. The poor people depend upon informal sector. Street vending is one of the livelihood activities in developing nations.

Street and roadside vending is an economic activity. It consists of a large percentage of rural and urban dwellers in developing countries. There has been continuous growth of roadside vendors not only in India but also in the entire world. These roadside vendors are micro entrepreneurs. These roadside vendors are characterized by low income group. They act as middlemen between small suppliers and small buyers. This provides reciprocal benefits and ultimately adds to Gross Domestic Product (GDP). Normally, they are indulged in selling those goods and services which are made locally.

Hawking and roadside vending have emerged as one of the critical means of earning livelihood for the urban poor in India due to shrinkage of formal sector and mounting urban migration. Today, vending is bread and butter for urban and rural poor

as roadside vending requires relatively low skills and capital investment. The smaller source of income of vendors acts as oxygen to their respiratory problems. The roadside vending does not assure a guaranteed and security of income unlike other government jobs. They do not indulge in begging, stealing or extortion. The roadside vending creates a sense of reliance among the roadside vendors. This fulfills their self-esteem needs.

Among the large cities, Mumbai is having largest concentration of 2.5 lakh street vendors which is followed by Kolkatta which is having about 2 lakhs. The roadside vendors market many goods and services which common people use on regular basis and vegetable vending is traditionally leading the trade. In addition to vegetable and fruit vending, other commodities such as cloths, hosiery household goods and fast food that have no other channels of marketing the products that they produce. The study area is backward taluka in Belagavi district. The economic

status of roadside vendors is where low. NH 4 passes through the study area which creates ample opportunities for roadside vendors.

Roadside vendors are normally ignored by urban authorities. In cosmopolitan and metropolitan cities, these roadside vendors play a vital role in catering the needs of work force. In Mumbai city only the work force of entire Mumbai depends on 'dubbawalas'. In Bengaluru, on the roadside, the dreams of majority people come true. These roadside vendors face numerous problems such as torture by police authorities, space problem, low skills and financial exploitation by money-lenders. The Floating population is badly in need of their services. In 2004, union government proposed a bill to protect the interest of street and roadside vendors. As a result of this, a number of modifications took place in local municipal acts. The government passed street vendors protection Act in 2014. Still then, the problems of these vendors cropped along with their personal problems.

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Table-1
Demographic factors of respondents

Demographic factors	No of Respondents	Percentage
Gender	Male	188 78.3
	Female	52 21.7
Age	Less than 25 years	19 7.9
	25 to 30 years	43 17.9
	31 to 35 years	39 16.3
	Above 35 years	139 57.9
Level of Education	Illiterate	188 78.3
	Primary	39 16.3
	Higher school	07 2.9
	Degree & above	06 2.5
Type of Shelter	Shelter	75 31.3
	Unsheltered	10 4.1
	Temporary	155 64.6
Experience	Less than 05 years	13 5.5
	05 to 10 years	20 8.3
	Above 10 years	207 86.2

Table-2 - Location of Vendors

Location	Number of respondents	Percentage
Hunker	115	47.9
Sankeshwar	125	52.1
Total	240	100

Source: Field work

Table-3 - Irregularities in Supply

Reasons	Number of respondents	Percentage
Price Discrimination	60	25
Transportation	68	28.3
Credit facility	22	9.2
Any other	90	37.5
Total	240	100

Source: Field work

Objectives

- To assess the growth of informal sector.
- To analyze the problems of roadside vendors.

Methodology

The study is based on primary data which is collected through a schedule from 240 roadside vendors selected on stratified random non convenient probability basis who are spread over in local limits of Sankeshwar and Hukkeri towns. The statistical tools like percentages etc are employed to examine the problems of roadside vendors. The statistical analysis is carried through SPSS 0.20. The statistical test such as chi-square is used to test the hypotheses.

Hypotheses

Ho: There is no significant association between Income and location of vendors

Ho: The means of incomes of male and female vendors are same.

