

Investigating the Economies of Urban Vendors of Jammu City



MAJOR PROJECT REPORT

SEMESTER- I

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(DESIGN YOUR DEGREE)

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SUBMITTED BY THE TEAM: **URBAN EXPLORERS**

TEAM MEMBERS	ROLL NO
Avichal Badyal	DYD-23-02
Divya Verma	DYD-23-04
Kashvi Vaid	DYD-23-09
Neamat Kour	DYD-23-13
Sarnish Kour	DYD-23-18
Shubham Sharma	DYD-23-19

UNDER THE MENTORSHIP OF

Dr. ANIL GUPTA

Director

School of Hospitality and Tourism Management

University of Jammu, Jammu

Dr. SHALLU SEHGAL

Assistant Professor

Department of Economics

University of Jammu, Jammu

Submitted on: ____ February, 2024

CERTIFICATE

The work embodied in this report entitled “**Investigating the Economies of Urban Vendors of Jammu City**” has been done by Team Urban Explorers including group members- Avichal Badyal, Divya Verma, Kashvi Vaid, Neamat Kour, Sarnish Kour, and Shubham Sharma as a Major Project for Semester I of Four-Year Undergraduate Programme (Design Your Degree). This work was carried out under the guidance of Mentors Dr. Anil Gupta and Dr. Shallu Sehgal for the partial fulfilment of the award of the Design Your Degree, Four Year Undergraduate Programme, University of Jammu, Jammu & Kashmir. This project report has not been submitted anywhere else.

Signatures of Students:

Signature of Mentors:

Prof. Alka Sharma

1. Dr. Anil Gupta

Director, SIIEDC, University of Jammu

2. Dr. Shallu Sehgal

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ABSTRACT

Street vegetable vendors are vital for communities due to their role in providing accessible, affordable, and fresh produce, contributing to food security and supporting local farmers. They also add vibrancy to urban environments and stimulate economic activity. Supporting and appreciating their presence benefits everyone in the community. They play a major role in people's life and their significance is high in different sectors.

This study clarifies and delves into the intricate socio-economic landscape of urban vegetable vendors, aiming to decode the diverse factors influencing their participation, profitability, and sustainability within the industry. The study provides a thorough analysis that covers demographics, economic factors, practices in leftover utilization, and challenges faced, offering insights into the factors influencing the livelihoods of the vendor community.

Initially, an examination of the socio-economic background reveals the diversity within the vendor demographic, encompassing variables such as age, gender, education, household income, and access to social support networks. This analysis sets the groundwork for comprehending the diverse pathways and motivations leading individuals into the vegetable vending domain.

Additionally, a detailed economic analysis reveals the complex network of income generation, spending habits, and market trends that support the financial sustainability of vendors. Understanding profit margins, pricing tactics, and consumer preferences highlights the delicate balance between profitability and competitiveness in the market. It also uncovers disparities, such as less experienced vendors earning more than their seasoned counterparts.

Furthermore, a thorough exploration of leftover vegetable utilization uncovers a spectrum of economic opportunities and challenges inherent in managing surplus produce. Various strategies for storage, disposal, or repurposing are examined meticulously to ascertain methods that not only maximize economic value but also minimize waste. This examination highlights potential avenues for enhancing efficiency and optimizing resources within the vendor ecosystem, paving the way for more sustainable practices and economic gains.

Finally, after a thorough examination, we've uncovered the various obstacles that vendors encounter in their day-to-day operations. These challenges span a wide range, from navigating shifts in the market to adhering to regulations and adopting new technologies. What's interesting is how these challenges differ depending on where vendors are located. For instance,

in areas like Nai Basti, sanitation problems might be a major concern, while in places like Parade, limited storage space could pose significant challenges.

In essence, this study not only sheds light on the experiences of urban vegetable vendors but also provides practical insights for improving their situation. Whether you're a policymaker shaping regulations, a practitioner working directly with vendors, or simply someone interested in understanding this dynamic, there's valuable information here to help create a more supportive and sustainable environment for vendors in urban settings.

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CHAPTER 1

INTRODUCTION

1.1 About vegetable vending

In recent years, there has been a growing trend towards selling fresh vegetables directly to consumers, bypassing intermediaries and connecting farmers directly with buyers. This practice, commonly referred to as vegetable vending, has gained immense popularity due to its numerous benefits, including fresher produce, lower costs, and increased transparency in the supply chain [1-3].

1.2 Types of Vegetable Vendors

1.2.1 Formal Vendors:

- ❖ **Kirana Stores:** These family-run shops offer necessities, including fruits and vegetables. While convenience is their strength, freshness may vary.
- ❖ **Supermarkets:** Gaining popularity in urban areas, supermarkets like Reliance Fresh and Big Bazaar provide a wider selection and organized sourcing.
- ❖ **Hypermarkets:** Metro Cash & Carry and Walmart cater to businesses and large families with bulk quantities at competitive prices.
- ❖ **Online Grocery Stores:** Big Basket, Grofers, and Amazon Fresh offer home delivery convenience, sourcing produce from diverse suppliers [4].

1.2.2 Informal Vendors:

- ❖ **Vegetable Carts:** Mobile vendors pushing or cycling carts laden with fresh produce provide an affordable and readily available option.
- ❖ **Street Vendors:** Similar to carts, these temporary stalls offer seasonal and local varieties alongside other items.

- ❖ **Farmers' Markets (Haats):** Traditional gatherings enable direct purchase from farmers, ensuring freshness and competitive pricing.
- ❖ **Organic Stores:** Catering to the growing demand for chemical-free produce, these stores source vegetables from certified organic farms.
- ❖ **Weekly Markets:** Held once a week, these temporary markets offer various goods, including vegetables, often at lower prices.
- ❖ **Village Haats:** Vital sources for villagers, these rural markets connect farmers directly with consumers and promote local produce.
- ❖ **Direct Farm Purchases:** Consumers increasingly bypass middlemen by purchasing directly from farms through farm visits or community-supported agriculture (CSA) programs, ensuring freshness and supporting local farmers [5].

1.3 Status of Vegetable Vending in India: A Mixed Picture

The landscape of vegetable vending in India is vast and diverse, marked by both promising developments and persistent challenges. Here's a glimpse into the current state of affairs:

1.3.1 Positives:

- ❖ **Significant contribution to the economy:** Vegetable vending employs millions of Indians, particularly women and marginalized communities, and contributes significantly to the informal economy.
- ❖ **Growing organized markets:** Initiatives like the National Mission on Sustainable Agriculture (NMSA) and Rashtriya Krishi Vikas Yojana (RKVY) are promoting the creation of Farmers' Markets (FMs) and APMCs (Agricultural Produce Marketing Committees), providing vendors with formal structures and better access to consumers.
- ❖ **Technological advancements:** Mobile apps like mKisan and eNAM are improving market information dissemination and facilitating farmer-consumer linkages, potentially empowering vendors [6].

1.3.2 Challenges:

- ❖ **Predominance of the unorganized sector:** The majority of vegetable vending occurs in traditional open markets and on roadsides, lacking basic infrastructure, hygiene standards, and storage facilities, leading to post-harvest losses and reduced income for vendors.
- ❖ **Vulnerability to exploitation:** Middlemen often act as gatekeepers, taking a significant share of profits from vendors, leaving them with meagre earnings.
- ❖ **Limited access to finance and credit:** Many vendors lack access to formal financial services, hindering their ability to invest in better infrastructure, transportation, and marketing.

1.3.3 Government Initiatives:

- ❖ **Schemes like PM SVANidhi:** This scheme provides micro-loans to street vendors to formalize their businesses and improve their livelihoods.
- ❖ **Creation of e-mandis:** Online platforms like eNAM connect farmers directly with buyers, potentially bypassing exploitative middlemen.
- ❖ **Focus on value addition and processing:** Initiatives like Sampurna Krishi Yojna promote value addition to agricultural produce, potentially creating better market opportunities for vendors [7].

1.4 Key Data insights on vegetable vendors in India

- ❖ **Informal vendors dominate:** NSSO and AMIS reports suggest informal vendors like street vendors, carts, and farmers' markets contribute 70-80% of the market share [8].
- ❖ **Formal vendors are growing:** Supermarkets, kirana stores, and online grocers hold the remaining 20-30%, with a steady increase in recent years [9].
- ❖ **National Sample Survey Organisation (NSSO):** Their Periodic Labour Force Survey (PLFS) 2017-18 estimated over 8 million street vendors in India, contributing significantly

to the non-agricultural informal sector, which itself forms 41% of the national workforce [10].

- ❖ **Studies and reports:** A 2018 NITI Aayog report stated the informal sector, including street vendors, contributes 20-25% of India's GDP [11].
- ❖ **Significant, but under-reported:** Estimates suggest vegetable vending contributes around 2.5-3.5% to India's GDP [12].

CHAPTER 2

FORMULATION OF PROBLEM STATEMENT AND DERIVATION OF PROJECT OBJECTIVES

2.1 Project description

Vegetable vending is a crucial aspect of urban economies, providing essential goods while also serving as a source of livelihood for many individuals. This project aims to delve into the socio-economic background, economic dynamics, utilization of leftover vegetables, and challenges faced by vegetable vendors. By comprehensively understanding these aspects, we seek to provide insights and recommendations to improve the sustainability and profitability of their businesses.

2.2 Problem statement

Despite their significant contribution to the urban food supply chain, vegetable vendors often operate within precarious socio-economic conditions. This study aims to comprehensively analyze the socio-economic background of vegetable vendors, conduct an in-depth economic analysis of their activities, investigate their utilization of leftover vegetables, and identify and analyze the multifaceted challenges they encounter. By addressing these objectives, this research seeks to shed light on the complexities of urban vegetable vending and provide insights that can inform policies and interventions aimed at improving the livelihoods and working conditions of vegetable vendors.

2.3 Objectives of the study

- ❖ To analyze the socio-economic background of vegetable vendors.
- ❖ To conduct a thorough economic analysis of urban vegetable vendors.
- ❖ To investigate the utilization of leftover vegetables by vendors.
- ❖ To identify and analyze the challenges encountered by vegetable vendors across various dimensions.

2.4 Significance

- ❖ This project report holds significant value as it sheds light on the challenges faced by vegetable vendors, a crucial component of the food supply chain. By identifying and analyzing these challenges, the report provides insights that can inform policymakers, industry stakeholders, and vendors themselves about the key issues affecting the efficiency and sustainability of vegetable vending businesses.
- ❖ Understanding these challenges is essential for implementing targeted interventions and policy measures aimed at overcoming obstacles and improving the overall functioning of the vegetable vending industry. Additionally, the report's findings can guide vendors in developing strategies to enhance their operations, improve customer satisfaction, and achieve greater profitability.
- ❖ Overall, this project report on vegetable vendors carries significant importance in informing decision-making, driving improvements, and fostering innovation within the vegetable vending industry, ultimately benefiting vendors, consumers, and the broader food system.

2.5 Project Outcomes

This comprehensive project has delved into four key areas crucial for understanding and improving the livelihoods of vegetable vendors: their socioeconomic background, economic dynamics, utilization of leftover vegetables, and challenges. Through a combination of surveys, economic analyses, and qualitative assessments, this study aimed to shed light on the challenges faced by vegetable vendors and identify pathways for enhancing their economic well-being.

- ❖ **Insights into Socio-Economic Background:** A thorough understanding of the socio-economic backgrounds of vegetable vendors, including factors such as education level, household income, family size, and migration status.
- ❖ **Economic Analysis:** Detailed insights into the economic activities of urban vegetable vendors, including their revenue streams, expenses, profit margins, and financial challenges.

- ❖ **Utilization of Leftover Vegetables:** Understanding how vegetable vendors manage and utilize leftover vegetables, including strategies for minimizing waste and maximizing profit.
- ❖ **Identification of Challenges:** Identification and analysis of the various challenges faced by vegetable vendors, such as lack of access to formal markets, competition with larger retailers, financial constraints, infrastructure limitations, and regulatory barriers.
- ❖ **Policy Recommendations:** Recommendations for policymakers, urban planners, and relevant stakeholders to address the identified challenges and improve the working conditions and livelihoods of vegetable vendors. This may include suggestions for supportive policies, infrastructure development, access to finance, skill development programs, and market linkages.

CHAPTER 3

METHODOLOGY EMPLOYED

3.1 Methodology of the study

“Investigating the Economies of Urban Vendors of Jammu City” typically revolved around various elements in making the project successful.

- 1) In the initial stage, mentees formulated project objectives and identified key problem statements. After thorough deliberation, the area of survey to the temples located in the old city of Jammu is narrowed down.
- 2) The second step involved determining the sample size for our study, specifically the number of temples to be included and examined. After consulting with our mentors, mentees decided that the research sample for this project would consist of 50 vendors.
- 3) For the present project work, primary data is collected through field surveys with the help of a well-structured questionnaire created with guidance from the mentors.
- 4) The questionnaire is divided into 4 sections-
 - ❖ **Section 1-** This section is on the socio-economic background of the respondent.
 - ❖ **Section 2-** This section is on the economy of urban vegetable vendors investigating the supply and demand, with a few questions regarding their finance management.
 - ❖ **Section 3-** This section focused on the utilization of leftover vegetables. Questions asked in this section are on how much vegetables are left and what they do with these vegetables when rotten.
 - ❖ **Section 4-** This last section is on the challenges faced by them like sanitation problems, sourcing and inventory, transportation problems, high competition, attracting and retaining customers, etc.

- 5) After the finalization of the interview schedule and approval by the mentors, group members conducted a pilot study for the further improvement of the questionnaire.
- 6) For the survey, teams are divided into two groups of three members each, to carry each and everything smoothly without any disruption.

3.2 Data Analysis and Interpretation

After the collection and tabulation of data is completed, we started working upon the Data Analysis and Interpretation. Simple statistical tools have been used for the purpose of data analysis. The mentees used averages and percentage methods to carry out the analysis.

CHAPTER 4

PROJECT INFERENCES AND DISCUSSIONS

This chapter presents a comprehensive analysis, interpretation, and discussion of the outcomes and observations obtained from the data collection process. The data was gathered by administering questionnaires to a sample size of 50 vendors. Our thorough examination of the obtained results and observations is presented in the following sections.

