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“A PROSPECTIVE STUDY ON IMPACT OF STREET VENDORS AT ‘WEEKLY MARKET’ IN URBAN DEMOGRAPHIC SETTINGS: ‘FRIDAY MARKET’ VADODARA CITY, GUJARAT, INDIA.”

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ABSTRACT

Introduction: Street vending is a universal aspect, and it existed in India since centuries in a variety of methods historically by street vendors. They sell their goods on a particular weekday, known as 'Friday Market'. The consumers purchase variety of displayed goods by bargaining prices. They have been designated as "Street Vendors" by Government's Street Vending Act in 2014; completing ten years. Recently, according to "National-Urban-Livelihood-Mission:2023-24," "Support to Urban Street Vendors" addresses livelihood concern of the urban street vendors.

Aim: The study aimed to shed light on the complex realities of hawkers at weekly market..

Methodology: This is prospective, interventional study. Based on numerical variables and data gathered from field-based interventional assessment amongst 400 street vendors at 'Friday Market'. The location site was spread through Karelbaug road, Vadodara, which was a live scenario and we have depicted through extraction of collected primary data, shedding light on the complex realities; and amalgamate them in order to concentrate on the factors leading to their success; challenges, and secondary data based on data from government websites, communication with government authorities and pictorial graphics.

Results and Conclusion: This study revealed the status and impact of street vendors, based on their details and goods they sell. Vending helps the urban poor find work and resources of income. Moreover, people are migrating from rural to urban regions in search for employment possibilities than in rural areas, which presents several issues for urban regions which needs to have focus.

INTRODUCTION

Street vending is a cultural uniqueness, is an important economic activity to urban life and it contributes significantly to the urban unregulated economy by helping the impoverished within cities find work and a means of subsistence. Street vending is defined as traders who operate on the street without having a permanent build up structure. The manufacture and

purchasers of lawful products and services in urban public areas that is done in temporary constructed structures and is not subject to official legal regulation is known as "informal street vending". The law aims to secure their livelihoods and integrate their vending activities into formal urban planning. The Street Vendors (Protection of Livelihood and Regulation Of Street Vending) Act, 2014 struggles to incorporate with broader urban governance frameworks, such as those established by the 74th Constitutional Amendment [1-3]. Vendors of Vadodara's street have contributed to the informal economy of the city. Hence, this research focused on the street vendors of Friday Weekly Market (Shukrawari Bazaar), one of the oldest in Vadodara. Vendors sell kitchenware, ornaments, and equipment for agriculture, animals, clothing, and other goods. Once their articles are sold, some of them return to their communities from the marketplaces. The vast majority of individuals who visited this market were served by the sellers because of their access to urban public spaces.

Vadodara, also known as Baroda earlier, is situated in the western Indian state of Gujarat, has a rich and varied history that dates back over 2000 years. Vadodara is flat plain, which contributes to its extensive urban sprawl. The area of the district is 7794 sq. km.; and its total population is 4165626 according to censuses 2011 [1]. The city saw significant growth and development during the Maratha period, especially under the Gaekwad dynasty in the 18th century. Maharaja Sayajirao Gaekwad III, who ruled in the late 19th and early 20th centuries, is particularly noted for his progressive reforms in education, infrastructure, and social welfare, which modernized Vadodara [4-6].

MODERN HISTORY OF VADODARA (BARODA): 'SAYAJI NAGARI'

Vadodara has a vibrant history related to Art and Architecture. Since the rule of era of Royal Gaekwad family, it has been a hub of Arts and Literature. Hence, it is also known as "Kala Nagari (Art City)" [3-6]. Sayajirao Gaikwad - III took the throne of the Baroda State in 1882 A.D., initiated the beginning of the city's development towards modernization. As narrated by eminent researchers Mark Chrimes, M. (2016) [7] and Jain, J. (2023) [8]; the city have the splendid history of Royal Gaekwad, with the victory over Songadh (1726 A.D.) by Maratha-General PilajiRao Gaekwad, previously ruled by the Mughal-Nawabs. The Golden Era started from 1875 A.D. to 1939 A.D. during the glorious rule of Maharaja Sayajirao II. As stated by several historians & researchers [1-6] their contribution in the reforming/development took place through various components such as, enforcing mandatory Primary Education system, Library system, a globally recognized University, Model textile and tile Factories, enormous Museums and Art and Architecture [2,3,6]. They ruled the kingdom until 1949 A.D. during merging of various states with Independent Republic of India [1,4,5].

As quoted by Vadodara Municipal Corporation (VMC) [1], "Vadodara uniqueness is Sayajirao III, his desire to fulfil his dream of Making Vadodara (Baroda) an Educational, Industrial & Commercial Centre [1,2,3]. Also quoted by "The Architects Diary" [9], the City is also referred as Sayaji-Nagari (Sayaji's-City) [9].

As stated by Chrimes, M. [7] and Jain, J. [8]; Architect Robert Chisholm drew elements from native Indo-Islamic; Indian architecture, and merged with the Gothic-revival/Neo-Classical patterns preferred during Victorian era in Britain. As further cited [7,8], he designed nearly nine iconic landmarks namely, the renowned Baroda College (Maharaja Sayajirao University of Baroda) with globally outstanding 'double layered Giant Dome' was started in 1878 and completed in 1882, Music College, Girls' School near Sursagar lake, Nyaya Mandir Court and Town Hall, Baroda Museum, Record Tower at Kothi Building, Khanderao Market (built on Ar. Robert Chisholm's Design after he left for London from India, died in 1915 A.D.) [7-9] which became progressive symbols for justice, education, and women empowerment; and even the extension wing of Nazarbaug Palace and also Laxmi Vilas Palace which served as

the residence of the Maratha royal Gaekwad dynasty though started by architect Major Mant was finished by Ar. Robert Chisholm [7-9]. Chrimes, M. [7] and Jain, J. [8] further reveals about Maharaja Sayajirao University, commonly referred as M. S. University (MSU) built in 1949 A.D. by Pratap Singh Gaekwad, which was a prestigious teaching and residential university known as one of the leading institutions of India. The university has its beginning from the building 'Baroda College of Science' built in 1881 A.D. [10,11]. As truly stated by "The Architects Diary"[9], British architects working in India during the 19th century, such as Sir Samuel Swinton Jacob, Henry Irwin, and Robert Fellowes Chisholm, played pivotal roles in developing the Indo-Saracenic style; best example is The Rashtrapati Bhavan [9] in New Delhi (1929), the presidential residence in New Delhi, epitomises Indo-Saracenic grandeur [9]. Khanderao market and Nyaya Mandir [9] are the only examples of their typologies and represent how significant public function structures were in the new urban design and in creating a grand new image for the city of Vadodara [7,8,9,11].

