Effects of Traffic on Street Vendors

A Group Project Report submitted in partial fulfillment of the requirements for the Societal Project (01BMBAR23364) for award of degree of

Master of Business Administration

Submitted

By

GROUP 10

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Project Guide

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DEPARTMENT OF MANAGEMENT

SCHOOL OF COMMERCE AND MANAGEMENT

GARDEN CITY UNIVERSITY

BANGALORE-560049

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DECLARATION

We hereby declare that the project report entitled **"Effects of Traffic on Street Vendors"** submitted to the Department of Management, School of Commerce and Management, Garden City University in partial fulfilment for Societal Project (01BMBAR23364) paper for award of degree of Master of Business Administration is a record of original research work done by me under the supervision and guidance of Dr. Prem Kumar, Assistant Professor, Department of Management, Garden City University, Bangalore and that it has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or similar title to any candidate of this or any other University or Institute.

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Date:

Place: Bangalore

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1. Introduction

The rapid urbanization and population growth in Bangalore have transformed the city into a sprawling metropolis. This development, driven by the booming IT sector and expanding infrastructure, has led to severe traffic congestion, affecting nearly every aspect of life in the city. Street vendors, who form an integral part of the informal economy, are directly impacted by these developments. This project aims to explore the multifaceted relationship between urban traffic patterns and the business operations of street vendors in Bangalore, providing insights that can guide policy development and improve their working conditions.

1.1 Context of the Project

Bangalore's rapid urbanization has resulted in severe traffic congestion, a challenge that affects nearly every aspect of life in the city. Traffic jams, long commuting hours, and increased vehicle emissions have become part of daily life for Bangalore's residents. In this context, street vendors—who form an integral part of the informal economy—are directly impacted by these developments. They are essential to the economic and social fabric of the city, yet their livelihood is intricately tied to how the city manages its traffic and urban mobility.

Background

Street vending has long been a feature of urban economies in India. In Bangalore, thousands of vendors rely on this trade for their livelihoods, with many coming from lower-income groups who lack access to formal employment. They provide affordable goods and services, making essential commodities accessible to people from all walks of life. However, despite their importance, street vendors often operate in precarious conditions. Many lack legal protection, face harassment from local authorities, and are vulnerable to changes in the urban landscape, including traffic patterns and city regulations.

Bangalore's traffic problem is the result of rapid urban growth, insufficient public transportation infrastructure, and a sharp rise in private vehicle ownership. The city, once known for its pleasant weather and tree-lined streets, is now characterized by daily gridlock, making it one of the most traffic-congested cities in India. This congestion impacts everyone, but it poses unique challenges for street vendors who rely on steady customer flow and accessible locations.

Relevance to Society

The relevance of this project to society lies in its focus on street vendors as key economic contributors who are deeply affected by urban challenges, particularly traffic congestion. The findings of this project will help address several social, economic, and urban planning concerns:

1. **Support for Informal Workers**: Street vendors provide affordable goods and create jobs, but their economic contributions are often overlooked in urban planning. This project highlights the need to recognize and support these vendors, ensuring that they can continue to operate sustainably in a city grappling with traffic challenges.

2. **Public Health and Safety**: The project sheds light on the public health risks that vendors face due to prolonged exposure to air pollution from traffic. Addressing these concerns can improve the well-being of vendors and enhance the quality of goods they offer, particularly food items consumed by the public.

3. **Urban Planning and Regulation**: By understanding how traffic patterns affect the placement and success of street vendors, city planners and local authorities can develop more inclusive urban policies. Balancing the need to reduce traffic congestion with the rights of vendors to conduct business is crucial for creating equitable public spaces.

4. **Economic Inclusivity**: Street vendors often serve lower-income populations by offering goods at prices lower than formal retail markets. Ensuring their sustainability is important for maintaining economic inclusivity in the city. Their businesses also provide convenience to daily commuters and pedestrians, filling gaps in the formal economy.

5. **Social Impact**: Street vendors contribute to the vibrancy of urban spaces, making them livelier and more accessible. Their presence adds a social dimension to cities, fostering informal networks of commerce and community. A better understanding of their challenges due to traffic congestion can lead to policies that protect their role in maintaining the social and economic fabric of urban life.

1.2 Current State

Bangalore, India's technology hub, is experiencing rapid urbanization, a population boom, and a surge in vehicular traffic. This growth has strained the city's infrastructure, causing widespread traffic congestion. On average, residents face long commutes, with many areas in the city choked by traffic during peak hours. These traffic issues not only affect the daily lives of commuters but also have a profound impact on local street vendors, who depend heavily on foot traffic and accessible public spaces for their livelihoods.

Currently, the city faces the following key challenges that affect street vendors:

1. **Severe Traffic Congestion**: Bangalore is ranked as one of the most congested cities in India, with traffic jams extending for kilometres on main roads, particularly during morning and evening rush hours. The number of vehicles in the city has grown exponentially, with the total registered vehicles crossing the 10 million marks. This level of congestion directly impacts local businesses, particularly street vendors located in high-traffic areas.

2. **Health and Environmental Concerns**: Air pollution levels in Bangalore have risen alongside traffic congestion, leading to severe health concerns for street vendors, especially those working near major roads. Vendors, particularly food sellers, are exposed to high levels of exhaust emissions from idling vehicles, dust, and heat, all of which negatively affect their health and the hygiene of their products. Noise pollution from traffic adds to the stressful environment in which vendors work, causing long-term health risks.

3. **Legal and Regulatory Challenges**: Street vendors in Bangalore often operate without formal recognition, making them vulnerable to fines, evictions, and harassment from local authorities. City officials regularly conduct clearance drives in congested areas to reduce traffic bottlenecks, which sometimes result in the forced removal of street vendors from their established locations. Many vendors lack formal permits to operate, which makes them susceptible to these clearance operations.

4. **Adapting to Traffic Patterns**: Despite the challenges, many street vendors in Bangalore have adapted to the city's traffic patterns. Vendors often strategically position themselves near traffic signals, bus stands, and office complexes, capitalizing

on pedestrian movements during periods of high traffic congestion. Additionally, many vendors have become more mobile, setting up shop in different locations throughout the day to take advantage of fluctuating traffic patterns. Some vendors have also adopted innovative approaches, such as using digital payment systems to cater to a tech-savvy customer base, allowing them to reduce the time customers spend at their stalls. Others have begun offering home delivery services or partnering with online platforms to expand their customer base beyond just foot traffic.

5. **Impact on Customer Behaviour**: Traffic congestion can lead to impulse buying, especially in areas where commuters are stuck for long periods. For example, food vendors benefit from customers making quick purchases while waiting at traffic signals or in gridlocked areas. However, for vendors selling non-essential goods, such as clothing or electronics, traffic congestion can reduce the likelihood of customers stopping to browse, especially if their stall is located in an inaccessible or crowded area.