4.1 SECTION 1: SOCIO-ECONOMIC BACKGROUND

A) Analysis of Items under section 1-

4.1.1 Gender

Given Observations are derived from Table and Figure provided below-

- a) **Gender Disparity:** The data highlights a significant gender disparity, with a much higher number of male respondents compared to female respondents. This suggests that the survey sample is skewed towards male representation.
- b) **Limited Female Representation:** With only 3 out of 50 responses identifying as female, the data indicates a low level of female representation in the survey sample. This may impact the comprehensiveness and representativeness of the insights gathered from the survey.
- c) **Potential Bias:** The overwhelming majority of male respondents may introduce bias into the survey results, as the perspectives and experiences of female respondents may be underrepresented or overlooked.
- d) **Inclusivity Concerns:** The absence of responses in the "Others" category indicates a lack of representation for individuals with non-binary or gender non-conforming identities. This underscores the importance of creating inclusive survey environments to capture diverse perspectives.
- e) **Need for Gender Diversity Initiatives:** The gender imbalance observed in the survey sample highlights the need for proactive efforts to encourage greater gender diversity in

future survey participation. This may involve targeted outreach, inclusive survey design, and strategies to mitigate potential biases in data collection and analysis.

Table 4.1 Gender of respondents

Gender	Number of Responses	Percentage
Male	47	94%
Female	3	6%
Others	0	0%

Source: Field survey

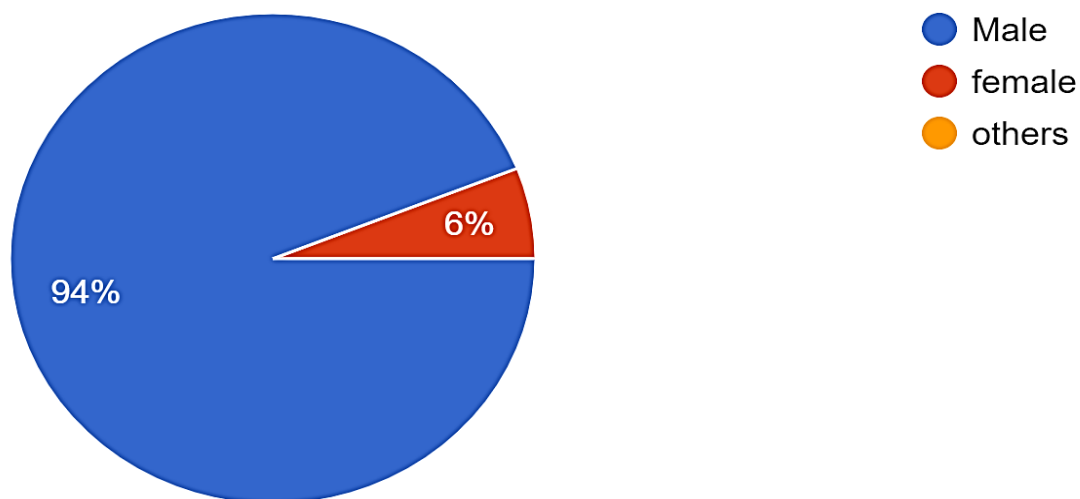


Fig.4.1 Pie chart representing Gender of respondents

4.1.2 Age (in years)

Given Observations are derived from Table and Figure provided below-

- a) Age Distribution:** The data presents a relatively even distribution of respondents across different age groups, with the majority falling within the "Up to 30" and "50 and above" categories.
- b) Youth Representation:** Respondents aged "Up to 30" constitute the largest group, with 15 responses. This suggests a significant representation of younger individuals in the survey population.

- c) **Middle Age Group:** The age group "31-40" follows closely behind, with 12 responses. This indicates a notable presence of individuals in their thirties, representing a segment of the survey population with some level of experience or maturity in their careers.
- d) **Mature Age Groups:** The data also includes respondents aged "41-50" and "50 and above," with 10 and 13 responses, respectively. These age groups represent individuals with potentially more experience and seniority in their professional lives.
- e) **Balanced Representation:** Overall, the data reflects a balanced distribution of respondents across different age brackets, capturing insights from individuals at various stages of their careers and life trajectories. This diverse representation is beneficial for obtaining comprehensive perspectives and insights from a range of age groups.

Table 4.2 Age of respondents

Age (years)	Number of Responses	Percentage
Up to 30	15	31.91%
31-40	12	25.53%
41-50	10	21.28%
50 and above	13	27.66%

Source: Field Survey

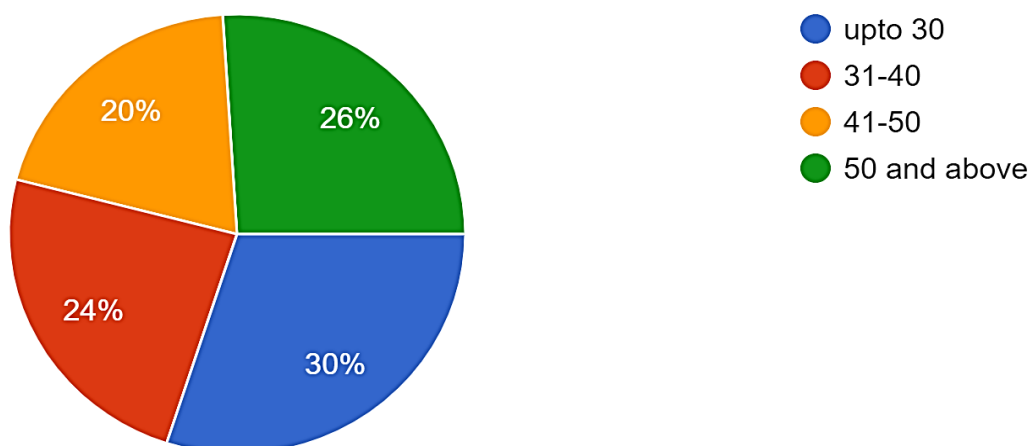


Fig 4.2 Pie chart representing age of respondents

4.1.3 Marital status

Given Observations are derived from Table and Figure provided below-

- a) **Marital Status Distribution:** Most respondents are married, with 38 out of 50 responses indicating this status. This suggests that married individuals constitute the largest proportion of the survey sample.
- b) **Unmarried Individuals:** There is a smaller but notable representation of unmarried individuals, with 12 out of 50 responses indicating this status. This indicates that there is diversity in marital status among the survey respondents.
- c) **Absence of Widowed and Divorced Categories:** There are no responses indicating widowed or divorced marital statuses. This may be due to the specific demographics of the survey sample or the nature of the survey topic.
- d) **Marital Status Bias:** The overwhelming majority of respondents being married may introduce bias into the survey results, as the perspectives and experiences of unmarried, widowed, or divorced individuals may be underrepresented or overlooked.

Table 4.3 Marital status of respondents

Marital Status	Number of Responses	Percentage
Married	38	76%
Unmarried	12	24%
Widowed	0	0%
Divorced	0	0%

Source: Field Survey

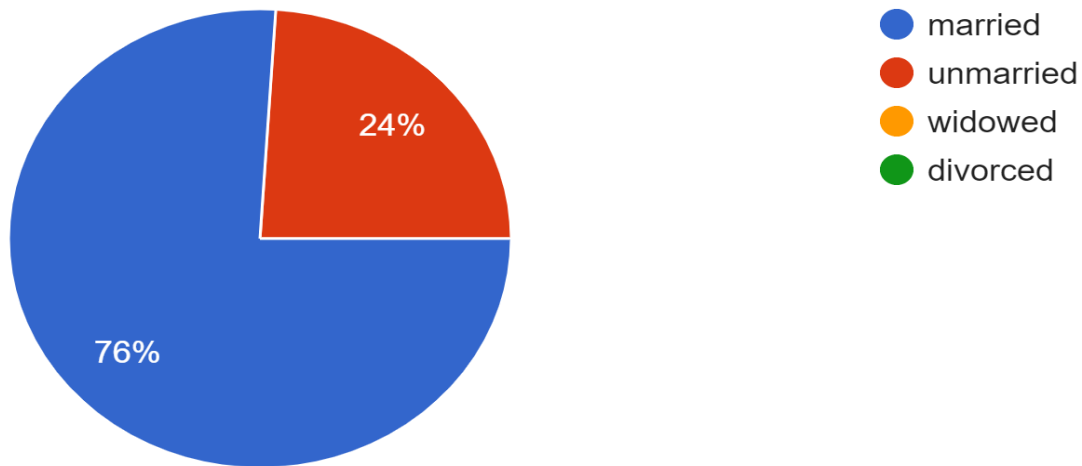


Fig.4.3 Pie chart representing Marital status of respondents

4.1.4 Literacy rate

Given Observations are derived from Table and Figure provided below-

- a) Education Distribution:** The data illustrates a varied distribution of education levels among respondents, covering a range from no formal education to postgraduate degrees.
- b) Significant Presence in Secondary Education:** The largest group of respondents falls under the category of "Secondary school (up to 10th)", with 18 out of 50 responses. This suggests that a significant proportion of respondents have completed their secondary education.
- c) Diverse Educational Backgrounds:** Respondents also represent other educational levels, including "Primary school", "Higher secondary school", "UG degree", and "PG degree". This diversity in educational backgrounds contributes to a rich and varied dataset.
- d) Absence of College/Vocational Training Responses:** Notably, there are no responses indicating completion of college or vocational training. This may suggest either a lack of representation of individuals with this educational background in the survey sample or a specific demographic focus of the survey.

Table 4.4 Literacy rate of respondents

Literacy Level	Number of Responses	Percentage
No formal education	5	10%
Primary school (up to 5th)	7	14%
Secondary school (up to 10th)	18	36%
Higher secondary school (up to 12th)	13	26%
College/Vocational training	0	0%
UG degree	6	12%
PG degree	1	2%

Source: Field survey

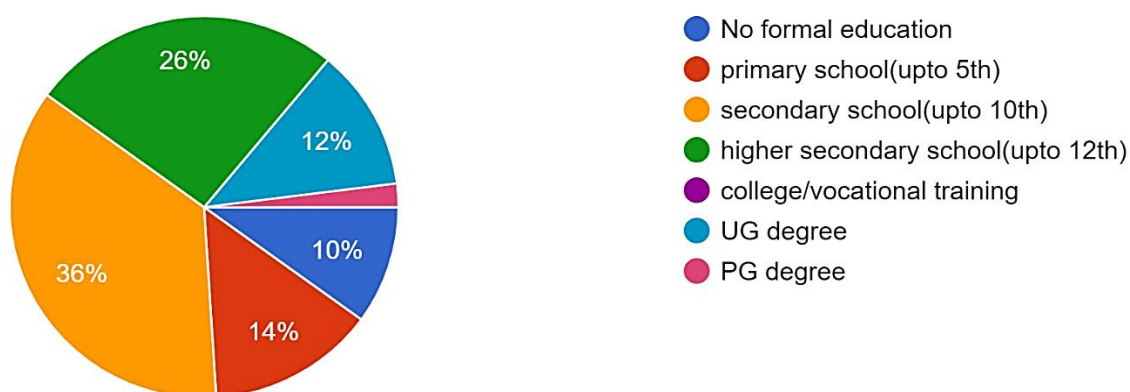


Fig 4.4 Pie chart representing Literacy rate of respondents

4.1.5 No. Of Family Members

Given Observations are derived from Table and Figure provided below-

- Family Size Distribution:** The data illustrates a varied distribution of family sizes among respondents, ranging from smaller to larger family units.
- Prevalence of Moderate Family Sizes:** The most common family size category among respondents is "3-4", with 21 out of 50 responses falling into this range. This suggests that a significant proportion of respondents belong to families with moderate sizes.
- Similar Representation of Medium and Large Families:** Close behind the "3-4" category, the "5-6" category also has a substantial representation, with 20 out of 50 responses. This

indicates a comparable prevalence of medium-sized and large-sized families among respondents.

- d) **Presence of Larger Families:** The "More than 6" category, representing families with more than six members, has 9 responses. While fewer in number compared to the other categories, it indicates the presence of respondents from larger family
- e) **Absence of Small Families:** Interestingly, there are no responses indicating families with 1-2 members. This suggests either a specific focus of the survey on larger family dynamics or a lack of representation of individuals from smaller families in the survey sample.