The City Improvement Trust for Vadodara, which is led by a Town Planner, was established to initiate planned city development [1]. Vadodara has also been known as the "Gateway to the Golden Quadrilateral." However, the city faces a serious risk of being tangled in a low-growth trap and trying to draw in sufficient foreign investment to survive, partly for financial reasons such as an aging population, a shortage of trained labour, and a lack of creativity in redefining roles and enterprises in the aftermath of India's economic globalization. There are 336 slum areas in the city of Vadodara, home to over 2.57 lakh people, or 20% of the total population. The Jawaharlal Nehru National Urban Renewal Mission (JNNURM) offers funding for infrastructural development, giving Vadodara the chance to reinvent itself in accordance with the government of Gujarat's Vibrant Gujarat vision.

HERITAGE OF WEEKLY MARKET & HISTORY OF STREET VENDORS IN INDIA

Urban public spaces are areas made available by the government for everyone to use, irrespective of social, cultural, or personal preferences. Street vendors play an important role in both the urban economy and social environment. A wide range of natural and man-made items is found in market, including connections and routes that enable the transfer of goods. Urban areas gather people, practices, symbols, and goods in their marketplaces.

GLIMPSE OF VADODARA MARKET AND STREET VENDORS IN INDIA

As depicted in Figure 1(a, b), based on each timeline duration each segment refers to an estimated time period, highlighting significant eras and developments in the market's evolution.

Figure 1(a): Timeline of Vadodara Market History

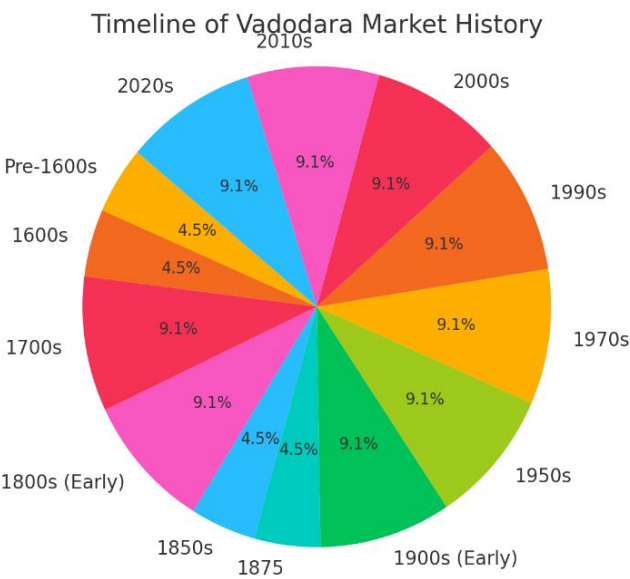


Figure 1 (b): Evolution of Market at Vadodara - Historical Eras and Developments

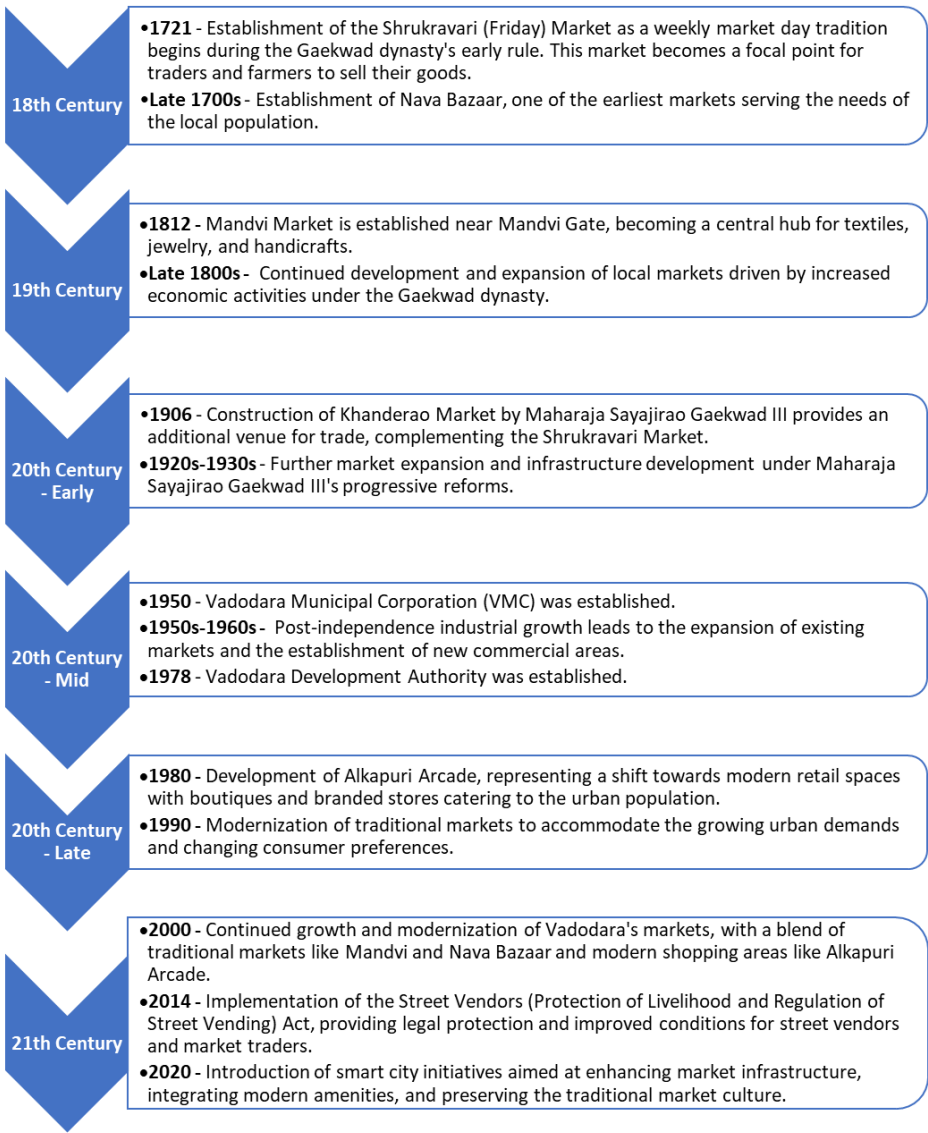
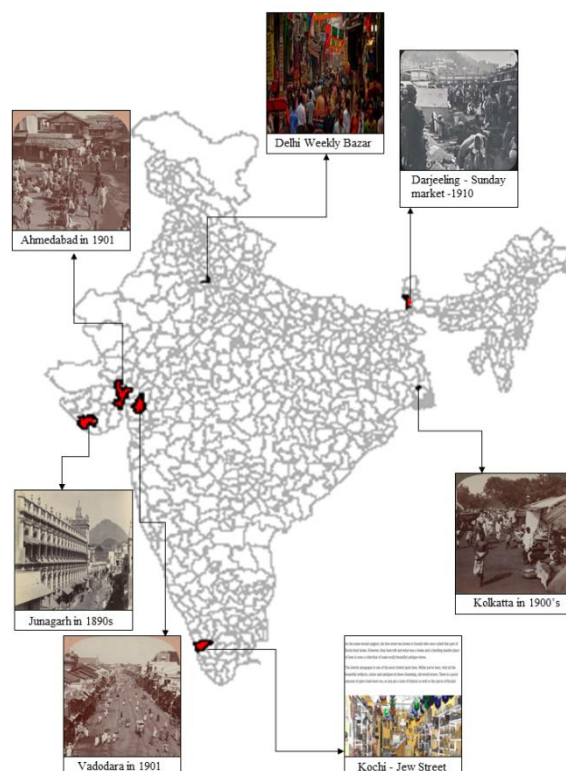