6. **Public Perception and the Role of Street Vendors**: Street vendors in Bangalore are often perceived as part of the city's informal but essential economy, providing affordable goods and services to a diverse population. However, they are also seen as contributing to the city's congestion, with some urban planners and residents advocating for their removal from certain areas to ease traffic flow. This has created tension between the vendors' need for accessible locations and the city's efforts to reduce congestion.

1.3 Need for the Study

Street vendors form an integral part of the urban informal economy in Bangalore, providing essential goods and services to millions of residents daily. However, the city's severe traffic congestion poses significant challenges to these vendors. While traffic may bring more visibility and foot traffic, it also leads to numerous problems, such as reduced customer accessibility, health hazards from pollution, and heightened regulatory pressures. Despite their importance, there is limited research on how traffic congestion specifically impacts the livelihoods of street vendors in Bangalore. This study seeks to fill that gap by exploring the multifaceted relationship between urban traffic patterns and the business operations of street vendors, providing insights that can guide policy development and improve their working conditions.

1.4 Problem Identification

The rapid urbanization of Bangalore has resulted in an overwhelming number of vehicles on the road, leading to severe traffic jams that disrupt the daily lives of its residents. Street vendors, who often position themselves in high-traffic areas to attract customers, are particularly affected by these developments. The key problems faced by street vendors due to traffic congestion include:

- **Restricted Customer Access**: With congested roads and crowded pavements, pedestrians and commuters often find it difficult to access vendor stalls.
- **Health Risks**: Vendors are exposed to high levels of air and noise pollution, which can affect their health and the quality of their goods.
- **Inconsistent Sales**: While traffic can lead to impulse purchases, it can also deter customers from engaging with vendors due to the chaotic environment.
- **Regulatory Crackdowns**: In efforts to decongest the city, local authorities sometimes impose restrictions on street vending, leading to fines or forced relocations.

1.5 Research Gap

While there have been numerous studies on the informal economy in Indian cities, few have focused on the intersection of traffic congestion and street vending. Existing research often highlights either the contribution of street vendors to urban economies or the broader challenges of traffic congestion, but rarely do these studies examine how the two issues interact. Furthermore, the focus tends to be on formal economic sectors, leaving a gap in understanding the unique pressures faced by informal workers like street vendors.

There is also limited empirical data on how vendors adapt to the challenges posed by traffic, such as changes in customer behaviours, the impact of pollution, and the effectiveness of their coping strategies. Moreover, while the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 exists, its implementation and its impact on vendors in high-traffic zones remain under

1.6 Summary

This study interviewed around 50 street vendors and identified the effects of traffic on the street vendors. The study found that the vendors are affected health-wise due to daily exposure to the pollution and noise created by the traffic. The numbers of traffic accidents involving street vendors is also significantly higher than normal pedestrians.

In traffic planning, street vending is looked upon as an obstacle rather than an economic activity and is illegal in many parts of the world. Street vending therefore unregulated and the street vendors face many issues especially involving the authorities with regards to their work. Many street vendors refused to provide pictures or contact details fearing legal troubles.

The lack of foresight in traffic planning with regards to street vending leads to many problems with regards to the flow of traffic. This leads to higher chances of accidents, traffic disruptions.

Since street vending is technically illegal, the entire economy involving street vending is largely unregulated. Street vendors therefore do not get any support for their livelihood from the government with regards to their welfare.

Street vendors also cannot easily acquire loans or other forms of financing for the personal or work-related needs as street vending is not formalized and lack of support from both governmental and non-governmental institutions.

2. Literature Review

Street vending is a crucial source of employment for millions of migrants and urban poor in India. However, street vendors face significant challenges due to negative perceptions, lack of regulations, and conflicts over the use of urban spaces. The positive contributions of street vendors to public spaces and government receipts often go unnoticed because urban governance fails to create adequate infrastructure and address the informal economy. The COVID-19 pandemic further exposed the vulnerability of street vendors, highlighting the limitations of existing policies. In India, the national policy for street vendors aimed to protect their rights and ensure social inclusion, but its effectiveness remains questionable, especially post-pandemic (Bhowmik, 2006).

The pandemic-induced lockdowns left street vendors without livelihood options, emphasizing the need for a critical evaluation of the policy. The crisis revealed the character of the policy, showing its inadequacies in providing security and stability to street vendors during emergencies. This situation calls for a reassessment of the policy to ensure it meets the needs of street vendors, providing them with legitimacy, dignity, and social inclusion (Bhowmik, 2006).

Traffic congestion on urban roads is a long-standing issue, influenced by various factors such as transport infrastructure, organization, and the high share of car traffic. The increasing number of cars due to economic development exacerbates traffic volumes, reducing road capacity. The study by Cerna and Cerny (2004) discusses the theoretical aspects of traffic flow and congestion formation, emphasizing the role of driver perception and response time in congestion.

The practical analysis highlights how human factors, particularly driver reaction time, significantly impact congestion formation. The study suggests that improving driver response times and optimizing traffic flow can mitigate congestion on urban roads. This research underscores the importance of considering human factors in traffic management and urban planning to enhance road efficiency and reduce congestion (Cerna & Cerny, 2004).

Transport planning in Nairobi has neglected the needs of pedestrians, cyclists, and street vendors, focusing primarily on motorized traffic. This oversight has led to competition for space, causing insecurity and harassment for non-motorized road users. Cobbinah and Finn

(2024) argue for a “streets for all” policy that includes multiple street activities and addresses the institutional and structural biases in urban transport planning.

The proposed policy aims to create inclusive transport systems that consider the spatio-temporal activity patterns of all road users. By implementing such a policy, urban planners can ensure safer and more accessible streets for pedestrians, cyclists, and vendors, promoting spatial justice and progressive urban development (Cobbinah & Finn, 2024).

Roadside activities, such as on-street parking and pedestrian crossings, significantly impact traffic flow and road capacity, especially in highly populated regions. Alkaissi and Kamoona (2021) studied the effects of these elements on traffic flow in Baghdad, finding substantial reductions in free-flow speed and road capacity during peak periods.

The research highlights the need to include roadside friction elements in traffic-related studies for proper urban road planning. By addressing these factors, urban planners can improve traffic flow and reduce congestion, enhancing overall road performance (Alkaissi & Kamoona, 2021).

Street vendors contribute to traffic and pedestrian congestion, affecting travel speed, road capacity, and pedestrian level of service (PLOS). The study by Karda et al. (2017) measured the impact of street vendors on road performance, finding significant reductions in travel speed and road capacity due to the presence of vendors.

