



Woman vegetable vendor ; A micro-economic study 2023



A joint study by

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Introduction

Women in India are multitask masters but seldom recognized. They are efficient managers and performers of the job they handles. However education and empowerment among them are insufficient to make them an active part in the economy of the country. Yet there are many women entrepreneurs one find in the society, who all are acknowledge and encouraged for this contribution. There are generally educated and form socio - economically better off class in the society.

Material and Methodology

The study is related to vegetable selling by a women entrepreneur in Sabji mandi Adhartal Jabalpur, Madhya Pradesh. Both quantitative and qualitative method of data collection was adopted during the study. Interaction and discussion were the main approach for the data collection.

Objectives

1. To access per day earning of women vegetable vendor
2. To identify problem and constraints of the women vegetable vendor

Timeline of the study

Table-1 Total study period -15 working days

Activities	Days
Field study	7
Data analysis	3
Initial presentation	1
Final presentation	1
Final drafting	3



Plate no.1 Presentation in IABM



Plate no.2 Team interacting with Jyoti



Plate no. 3 Field study by team

Profile of woman vegetable vendor

Jyoti Vishwakarma - 38 year old woman, is selling vegetables in the Sabji Mandi Adhartal , Jabalpur for the last 2 to 3 years . Her husband left her ten years ago in search of a job but never returned back. She works almost 10 to 11 hours daily from 9 am to 8 pm. She support her family and their basic needs by selling vegetables. Jyoti primarily sell five type of vegetables , most of them are perishable It is a highly risky business. Jyoti is a mother of two - a 18 year daughter and 21 year son.



Plate no.4 Vending area

The study has used certain terminologies which are explained for proper understanding of the outcome of the study. Jyoti's expenditure are categorized into fixed cost and variable cost.

- Variable cost - Changes in cost incurred based on sales activity (purchase of vegetable daily or on alternative day for sale)
- Fixed cost - Cost remain same regardless sales (for e.g. - Transport and commission)
- Sales - The quantity of vegetables she have sold by the end of the day
- Wastage - Vegetables wasted during segregation, short shelf life, transport
- Profit - The net earning from the sales after deducting her total cost (exclusive of her own opportunity)
- Unsold leftover - Unsold vegetables at the end of the day it adds to her next day sales and wastage



Plate no.5 Jyoti's customer relation

Table-2 Summary of the six days selling of vegetables by Jyoti

Day	Expenditure [Rs.]	Sales [Rs.]	Wastage [Rs.]	Unsold leftover [kg.]	Income [Rs.]
1	2420	1835	49.5	28.25	-585
2	715	1375	156.5	13.75	660
3.	807	1015	161.5	6.5	208
4.	770	1020.5	82.5	-	250.5
5.	2955	3070	68.25	22.25	115
6.	2290	2936	113.25	17.5	646
Total	9957	11251.50	631.50	88.25	1294.50
Mean	1659.50	1875.25	105.25	14.7	215.75

On the basis of six days sale (Table1), the mean per day sale was Rs. 1875.25 (range from Rs.1015 to Rs.3070). It was against her mean investment of Rs.1659.50 (range Rs. 715 to Rs.2955). The mean per day net profit Jyoti earned was Rs.215.75 (range from Rs.-585 to Rs.660). The overall mean percent profit was 13percent in a week. On the basis of week turnover, the monthly turnover of Jyoti's business was about Rs.45,006 , or Rs.5,40,072 annually . In spite of her respectable annually turnover, Jyoti's net profit remain very low at Rs.10,356.

Stock analysis of the week

In terms of quantity Jyoti's vegetable stock varied widely in the six business days of the week.