Figure 2: History of weekly market in India



As per the Marketing and Research Team (MART) [18] “weekly markets have been around for 200 years”. As per World Economic Forum, “there are nearly 70,000 weekly markets across India” [18]. Hence, street vendors continue to play a vital role in the Indian Economy [18, 19,20]. As stated by Sharma, et al (2020) [16], “the concept of weekly markets is that street vendors provide day-to-day useful products to common people at inexpensive price and at well-located area which are frequently visited by them. It is one of few places that capture the city’s lively spirit. There are no permanent shops and it’s mostly consisting of various varieties of items such as, antique articles, old antique coins, antique furniture/items, eatables, consumable products and house-hold items also. In India out of total population approximately four crores are involved in various kinds of street vending which makes them one of the largest groups of self-employed workers. [16,18, 19,20].

Through our literature search, several researchers have evaluated the status of street vendors, in various urban areas, and have cited that the presence of the street vendors/hawkers is very helpful for a large section of the urban poor for their livelihood [14-16,18-20].

AN OVERVIEW OF “WEEKLY MARKET”: FRIDAY MARKET IN VADODARA

The “Weekly Market”, Friday Market is one of the oldest in Vadodara held since the ‘Gaekwads’ started ruling ‘Baroda State’; also known as the “Friday-Flea-Market”, an open-air market that serves as a trading site, usually gathers once a week, every Friday on a particular location allotted to them by the authorities in urban area of Vadodara. Vendors display their merchandise on their carts/nonmotorized conveyance; or place on a cloth/plastic across the roadside during the day and then closed them up in the late afternoon or evening. Furthermore, most of the merchants at the weekly market keep the items they sell at home. Also, because most of them rely on family members for assistance, there is no need to recruit labour. Additionally, they are not required to pay for things like rent, power, government taxes, or employee salaries. Many elements impact sellers' marketing behaviour in the weekly market and determine the number of items available. These considerations include the

quantity of vendors, transportation costs, seller literacy levels, seller travel patterns, and so on. In present research study, we investigated the working condition/pattern and surrounding factors’ impact on the street vendors and their conduct with consumer in urban weekly market. Moreover, we also examined the conduct that the people show in looking for, buying, utilizing, assessing and discarding items and services provided.

Figure 3: Friday Weekly Market – An Overview



METHODOLOGY

The present research study was a prospective, observational & interventional type that stems from a body of field-based empirical surveys conducted over a duration of three months starting from December 2023 to February 2024, amongst more than 400 street vendors at Friday Market ($n=400$). The site of study location was at the BhutdiJhapa, Karelibaug area of Vadodara urban in the state of Gujarat in India, and the timings were morning timings (between 6 am and 3 pm). The study site was visited frequently for assessing the location and finally the data collection was done. The study includes the collection of primary data such as demographic data (Annexure I, II), field work and framework of analysis.

SAMPLING DESIGN

Our study sample size was 400 street vendors at Friday Market ($n=400$).

COLLECTION DATA SET

The research study was carried out through compilation of Primary and Secondary Data concerning the status of street vendors. The Primary Data was collected from Vendors through vocal interactions and details were filled by principal investigator in the Data Collection Form (Annexure I, II). The construction of questionnaire formed was done using previous similar research questionnaire studies [20-23]. We compiled the Secondary Data through reviewing existing research studies, government policies, and government reports related to street vendors and legal framework [12,13,26,28,31,32,35-38].