Growth of Informal Sector

The informal sector constitutes largest portion of the economy in terms of value addition, saving, investment etc. The share of formal sector is around 12-14% in our national income while that of informal sector is more than 30%. In the case of US, the share of corporate business is nearly 70 per cent. A major portion of workforce is still in informal sector. The informal sector plays a magnificent role in generating employment opportunities and eradication of poverty. Among the five South Asian countries, informal/unorganized of labor is the highest in India and Nepal (90.7%), with Bangladesh (48.9%) Sri Lanka (60.6%) and Pakistan (77.6%) doing much better on this front. Informal employment is a greater source of employment for men (63%) than for

Table-4 – Difficulties in Selling

Difficulties	Number of respondents	Percentage
Price Discrimination	45	18.7
Bargaining	121	50.4
Storage	27	11.3
Quality	17	7.1
Space	19	7.9
No response	11	4.6
Total	240	100

Table-5 – Problems in carrying business

Nature of Difficulty	Number of respondents	Percentage
Transport	97	40.4
Labour	25	10.4
Communication	61	25.4
Others	35	14.6
Neutral	22	9.2
Total	240	100

Table-6 – Income and Location

Level of Income	Location		Total
	Hukkeri	Sankeshwar	
Less than Rs 15000	25 (41)	36 (59)	61 (100)
Rs 15000 to Rs 20000	08 (34.8)	15 (65.2)	23 (100)
Rs 21000 to Rs 25000	79 (54.5)	66 (45.5)	145 (100)
Above Rs 25000	03 (27.3)	08 (72.7)	11 (100)
Total	115 (47.9)	125 (52.1)	240 (100)
Chi-square tests	Value	Df	Asymp.sig
Pearson Chi-square	7.148	03	0.067
Likelihood ratio	7.268	03	0.064
No of valid cases	240		

Source: Field work

Figures in parentheses indicate the percentage to row total

women (58.1%). Out of the two billion workers in informal employment worldwide, just over 740 million are women. Women are more exposed to informal employment in most low and lower middle income countries and are more often found in the most vulnerable situation. The informal forms of organizations are major players in such activities as manufacturing, construction, transport, trade, hotels and restaurants and business and personal services. The National Commission on Enterprises in the Unorganized Sector (NCEUS) took the vast majority of Informal workforce is unskilled.

Ninety per cent of India's workers do not have the privileges like social security and work place benefits enjoyed by their counterparts who are formally employed. It is estimated by National Sample Survey Organization (NSSO) that 84.7 per cent of jobs in the Indian economy are in the informal sector. According to NSSO data, the total share of informal unemployment was 78 per cent in 1999-2000; it increased to 81 per cent in 2016-17. Urban informal workers are the majority in cities. Although, they feed the economic engine of our nation, their work and contributions largely go unrecognized. Street vendors facilitate a wide range of goods & services (from prepared food to auto repairs). Waste pickers provide a critical environmental service, extracting recyclable goods from the waste stream and preventing them from accumulating in landfills and dump sites. And domestic workers clean, cook and sometimes care for children or the elderly in private homes.

Results & Discussions

It is noticed from table that majority of the respondents are male which indicates that male domination in family has urged to undertake vending. Vendors who are age above of 35 years have shouldered

Table-7
Income and Gender of Respondents

Level of Income	Gender		Total
	Male	Female	
Less than Rs 15000	43 (71.7)	17 (28.3)	60 (100)
Rs 15000 to Rs 20000	10 (71.4)	04 (29.6)	14 (100)
Rs 21000 to Rs 25000	118(81.4)	27 (19.6)	145 (100)
Above Rs 25000	06 (66.7)	03 (33.3)	.09 (100)
Neutral	11 (91.7)	01 (8.3)	12 (100)
Total	188 (78.3)	52 (21.7)	240 (100)
Chi-square tests			
	Value	Df	Asymp.sig
Pearson Chi-square	4.736	04	.315
Likelihood ratio	4.857	04	.302
No of valid cases	240		

Source: Field work

Figures in parentheses indicate the percentage to the total of row.

the responsibilities of families. Illiterate respondents do not get white collar jobs and hence, they have undertaken roadside vending. A greater number of respondents have temporary shelter as they do not have fixed place of business. Respondents who have more than 10 years of experience have started vending at an early age.