Table 4.5 Family size of respondents

No. of Family Members	Number of Responses	Percentage
1-2	0	0%
3-4	21	42%
5-6	20	40%
More than 6	9	18%

Source: Field Survey

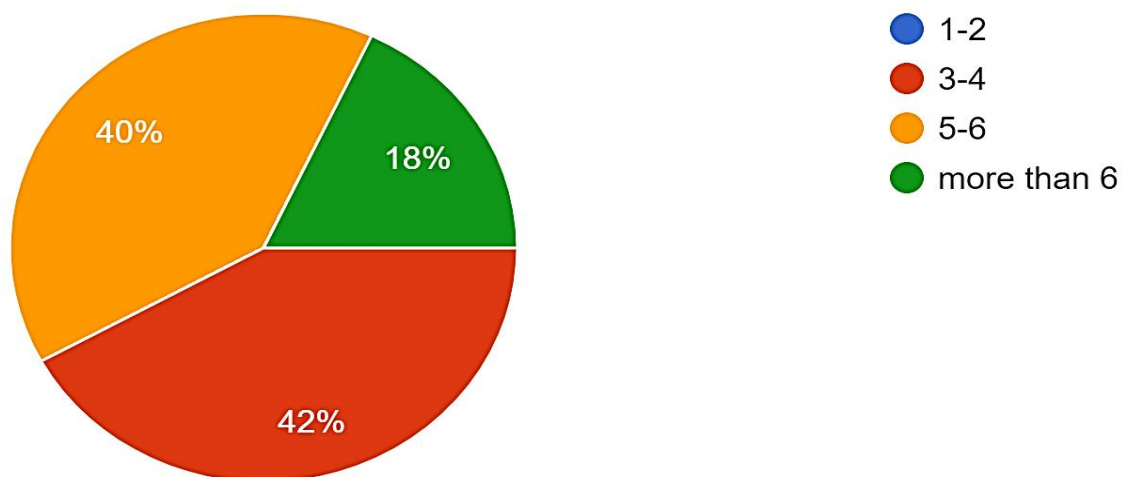


Fig 4.5 Pie chart representing Family size of respondents

4.1.6 a) Current place of residence-

The current place of residence (mostly rented) of majority of surveyed vegetable vendors was within Jammu city. The places were as follows-

- ❖ Nai Basti
- ❖ Nanak Nagar
- ❖ Trikuta Nagar
- ❖ Janipur
- ❖ Marble Market
- ❖ Kot Bhalwal
- ❖ Talab Tillo
- ❖ Jain Bazar
- ❖ Parade
- ❖ Bakshi Nagar
- ❖ Janipur
- ❖ Gandhi Nagar
- ❖ Pacca Danga

Some of the vendors who came from far away to earn their livelihood in Jammu were from these areas–

- ❖ Akhnoor
- ❖ Kathua
- ❖ Nagbani
- ❖ Doda

b) Permanent place of residence-

The permanent place of residence of majority of surveyed vegetable vendors was outside of Jammu city. The places were as follows-

- ❖ Akhnoor
- ❖ Kathua
- ❖ Reasi
- ❖ Nagbani
- ❖ Doda

- ❖ Mad
- ❖ Sunderbani
- ❖ Bihar

Local's residence places were as follows-

- ❖ Nai Basti
- ❖ Janipur
- ❖ Nanak Nagar
- ❖ Trikuta Nagar
- ❖ Marble Market
- ❖ Kot Bhalwal
- ❖ Talab Tillo
- ❖ Jain Bazar
- ❖ Nai Basti
- ❖ Gandhi Nagar
- ❖ Bakshi Nagar

4.1.7 Type of residence-

Given Observations are derived from Table and Figure provided below-

- a) **Ownership vs. Rental:** Most respondents, 30 out of 50, reside in owned houses or apartments. This suggests a significant portion of the survey population has property ownership.
- b) **Rental Accommodations:** A notable portion of respondents, 19 out of 50, live in rented houses or apartments. This indicates a sizable portion of individuals who do not own their residences and are instead renting.
- c) **Shared Living Arrangement:** Only 1 respondent reported living in a shared living arrangement. This suggests that shared accommodations are less common among the surveyed population.

- d) Absence of "Others" Category:** There are no responses indicating residence in other categories. This lack of response could indicate a clear delineation in the types of residences specified in the survey.

Table 4.6 Type of residence of respondents

Type of Residence	Number of Responses	Percentage
Owned house/apartment	30	60%
Rented house/apartment	19	38%
Shared living arrangement	1	2%
Others	0	0%

Source: Field Survey

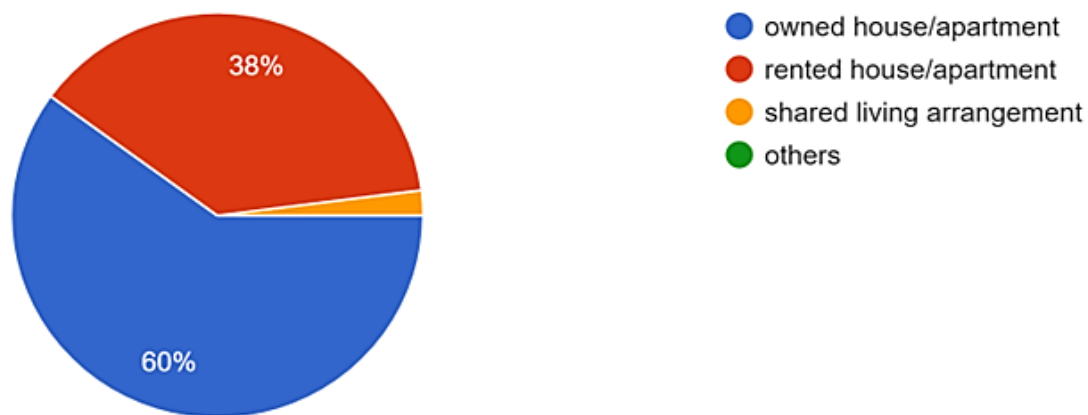


Fig 4.6 Pie chart representing Type of residents of respondents

4.1.8 Type of vendor

Given Observations are derived from Table and Figure provided below-

- a) Dominance of Temporary Market Stall Vendors:** Most respondents, comprising 31 out of 50, operate as temporary market stall vendors. This suggests that temporary market stalls are the most common type of vending business among the surveyed population.
- b) Significant Presence of Permanent Shop Vendors:** A notable portion of respondents, 16 out of 50, operate as permanent shop vendors. This indicates a substantial presence of vendors with established brick-and-mortar shops, catering to customers in fixed locations.

- c) **Limited Representation of Street Vendors:** Street vending is relatively less common among the surveyed population, with only 3 respondents identifying as street vendors. This suggests that street vending may not be as prevalent or preferred compared to other forms of vending, possibly due to regulatory constraints or competition.

Table 4.7 Type of vendors

Type of Vendor	Number of Responses	Percentage
Street Vendors	3	6%
Temporary Market Stall Vendors	31	62%
Permanent Shop Vendors	16	32%
Mobile Vendors	0	0%

Source: Field Survey

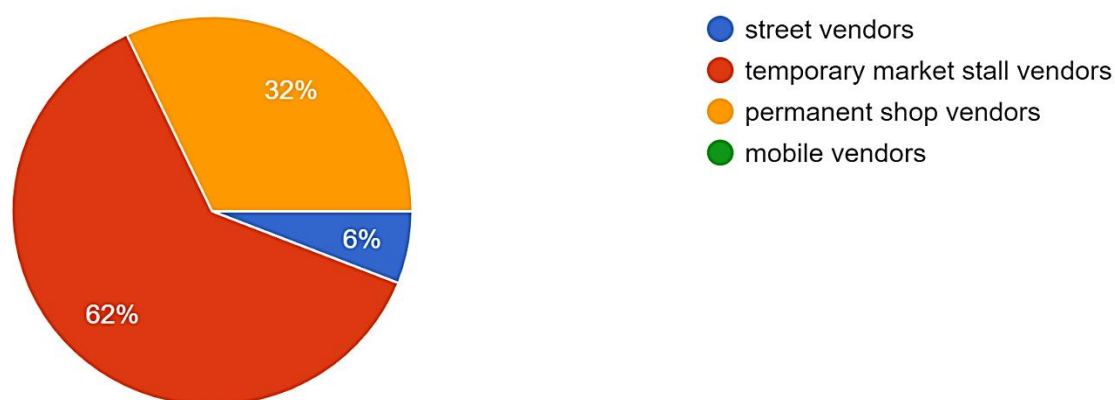


Fig 4.7 Pie chart representing what is the type of vendor is the respondent

4.1.9 Vegetable selling being Sole Source of income of respondents

Given Observations are derived from Table and Figure provided below-

- a) **Exclusive Reliance on Vegetable Selling:** All 50 respondents indicated that selling vegetables is their sole source of income. This suggests that for the surveyed population, selling vegetables is not just a supplementary or part-time activity, but rather the primary means of livelihood.
- b) **Lack of Alternative Income Sources:** The absence of responses in the "No" category indicates that none of the respondents rely on other sources of income besides selling

vegetables. This highlights the importance of vegetable vending as the main source of financial sustenance for these individuals or households.

Table 4.8 Vegetable selling being Sole Source of income of respondents

Selling Vegetables as a Sole Income Source	Number of Responses	Percentage
Yes	50	100%
No	0	0%

Source: Field Survey

4.1.10 Monthly income of the vendors

Given Observations are derived from Table and Figure provided below-

- a) Distribution of Income Levels:** The data reveals a varied distribution of monthly income levels among the surveyed population, spanning from less than 5,000 to more than 20,000.
- b) Majority in Mid-Range Income:** The highest number of respondents fall into the income bracket of 15,001 - 20,000, with 16 responses. This suggests that a significant portion of the surveyed population earns within this mid-range income level.
- c) Balanced Distribution:** The distribution of responses across different income brackets appears relatively balanced, with comparable numbers of respondents in the 5,000 - 10,000 and 10,001 - 15,000 income brackets, and slightly fewer in the less than 5,000 and more than 20,000 income brackets.
- d) Lowest Income Bracket:** Only one respondent reported a monthly income of less than 5,000. This indicates a small proportion of the surveyed population earning at the lowest income level.
- e) Higher Income Bracket:** Five respondents reported a monthly income of more than 20,000. While this represents a smaller segment of the surveyed population, it indicates the presence of individuals with relatively higher income levels among the respondents.

Table 4.9 Monthly Income of respondents

Monthly Income	Number of Responses	Percentage
Less than 5,000	1	2%
5,000 - 10,000	15	30%
10,001 - 15,000	13	26%
15,001 - 20,000	16	32%
More than 20,000	5	10%

Source: Field Survey

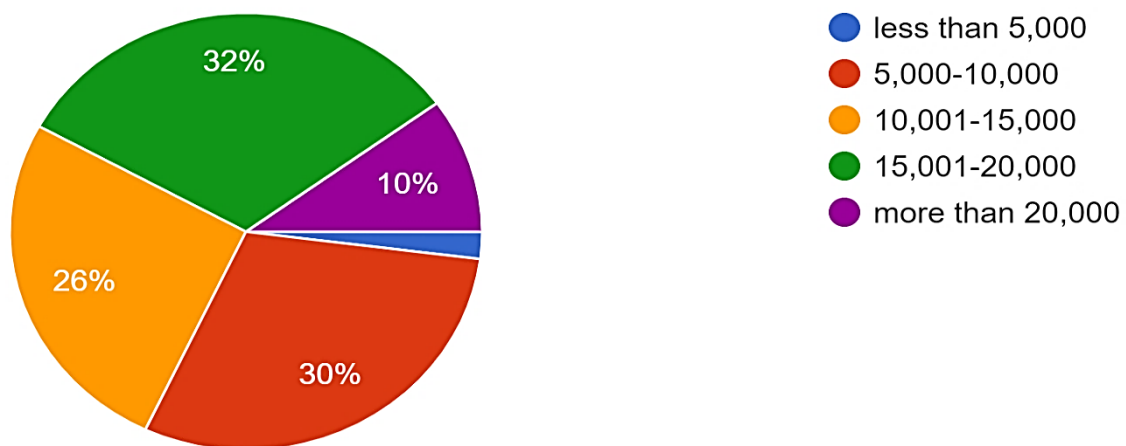


Fig 4.8 Pie chart representing Monthly income of respondents

4.1.11 Years of Experience as Vendors

Given Observations are derived from Table and Figure provided below-

- Distribution of Experience Levels:** The data indicates a varied distribution of years of experience among the surveyed population, with respondents falling into different experience brackets.
- Dominance of Experienced Individuals:** The highest number of respondents, 22, have 16 years of experience or more. This suggests that a significant portion of the surveyed population consists of individuals with extensive experience in their respective fields.
- Balanced Distribution among Lower Experience Brackets:** While there is a dominance of experienced individuals, the distribution is relatively balanced among lower experience

brackets. Specifically, 0-5 years and 5-10 years' experience brackets have 14 and 8 responses, respectively.

- d) Fewer Responses in the 10-15 Years Bracket:** The 10-15 years' experience bracket has relatively fewer responses, with only 6 respondents falling into this category. This indicates a smaller proportion of individuals with intermediate levels of experience among the surveyed population.

Table 4.10 Years of experience of respondents

Years of Experience	Number of Responses	Percentage
0-5 years	14	28%
5-10 years	8	16%
10-15 years	6	12%
16 and above	22	44%

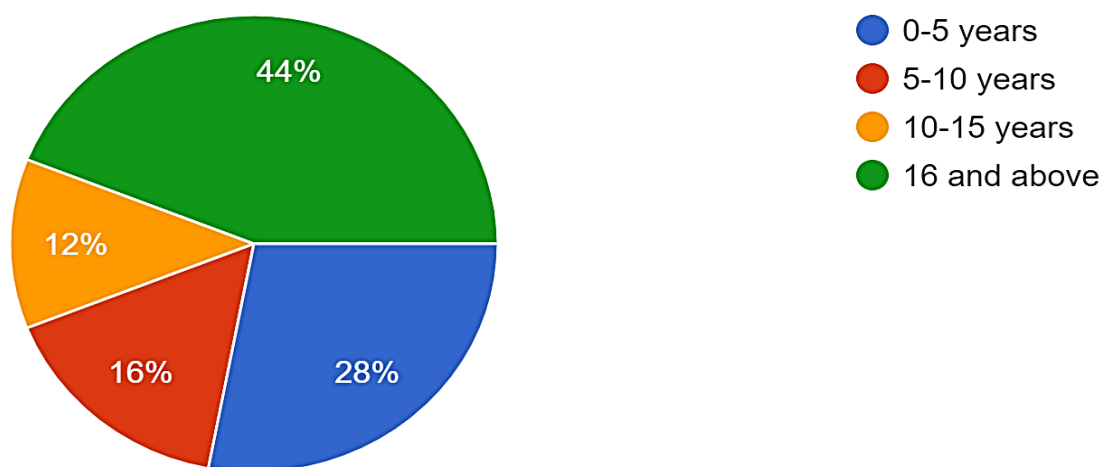


Fig 4.9 Pie chart representing Year of experience of respondents

4.1.12 Areas of Distribution of Vendors

Here are the areas of distribution in Jammu that were visited for the vegetable vendor survey-

- ❖ Channi Himmat
- ❖ Gandhi Nagar

- ❖ Marble Market
- ❖ Nai Basti
- ❖ Nanak Nagar
- ❖ Narwal Mandi
- ❖ Parade
- ❖ Trikuta Nagar

B) Conclusion of Analysis of section 1-

Most of the vegetable vendors surveyed in Jammu are men (94%), and they come from various age groups, with a mix of young and older individuals. Many are married (76%), and their education levels vary, but most have completed secondary school. In terms of families, most vendors have moderate-sized families (3-6 members), and they typically live in rented accommodations in Jammu city while having their permanent homes outside the city.