STUDY TOOLS

PRIMARY DATA [20-23]

- (a) Demographic details & socio-economic background of street vendors (Annexure I, II)
- (b) Location analysis: Employing Geo-tagged imaging techniques to analyse the location and distribution of displayed stalls/products at Friday market and also the surrounding structures within the city's urban fabric.
- (c) Contemporary Ethnography fieldwork (Qualitative method): Assessment & compilation of vending products details; vendor's problems, issues, in-depth needs of vendors by conducting direct observations, verbal communications, group discussions & interactions which were encountered with vendors during their duration of work at weekly market. We also assessed the impact of surrounding infrastructure development, zoning regulations, and eviction threats from local governing bodies such as traffic police and municipal corporation authorities.
- (d) Photograph/Image/Diagrammatic documentation: Capturing the visual realities of street vendor's daily life issues and challenges faced.

SECONDARY DATA [12,13,26,28,31,32,35-38]

DOCUMENT ANALYSIS: Reviewing existing research studies, street vending regulations, policies, and government reports related to street vendors and legal framework.

STATISTICAL ANALYSIS:

The results were expressed as percentage (%).

RESULTS AND DISCUSSION

We documented 400 street vendors' at Friday 'Weekly Market', Vadodara urban.

GEOGRAPHICAL LOCATION OF WEEKLY MARKET^[35]

The proximity of each of these vendors is spread through Karelilbaug road to the Arya Kaya road leading to BhutdiZaapa area. There are numerous stationary shops/complexes/malls which are located in near distance of these weekly markets. Total 50 Street Vendors' demographic details and other details were analysed who were visiting Friday Weekly Market ($n=50$).

It was observed that amongst the street vendors who were having stalls in either form i.e. on any stand/vehicle or spread on roadside area ($n=400$), majority were female compared to male vendors. Out of 400 vendors, 31.75% ($n=127$) were male vendors and 68.25 % were females including children ($n=273$).

The respondents additionally pointed out that there aren't enough dustbins in the market for people to dispose of their waste materials. However some vendors might neglect to pick up the trash they produce after selling, the majority of sellers clean up their waste from the market. Moreover, they have been experiencing a massive overcrowding in the Weekly Market during their vending days. Vending area is quite crowded, as documented through investigation in the field, and vendors frequently deal with infrastructure-related problems like parking, garbage management, and congestion. The majority of respondents also disclose that the government has frequently seized their goods in the past.

I. PRIMARY DATA COLLECTION^[20-23]

A. DEMOGRAPHIC DETAILS & SOCIO-ECONOMIC BACKGROUND:

Table 1: Analysis of Street Vendors' visit at Friday 'Weekly Market'
(a) Street Vendors whether visiting weekly market regularly (Yes or No)

Demographic Area	No. Of Street Vendors $n=50$	%	Yes	%	No	%
LOCALS Vishwamitry Slum area & other slum areas	24	48 %	15	30 %	09	18 %
OTHER THAN LOCALS Chotta Udaipur Padra Village, misc peripheral rural areas	09	18 %	07	14 %	02	04 %
MIGRANTS (From other State)	17	34 %	15	30 %	02	04 %
Total No. Of Street Vendors	50					

(b) Street Vendors whether going alone or accompanied by someone

Name of the place coming from	Accompanied by someone regular visit	%	Alone regular visit	%	Sometimes alone visit	%	Occasional visit	%	No reply	%	Total number of Street vendors
Local	12	50 %	06	25 %	02	8.33 %	03	12.5 %	01	4.16 %	24
Other than locals	05	55.55 %	02	22.22 %	01	11.11 %	01	11.11 %	00	00 %	09
Migrants (From Other State)	10	51.8 %	04	23.52 %	02	11.76 %	00	00 %	01	5.88 %	17

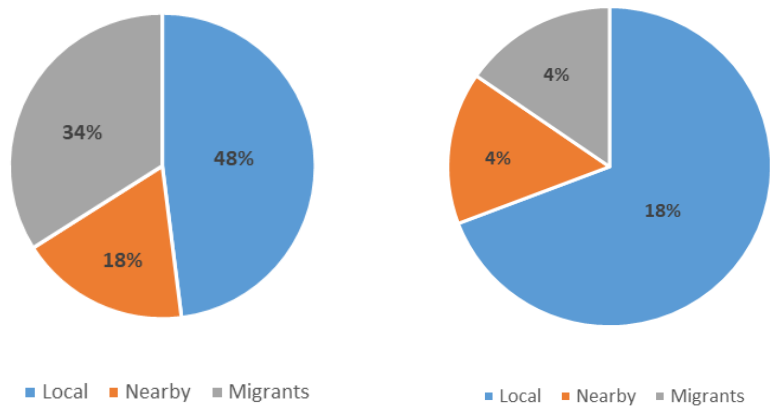
Table 2: List of Demographic Details

Demographics (Name of village and taluka)	Type of vending (Mobile/stationary)	Education (School going or not, if not whether occupied in farming)	Previous source of income of Vendor (if any/ Farming)
LOCALS Vishwamitry Slum area & other slum areas	Mobile	No	Nil
OTHER THAN LOCALS Chotta Udaipur Padra Village, misc peripheral rural areas	Mobile	No	Farming
	Mobile	No	Farming

Figure 4: Analysis of Street Vendors' visit at Friday 'Weekly Market'

(a) Street Vendors whether visiting weekly market regularly (Yes or No)

No. of regular street vendors No. of irregular street vendors



(b) Street Vendors whether going alone or accompanied by someone

Total no. of street vendors (n=50)