The research suggests that providing designated facilities for street vendors and public transport stops near new developments can minimize traffic impact. This approach can help balance the needs of street vendors with the requirements of efficient urban transport systems, ensuring smoother traffic flow and better road performance (Karda et al., 2017).

Timalsina (2007) explores the dynamics of rural-urban migration and its impact on livelihoods in Kathmandu, Nepal. The study highlights how migration is driven by socio-economic disparities, unemployment, and rural conflict, leading migrants to seek livelihoods in the urban informal sector, particularly street vending.

The research shows that street vending provides significant employment opportunities and income for migrants, helping them build financial and human capital. However, it also reveals the challenges faced by street vendors, including harassment by authorities and competition for space. The study calls for better policies and support systems to protect the livelihoods of street vendors and integrate them into urban planning (Timalsina, 2007).

Bhowmik (2006) discusses the social security measures for street vendors, emphasizing the need for policies that protect their livelihoods and ensure their inclusion in urban economies. The study highlights the positive impacts of social security policies on the well-being of street vendors, but also points out the gaps and challenges in implementation.

The research suggests that effective social security measures can provide street vendors with stability and security, enabling them to contribute more effectively to the urban economy. It calls for continuous evaluation and improvement of these policies to address the evolving needs of street vendors (Bhowmik, 2006).

Cerna and Cerny (2004) provide a detailed analysis of traffic flow and congestion formation, focusing on the influence of driver perception and response time. The study highlights the importance of considering human factors in traffic management to improve road efficiency and reduce congestion.

The research suggests that optimizing traffic flow and improving driver response times can significantly mitigate congestion on urban roads. This approach can enhance overall road performance and contribute to more efficient urban transport systems (Cerna & Cerny, 2004).

Cobbinah and Finn (2024) argue for inclusive transport planning that considers the needs of pedestrians, cyclists, and street vendors. The study highlights the importance of creating transport systems that promote spatial justice and accessibility for all road users.

The research calls for a “streets for all” policy that addresses the institutional and structural biases in urban transport planning. By implementing such a policy, urban planners can ensure safer and more accessible streets, promoting progressive urban development (Cobbinah & Finn, 2024).

Karda et al. (2017) discuss the impact of street vendors on road performance and suggest providing designated facilities for vendors to minimize traffic impact. The study highlights the need for balanced urban planning that accommodates the needs of street vendors while ensuring efficient traffic flow.

The research suggests that integrating facilities for street vendors into urban planning can improve road performance and reduce congestion. This approach can help create more inclusive and efficient urban transport systems (Karda et al., 2017).

3. Objectives of the Study

1. **To assess the impact of traffic congestion on the daily earnings of street vendors in urban areas of India.**

2. **To analyse the coping strategies employed by street vendors to mitigate the negative effects of traffic congestion.**

3. **To evaluate the role of local government policies in addressing the challenges faced by street vendors due to traffic congestion.**

4. Research Methodology

4.1 Type of Research: Exploratory Research

Reason: This type of research is suitable for gaining insights into the relatively under-explored area of how traffic affects street vendors. It allows for a flexible approach to understanding the various dimensions of the issue.

Research Design: Mixed-Methods Design (Qualitative and Quantitative)

Reason: A mixed-methods design will provide a comprehensive understanding by combining numerical data with detailed personal experiences and coping strategies of street vendors.

4.2 Data Collection

- **Numbers and Respondents:**
    - **Sample Size:** Approximately 50 street vendors from various urban areas in India.
    - **Respondents:** Street vendors operating in high-traffic zones, local government officials, and traffic management authorities.
- **How Data Will Be Collected:**
    - **Surveys:** Structured questionnaires to gather quantitative data on earnings, traffic conditions, and coping strategies.
    - **Interviews:** Semi-structured interviews with street vendors and officials to collect qualitative insights.
    - **Observations:** Field observations to record traffic patterns and vendor activities.

4.3 Sample Design

- **Sampling Type:** Stratified Random Sampling
    - **Reason:** This method ensures representation from different types of street vendors (e.g., food vendors, merchandise sellers) and various urban locations, providing a more accurate and generalizable understanding of the impact of traffic.

4.4 Tools Proposed for Data Analysis

- **Percentage Analysis:** To determine the proportion of vendors affected by traffic congestion.
- **Frequency Analysis:** To identify common coping strategies and challenges faced by street vendors.
- **Charts:** Visual representation of data to highlight key findings and trends.

Questionnaire:

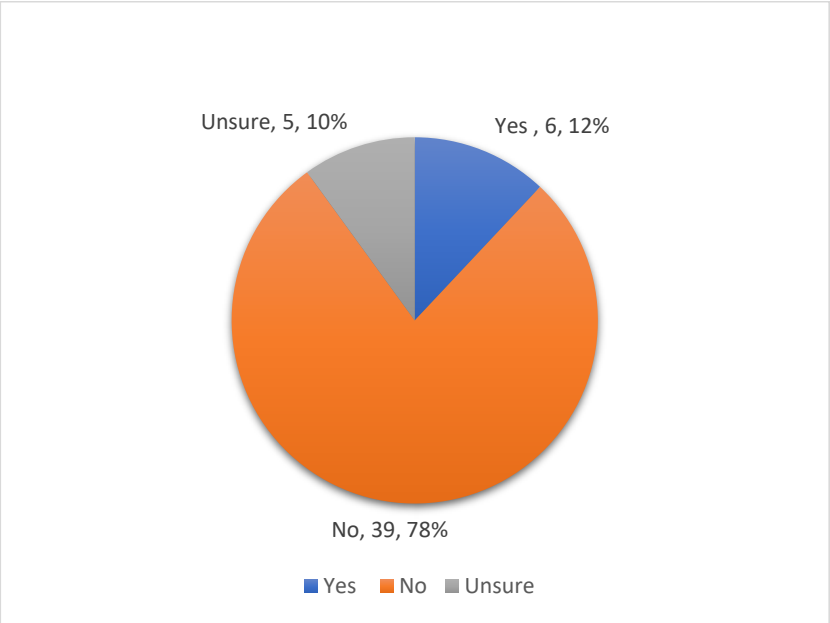
1. How does the traffic in your area affect sales?
    a. Yes
    b. No
    c. Unsure
2. Do you experience changes in your income due to seasonal traffic and special events?
    a. Yes
    b. No
    c. Unsure
3. How does traffic jams and congestion affect your ability to attract customers?
    a. Yes
    b. No
4. Has rising operational cost or transportation affected your business?
    a. Significantly
    b. Slightly
    c. No change
5. How many hours a day do you work a day?
    a. More than 8 hours
    b. 5-6 hours
    c. Less than 4 hours
6. Have you experienced any health issues caused due to pollution or traffic
    a. Yes significantly
    b. Yes slightly
    c. No
7. Do you have access to health services or health related support programmes?
    a. Public healthcare
    b. Private healthcare
    c. None