It is found that a large number of respondents are located in Sankeshwar as it is commercial hub in Hukkeri taluka and is on route to NH 4. This has created ample opportunities to undertake vending. While Hukkeri is taluka head quarter, where people come there for their necessities, this has led to growth of opportunities.

It is evident from table that price discrimination and transportation are the major reasons for irregular supply of materials. However, credit facility extended by the suppliers is not difficult for vendors as normally supply is made on cash basis.

About 50% of the respondents stating bargain by consumers as the main difficulty; these respondents perceive that consumers try to exploit them.

Transportation (40%) and poor communication (25%) are found to be the main problems faced in the business.

It is found from table that vendors of Sankeshwar town have greater income compared to roadside

vendors of Hukkeri. It is inferred that Sankeshwar is having abundant opportunities for roadside vending as it is commercial hub and NH4 passes through the town. The P value is great than 0.05. The null hypothesis is rejected. The location of vendors and their incomes are not associated. The income of the vendors depends on their efficiency and exploration of opportunities.

It is ascertained from table that 60.41 per cent of vendors have income in between Rs 21000 to Rs 25000 which is highly significant. The P value is greater than 0.05 and hence the null hypothesis is rejected. It is concluded that there is significant association between income and gender. Male respondents have greater income than females.

Suggestions

Provision of masks: The local authorities should provide hand gloves and masks in order to protect themselves from health hazards. These local authorities can have tie up with NGOs for distribution of same. This enables them maintain their health and further involve in business.

E-literacy campaign

Now the economy is moving towards cashless. During the period of demonetization, the roadside vendors have suffered loss. There is need for motivating them to make use of e-wallets like pay tm, G-pay, Phone-pay etc. Majority of vendors use smart phones. Hence, they are in need of knowledge of operating e-wallets. The Banks, local authorities and NCC & NSS of colleges should join their hands in conducting campaigns for increasing e-literacy for these vendors.

Provision of carriers at concessional rent

Local authorities should have Memorandum of Understanding with Goods carrier associations. The vehicles should be provided along with driver to roadside vendors in movement of goods at concessional rent. This should be on no profit no loss basis.

Provision of subsidized canteen

In the study area there is only one subsidiary canteen run by the government at Hukkeri. One more such canteen is to be opened at Sankeshwar town at central place. The services of canteen must be hygienic, healthy and nutrition. Usually, these subsidized canteens are used by the unorganized sector. The number of coupon issued to public should be increased from 500 to 1000.

Simplification of pension

Union government has proposed pension in its budget 2019. This ambitious social security scheme target 10 crore informal sector workers in five years. The number of common service centers (CSCs) should be increased from present 3.13 lakh to 5 lakh to cover the informal sector. The participation age into scheme can be increased from 18 to 25 while the maturity age should be reduced from 60 to 50 years.

No frill accounts

The banks should open no frill accounts for these roadside vendors. The accounts which are operating under Jan Dhan yojana should be converted into frill accounts. This enhances financial literacy among the vendors. They should be encouraged to use Rupay cards.

Conclusion

The roadside vendors are covered under informal sector. They must be brought to main streamline as their contribution to GDP cannot be ignored. These roadside vendors are the lifelines in metro and cosmopolitan cities. Hence, it is the need of hour to protect their interest through the enactment of acts and welfare measures of government.

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Coffee Board Activates Blockchain Based Marketplace in India

Commerce Secretary, Dr. Anup Wadhawan, launched blockchain based coffee e-marketplace through video conferencing in New Delhi. Speaking on the occasion he said that this pilot project will help integrate the farmers with markets in a transparent manner and lead to realisation of fair price for the coffee producer. Dr. Wadhawan said that the blockchain will also reduce the number of layers between coffee growers and buyers and help farmers double their income.