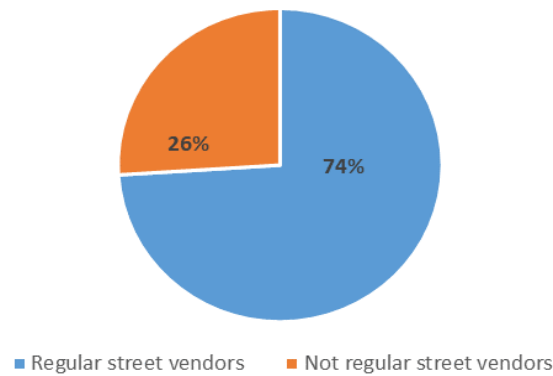
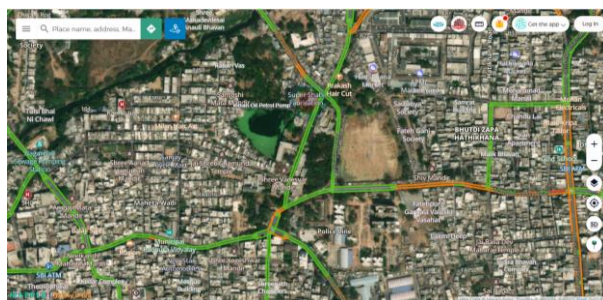


Table 3: List of Demographic Details

Demographics (Name of village and taluka)	Type of vending (Mobile/stationary)	Education (School going or not, if not whether occupied in farming)	Previous source of income of Vendor (if any/ Farming)
LOCALS Vishwamitry Slum area & other slum areas	Mobile	No	Nil
OTHER THAN LOCALS Chotta Udaipur Padra Village, misc peripheral rural areas	Mobile	No	Farming
	Mobile	No	Farming

B. LOCATION ANALYSIS

Figure 5: Location of Weekly market ^[35]**B. ETHNOGRAPHIC FIELDWORK:** ^[1,4,6, 13-17]**Table 4: Analysis of Number of merchandise displayed for sell in stalls**

Sr. No.	Category of products	Types of Products /Merchandise displayed in Friday Weekly Market	Number of carts/stalls (n=400)	Percentage %
1	Garments/ cloth materials	Ladies (readymade/non-tailored cloth materials)	23	5.75 %
		Gents (readymade/non-tailored cloth materials)	14	3.50 %
		Children (readymade/non-tailored cloth materials)	10	2.50 %
		Misc. Unisex (readymade/non-tailored cloth materials)	06	1.50 %
		Cloth accessories: Ladies/Gents handkerchiefs, belts, etc.	16	04 %
2	Fashion Jewellery	Imitated Jewellery, other misc. ladies/gents accessories	18	4.50 %
3	Toys	Toys for kids & children	20	05 %
4	Drapery	curtains, bedsheets, covers, etc.	14	3.50 %
5	Home Decorative	artificial flowers, various vases, photo frames, wall clock, Mirrors of different sizes, etc.	20	05 %
6	Footwear's	Shoes/Chappals	24	06 %
7	Games/Sports	indoor/outdoor sports kits/accessories - cricket, football, volley ball, skating, etc.	08	02 %
8	Luggage	Travel Suitcase/Bags, pouches, accessories	14	3.50 %

9	Handicraft/ hand-made items	Wooden	24	06 %
		Plastic –kids toys	02	0.50 %
		Iron/Metal	20	05 %
10	Pottery	handmade pots/vase of various patterns, varieties, sizes	19	4.75 %
11	Kitchen Wares	kitchen utensils, accessories,	09	2.25 %
12	Plumber accessory Items	various types/sizes of pipes of different material such plastic/metal/PVC	08	02 %
13	Electronic products and their accessory items	small items - switches, sockets, etc.	05	1.25 %
		large items – table fans, coolers, mixers, etc.	02	0.50 %
14	Furniture – table, chairs	Wooden	06	1.50 %
		Plastic/PVC/	08	02 %
		Iron/Metal	04	01 %
15	Plastic goods	buckets, mugs, stools, strainers etc	28	07 %
16	Ancient antique items	Coins	09	2.25 %
		showpieces	07	1.75 %
		furnitures	06	1.50 %
17	Internet related	data-packs, sim card, recharge	08	02 %
18	Mobile accessories	mobile covers, cable, charger, ear phones, etc.	05	1.25 %
19	Eatables	Ready To Eat food, snacks	07	1.75 %
		Grains/Pulses/cereals	01	0.25 %
		Vegetables/fruits	04	01 %
20	Gardening	Flowers/bouquet/garlands	04	01 %
		Saplings	02	0.50 %
		Gardening tools, pots, misc.	05	1.25 %
21	Poultry	Eggs	01	0.25 %
22	Used/broken items/spareparts	Misc.	09	2.25 %
23	Stolen items	Misc.	02	0.50 %
24	Cages for pets	Cages made of fibre/iron/steel	03	0.75 %
25	Clay items	Toys	05	1.25 %
Total = 400				

Figure 6a: Analysis of Number of items displayed for sell in stalls at weekly market