The majority of vendors run temporary market stalls (62%) and rely solely on selling vegetables for their income. Their monthly incomes vary, with many earning between 10,001 to 20,000 rupees. There's a mix of experience levels among vendors, with some being new to the business and others having over 16 years of experience. They operate in different areas of Jammu city, such as Channi Himmat and Gandhi Nagar. Overall, understanding the profile of vegetable vendors helps in creating targeted support and policies to improve their livelihoods in Jammu.

MAP OF AREAS COVERED :



4.2 SECTION 2: ECONOMICS OF URBAN VEGETABLE VENDORS

A) Analysis of items under section 2-

4.2.1 Type of vegetable sold by vendors

Given Observations are derived from Table and Figure provided below-

a) Prevalence of Selling Both Types:

- Most respondents (48 out of 50) sell both types of vegetables, indicating a broad range of offerings that likely include both root vegetables and other types suitable for all seasons.
- Selling both types allows sellers to cater to a wider range of customer preferences and dietary needs, potentially enhancing their market reach and competitiveness.

b) Limited Specialization in Root Vegetables or all-season Types:

- Only a small minority of respondents specialize in selling either root vegetables only (1 respondent) or all-season vegetables (1 respondent).
- This suggests that while there may be niche markets for specific types of vegetables, most sellers prefer to offer a diverse selection to appeal to broader customer bases.

c) Implications for Market Strategy:

- Sellers offering both types of vegetables may benefit from flexible marketing strategies that promote the versatility and variety of their product offerings.
- Specialized sellers of root vegetables or all-season vegetables may target niche markets with tailored marketing messages emphasizing the unique qualities or benefits of their products.

d) Considerations for Product Assortment:

- Understanding the types of vegetables sold can inform decisions related to product assortment, inventory management, and marketing efforts.
- Sellers may adjust their product mix based on customer preferences, seasonal availability, and market demand to optimize sales and meet customer needs effectively.

In summary, the data highlights the prevalence of selling both types of vegetables among respondents, with limited specialization in either root vegetables or all-season types. Sellers can leverage this information to develop strategic approaches to product assortment, marketing, and sales.

Table 4.11 Types of vegetable sold by respondents

Vegetable Types	Number of Responses	Percentage
Both	48	96%
Root vegetables only	1	2%
All-season	1	2%

Source: Field survey

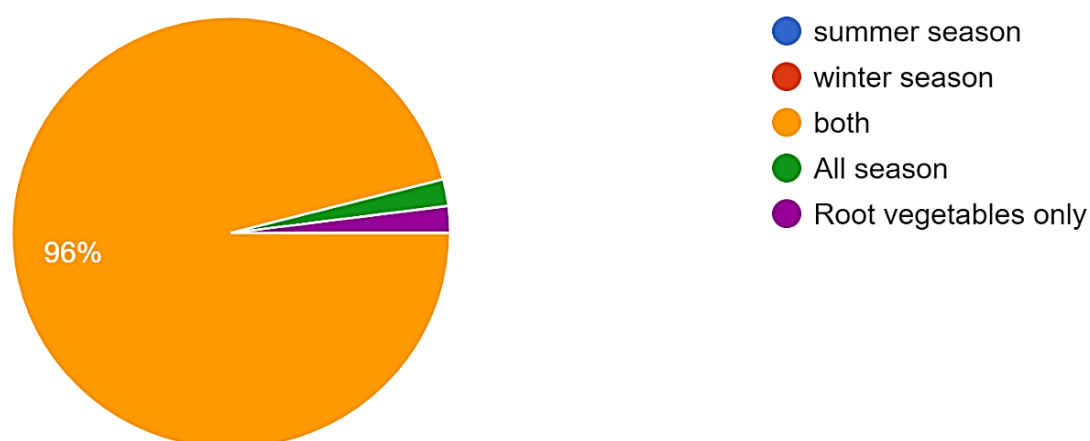


Fig 4.10 Pie chart representing Types of vegetable sold of respondents

4.2.2 Buyers of respondents

Given Observations are derived from Table and Figure provided below-

a) Primary Focus on Individual Households:

- Most respondents (46 out of 50) primarily sell vegetables to individual households.
- This indicates that individual consumers represent a significant customer segment for vegetable sellers, highlighting the importance of catering to the needs and preferences of individual households.

b) Consideration for Multiple Customer Segments:

- A smaller but still notable proportion of respondents (4 out of 50) sell vegetables to multiple customer segments, as indicated by the response "All of these."
- This suggests that some sellers may have diversified sales channels or target multiple customer segments, such as restaurants, retailers, or institutions, in addition to individual households.

c) Adaptability in Sales Strategy:

- Sellers who cater to multiple customer segments may demonstrate adaptability in their sales strategies, such as adjusting pricing, packaging, or product offerings to meet the specific requirements of each segment.
- By targeting diverse customer segments, sellers can potentially expand their market reach, increase sales volume, and mitigate risks associated with reliance on a single customer segment.

d) Focus on Customer Needs and Preferences:

- Understanding the preferences, buying behaviours, and requirements of different customer segments is essential for effectively meeting their needs and building lasting relationships.
- Sellers may adopt targeted marketing and sales approaches to address the unique demands of individual households while also considering the specific preferences and requirements of other customer segments.

In summary, the data highlights a predominant focus on selling vegetables to individual households among respondents, with a smaller number of sellers also catering to multiple customer segments. Recognizing and adapting to the needs and preferences of different customer segments can be instrumental in driving sales and fostering customer satisfaction and loyalty.

Table 4.12 Buyers of respondents

Market	Number of Responses	Percentage
Individual households	46	92%
Restaurants and cafes	0	0%
Local shops and grocery shops	0	0%
All of these	4	8%

Source: Field survey

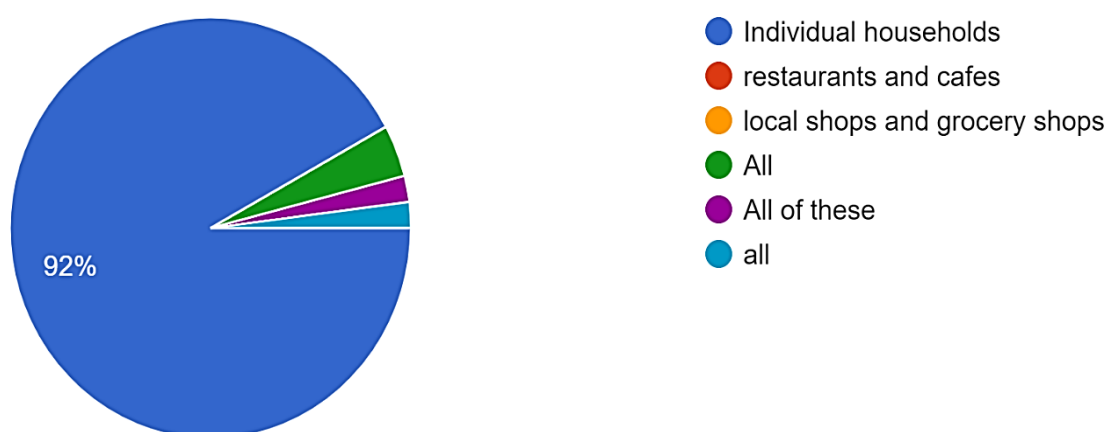


Fig 4.11 Pie chart representing buyers of respondents

4.2.3 Perception of vendors towards seasonal variation

Given Observations are derived from Table and Figure provided below-

a) Strong Consensus on Seasonal Variations:

- Most respondents (46 out of 50) acknowledge seasonal variations in the demand for specific vegetables.
- This indicates a widespread recognition among respondents of the influence of seasons on consumer preferences and demand patterns in the vegetable market.

b) Limited Dissent:

- Only a small minority of respondents (4 out of 50) indicated that they do not notice seasonal variations in demand for specific vegetables.
- While the number of dissenting responses is low, they still represent a distinct perspective within the dataset.

c) Implications for Market Understanding:

- The high prevalence of respondents acknowledging seasonal variations suggests a nuanced understanding of market dynamics and consumer behaviour among sellers.
- Recognizing seasonal trends in demand allows sellers to adapt their offerings, pricing strategies, and marketing efforts to capitalize on seasonal preferences and maximize sales opportunities.

d) Potential Considerations:

- Further investigation could explore the effectiveness of different methods in accurately gauging customer preferences and optimizing stock management practices.
- Understanding the challenges and limitations associated with each method can inform the development of more robust stock management strategies tailored to the needs of individual sellers.

In summary, the data underscores the importance of recognizing seasonal variations in demand for specific vegetables among respondents. This recognition highlights the significance of market understanding and strategic adaptation to seasonal dynamics in the vegetable market.

Table 4.13 Perception of respondents towards seasonal variation

Seasonal Variations in Demand	Number of Responses	Percentage
Yes	46	92%
No	4	8%

Source: Field survey

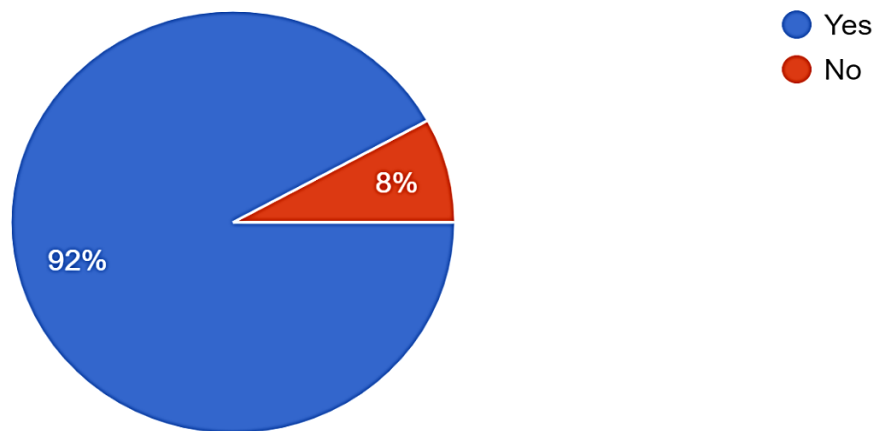


Fig 4.12 Pie chart representing Perception of respondents towards seasonal variation

4.2.4 Reason for seasonal variation given by the respondents

Given Observations are derived from Table and Figure provided below-

a) Limited Reasons Provided:

- While respondents were asked to specify reasons if they acknowledged seasonal variations, the majority (45 out of 50) indicated "none," suggesting that they did not provide specific reasons or did not perceive any factors influencing seasonal demand for vegetables.

b) Diverse Reasons Provided:

- Among the few respondents who did specify reasons, a variety of factors were mentioned, including cost, functions and season-specific vegetables, shortages, seasonality, and increased demand during the summer season.

c) Importance of Market Understanding:

- The data underscores the importance of market understanding and awareness of factors influencing seasonal demand for vegetables.

- Sellers who are attentive to market dynamics and customer preferences are better positioned to adapt their strategies and offerings to meet seasonal demand effectively.

d) Considerations for Strategic Decision-Making:

- Sellers may benefit from actively seeking feedback and insights from customers to better understand the reasons behind seasonal variations in demand.
- By identifying key factors influencing seasonal demand, sellers can develop targeted strategies to optimize product assortment, pricing, promotions, and inventory management.

e) Potential for Further Investigation:

- Further investigation could explore reasons behind the prevalence of "none" responses among respondents.
- Understanding why some respondents did not perceive seasonal variations in demand or chose not to specify reasons can provide valuable insights into market perceptions and behaviours.

In summary, while some respondents provided specific reasons for acknowledging seasonal variations in demand for specific vegetables, the majority indicated "none." This highlights the importance of continued market research and understanding customer behaviour to effectively manage seasonal demand and optimize business performance.

Table 4.14 Reason for seasonal variation given by the respondents

Reason	Number of Mentions	Percentage
Cost	1	2%
Due to functions and season-specific vegetables	1	2%
Shortage	1	2%
Seasonality	1	2%
Demand is usually high in summer season	1	2%
None	45	90%

Source: Field survey

4.2.5 Method for Adaptation of stock used by respondents

Given Observations are derived from Table and Figure provided below-

a) Primary Reliance on Observation and Sales Data Analysis:

- The most common methods cited for gauging customer preferences and adapting stock accordingly are observation and sales data analysis, with 22 and 20 responses, respectively.
- This indicates that many respondents rely on firsthand observation of customer behaviour and analysis of sales data to understand customer preferences and adjust their stock accordingly.

b) Utilization of Customer Feedback:

- While observation and sales data analysis are predominant, a smaller number of respondents (7) also consider customer feedback as a method for gauging preferences and adjusting stock.
- Although less frequently mentioned, customer feedback can provide valuable insights into customer preferences, satisfaction levels, and areas for improvement.

c) Limited Use of "Accordingly":

- Only one respondent mentioned adapting stock "accordingly" as a method for gauging customer preferences.
- The vague nature of this response makes it difficult to discern the specific approach or methodology employed, highlighting the importance of clear and specific strategies in stock management.

d) Diverse Approaches:

- The variety of methods mentioned suggests that sellers employ diverse strategies for understanding customer preferences and adjusting stock.
- Combining multiple methods, such as observation, sales data analysis, and customer feedback, can provide a more comprehensive understanding of customer preferences and improve decision-making regarding stock management.

e) Implications for Stock Management:

- Effective stock management requires a multifaceted approach that incorporates various methods for gauging customer preferences and adapting inventory accordingly.
- By leveraging a combination of observation, sales data analysis, and customer feedback, sellers can make informed decisions to optimize stock levels, product assortment, and customer satisfaction.

In summary, the data highlights the importance of employing diverse methods to gauge customer preferences and adapt stock accordingly. Sellers who utilize a combination of observation, sales data analysis, and customer feedback are better positioned to effectively manage their stock and meet customer needs.