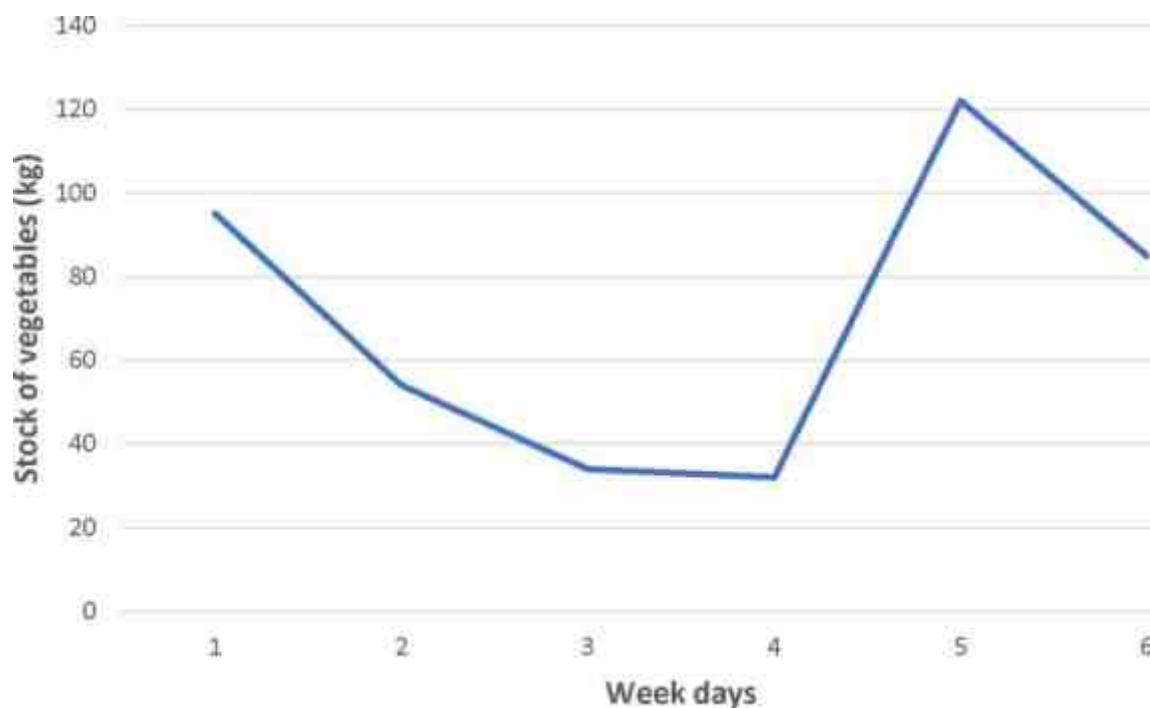


Fig:1 Variation of vegetables stock

The graph indicates stock was lowest on day 4 and highest stock on day 5. Jyoti's vegetable stock basket was lowest (32 kg) on the 4th day while it was highest (122kg) on the 5th day.

Analysis of sales hours

Table-3 Business hours of Jyoti

Day time	Duration	Sale type
Morning	9am - 12noon	Maximum
Afternoon	12noon - 2pm 2pm - 4pm	Minimum Lunch Time
Evening	4pm - 8 pm	Average



Plate no.6 Jyoti interacting with customers



Plate no.7 Jyoti selling vegetables

The business of Jyoti start from 9am and she winds up her business by 8pm every day from Monday to Saturday. She keeps Sunday off. Her peak business hours are between 9am to 12 noon, when she has maximum selling. It is minimum between 12noon to 2pm.



Plate no. 8 Socialising with other vendor

Seasonal variation of vegetables in Jyoti's basket

The vegetable quantity and items varies not only on week day but also during seasons in a year. It is usually 2 to 3 items in summer, merely 2 items in rainy and 4 to 5 items in winter. She has her own reasons and market intellegences for the variation in the vegetable items and quantity.

Table-3 Factors affecting vegetables

Factors	Summer	Rainy	Winter
Climate conditions	Extreme hot	Humidity	Moderate temperature
Price fluctuation	High prices to normal	High prices	Normal to low prices
Demand of vegetables	Moderate demand	Low demand	High demand