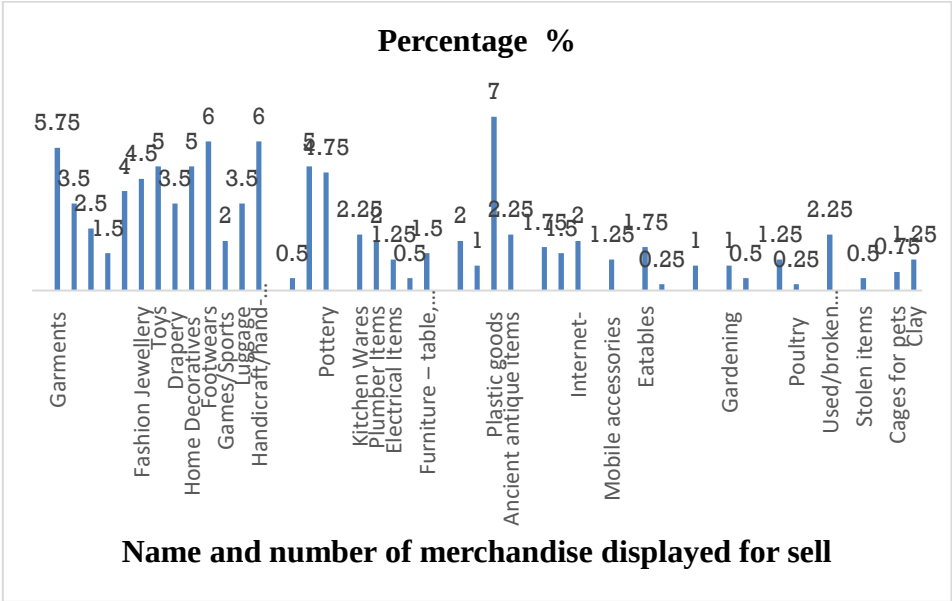


Figure 6b: Analysis of Number of merchandise displayed for sell in stalls

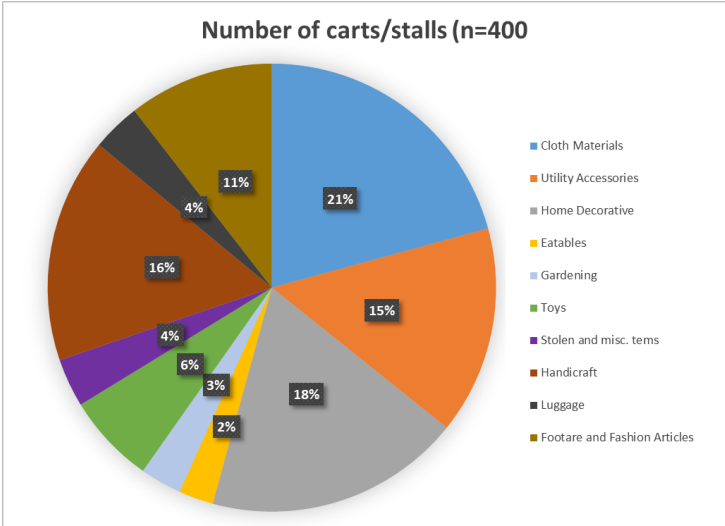


Table 5: List of various factors for the growth of street vendors

Sr. no.	Factors for the growth of street vendors
1.	Migration due to shutdown of factories, COVID19, left farming
2.	Loss of employment and lack of job opportunities
3.	Severe competition for livelihood earnings
4.	Secure a permanent shop location

VARIOUS ISSUES AND CHALLENGES FACED BY STREET VENDORS ^[12,13,26,28,31,32,35-38]

Street vending in Vadodara has been predisposed by several factors such as, “migration, fluctuating income levels, heavy traffic-congestion and inadequate urban planning” all of which have become identical with a densely populated global urban city. It was difficult to explore Vadodara City's weekly marketplaces since they weren't well documented in a centralized database. Few studies have explored these informal markets, particularly those described as “weekly markets.” This oversight is partly due to the fact that these markets may relocate or temporarily close during outbreaks of infectious diseases like COVID-19. As documented, “16 years ago, this Friday Market was held on Fatehpura Main Road. After 2002, the market started filling up near the Bhutdizampa bus stand area and the market was removed due to traffic problems near Bhutdizampa bus stand and again started at same place facing numerous issues & challenges” [1-3, 18-25].

LIST OF VARIOUS ISSUES AND CHALLENGES: ^[1-3, 18-25]

1) Health problems of Street Vendors

Ambient air pollution can lead to an increased risk to reproductive health; upper and lower respiratory health issues and diseases.

2) Lack of recognition

Sometimes Friday market is closed such as during pandemics, or traffic issues, also due to lack of recognition they face insecurity of earnings and vending place.

3) Social Challenges of Street Vendors

There is a lack of essential amenities such as water to drink, toilets/washrooms and places to keep for their items. They lack suitable storing compartments, furniture, proper space to store their products, parking area, basic utilities like proper sanitation, which can cause serious problems for migrant street vendors. Because of their settlement for vending once a week; the movement on Main Street is affected by increase in traffic which causes road conjunctions, increase in pollution as well as harassment from police or municipal officials when they are selling.

Figure 7: Pictorial representation of conditions of Street Vendors in Friday Market

 Market removal due to traffic problems and change of location & relocation	 Congested places, lack of storage area
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 Lack of availability of pure drinking water	 Surrounding unhygienic
 Pollution, climatic conditions and traffic issues	 Parking of vehicles abruptly



Issues in display of products



Congested stalls



Stalls around garbage area



Lack of recognition, stalls on roadside

LIST OF ADVANTAGES/INFLUENCING FACTORS OF FRIDAY WEEKLY MARKET: [18-25]

1) USE OF TECHNOLOGY:

With recent advances in information technology sector, street vendors also employ various modes of digital payments. Nearly various stalls headed by street vendor had mobile phone.

2) ‘UNITY IN DIVERSITY’ OF WEEKLY MARKET:

“India is huge, different and diverse” is one of the most common assertions. Despite of diversity in various aspects, people try to find a common element via variety of means. Many use history, culture, tradition and similar things as common element to achieve their goals. Friday weekly market is such an event, no matter how rapidly technology knowledge changes the people, consumers try to make experience more personal.

3) GOODS DISPLAYED AT CHEAPER RATES:

The things you can buy at Friday Market are affordable. They work with their family. Because of the large number of local vendors, weekly markets provide a fair price and a wide choice of items, as well as an enormous opportunity for negotiating. Prices are low owing to the absence of expenditures associated with malls.

Figure 8: Pictorial representation of influencing factors of Friday Market



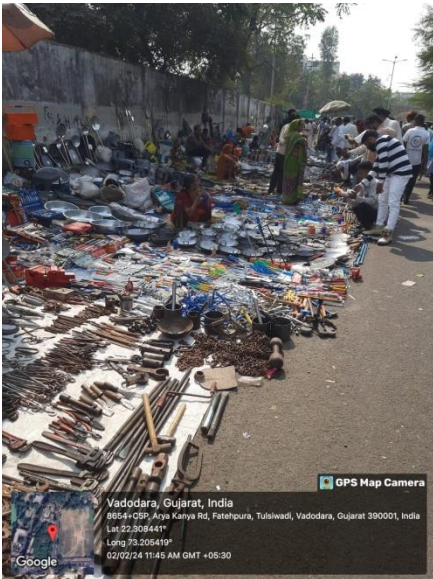
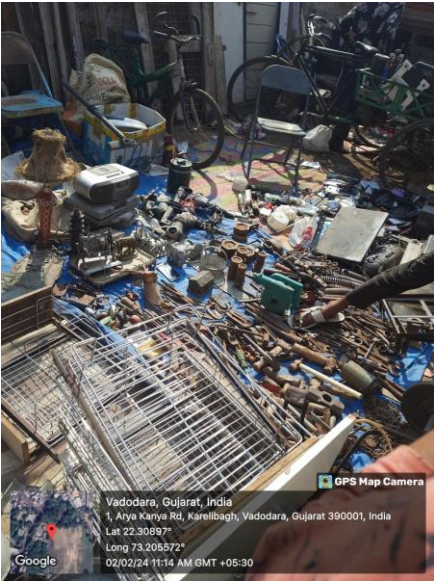
 Unity in diversity	 Unity in diversity
 Unity in diversity	