The project was activated simultaneously by Mr. Jose Dauster Sette, Executive Director, International Coffee Organisation's (ICO) from Nairobi, Kenya. Rahul Chhabra, India's High Commissioner to Kenya was also present.

India is the only country in the world where entire coffee is grown under shade, handpicked and sun dried. It produces one of the best coffees in the world, produced by small coffee growers, tribal farmers adjacent to National Parks and Wild Life Sanctuaries in the Western and Eastern Ghats, which are two of the major bio-diversity hot spots in the world. Indian coffee is highly valued in the world market and sold as premium coffees. The share of farmers in the final returns from coffee is very meagre.

Blockchain based market place app for trading of Indian coffees is intended to bring in transparency in the trade of Indian coffee, maintain the traceability of Indian coffee from bean to cup so as the consumer tastes real Indian coffee and the grower is paid fairly for his coffee produced. This initiative will help in creating a brand image for Indian Coffee through traceability in reducing growers dependency on intermediaries by having a direct access to buyers for a fair price for their produce, in finding right coffee suppliers for exporters and within the stipulated time to meet the growing demands and in building a better trust and long term relationship due to increased visibility towards the traceability and transparency of the produce.

Coffee Board is collaborating with M/s Eka Plus, one of the global leaders in Digital Commodity Management platforms for Agriculture for development of Blockchain based marketplace application. Eka Plus have developed the application and a group of 15-20 coffee farmers, exporters, roasters, importers and retailers are already registered on the platform from India and abroad. It is one of the few coffee block chain processor for coffee after France and Ethiopia in the world.

The stakeholder like coffee farmers, traders, coffee curers, exporters, roasters, importers and retailers register on the platform to make trade transactions. The coffee farmer registers credentials like place where coffee is grown, details of the crop, elevation, certificates if any and any relevant information. A block is created for each of the lot the farmer sells on the Blockchain.

The credentials of the block/ lot will be stored on the Blockchain throughout its journey and are immutable.

Source: PIB 29 March, 2019.

Consumers' Perception Towards Digital Payments in Sankeshwar Town

By D.D. Kulkarni and G.H. Chigari*

There has been tremendous improvement in Information Communication and Technology. The digital India scheme of government has induced the people to be techno savvy. Nearly 7.4 billion of world population makes use of internet. According to a report of World Bank, India ranks second position in the entire world. India's internet used expected to register double digit growth in rural areas. (Market Research Agency Kantar IMRB). Retailing is happening at the tip of finger and so also the digital payments.

Indians were vulnerable to digital payments till 08 November 2015. It has been said that every disruption creates opportunities and one such disruption was the announcement of demonetization. Demonetization created ample opportunities for digital payment in India and the digital payment wallet companies have encashed the opportunities with both hands to expand their market share. Digital payment has become an alternative to cash transactions.

Digital payment is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money. It is also called electronic payment.

When digital payments whether on mobile phones, cards or online become available to everyone in the economy can benefit from the outcomes. These include:

- Cost savings through increased efficiency and speed.

- Transparency and security by increasing accountability and tracking, reducing corruption and theft as a result.

- Financial inclusion by advancing access to a range of financial services, including savings accounts and insurance products

- Women's economic participation by giving women more control over their financial lives and improving economic opportunities.

- Inclusive growth through building the institutions that form the bedrock of an economy and the cumulative effect of cost savings, increased transparency, financial inclusion and greater and greater women's economic participation.

Objectives

- To assess socio-economic profile of consumers making digital payments.
- To analyze the perception of consumers towards digital payments.

Methodology

The study is empirical based. The primary data are collected through a well structured schedule. The size of population considered is 110. The respondents were selected on

stratified random convenient non-probability basis. The collected data is classified and analyzed with help of statistical tools such as percentage. Chi-square test is applied to analyze the perception of consumers towards digital payments.