Table 4.15 Method for Adaptation of stock used by respondents

Method	Number of Responses	Percentage
Observation	22	44%
Sales data analysis	20	40%
Customer feedback	7	14%
Accordingly	1	2%

Source: Field survey

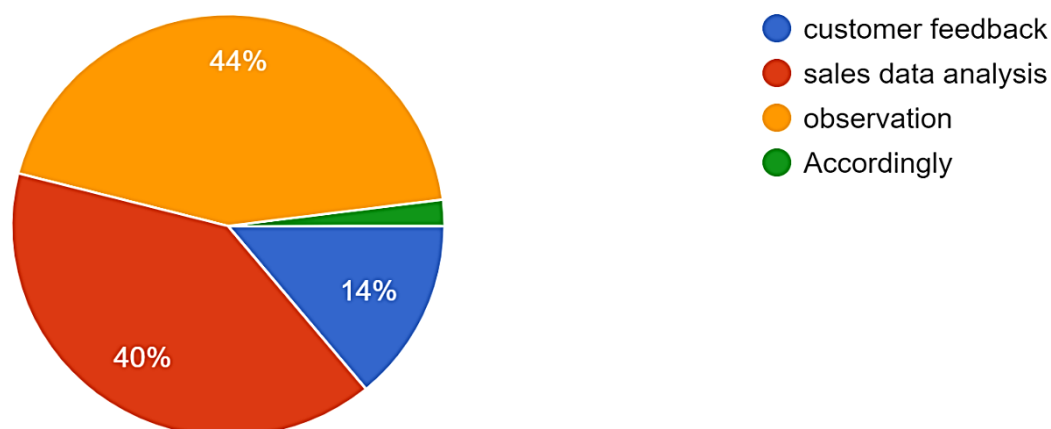


Fig 4.13 Pie chart representing Method for Adaptation of stock used by respondents

4.2.6 Comparison with Years of experience of vegetable vendors:

Given Observations are derived from Table and Figure provided below-

- a) **0-5 years:** Relatively balanced use of customer feedback, observation, and sales data analysis to gauge customer preferences and adapt stock.
- b) **5-10 years:** Like 0-5 years, with a slight increase in reliance on customer feedback compared to observation.
- c) **10-15 years:** Limited use of adaptation methods, primarily relying on customer feedback and observation.
- d) **16 and above:** Extensive use of all methods, particularly sales data analysis, indicating a sophisticated approach to understanding customer preferences and optimizing stock.

Table 4.16 Methods for Adaptation of stock compared with years of experience of respondents

Years of Experience	Accordingly	Customer Feedback	Observation	Sales Data Analysis	Grand Total
0-5 years		3	5	7	15
10-15 years		1	2	2	5
16 and above	1	2	10	9	22
5-10 years		1	4	3	8
Grand Total	1	7	21	21	50

Source: Field survey

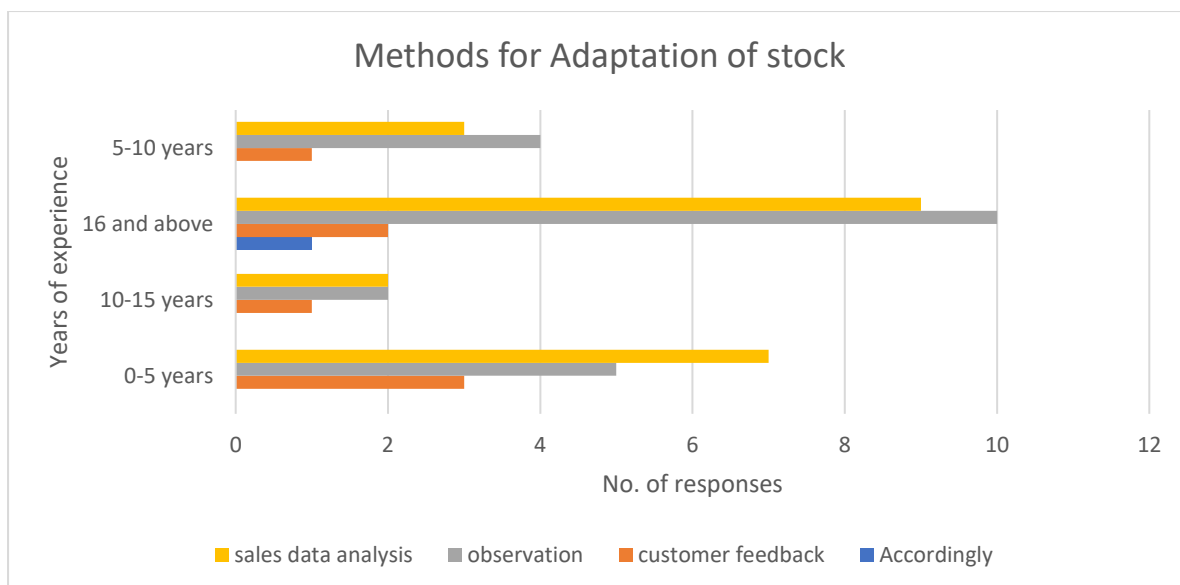


Fig 4.14 Bar graph representation of Methods for Adaptation of stock compared with years of experience of respondent

4.2.7 Factors influencing customer demand for vegetables

Given Observations are derived from Table and Figure provided below-

a) Price as the Primary Influence:

- Price is overwhelmingly cited as the most influential factor, mentioned 40 times out of the total responses.
- This suggests that customers are highly sensitive to the cost of vegetables when making purchasing decisions, indicating a significant role of affordability in driving demand.

b) Quality a Close Second:

- Quality is also frequently mentioned, with 28 references, indicating that customers prioritize freshness, taste, and overall product quality.
- While the price may drive initial interest, quality is crucial for maintaining customer satisfaction and loyalty.

c) Variety Plays a Supporting Role:

- Variety is mentioned less frequently but still considered a factor influencing customer demand, with 11 references.
- Offering a diverse selection of vegetables allows sellers to cater to different tastes and preferences, potentially attracting a wider customer base.

d) Seasonality Also Considered:

- Seasonality is mentioned the least among the factors influencing customer demand, with 7 references.
- While customers may consider seasonal availability, it appears to be less of a primary concern compared to factors like price and quality.

e) Considerations for Market Strategy:

- Understanding these factors can guide sellers in developing effective marketing strategies, pricing tactics, and product offerings to align with customer preferences.
- Sellers may leverage competitive pricing, emphasize product quality, diversify their product range, and highlight seasonal specialties to attract and retain customers.

In summary, the data highlights the significance of factors such as price, quality, and variety in influencing customer demand for vegetables. Recognizing and effectively addressing these factors can help sellers attract and retain customers, drive sales, and foster customer satisfaction and loyalty.

Table 4.17 Perception of respondents towards Factors influencing Customer demand

Factors	Number of Mentions
Price	40
Quality	28
Variety	11
Seasonality	7

Source: Field survey

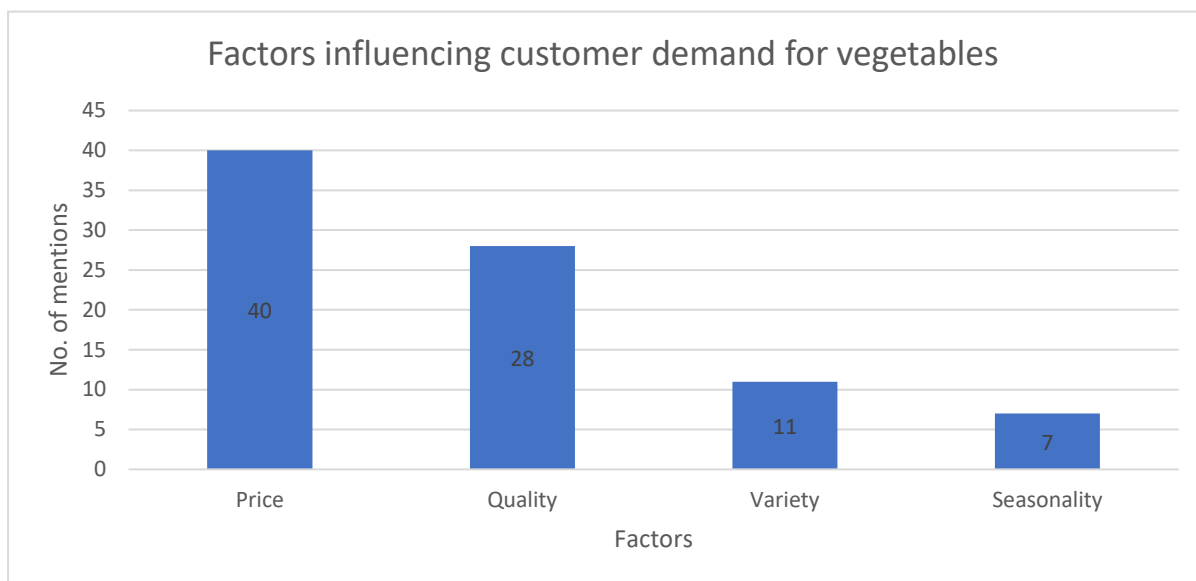


Fig 4.15 Bar graph representation of Perception of respondents towards Factors influencing Customer demand

4.2.8 Price determination by street vendors

Given Observations are derived from Table and Figure provided below-

a. Prevalence of Market Rates:

- The most common method cited for determining vegetable prices is market rates, mentioned by 44 out of 50 respondents.
- This indicates that sellers predominantly rely on prevailing market prices as a benchmark for setting their own prices, reflecting the influence of market dynamics on pricing decisions.

b. Consideration of Cost of Production:

- While less frequently mentioned, a subset of respondents (4 out of 50) considers the cost of production when determining vegetable prices.
- This suggests that some sellers consider factors such as labor, materials, and overhead costs when setting prices to ensure profitability.

c. Acknowledgment of Competition:

- A small number of respondents (1 out of 50) mentioned competition in the area as a factor influencing vegetable prices.
- Competition may exert pressure on prices as sellers strive to attract customers and remain competitive in the market.

d. Recognition of Customer Demand:

- Similarly, only 1 respondent cited customer demand as a consideration when determining vegetable prices.
- Customer demand can affect pricing decisions by influencing the perceived value of vegetables and the willingness of customers to pay certain prices.

e. Market Sensitivity and Adaptability:

- The prevalence of market rates as a pricing determinant underscores the importance of sellers' responsiveness to market fluctuations and trends.
- Sellers who closely monitor market conditions and adjust their prices accordingly can better position themselves to compete effectively and maximize sales opportunities.

In summary, while market rates are the primary determinant of vegetable prices among respondents, some sellers also consider factors such as cost of production, competition, and customer demand. Understanding these factors can inform strategic pricing decisions and help sellers optimize pricing strategies to meet business objectives and customer expectations.

Table 4.18 Methods of Determining Prices of vegetables mentioned by respondents

Method	Number of Responses	Percentage
Market rates	44	88%
Cost of production	4	8%
Competition in the area	1	2%
Customer demand	1	2%

Source: Field survey

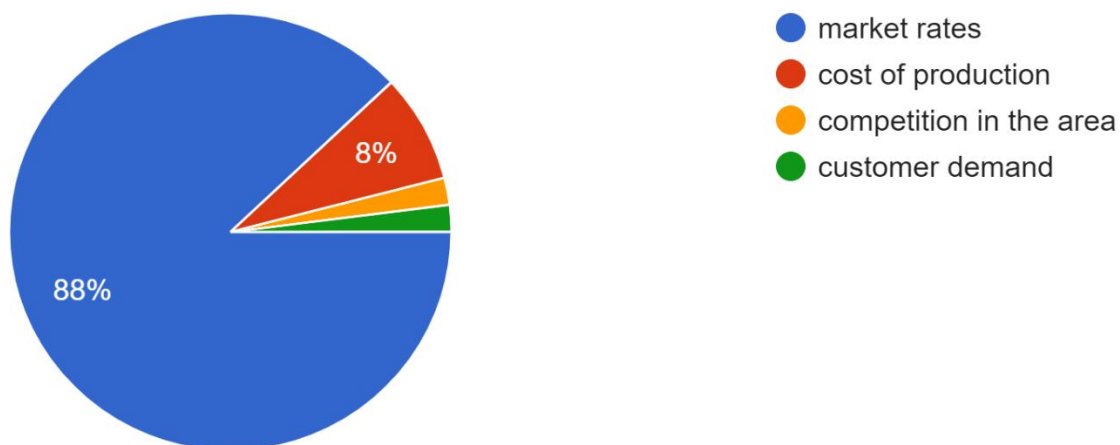


Fig 4.16 Pie chart representation of Methods of Determining Prices of vegetables mentioned by respondents

4.2.9 Strategies employed by vegetable vendors to differentiate vegetable offerings

Given Observations are derived from Table and Figure provided below-

a) Prevalence of Market Rates:

- The most common method cited for determining vegetable prices is market rates, mentioned by 44 out of 50 respondents.
- This indicates that sellers predominantly rely on prevailing market prices as a benchmark for setting their own prices, reflecting the influence of market dynamics on pricing decisions.

b) Consideration of Cost of Production:

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- A small number of respondents (1 out of 50) mentioned competition in the area as a factor influencing vegetable prices.
- Competition may exert pressure on prices as sellers strive to attract customers and remain competitive in the market.

d) Recognition of Customer Demand:

- Similarly, only 1 respondent cited customer demand as a consideration when determining vegetable prices.
- Customer demand can affect pricing decisions by influencing the perceived value of vegetables and the willingness of customers to pay certain prices.

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- Sellers who closely monitor market conditions and adjust their prices accordingly can better position themselves to compete effectively and maximize sales opportunities.

In summary, while market rates are the primary determinant of vegetable prices among respondents, some sellers also consider factors such as cost of production, competition, and customer demand. Understanding these factors can inform strategic pricing decisions and help sellers optimize pricing strategies to meet business objectives and customer expectations.