D. PHOTOGRAPH/IMAGE DOCUMENTATION:

Figure 9: Geo-tagged Pictorial graphics of Street Vendors at Friday Market









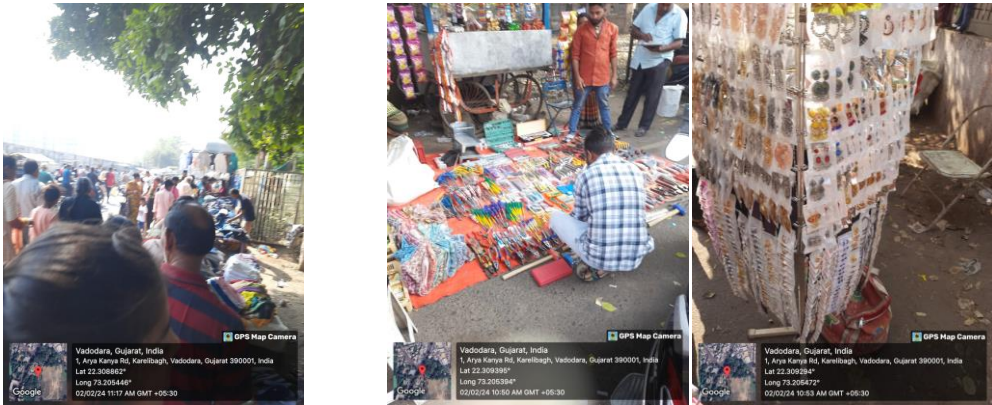
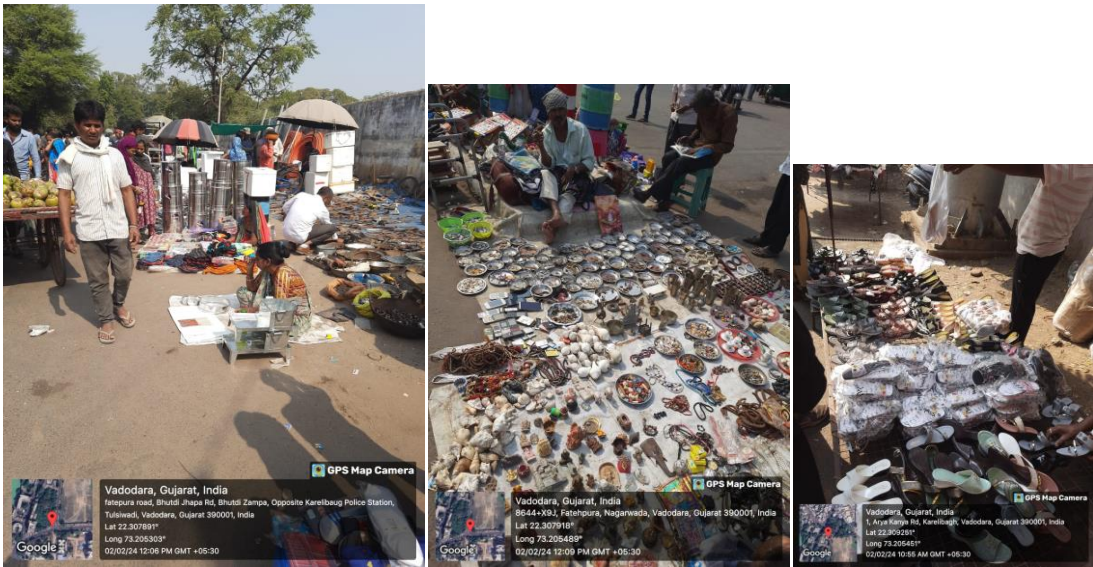


Figure 10: Pictorial representation of Surrounding Structures at Friday Weekly Market



Police station



Petrol pump



Water tank



Near-by shop-basements



Pavement area near old buildings





Old bus-stand



Shops



Child care orphan home



Complexes



Old Structures’ coming across roadside of installed stalls





CCTV Camera At Cross Roads

II. SECONDARY DATA: [12,13,26,28,31,32,35-38]

The Street Vendor Act of 2014 seeks to create a friendly atmosphere in which urban street sellers can operate without interference. Evolution and expansion are closely related, and suburbs contribute significantly to the ongoing self-regulating market.

ADVANCEMENT OF STREET VENDOR ACT

- 1) In 1995, India signed the Bellagio International Declaration of Street Vendors
- 2) In 2001, GOI announced declaration Of drafting National Street Vending Policy
- 3) In 2009, the policy was revised and accompanied by a model law which could be adopted by State Government.
- 4) In 2012, the Union Government approved the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Bill
- 5) In 2014, parliament passed Street Vendors Act

A. DOCUMENT ANALYSIS [12,13,26,28,31,32,35-38]

As required for secondary data collection, for the present study the field visit also included communication with government officials and visiting places such as Vadodara Municipal Corporation (VMC), Town Development Department (TP), Khanderao Market, Vadodara-390001; Vadodara Urban Development Authority (VUDA), “Vuda Bhavan” L&T Circle, V.I.P Road, Karelibaug, Vadodara 390018 [12,13,26,28,31,32,35-38].