Hypotheses

- There is no significant association between the marital status and perception towards digital payments.

- The gender of the respondents and perception of consumers and reason to choose for digital payment are indifferent from each other.

Modes of Digital payments

Banking cards: Cards are among the most widely used payment methods and come with various features and benefits such as security of payments and convenience. The main advantage of debit/ credit or prepaid banking cards is that they can be used to make other types of digital payments.

Unstructured Supplementary Service Data (USSD)

It is another type of digital payment method. *99# can be used

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Table-1
Demographic Profile of the Respondents

Demographic characters		No. of Respondents	Percentage
Gender	Male	35	31.81
	Female	75	69.11
Marital Status	Married	69	62.72
	Unmarried	41	37.21
Age	Less than 25 years	23	20.91
	26 to 35 years	43	39.09
	36 to 45 years	24	21.82
	Above 45 years	20	18.18
Education	SSLC	07	6.36
	PUC	05	4.55
	Graduation	27	24.55
	Post Graduation	71	64.54
Occupation	Govt Employee	41	37.27
	Private employee	41	37.27
	Business	05	4.55
	Profession	16	14.55
	Students	07	6.36
	Monthly Income	Less than Rs 20000	43
	Rs20000 to Rs 30000	22	20.00
	Rs 30000 to Rs 40000	14	12.73
	Above Rs 40000	31	28.18
Name of Bank	SBI	76	69.09
	Corporation Bank	17	15.46
	Union Bank of India	08	7.27
	Others	09	8.18

Source: Field work

to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking. This service can be used to initiate fund transfers, get a look at bank statements and make balance queries.

Unified Payment Interface (UPI)

It is a type of interoperable payment system through which any customer holding any bank account can send and receive money through a UPI based app. The service allows a user to link more than one bank account on a UPI app on their smart phone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and on all 365 days a year. The main advantage of UPI is that it enables users to transfer money without a bank account of IFSC code. Only virtual payment address is needed.

Mobile wallets

A mobile wallet is a type of virtual wallet service that can be used by downloading an app. Mobile wallet stores the bank account or debit/credit card information or bank account information in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit/debit cards or remember the CVV or four digit pin. Many banks in the country have launched e-wallet services and apart from banks, there

Table-2 – Response towards digital payments

Particulars		No. of Respondents	Percentage
Superior to conventional payments	Yes	99	90
	No	11	10
Saves Cost & time	Yes	107	97.27
	No	03	2.73
Secured & Safety	Yes	71	64.55
	No	05	4.55
	Moderate	34	30.90
Delay in its process	Yes	13	11.82
	No	76	69.09
	Moderate	21	19.09
Protects privacy	Yes	65	59.09
	No	07	6.36
	Moderate	38	34.56
Level of risk	Yes	53	48.18
	No	16	14.56
Reason to opt digital payment	Cash back offer	44	40.00
	Demonetization	33	30.00
	Mandatory	33	30.00
Mode of Digital payment	Mobile	51	46.36
	Internet banking	29	24.07
	Cards	30	27.27
Type of payment	Utility bills	25	22.73
	Fund transfer	51	46.36
	PoS	04	3.64
	Others	30	27.27

Table-3 – Association between marital status & perception about digital payment

Perception	Marital status	Moderate	High	Total
Married		35 (67.30)	34 (58.62)	69 (62.73)
Unmarried		17 (23.70)	24 (41.38)	41 (37.27)
Total		52 (100)	58 (100)	110 (100)
Chi-square value		0.883628		
Critical value		3.84		
Df		01		

Source: Field work

Figures in parentheses indicate the percentage to the total of columns

are also many private players. Some of the mobile wallet apps in the market are Pay tm, Mobikwik, G-Pay, phone pay etc. The various services offered by mobile wallets include sending and receiving money, making payment to merchants, online purchases etc.