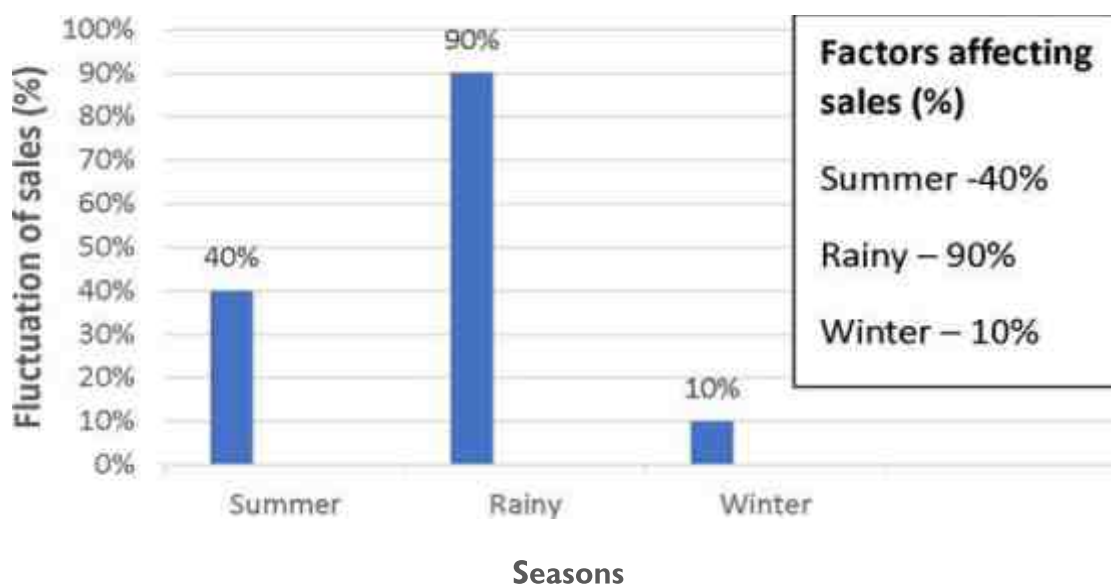


Fig.2 Sales seasons wise

Problems faced by Jyoti

Jyoti has her own experience and basket full of problems that she has been facing ever since she entered into vegetable vending. She has a long list of problems (Table-4 categorised into five) she faces. Among them lack of capital ranks (I) followed by daily harassment by authorities (II), Economic (III), Health (IV), and Social (V). It is interesting that Jyoti explains the causes of above problems, that is affecting her life and business (Table-4).

Table-4. Problems and constraints faced by Jyoti

Types	Problems	Rank	Causes	Solutions
Financial	Lack of capital	I	-Lack of awareness -No access to credit from financial institution	Invention of financial institution
Health	Addiction to tobacco chewing	IV	-Overload of work -Less intake of water and food -Toilets far away from vending area and unhygienic	- Enough water intake and food -Reduce dependency on tobacco
Economic	Price fluctuation and demand	III	-Free play of market forces of demand and supply	Variation in vegetable basket
Government authorities	Harassment for vending place	II	-Lack of information of government schemes -Socio-economically poor	Awareness drive on programmes and policies of government
Social	Socially cutoff	V	-Long working hours 9am to 8pm	Family support

Government development schemes for vendors

On search, the team found the following Government welfare schemes targeted for vendors.

- SVANidhi Scheme
- National Association of street vendors of India
- The street vendors (Protection of livelihood and Regulation of Street Vending) Act 2014 These schemes are to empower street vendors with the following support- Affordable working capital, to incentivise regular payment and to provide new opportunities to street vendors.

Major Findings

Jyoti is an economically active small scale entrepreneur at the bottom of economical pyramid of macro economy. Against all adds her annual turnover is Rs.5,40,072 , but her net returns is just 13 percent. This merge amount is insufficient for her to manage her three members house hold (herself, 18 year girl ,and 21 year old son) and to expand her business .

She is socio - economically weak, and shared her experience of being harassed by representatives of local authorities . This compel her to bribe them to ensure her place in the market.

There is Lack of proper washroom in the vicinity Jyoti is therefore compel for intake of less water and food .She insists on tobacco chewing to control thirst ,hunger and tiredness. Jyoti faces stiff competition from well off vegetable vendors in the market.



Plate no. 9 Setting up shed

Conclusion and Suggestions

- There should be awareness campaign to inform vendors about the existing schemes.
- The financial institutions may come forward with their financial instruments so that these vendors can avail loan facilities and expand their business.

Long working hours creates problem for women vegetable vendors . They undergo feel physical and mental strain. However women vegetable vendors are very important part of the micro-economic informal sector in the country as they are not only a source of self-employment but also provide affordable and convenient service to the society. They deserve support and may be looked as productive component of an economic system.

Nevertheless, there are also numerous unrecognised women entrepreneur, who brave the social setup and bindings of their family restrictions trying their hand in business. The most of them may have failed but there are many in this class who determine to fight back and stay in the hostile ecosystem, This was one of the many reasons to concentrate the present study on Jyoti Vishwakarma who earns her livelihood through vegetable vending in the male dominant arena.

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Jyoti and the team