Table 4.19 Strategies employed for competition by respondents

Strategies	Number of Responses	Percentage
Competitive pricing	20	40%
High-quality produce	17	34%
Unique promotions or discounts	8	16%
Diverse product selection	5	10%

Source: Field survey

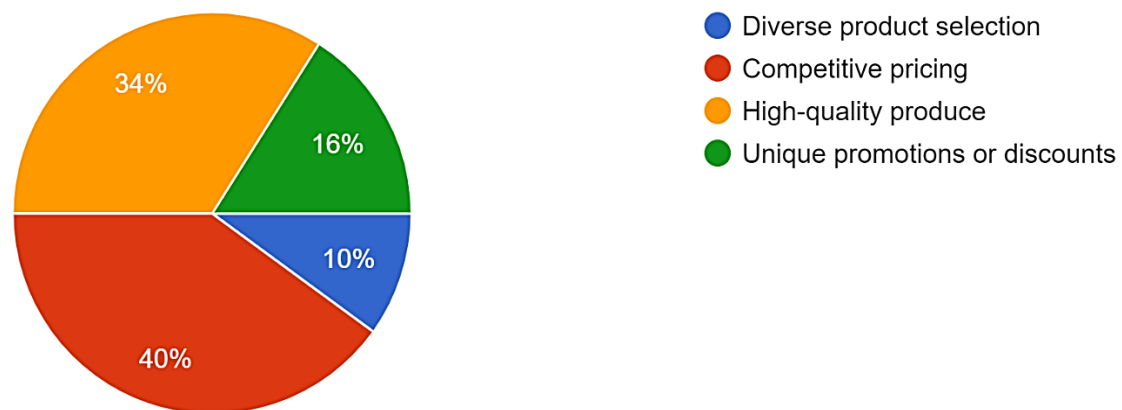


Fig 4.17 Pie chart representation of Strategies employed for competition by respondents

4.2.10 Adaptation strategies adopted by street vendors during peak competition times, such as local events or festivals

Given Observations are derived from Table and Figure provided below-

a) Adjusting Pricing:

- The most common adaptation strategy cited is adjusting pricing, with 23 out of 50 respondents indicating its use during peak competition times.
- Sellers may lower prices, offer discounts, or implement competitive pricing strategies to attract customers and remain competitive during events or festivals.

b) No Adaptation Mentioned:

- Interestingly, a significant number of respondents (19 out of 50) indicated "none" as their approach to adapting during peak competition times.
- This suggests that a portion of sellers may maintain consistent strategies or do not perceive a need for specific adaptations during such times.

c) Enhancing Customer Service:

- Some respondents (5 out of 50) mentioned enhancing customer service, such as offering home-delivery services, as a strategy to adapt during peak competition times.
- Providing added convenience and flexibility can help attract and retain customers, especially when faced with heightened competition.

d) Offering Special Promotions:

- A few respondents (2 out of 50) mentioned offering special promotions as an adaptation strategy.
- Special promotions, such as limited-time discounts or festival-themed offers, can create excitement and drive sales during peak competition times.

e) Identifying Demand and Ensuring Quality:

- Only a single respondent each mentioned identifying demand and ensuring quality as adaptation strategies.
- Identifying customer preferences and ensuring high-quality produce can help sellers better meet customer needs and differentiate themselves from competitors during peak competition times.

f) Variability in Adaptation Strategies:

- The variety of adaptation strategies mentioned reflects the diverse approaches employed by vegetable sellers to navigate peak competition times.
- Sellers may choose adaptation strategies based on factors such as market conditions, customer preferences, and business capabilities.

In summary, vegetable sellers employ various strategies to adapt their approach during peak competition times, such as adjusting pricing, enhancing customer service, offering special promotions, and ensuring quality. By effectively adapting to market dynamics, sellers can optimize their competitiveness and capitalize on opportunities presented by events or festivals.

Table 4.20 Adaptation strategies employed during competition time by respondents

Adaptation Strategies	Number of Responses	Percentage
Adjust pricing	23	46%
None	19	38%
Enhance customer service	5	10%
Offer special promotions	2	4%
Identifying demand	1	2%
Ensuring quality	1	2%

Source: Field survey

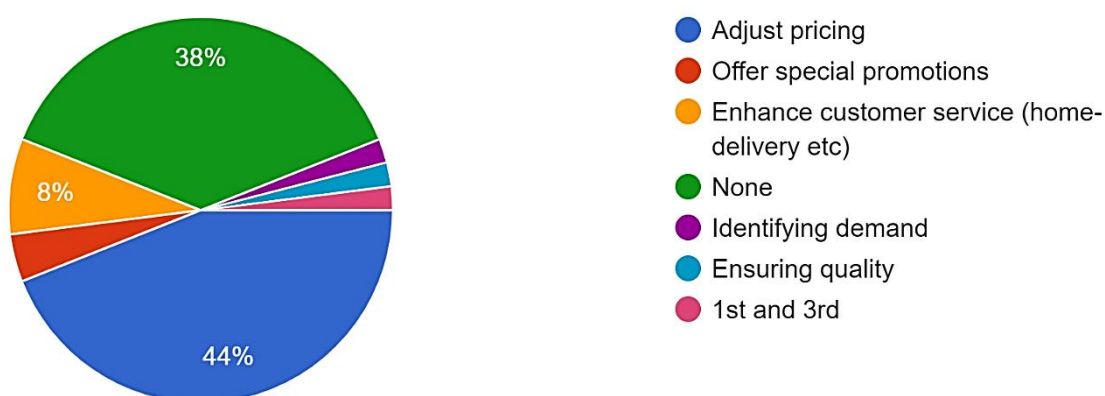


Fig 4.18 Pie chart representation of Adaptation strategies employed during competition time by respondents

4.2.11 Impact of holidays, festivals, or special events on the overall demand for vegetables vendors

Given Observations are derived from Table and Figure provided below-

a) Varied Impact Perception:

- Respondents have diverse perceptions regarding the impact of holidays, festivals, or special events on the overall demand for vegetables.
- While some respondents perceive a slight or moderate impact, others indicate no impact or significant impact.

b) Slight Majority Perceiving Some Impact:

- Most respondents ($13 + 12 + 12 = 37$) perceive at least some level of impact on overall demand, with 13 respondents indicating a slight impact and 12 each perceiving a moderate impact and no impact at all.

c) Significant and Very Significant Impact Acknowledged:

- A notable proportion of respondents perceive a significant (9) or very significant (4) impact on overall demand due to holidays, festivals, or special events.
- This suggests that certain occasions may lead to notable fluctuations in vegetable demand, potentially driven by factors such as increased consumer purchasing, meal preparations, or cultural traditions.

d) Factors Influencing Impact Perception:

- Perception of impact may vary based on factors such as the nature of the event, cultural practices, regional preferences, and customer demographics.
- Events that involve communal meals, gatherings, or cultural celebrations may have a more pronounced impact on vegetable demand compared to other occasions.

e) Implications for Business Planning:

- Understanding the impact of holidays, festivals, or special events on vegetable demand is crucial for business planning, inventory management, and marketing strategies.
- Sellers who anticipate and prepare for fluctuations in demand can better capitalize on opportunities presented by seasonal events and effectively meet customer needs.

In summary, while perceptions of the impact of holidays, festivals, or special events on overall vegetable demand vary among respondents, a slight majority acknowledge some level of impact. By recognizing and adapting to these fluctuations, vegetable sellers can optimize their operations and maximize sales potential during seasonal occasions.

Table 4.21 Perception of respondents towards Effect of events on Demand of vegetables

Impact on Overall Demand	Number of Responses	Percentage
Slightly	13	26%
Not at all	12	24%
Moderately	12	24%
Significantly	9	18%
Very significantly	4	8%

Source: Field survey

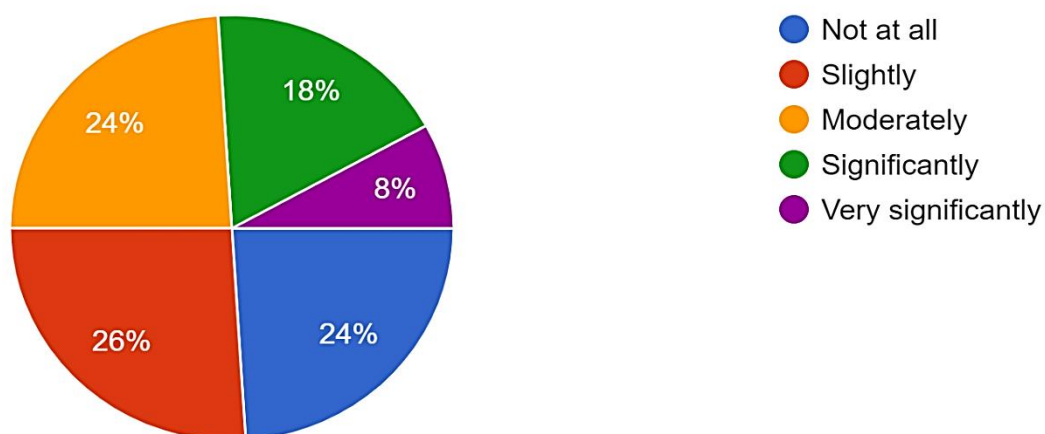


Fig 4.19 Pie chart representation of Perception of respondents towards Effect of events on Demand of vegetables

4.2.12 Comparison of Perception of respondents towards Effect of events on Demand of vegetables with years of experience

Given Observations are derived from Table and Figure provided below-

- Vendors with 0-5 years and 5-10 years of experience perceive a moderate impact of holidays, festivals, or special events on vegetable demand. They show a willingness to adapt but may still be refining strategies.

- b) Those with 10-15 years of experience report varied perceptions, with some acknowledging a moderate impact while others indicate a minor influence.
- c) Seasoned vendors with 16 years and above of experience perceive a significant impact, demonstrating a deeper understanding of seasonal trends and proactive strategies to capitalize on peak demand periods.

Table 4.22 Comparison of Perception of respondents towards Effect of events on Demand of vegetables with years of experience

Years of Experience	Moderately	Not at all	Significantly	Slightly	Very significantly	Grand Total
0-5 years	4	2	3	5	1	15
10-15 years	1	1	2	1		5
16 and above	7	8	2	3	2	22
5-10 years		3	1	3	1	8
Grand Total	12	14	8	12	4	50

Source: Field survey

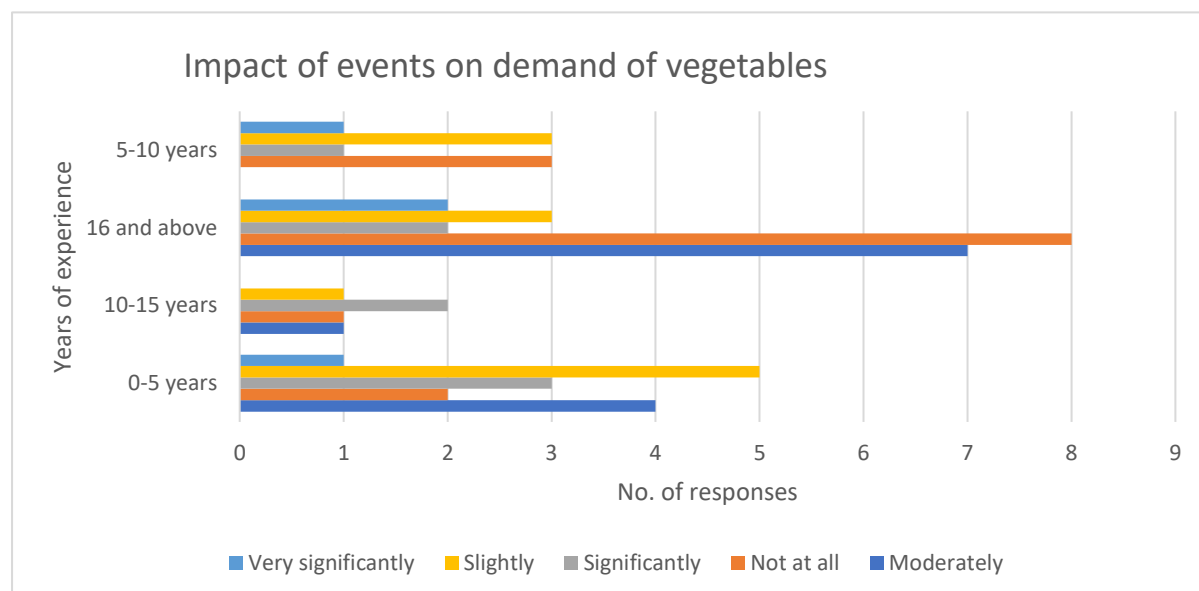


Fig 4.20 Bar graph representation of Comparison of Perception of respondents towards Effect of events on Demand of vegetables with years of experience

4.2.13 Supplier of respondent:

Given Observations are derived from Table and Figure provided below-

a) Exclusive Reliance on Wholesale Suppliers:

- All respondents exclusively purchase their vegetables from wholesalers, indicating a uniform sourcing strategy among vegetable sellers.
- This suggests that wholesalers play a central role in the supply chain, serving as the primary source of vegetables for sellers in this context.

b) Implications for Supply Chain Dynamics:

- The reliance on wholesale suppliers underscores the importance of efficient wholesale markets in facilitating the distribution of vegetables from producers to sellers.
- Wholesale suppliers likely offer benefits such as convenience, variety, and competitive pricing, making them a preferred choice for vegetable sellers.

c) Limited Diversity in Sourcing Channels:

- The absence of responses indicating direct sourcing from farms, self-production, or local markets suggests a lack of diversity in sourcing channels among respondents.
- While wholesale procurement may offer advantages in terms of scale and efficiency, exploring alternative sourcing channels could provide opportunities for differentiation and product differentiation.

d) Considerations for Market Dynamics:

- Understanding the dominant sourcing patterns among vegetable sellers can inform decisions related to market dynamics, competition, and supply chain management.
- Sellers may need to carefully evaluate sourcing strategies to ensure reliability, quality, and cost-effectiveness while remaining responsive to changing market conditions and customer preferences.

In summary, wholesalers serve as the exclusive source of vegetables for sellers in this context, highlighting their central role in the supply chain. While wholesale procurement offers benefits in terms of convenience and variety, exploring alternative sourcing channels may present opportunities for differentiation and adaptation to market dynamics.