8. Have you faced legal challenges or problems with authorities during street vending?
    a. Civil charges
    b. Criminal charges
    c. None
9. Are there any regulations on where you can set up a stall?
    a. Yes
    b. No
10. Do you have any conflicts with law enforcement regarding your location?
    a. Yes, a lot
    b. Yes, a little
    c. No
11. Are you aware of government programs that support street vendors?
    a. Yes
    b. No
12. Have you received support or financial assistance from the government?
    a. Yes
    b. No
13. Are you part of any vendors association or union that helps with legal challenges?
    a. Yes
    b. No
14. Can you easily get financial assistance from institutions such as banks?
    a. Easily
    b. Very difficult
    c. Informal sources

5. Data Analysis and Results

Impact of traffic on sales.

Chart 5.01 Impact of traffic on sales

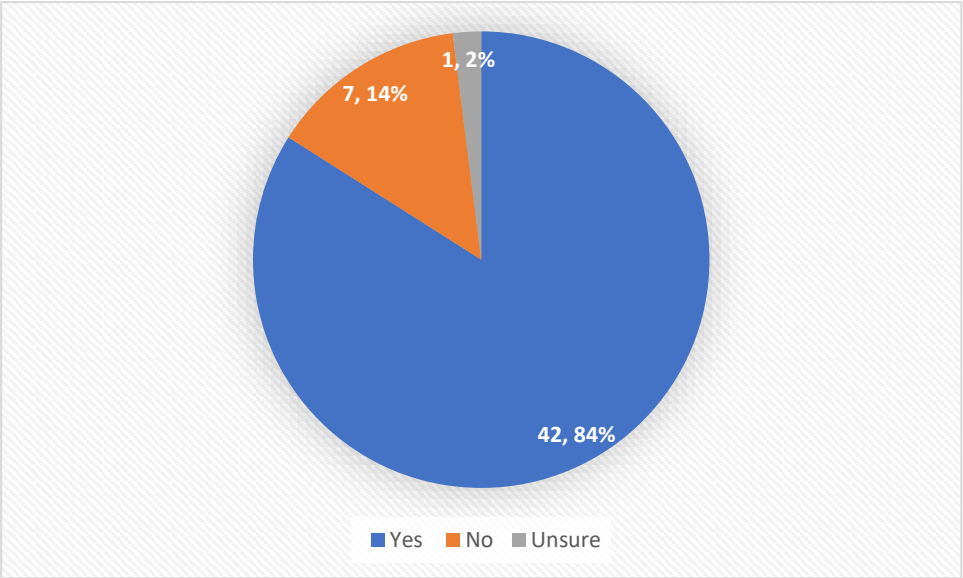


Interpretation:

Majority of the Street vendors believed that the vehicle traffic did not have much impact on their business as compared to the pedestrian traffic.

Seasonal changes due to events or special days

Chart 5.02 Seasonal changes in sales

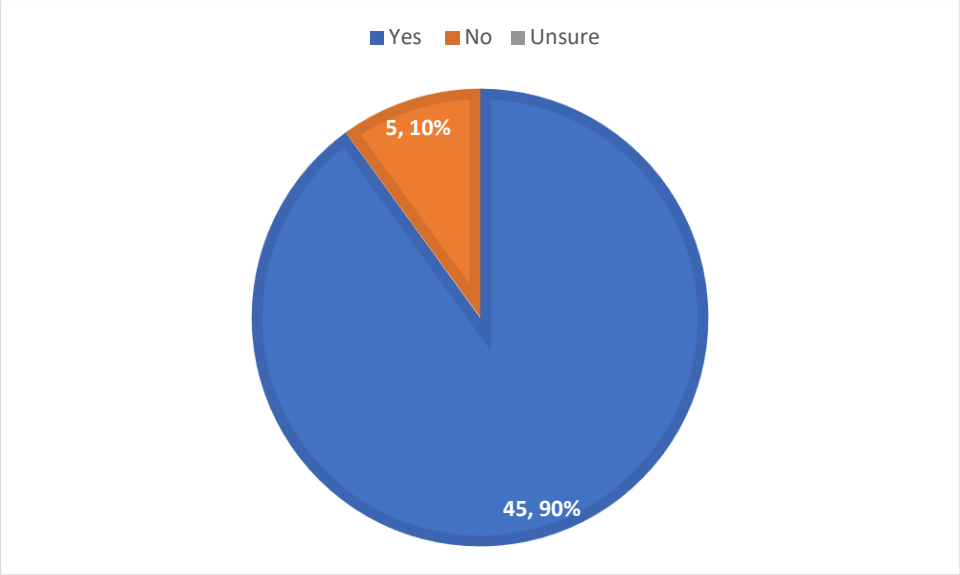


Interpretation:

Majority of vendors who did not deal in daily essentials reported that most of their sales occurred in the weekends. Generally, the sales during the holidays, festivals and weekends were more than 50% than on a regular weekday.

Impact of traffic congestions and jams.

Chart 5.3 Impact of traffic jams and congestions

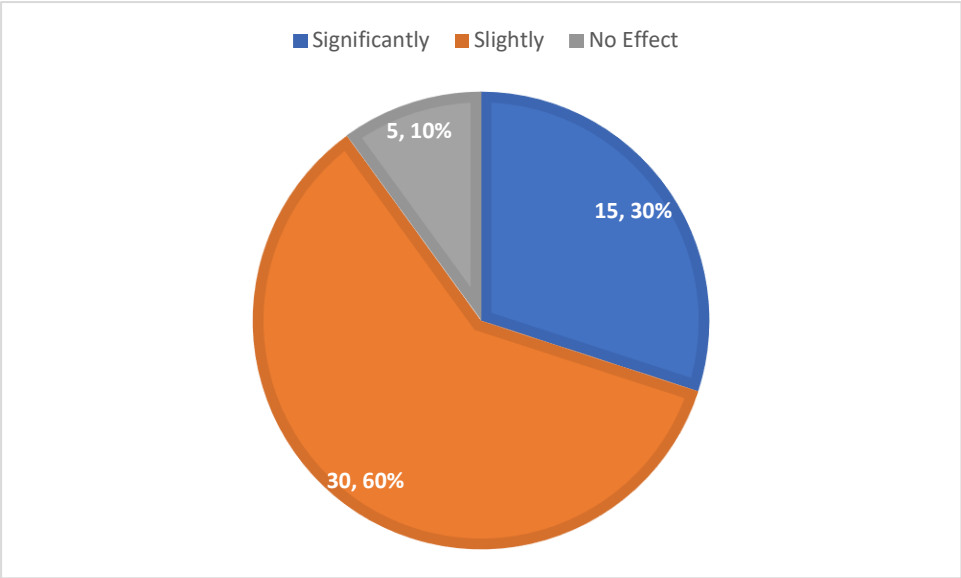


Interpretation:

Majority of the vendors reported that heavy traffic impeded the flow of pedestrians but also gave an opportunity to sell to the vehicle riders. Traffic jams and congestions causes them to adapt to it and change their usual operations

Effect of rising operational and transport cost.