PoS terminals

Traditionally, PoS terminals referred to those that were installed at all stores where purchases were made by customers using debit/credit cards. It is usually a hand held device that reads banking cards. There are different types of PoS terminals such as physical PoS, Mobile PoS and virtual PoS, are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a tablet or smart phones. This is advantageous for small time business owners as they do not have to invest in expensive electronic registers. Virtual PoS systems use web-based applications to process payments.

Internet Banking

When banking transactions are carried on with the help of internet, it is called internet banking. Such services include transferring of funds; opening of an account, account statements etc. A customer should have user id and password to operate his account electronically. It saves lot of time of customers and can operate 24 X 7 all 365 days.

Bharat Interface for Money (BHIM) app

This app allows users to make payments using the UPI application. One can link his/her bank account with the BHIM interface easily. Multiple accounts can be linked with single UPI. The BHIM app can be used by anyone who has a mobile number, debit card and a valid account. Virtual addresses or to an Aadhar numbers.

Table-4 – Gender and Perception towards digital payment

Perception/Gender	Moderate	High	Total
Men	15 (42.86)	20 (57.14)	35 (100)
Women	37 (49.33)	38 (50.67)	75 (100)
Total	52 (100)	58 (100)	110 (100)
Chi-square value	0.395271		
Critical value	3.84		
Df	01		

Figures in parentheses indicate percentage to the total of rows

Table-5 – Gender and reason to choose for digital payments

Reasons/ Marital status	Cash back	Demone- tization	Mandatory	Total
Men	14 (31.82)	13 (39.39)	08 (24.24)	35 (31.82)
Women	30 (68.18)	20 (60.61)	25 (75.76)	75 (68.18)
Total	44 (100)	33 (100)	33 (100)	110 (100)
Chi-square value	0.883628			
Critical value	3.84			
Df	01			

Source: Field work

Figures in parentheses indicate percentage to the total of columns

Mobile banking

It is banking through a smart phone. The introduction of many mobile wallets, digital payments app and UPI has expanded the operation of mobile banking. Most of the banks have developed their own apps and these apps can be downloaded to perform banking transactions.

Analysis of data

As many as 69% of the respondents are women; 60% of respondents aged 35 years and less indicates a fairly young target group. 88% of the respondents are found to be graduates and post graduates indicating that they are familiar with digital payments. As many as 69% stated to be customers of State Bank of India.

Majority of the respondents found that digital payment is superior to conventional payments. It is ascertained that most of them

consider digital payment saves cost and time. But a few about 21% of respondents opined that there is delay in the process of digital payment due to network or server problem. Plenty of respondents expressed that digital payment protects privacy. At the same time, most of them feel assume that the digital payments process as risky due to chance of hacking. Many of them prefer to choose digital payments due to cash back offers. The usage of smart phones made the respondents to use mobile apps for their digital transactions. Many of them prefer digital payment for transfer of funds followed by payment of utility bills.

It is learnt from the table that married respondents have moderate perception towards digital payment as compared to unmarried. Similarly, unmarried respondents have high perception towards the same. The calculated chi-square value is

0.883628 at 5 per cent level significance at one degree freedom while the critical value is 3.84. The null hypothesis is rejected. There is an association between marital status and perception towards digital payments.

It is understood from the table that men have high satisfaction whereas women have moderate satisfaction. The calculated chi-square value is less than its critical value at 5 per cent level of significance. The null hypothesis is rejected. The gender of the respondents influences digital payments. It is concluded that both genders have higher perception about the digital payments enable them to save time and cost in performing digital transactions.

It is inferred from table that women respondents have chosen digital payment due to cash back offers and they have opted digital payment as it is mandatory in certain payments. The calculated value of chi-square is less than its critical value for two degrees of freedom. It is concluded that the gender determines reason to choose digital payments.

Finds of the study

- Women respondents have wide influence on digital payments
- Marital status and perception of digital payments are associated with each other.
- Gender of the respondents influences on perception of digital payments.
- Demonetization has led to the greater usage of digital payment and played a vital role in transparency of transactions.
- Most of the respondents have felt the digital payment is secured and safe.
- The digital payments don't delay in the process of payments.