Table 4.23 Supplier of respondent

Source of Vegetables	Number of Responses	Percentage
From farm direct	0	0%
From wholesale	50	100%
Grow yourself and sell	0	0%
From local market	0	0%

Source: Field survey

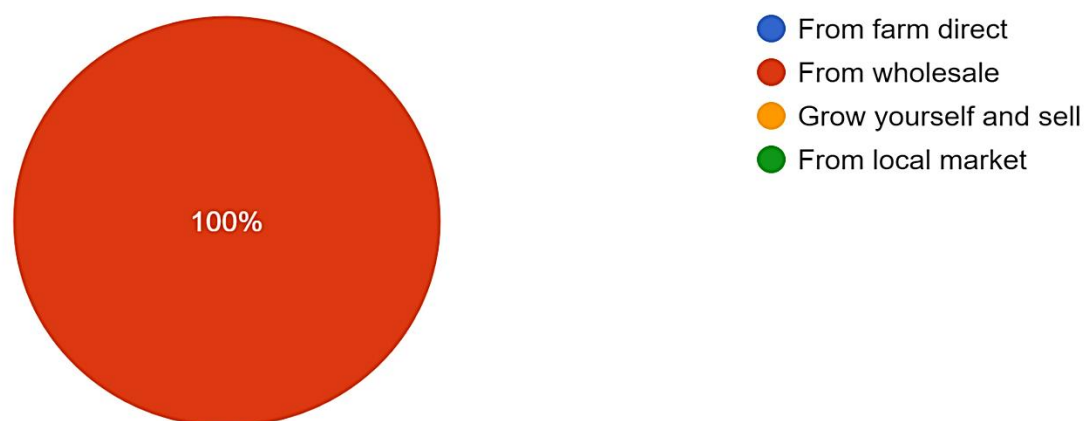


Fig 4.21 Pie chart representation of supplier of respondent

4.2.14 Use of multiple suppliers by respondents

Given Observations are derived from Table and Figure provided below-

a) Prevalence of Using Multiple Suppliers:

- The majority of respondents (39 out of 50) indicated that they use multiple suppliers for sourcing vegetables.

- This suggests that a significant portion of vegetable sellers prefer to diversify their sources of supply, potentially to mitigate risks associated with relying on a single supplier.

b) Consideration for Supplier Redundancy:

- By using multiple suppliers, vegetable sellers can ensure redundancy in their supply chain, reducing the impact of disruptions such as supplier shortages or quality issues.
- This proactive approach to risk management can enhance business continuity and resilience in the face of unforeseen challenges.

c) Benefits of Supplier Diversity:

- Leveraging multiple suppliers may offer benefits such as access to a wider variety of products, competitive pricing through negotiation, and flexibility in sourcing based on availability and seasonality.
- Sellers can capitalize on the strengths of different suppliers to optimize their product assortment, quality, and overall business performance.

d) Challenges of Using Multiple Suppliers:

- While using multiple suppliers offers advantages, it may also present challenges such as increased administrative overhead, coordination efforts, and potential inconsistencies in product quality or pricing.
- Sellers should carefully manage relationships with multiple suppliers to ensure reliability, consistency, and alignment with business objectives.

e) Implications for Supply Chain Management:

- Understanding the prevalence of using multiple suppliers among vegetable sellers provides insights into supply chain dynamics and sourcing strategies within the industry.
- Sellers may need to develop robust supply chain management practices to effectively coordinate and optimize their relationships with multiple suppliers.

In summary, the data highlights the widespread use of multiple suppliers among vegetable sellers, reflecting a strategic approach to supply chain management aimed at enhancing resilience, flexibility, and competitiveness in the market.

Table 4.24 Use of multiple suppliers by respondents

Use of Multiple Suppliers	Number of Responses	Percentage
Yes	39	78%
No	11	22%

Source: Field survey

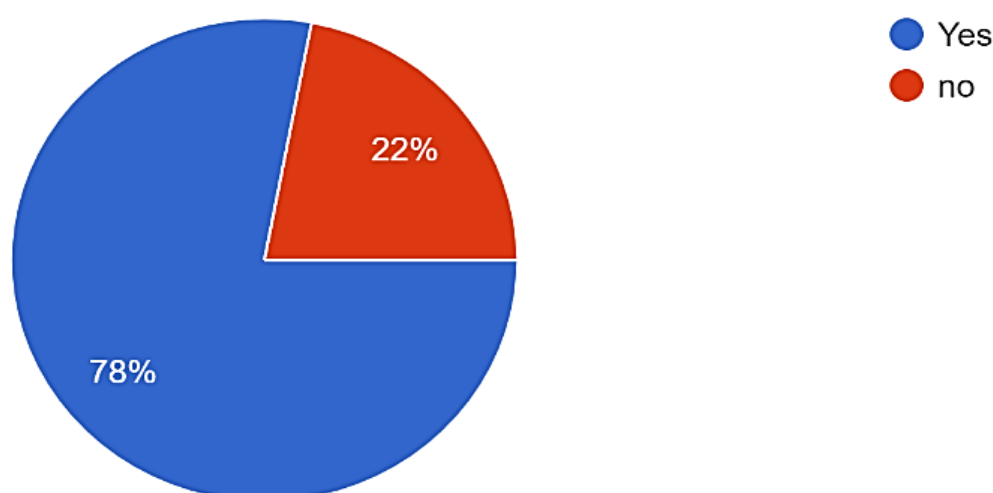


Fig 4.22 Pie chart representation of Use of multiple suppliers by respondents

4.2.15 Reasons for using multiple suppliers

Given Observations are derived from Table and Figure provided below-

a) Predominance of No Specified Reason:

- The most common response among respondents who use multiple suppliers is "none," with 42 out of 50 indicating that they did not specify a reason for using multiple suppliers.

- This suggests that a significant proportion of respondents either did not perceive a need to provide a reason or did not identify specific factors driving their decision to use multiple suppliers.

b) Quality and Price Considerations:

- Among the specified reasons, quality and price are mentioned by a minority of respondents.
- Four respondents cited quality as a reason, indicating a focus on ensuring product quality and consistency across multiple suppliers.
- Three respondents mentioned price as a reason, suggesting a desire to leverage multiple suppliers to obtain competitive pricing and potentially negotiate better deals.

c) Desire for Better Prices:

- One respondent explicitly mentioned the desire to get better prices as a reason for using multiple suppliers.
- This highlights the strategic intent of some sellers to optimize their sourcing strategy to achieve cost savings and improve profitability.

d) Lack of Specified Reasons:

- The large number of respondents who did not specify a reason for using multiple suppliers suggests a potential gap in awareness or articulation of the underlying factors driving their sourcing decisions.
- Further investigation or clarification may be needed to better understand the motivations behind using multiple suppliers among vegetable sellers.

e) Considerations for Supplier Management:

- Understanding the reasons behind using multiple suppliers is essential for effective supplier management and optimization of the sourcing strategy.
- Sellers should assess their sourcing needs, evaluate supplier capabilities, and align their supplier relationships with business objectives to maximize value and mitigate risks.

In summary, while a significant proportion of vegetable sellers use multiple suppliers, many did not specify a reason for this practice. Quality and price considerations, as well as the desire for better prices, are cited by some respondents, indicating diverse motivations for using multiple suppliers within the industry.

Table 4.25 Reason for using multiple suppliers

Reasons for Using Multiple Suppliers	Number of Responses	Percentage
None	42	84%
Quality	4	8%
Price	3	6%
To get better prices	1	2%

Source: Field survey

4.2.16 Frequency of supply of vendors

Given Observations are derived from Table and Figure provided below-

a) Prevalence of Daily Supply:

- Most respondents (48 out of 50) reported receiving vegetable supplies daily.
- Daily supply indicates a high frequency of replenishment, ensuring freshness and availability of vegetables for sale consistently.

b) Infrequent Supply Frequencies:

- A minority of respondents reported less frequent supply frequencies, with one respondent receiving supplies weekly and another bi-weekly.
- Weekly or bi-weekly supply frequencies may be suitable for certain sellers with lower turnover or specific operational needs.

c) Factors Influencing Supply Frequency:

- Supply frequency may be influenced by factors such as business size, sales volume, storage capacity, and market demand.
- Larger sellers with higher sales volumes may require daily supply to meet customer demand and maintain product freshness, while smaller sellers may opt for less frequent supply frequencies to manage inventory and reduce costs.

d) Adaptation to Market Dynamics:

- The choice of supply frequency reflects sellers' strategies for adapting to market dynamics and optimizing their supply chain operations.
- Sellers may adjust their supply frequency based on factors such as seasonal fluctuations, sales patterns, and customer preferences to ensure efficient inventory management and meet customer demand effectively.

e) Considerations for Operational Efficiency:

- Assessing the optimal supply frequency is critical for maintaining operational efficiency, minimizing waste, and maximizing sales potential.
- Sellers should balance the benefits of frequent supply, such as freshness and product availability, with the costs and logistical challenges associated with more frequent deliveries.

In summary, the majority of vegetable sellers receive supplies on a daily basis, ensuring consistent availability and freshness of products. While daily supply is prevalent, some sellers may opt for less frequent supply frequencies based on their specific operational requirements and market dynamics.

Table 4.26 Frequency of vegetable supply of respondents

Frequency of Supply	Number of Responses	Percentage
Daily	48	96%
Weekly	1	2%
Bi-weekly	1	2%

Source: Field survey

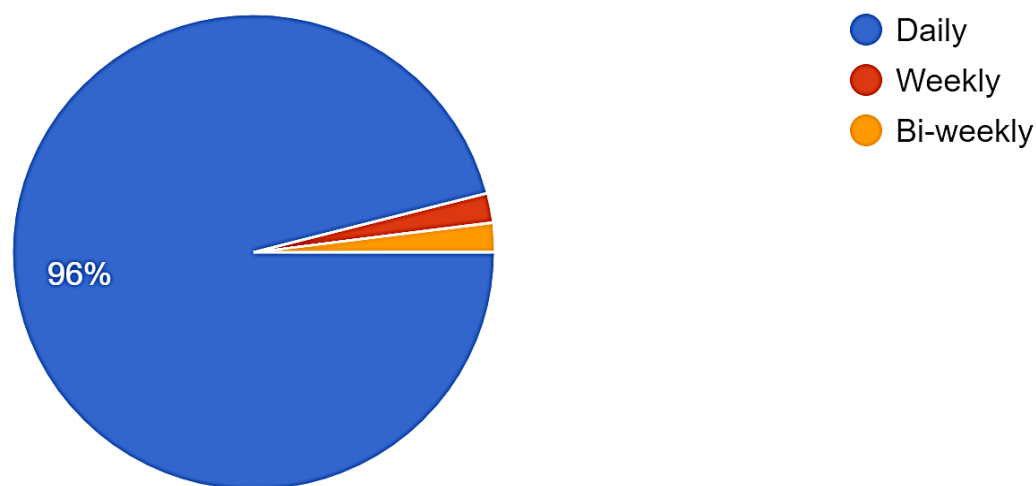


Fig 4.23 Pie chart representation of Frequency of vegetable supply of respondents

4.2.17 Criteria adopted for choosing a vegetable supplier

Given Observations are derived from Table and Figure provided below-

a) Price and Quality as Primary Considerations:

- Most respondents prioritize price (42) and quality (32) when choosing a vegetable supplier.
- This suggests that sellers place significant importance on balancing cost-effectiveness with the provision of high-quality produce to meet customer expectations and maximize profitability.

b) Importance of Reliability and Variety:

- While less frequently cited, reliability (8) and variety (10) are still significant criteria for choosing a vegetable supplier.
- Reliability ensures consistent supply and fulfilment of orders, while variety allows sellers to offer a diverse selection of products to cater to diverse customer preferences.

c) Consideration of Proximity:

- A small number of respondents (4) prioritize proximity to their vending location when selecting a vegetable supplier.
- Proximity can offer logistical advantages such as reduced transportation costs, faster delivery times, and better control over product freshness.

d) Limited Emphasis on Relationship with the Vendor:

- Only one respondent mentioned the relationship with the vendor as a criterion for choosing a vegetable supplier.
- While building strong vendor relationships can foster collaboration and communication, it appears to be less of a primary consideration compared to factors such as price and quality.

e) Alignment with Business Objectives:

- The variety of criteria considered when choosing a vegetable supplier reflects sellers' efforts to align supplier selection with their business objectives, market requirements, and customer needs.
- Sellers may prioritize different criteria based on factors such as market positioning, target customer base, and operational requirements.

In summary, when choosing a vegetable supplier, sellers prioritize criteria such as price, quality, reliability, variety, proximity, and relationships with vendors. By carefully evaluating and selecting suppliers based on these criteria, sellers can ensure the availability of high-quality produce, maintain competitiveness in the market, and meet the needs of their customers effectively.