Chart 5.4 impact of rising costs

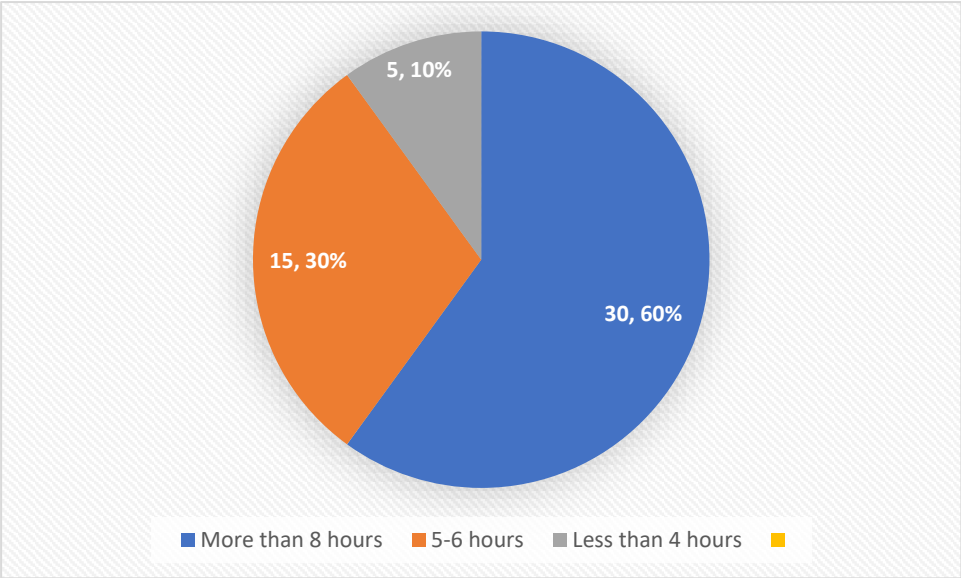


Interpretation:

Majority of vendors who sold luxury items, jewellery and cosmetics voted at slight change in operational cost or No Change. Most vendors who operated fast food stands and other snacks or beverage stands reported greater change in operational and transport costs.

Daily work time

Chart 5.5 Daly work time

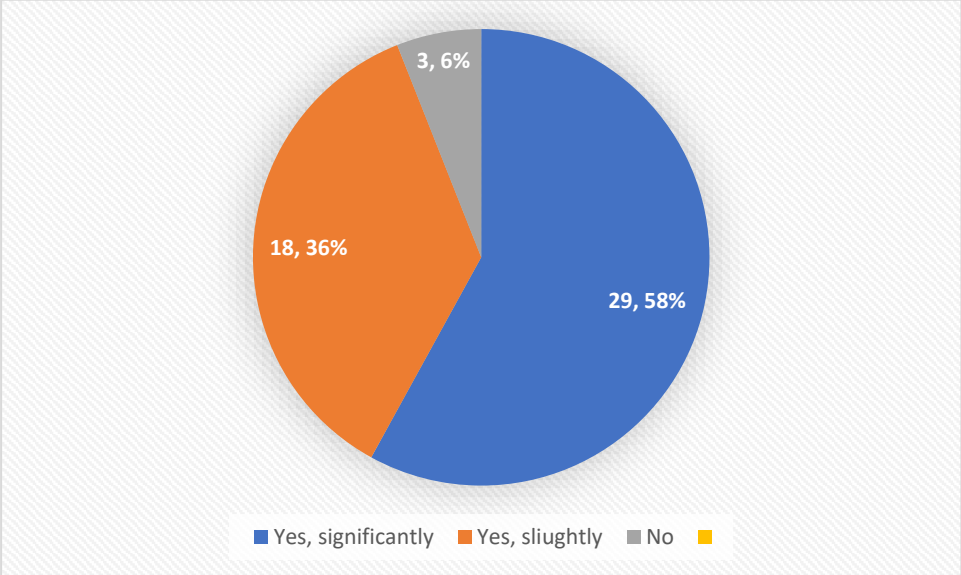


Interpretation:

Most vendors who sell products and items work more than 8 hours a day, while those dealing in snacks, fast foods etc work 6 hours or less. The reason is that majority of their sales occur in the evenings. This doesn't take their preparation time into account.

Impact of pollution and traffic on health

Chart 5.6 Impact of pollution and traffic on health

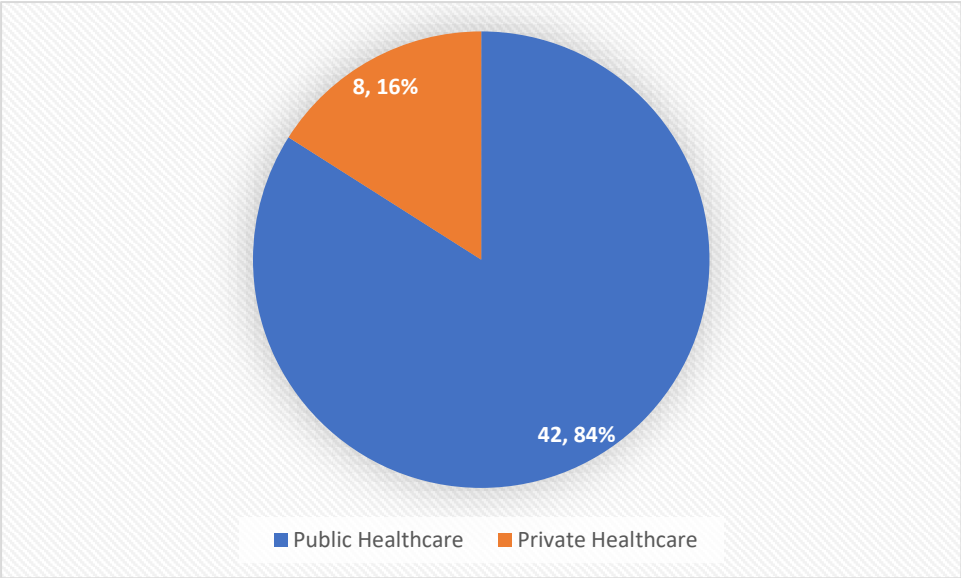


Interpretation:

Majority of the street vendors reported having faced health issues due to pollution or traffic. Age as well as the time period of their time spent in street vending contributed to the effects.