Suggestions

Improvement of network: During the study, it was expressed that there is poor network coverage. This delays process of payments. This is the hindrance for encouraging digital

payments. The government should concentrate on improving network especially in rural and hilly areas. This enables in bringing transparency in transactions. If there is loss due to low or poor network, the amount is to be reverted immediately.

Extension of digital payments by co-operative banks

Co-operative banks play vital role in rural finance. Only nationalized banks and private banks have developed their own apps for digital banking. However, co-operate banks have to focus in this area. These co-operative banks should issue debit as well as credit cards. These banks should develop their own apps to encourage digital payments as they have large base of rural customers.

Discount offers at Pops

Presently discount offers are available for usage of credit cards. This should be extended to use of debit cards also. These offers are available for purchase online. This is to be extended to offline shopping also. This motivates the people to transact digitally.

Cash back offers for mobile apps

Majority of people use mobile apps to perform digital transactions. They should provide cash back offers to customers whom are to be credited to their account or e-wallets. The increase in the amount of cash back popularizes the digital mode of payments.

Vernacular language

Most of the mobile apps make use of English language for their operation. This has posed a greater problem for the localities. Hence, the apps should have vernacular language in their modus operandi. This widens the usage of digital transactions as they are comfortable in their native language.

Rate of Interest on Credit Cards

Credit card allows credit period from the date of billing to make payment to an extent of forty five days. If there is delay in payment, they charge an exorbitant rate of

interest. This phobia has an impact on cardholders. The rate of interest should be reduced. This enhances usage of credit cards.

Conclusion

Demonetization has opened the gates of digital payments. There is tremendous improvement in ICT in the country. The government should make efforts to improve the infrastructure of ICT especially in rural area. Then, digitalization yields the fruits. The role of public is also important in adapting to changing scenario.

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I, SUSHEELA SUBRAHMANYA, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Dated March 1, 2020

(Sd/-) SUSHEELA SUBRAHMANYA
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ROADSIDE VENDORS- AN ACT BEHIND THE CURTAIN

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INTRODUCTION

Street and roadside trade is an important economic activity that sustains a significant percentage of rural and urban dwellers especially in developing countries. They are the most visible self-employed group of workers in the informal sector. The number of street vendors has been growing extensively not only in India but throughout the world, but especially in cities in the developing countries of Asia, Latin America and Africa.

OBJECTIVES

- To understand the concept of informal sector
- To study composition of workers in India
- To know the problems of roadside vendors.
- To ascertain the measure taken by government in protection of interest of roadside vendors.

METHODOLOGY

The paper is conceptual and is descriptive in nature. The information is collected from the reference books and journals.

INFORMAL SECTOR

The ministry of Labor and Employment, Government of India defines the informal sector to include "Unincorporated business that are owned and run by individuals or household; these businesses are not legally distinct from their owners, who raise capital at their own risk and have unlimited personal liability employ family members and casual labor without formal contracts.

FEATURES OF UNORGANIZED RETAIL

- Unorganized retail is unincorporated private enterprise and is owned and run by individuals and households.
- Owners raise their capital at their own risk and have unlimited liability and obligations.
- Business is run by family members and casual labor without formal agreements or contracts.
- Businesses are mostly single shop outlets and are localized.
- Businesses are traditional in nature and they lack technical and accounting standards.
- Sourcing and supplying is carried out locally keeping in mind the local needs of consumer to which they cater to.
- Personal relationship with consumers is maintained by retailers through traditional methods for generations to sustain and survive in the long run.

COMPOSITION OF WORKERS IN INDIA

According NSSO (2004-05), the contribution to net domestic product (NDP) at current prices in India has been over 60 per cent. Thus, the informal sector has crucial role in Indian economy in terms of employment and its contribution to the NDP, savings and capital formation. In India, a large portion of the workforce is dependent on the informal sector for their livelihoods.