It is conclusion that a number of needs must be fulfilled for vendors on the street. These include allocating specific location or zone of region to street vendors where they can earn a living while making sure that their activity doesn't result in overcrowding or unhygienic conditions in public areas. Moreover, creating designated vending zones, providing access to microloans and financial services, offering skills training and business development support, implementing fair and transparent regulations, and fostering partnerships with local authorities and organizations. It is important to recognize that street vending has certain drawbacks, such as increased traffic, contamination of the environment by noise pollution, poor hygiene of food and selling products. To improve these highly stimulating situations, street vending must be managed correctly [1-3,18-23].

GOVERNANCE AND ADMINISTRATION^[26,28,35-38]

Managing a weekly market is also a complex task. Both regional and administration organization participate in their formalization and management. According to statistical analysis given by the Government of India for the Census conducted in 2011, Vadodara has been identified as Metropolitan City. Vadodara City is administered by the Municipal Corporation and is located in the Vadodara Urban Region. The population of Vadodara city in 2024 is projected 2,587,000.

TOPOGRAPHY**LOCATION & GEOGRAPHICAL AREA**^[35]

Vadodara is situated at 22.30°N 73.19°E in western India, covering an area of 714.56 km² (275.89 sq mi) [35]. The Vadodara Municipal Corporation (VMSS) oversees the development of an area spanning 235 km² (91 sq mi) [29-31,35].

ADMINISTRATIVE SET UP^[12, 13, 28-31]

Vadodara serves as the district headquarters and comprises 12 tehsils. Each tehsil is overseen by a Mamlatdar, who assists the district collector in efficient administration at the tehsil level. There are fifteen towns in the region and there Nagar Palika; the only city with a Maha Nagar Palika is Vadodara (Metro City). Vadodara has excellent access to major cities via the Delhi-Mumbai Industrial Corridor (DMIC) and National Highway No. 8, including Delhi (1,028 km) and Mumbai (448 km) [29-31].

NATIONAL URBAN LIVELIHOOD MISSION (NULM)^[26]

As per “Development Commissioner DC (Micro, Small & Medium Enterprises) (MSME)” (DC-MSME) have released “**Development Programme 2023-24**” [26] regarding street vendors in February 2023; by Sachivalaya, Gandhinagar's Planning Division's General Administration Department [26,30,31].

National Urban Livelihood Mission (NULM)

According to the 2011 Census [28], NULM is in effect in all District Headquarter Towns and all other cities with a population of one billion or more. Under this program, the Gujarati government has established eight municipal corporations and thirty municipalities. As per the GR of Government of Gujarat No. NLM/10/2016/459751/H, dated 29.11.2016, this program will be put into effect in 08 Municipal Corporations and 162 Municipalities as of November 1, 2016 [26,30,31].

One of the six components covered under this scheme is Support to Urban Street Vendors SUSV:**(a) Support to Urban Street Vendors (SUSV)**

It addresses the challenges faced by vendors as a result of people moving from rural to urban regions in search of greater job possibilities than those available in rural areas.

Under DAY-NULM [26], governments and localities will perform regular street vendor evaluations and distribute ID cards. By setting up vending zones for street vendors in urban areas special arrangements will be done for their commercial activities.

The program assists hawkers with their issues regarding their revenue by offering them access to appropriate spots, funding, insurance coverage, and abilities that will enable them to take advantage of new market possibilities [26].

LEGALITY - STREET VENDOR'S FUNDAMENTAL RIGHT: [26,30,31-38]

One of the essential components of metropolitan economies and a unique aspect of the vast unorganized sector is street vending. Despite the fact that street vendors provide jobs and offer goods and services at reasonable costs, they did not receive the necessary attention from planners, legislators, or the general public. The Street vending (Protection of Livelihood and Regulation of Street Vending) Act, 2014 was adopted by the Indian Parliament to regulate street sellers in public locations and safeguard their rights, when it became apparent how important it was to incorporate them into the process of economic progress. In India, the street sellers serve as a very effective means of distributing everyday commodities. According to the act, a "street vendor" is an individual who works from a movable structure or shifts from location to location to offer for sale of objects, products, wares, food items, or everyday merchandise, or who offers services to the public from a street, lane, sidewalk, footpath, pavement, public park, or any other public or private place. Squatters, hawkers, peddlers, and other comparable, possibly regionally specific phrases are included in this description. As a result, street vendors who consistently assemble to provide market services at a designated area and time make up a subgroup of the merchants at neighbourhood weekly markets. Moreover, because of running 'hafta-bazaars' vendor's face equally difficult task. Both the local government authority and the local electoral body are significant players in administrative affairs and actively engage in regulation [26,30,31-38].

The fact that they account for a sizable proportion of the population in Indian cities suggests that there is a need for street vendors in these areas. Despite this, street sellers are now considered 'illegal'. India's overall number of street sellers is believed to be approximately 10 million [26,30,31-38].

As per local Newspaper "There was a strong representation made in the general meeting of the municipality to take proper action regarding traffic problems, regarding the spread of the beds from Tulsi Wadi to Shukrwar Bazar till Bhutadi Jhapa ST bus stand" [32].

SCOPE AND LIMITATIONS

The present study highlights on status of street vendors at 'Weekly Friday Market' in Vadodara city; their demographic, socio-economic analysis and identifies the contribution & a suitable plan to integrate street vending into the municipal infrastructure. However, because of the complexity of various issues of vendors and variety of their individual conditions, to suggest any comprehensive resolution to the existing problem for a large and developing city, also due to urban sprawl is full of challenge.

CONCLUSION

The results of the research indicate, according to the information that was gathered, that these types of markets, which are held on footpaths or road pavement every Friday, serve a number of local public needs as well. The study's focus was on the Friday Market's open area usage and populations. Thus, it can be concluded that the present study revealed the current status and impact of street vendors at 'Weekly Friday Market' in Vadodara city, based on primary and secondary data that was collected. Also, their perception of knowledge on various aspects was known through detailed questions. However, they need to follow the timely guidelines laid by the authorities from time to time and thus helps the community.

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