Access to healthcare services

Chart 5.7 Healthcare access

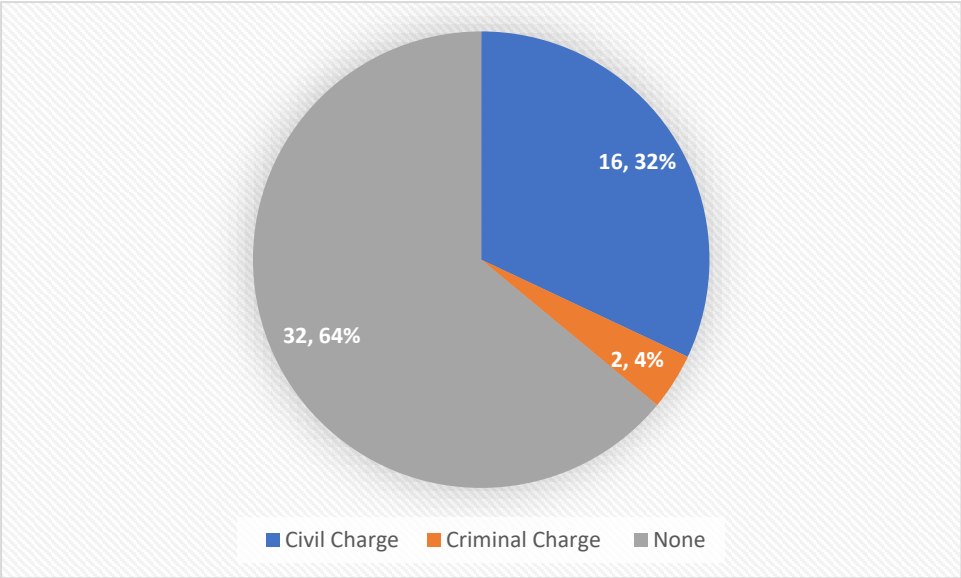


Interpretation:

Majority of the vendors have access to public healthcare from government although access to these is unrelated to their work, but rather due to their economic status. Very few vendors reported being able to afford private healthcare without having to borrow money and going into debt.

Legal problems and challenges from authorities.

Chart 5.8 Legal challenges faced by street vendors

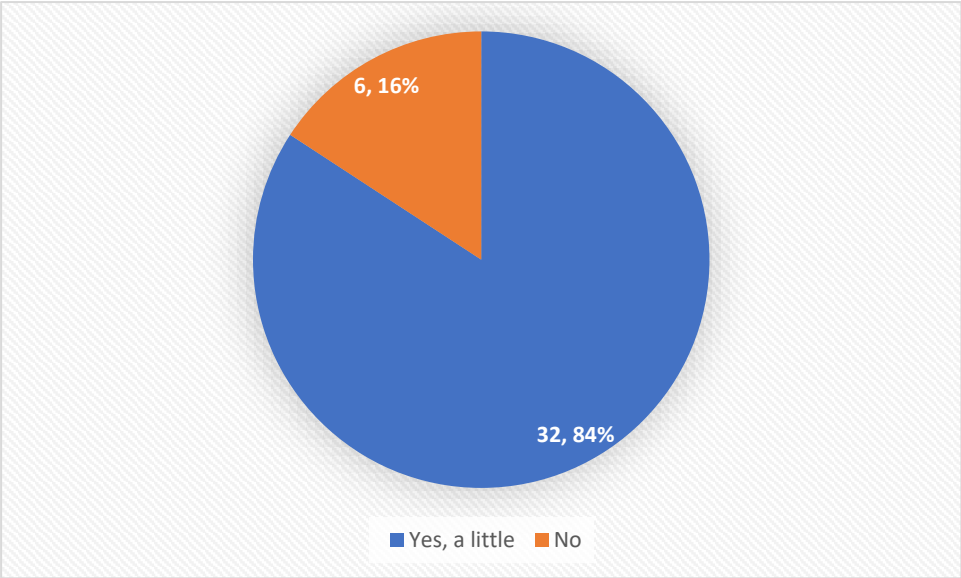


Interpretation:

While majority of the vendors did not personally face legal problems with authorities, there were quite a few that did. There is a sense of general distrust and fear when regarding the local authorities. Most vendors refused to provide their pictures or recordings of their interviews as they feared legal repercussions.

Regulations on street vending.

Chart 5.9 regulations on street vending

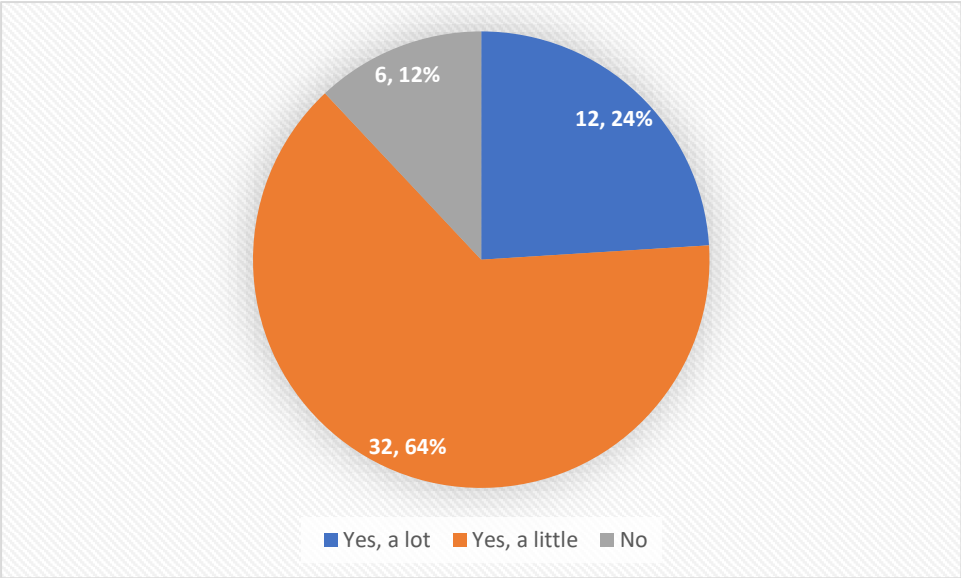


Interpretation:

Other than a few designated places where you can rent a place in public to sell your wares, majority of the vendors reported that there is a lack of support or regulations as to where stalls can be set up in public. Lack of urban planning fails to consider street vending when it comes to city infrastructure.