It is revealed from data of NSSO that although the total employment had increased from 396.8 million to 457.5 million from 1999-2000 to 2004-05, the number of formal workers formal enterprise had actually registered a decline. On the other hand, there had been an increase in the number of informal workers in formal enterprises. At the same time, the percentage of informal workers in informal enterprises has remained constant. Hence, there has been rapid increase in employment in informal sector.

Table - 1: Employment in formal and informal across organized and unorganized sectors

Nature of Employment	2004-05			2011-12		
	Organized	Unorganized	Total	Organized	Unorganized	Total
Formal	32.06 (52)	1.35 (0.3)	33.41 (73)	37.18 (45.4)		

Informal	29.54 (48)	396 (99.7)	426.20(92.7)	44.74 (54.6)	390.92 (99.6)	435.64(91.9)
Total	61.61 (13)	398 (87)	459.61 (100)	81.92(17.3)	392.31(82.7)	474.23(100)

Source: CII 2014

It is noticed from table that the workers are estimated to be in informal sector about 426 mn workers representing 92.7 per cent of the total workforce. During 2004-05, the informal sector has registered highest growth when compared to formal sector which is only 0.3 per cent. In 2011-12, 91.9 per cent of total employment is generated in informal sector as compared to formal sector. It is concluded that there is dominance of informal sector in generation of employment.

Table - 2: Sectoral distribution of formal and informal employment

2004-05	Organized Sector		Unorganized Sector		Total
	Formal	Informal	Formal	Informal	
Agriculture	0.76	0.99	0.00	56.75	58.50
Manufacturing	1.21	2.10	0.10	8.33	11.73
Nonmanufacturing	0.53	1.45	0.00	04.42	06.41
Services	0.48	1.89	0.19	16.80	23.36
Total	6.98	6.43	0.29	86.30	100
2011-12	Organized Sector		Unorganized Sector		Total
	Formal	Informal	Formal	Informal	
Agriculture	0.06	0.16	0.00	48.69	48.90
Manufacturing	1.48	2.79	0.06	08.28	12.60
Nonmanufacturing	0.69	3.77	0.01	07.18	11.65
Services	5.62	2.72	0.22	18.29	26.84
Total	7.85	9.44	0.29	82.44	100.00

Source: CII 2014

Table 2 shows interesting trends in sectoral distribution of formal and informal employment. Agriculture has predominant share in informal employment as compared to manufacturing and service sectors. Informal employment in the agricultural sector is shrinking whereas informally employed workers in the service sector have been increasing from 2004 to 2005. Within the service sector, informally employed are the predominant category in the work force. In 2004-05, 4.48 per cent of the workers employed formally in the service sector, while 16.8 per cent of the workers were engaged informally in the service sector. Similar trend is seen for 2011-12.

PROBLEMS OF ROADSIDE VENDORS

The following are the problems faced by these roadside vendors:

- They have limited space.
- Harassment is made by police or municipal authorities.
- They lack basic amenities.
- They have poor knowledge of banking.
- They make limited capital investment in business.
- They have deficiency of business etiquettes.
- The developmental activities undertaken by government such as widening of roads and laying optical fiber cables hamper their regular business.

MEASURES OF GOVERNMENT

The government has undertaken the following measures to overcome the problems of roadside vendors:

- Government has issued identity cards to these vendors which enable them to avail benefits from local authority.
- It has also launched JanDhan Yojana to bring them to main stream line of banking.
- It is providing loans to roadside vendors at subsidized rate of interest.

- Local authorities should organize training programmes to build entrepreneurial skills.
- Local authorities should provide permanent space on footpaths at a reasonable rent without any kind of security deposits.
- The government has proposed in its interim budget 2019 to provide pension of Rs 15000 to persons working in unorganized sector.

CONCLUSION

Roadside vendors play a significant role in unorganized sector. Their efforts for their bread and butter are becoming in vain due to negligence of government though they contribute to the growth of Gross Domestic Product. They should be brought to main streamline which is the need of hour.

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