Conflicts with Law Enforcement.

Chart 5.10 conflicts with law enforcement

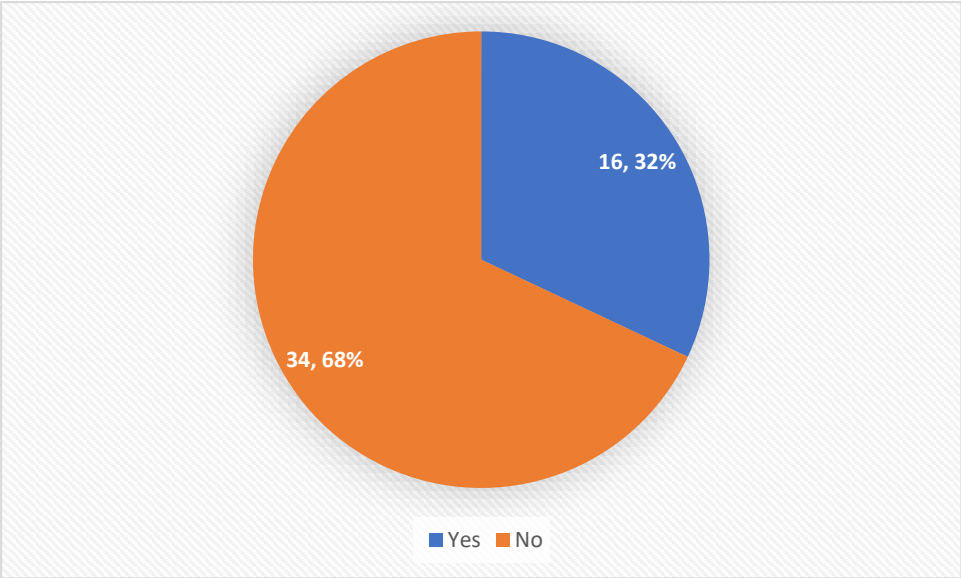


Interpretation:

Majority of the street vendors reported issues with the law enforcement forcing them to move or change places, especially from the traffic police. While they are left alone most of the time, and formal complaints aren't made, the law enforcement do cause some disruptions to the street vendors

Government programmes that support to street vendors

Chart 5.11 Governmental support for street vending

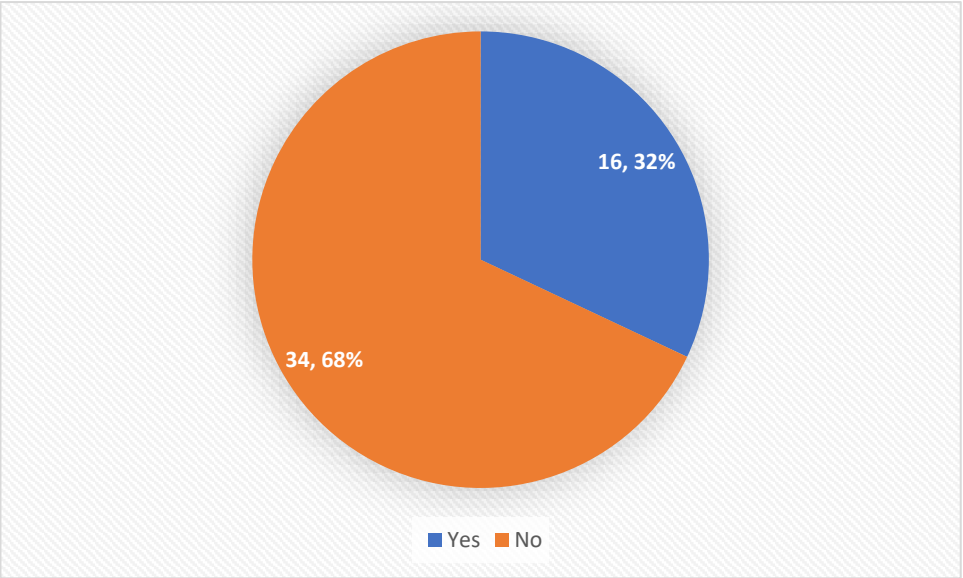


Interpretation:

While the Indian government did pass the Street vending Act giving street vendors some protections and rights, there is no governmental programs to support the street vendors specifically. Lack of implementation on the ground is what causes this.

Financial support from government

Chart 5.12 Financial support or assistance from Government

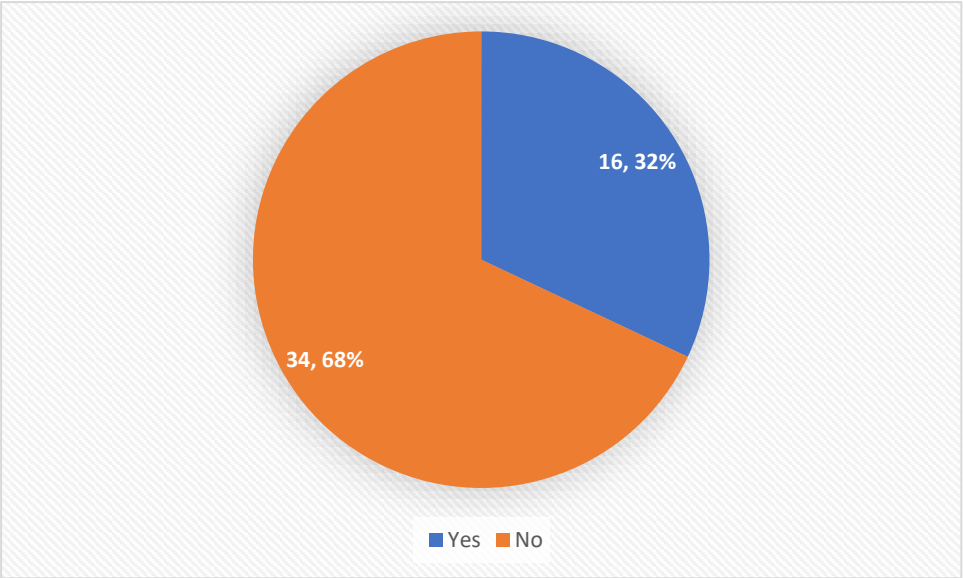


Interpretation:

Street Vendors reported that there is no financial support provided to street vendors from the government. Most did receive financial and material support through unrelated policies and during the COVID lockdowns

Formalized unions or support groups

Chart 5.13 Part of unions or groups

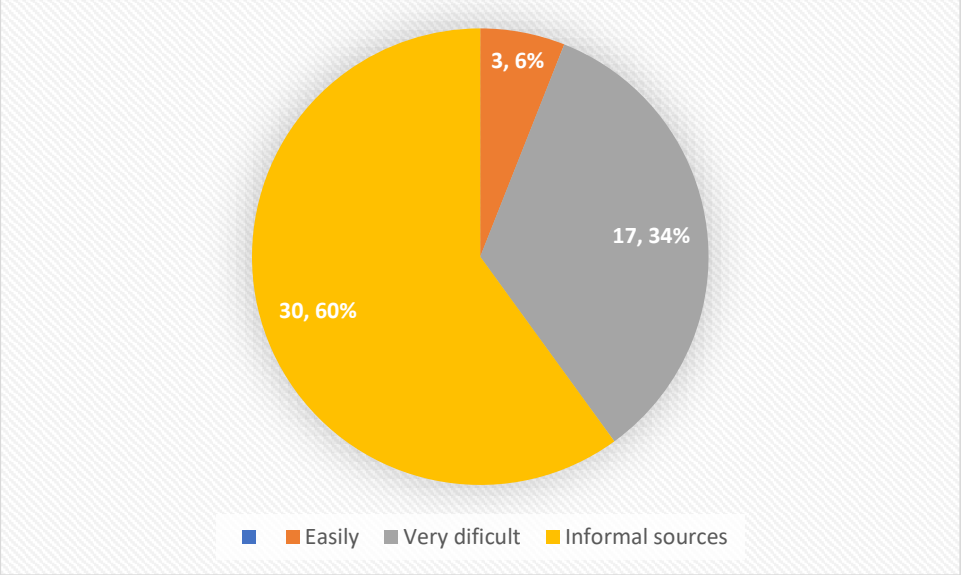


Interpretation:

Majority of the street vendors are not part of any formal association or union. Most of their internal dealings is done through mutual trust and respect.

Access to financial services.

Chart 5.14 Access to financial services



Interpretation:

Majority of the street vendors face extreme difficulty in securing loans for their personal or work-related needs and depend on informal sources such as relatives, loan sharks etc. The main reason is the lack of paper trail or proof of income as it is an informal economy.

6. Suggestions and Implications

1**. Dedicated Vending Zones and Better Infrastructure**

One of the primary challenges for street vendors is the lack of designated vending zones. To mitigate the impact of traffic congestion, the city authorities could create dedicated vending zones in high-traffic areas, with proper pedestrian access and better infrastructure. These zones should ensure that vendors can operate without obstructing footpaths and roads, reducing conflicts with traffic and ensuring a safe environment for both vendors and customers. This approach would also help formalize street vending while respecting traffic flow.

Implication: Implementing such zones would decrease the frequent evictions of vendors, providing them with a stable business environment. Additionally, it would ensure smoother pedestrian and vehicle movement, creating a more organized urban landscape .

2**. Health and Safety Measures**

Vendors working in areas with high traffic congestion are exposed to harmful pollutants, leading to respiratory and other health issues. Municipal authorities should consider introducing health measures, such as providing free or subsidized masks, regular health check-ups, and awareness programs for vendors regarding pollution and its long-term effects. Another suggestion is installing anti-pollution barriers or green spaces around vending zones to reduce direct exposure to vehicle emissions.

Implication: Such measures would improve the health and well-being of street vendors, leading to fewer sick days and enhancing their productivity. A healthier vendor workforce also positively impacts the overall economy of the informal sector.

3**. Increased Access to Legal Protections and Support**

Although street vendors are protected by the Street Vendors Act, 2014, many remain vulnerable to evictions due to irregular enforcement of the law. Strengthening the implementation of this Act by conducting regular surveys and issuing licenses to all eligible vendors will offer greater legal protection. The authorities should ensure that vendors are not arbitrarily displaced and that they receive compensation or relocation support when their space is required for urban development projects.

Implication: Improved enforcement of legal protections will empower street vendors and stabilize their income. It will also build trust between vendors and authorities, reducing conflicts and allowing for smoother integration of street vending into city planning .

4**. Traffic Management and Vendor Integration**

Rather than viewing street vendors as obstacles to traffic flow, urban planners could incorporate vendors into traffic management strategies. For instance, street vendors could be strategically placed near bus stops, metro stations, and other areas with high foot traffic but minimal vehicle congestion. Time-restricted vending could also be an effective strategy, allowing vendors to operate during off-peak traffic hours.

Implication: By integrating vendors into the city's traffic management plans, authorities can ensure that vendors have access to high footfall areas without exacerbating traffic problems. This would also benefit commuters who rely on vendors for quick purchases during their travel.

5**. Use of Technology and Data for Planning**

Authorities can leverage technology such as traffic flow analysis and crowd-sourcing apps to better understand the impact of traffic congestion on street vendors. By analysing data on traffic patterns, pedestrian movement, and vendor locations, planners can make more informed decisions on where to designate vending zones or how to optimize traffic flow around key vending areas.

Implication: Technology-driven solutions can provide data-backed insights, leading to more precise planning that supports both traffic decongestion and the livelihoods of street vendors.

6. **Public Awareness and Sensitization Campaigns**

The general public, as well as city authorities, often view street vendors as contributors to urban chaos. Conducting public awareness campaigns to highlight the essential role street vendors play in the informal economy can foster greater appreciation and cooperation. These campaigns should also address the misconceptions about street vendors being the primary cause of traffic issues, shifting focus to the need for better urban planning.

Implication: A more supportive public attitude towards street vendors could reduce conflicts, ensure better customer relations, and foster a more inclusive urban economy.

By implementing these strategies, cities like Bangalore can not only improve the conditions for street vendors but also tackle broader urban challenges related to traffic management, health, and sustainable development.

7. Conclusion

In conclusion, this study highlights the profound impact of traffic congestion on street vendors in Bangalore, revealing both the economic and health challenges they face. As crucial contributors to the city's informal economy, street vendors provide affordable goods and services that are essential to local communities. However, urban traffic patterns and the lack of formal recognition often undermine their livelihoods, forcing them to operate under difficult conditions and exposing them to pollution and safety risks.

Addressing these challenges requires a multi-faceted approach. The implementation of dedicated vending zones, improved health and safety measures, stronger legal protections, and inclusive urban planning that integrates vendors into traffic management strategies can create a more supportive environment for these workers. Additionally, leveraging technology to gather data on traffic and pedestrian patterns and conducting public awareness campaigns can help shift perceptions of street vendors from traffic obstacles to valuable community assets.

By fostering a more inclusive urban framework, Bangalore can support its street vendors while also enhancing the efficiency of its transportation network. This balance between economic inclusivity and urban planning not only strengthens the city’s social and economic fabric but also paves the way for more sustainable and equitable urban development.

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6th Floor, 1 Sobha, Shanthala Nagar, Ashok Nagar, Bengaluru,
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