Table 4.27 Main criteria for choosing a vegetable supplier by respondents

Criteria	Number of Responses
Price	42
Quality	32
Reliability	8
Variety	10

Proximity to your vending location	4
Relationship with the vendor	1

Source: Field survey

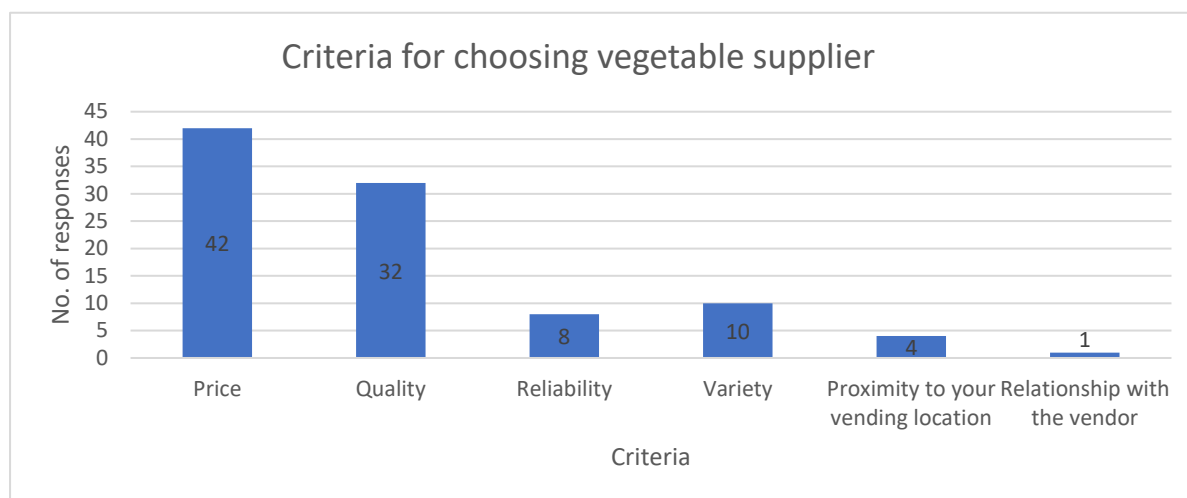


Fig 4.24 Bar graph representation of Main criteria for choosing a vegetable supplier by respondents

4.2.18 Medium of vegetable transportation

Given Observations are derived from Table and Figure provided below-

a) Preference for Vans/Mini Trucks:

- Most respondents (36 out of 50) transport vegetables to their selling locations using vans or mini trucks.
- Vans and mini trucks offer larger storage capacities, allowing sellers to transport larger quantities of vegetables efficiently, especially for larger-scale operations or when covering longer distances.

b) Use of Handcarts:

- A significant minority of respondents (14 out of 50) use handcarts to transport vegetables.
- Handcarts are a more compact and versatile option, suitable for smaller-scale operations or when navigating narrow streets or crowded market areas.

c) Considerations for Transportation Efficiency:

- The choice between vans/mini trucks and handcarts may depend on factors such as the volume of vegetables transported, distance to the selling location, infrastructure constraints, and operational preferences.
- Larger operations with higher volumes of vegetables may benefit from the capacity and speed of vans/mini trucks, while smaller operations or those in densely populated areas may find handcarts more practical and cost-effective.

d) Logistical Considerations:

- Efficient transportation is critical for maintaining product freshness, minimizing damage, and meeting customer demand.
- Sellers should evaluate their transportation needs and choose the most suitable method based on factors such as cost, efficiency, reliability, and environmental impact.

e) Adaptability to Market Dynamics:

- The choice of transportation method reflects sellers' adaptability to market dynamics, operational requirements, and logistical challenges.
- Flexibility in transportation options allows sellers to optimize their distribution networks and respond effectively to changes in demand, seasonal fluctuations, and customer preferences.

In summary, while vans/mini trucks are the preferred transportation method for most respondents due to their capacity and efficiency, handcarts offer a practical alternative for smaller-scale operations or those operating in congested urban environments. By selecting the most suitable transportation method, sellers can ensure timely delivery of fresh vegetables to their selling locations and maintain competitiveness in the market.

Table 4.28 Medium of vegetable transportation

Transportation Method	Number of Responses	Percentage
Vans/Mini Trucks	36	72%
Handcarts	14	28%

Source: Field survey

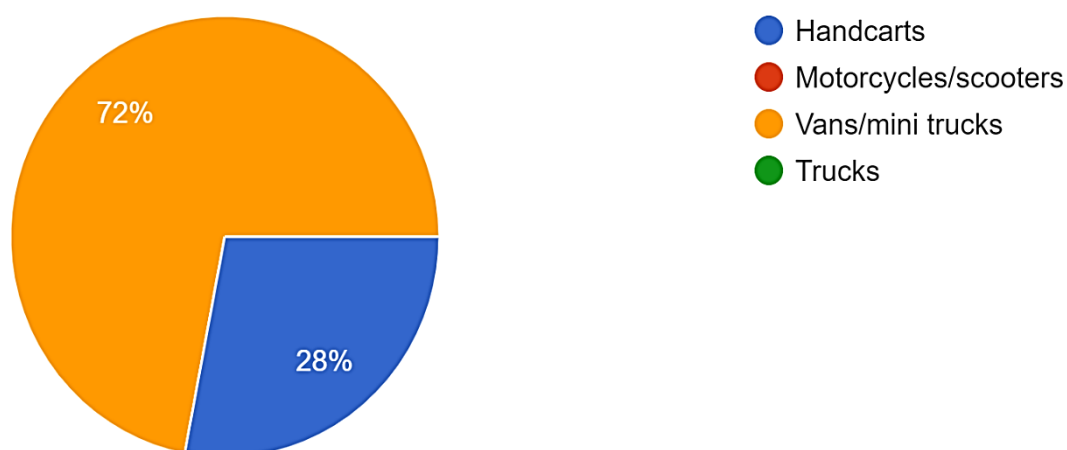


Fig 4.25 Pie chart representation of Medium of vegetable transportation

4.2.19 Vendor's Engagement in cooperative arrangement for vegetable sourcing

Given Observations are derived from Table and Figure provided below-

a) Limited Engagement in Cooperative Arrangements:

- Most respondents (46 out of 50) do not engage in cooperative arrangements with other vendors to collectively source vegetables.
- This suggests that independent sourcing is the prevailing practice among vegetable sellers in this context.

b) Minority Participation in Cooperative Sourcing:

- A small number of respondents (3 out of 50) reported engaging in cooperative arrangements with other vendors.
- Cooperative sourcing allows vendors to pool resources, share costs, and leverage collective bargaining power to negotiate better deals with suppliers.

c) Not Applicable Response:

- One respondent indicated that the question was not applicable, potentially suggesting that cooperative arrangements are not relevant to their business model or operational context.

d) Considerations for Competitive Dynamics:

- The choice to engage in cooperative arrangements may depend on factors such as market competitiveness, vendor relationships, logistical considerations, and business objectives.
- While independent sourcing offers autonomy and control over procurement decisions, cooperative arrangements can offer benefits such as cost savings, access to a wider range of suppliers, and risk mitigation.

e) Potential for Collaboration and Partnership:

- Collaborative sourcing initiatives present opportunities for vendors to strengthen relationships, share market insights, and collectively address common challenges in the vegetable supply chain.
- Sellers may explore cooperative arrangements strategically to enhance their competitive position, capitalize on economies of scale, and improve operational efficiency.

In summary, while most respondents do not currently engage in cooperative arrangements with other vendors to collectively source vegetables, there is potential for collaboration and partnership to optimize sourcing practices, reduce costs, and enhance competitiveness in the market.

Table 4.29 Engagement in cooperative arrangement for vegetable sourcing

Cooperative Arrangements	Number of Responses	Percentage
No	46	92%
Yes	3	6%
Not Applicable	1	2%

Source: Field survey

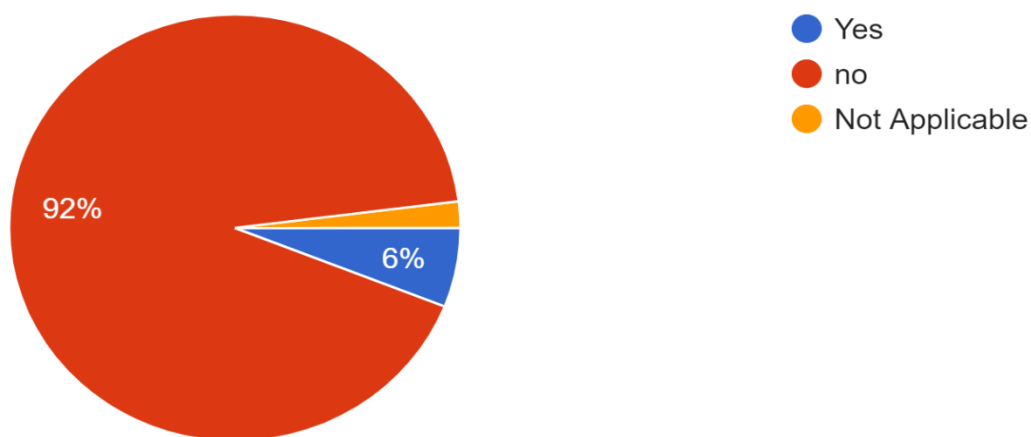


Fig 4.26 Pie chart representation of Engagement in cooperative arrangement for vegetable sourcing

4.2.20 Exploration of alternative sources for vegetable procurement

Given Observations are derived from Table and Figure provided below-

a) Limited Exploration of Alternative Sources:

- The majority of respondents either rarely (18) or never (14) explore alternative sources for vegetable procurement.
- This suggests that many sellers may have established supplier relationships or sourcing practices that they prefer to maintain without actively seeking out alternative options.

b) Some Occasional Exploration:

- A smaller number of respondents reported occasionally (9) or frequently (8) exploring alternative sources for vegetable procurement.
- These respondents may adopt a more proactive approach to sourcing, periodically evaluating new suppliers, markets, or channels to potentially enhance product quality, variety, or pricing.

c) Potential for Opportunity Identification:

- Exploring alternative sources for vegetable procurement can provide opportunities for sellers to discover new suppliers, access different varieties or quality levels of produce, and potentially negotiate more favorable terms.
- Sellers who occasionally or frequently explore alternative sources may be better positioned to adapt to changing market conditions, mitigate supply chain risks, and optimize their procurement strategies.

d) Importance of Supplier Evaluation:

- While exploring alternative sources can offer benefits, sellers should carefully evaluate potential suppliers to ensure alignment with their quality standards, pricing objectives, reliability requirements, and other business considerations.
- Effective supplier evaluation can help sellers identify and capitalize on opportunities for improvement in their sourcing practices.

e) Potential for Not Answered Response:

- The presence of one "not answered" response indicates that one respondent did not provide a response to the question regarding the exploration of alternative sources for vegetable procurement.
- Lack of response may reflect uncertainty or variability in the extent to which sellers actively explore alternative sourcing options.

In summary, while some vegetable sellers occasionally or frequently explore alternative sources for procurement, many tend to rely on established suppliers without actively seeking out alternatives. By periodically evaluating new sources and opportunities, sellers can potentially enhance their sourcing practices and adapt to changing market dynamics.

Table 4.30 Exploration of alternative sources for supply

Frequency of Exploration	Number of Responses	Percentage
Rarely	18	36%
Never	14	28%
Occasionally	9	18%

Frequently	8	16%
Not answered	1	2%

Source: Field survey

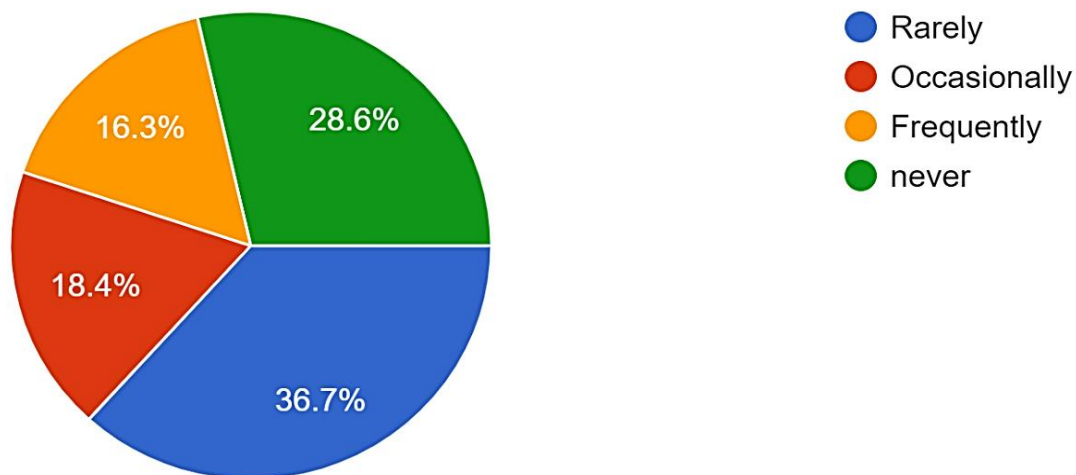


Fig 4.27 Pie chart representation of Exploration of alternative sources for supply

4.2.21 Dependence on certain sources for supply during specific seasons

Given Observations are derived from Table and Figure provided below-

a) Mixed Responses Regarding Seasonal Sourcing:

- Respondents' opinions are varied regarding whether specific seasons or times of the year influence their reliance on certain sources for vegetables.
- There is no clear consensus, with responses spread across different categories ranging from "Agree" to "Strongly Disagree."

b) Similar Number of Agree and Disagree Responses:

- The number of respondents who "Agree" (15) and "Disagree" (14) that specific seasons or times of the year influence sourcing varies only slightly.
- This suggests that there is a roughly equal split in opinions among respondents regarding the seasonal influence on sourcing practices.

c) Significant Neutral Response:

- A notable proportion of respondents (10) remained neutral on the question, indicating uncertainty or a lack of strong opinion regarding the influence of specific seasons or times of the year on sourcing decisions.
- This suggests that some respondents may not perceive a significant seasonal impact on their sourcing practices or may not have considered this aspect in depth.

d) Minority Strongly Agree and Strongly Disagree Responses:

- A smaller number of respondents expressed strong opinions, with 2 respondents strongly agreeing and 9 respondents strongly disagreeing that specific seasons or times of the year influence sourcing.
- Strongly agree responses suggest a belief that seasonal factors play a significant role in sourcing decisions, while strongly disagree responses indicate a contrary perspective.

e) Implications for Sourcing Flexibility:

- The diversity of responses underscores the complexity of sourcing decisions and the various factors that may influence sourcing practices among vegetable sellers.
- Sellers may need to assess and adapt their sourcing strategies based on a combination of factors such as seasonal availability, supplier capabilities, market conditions, and customer preferences.

In summary, opinions vary among respondents regarding whether specific seasons or times of the year influence reliance on certain sources for vegetables. While some believe in the seasonal impact on sourcing decisions, others may not perceive a significant correlation. Understanding the interplay between seasonal factors and sourcing practices is important for optimizing supply chain management and meeting customer demand effectively.

Table 4.31 Dependence on certain sources for supply during specific seasons

Response	Number of Responses	Percentage
Agree	15	30%
Disagree	14	28%
Neutral	10	20%
Strongly disagree	9	18%
Strongly agree	2	4%

Source: Field survey

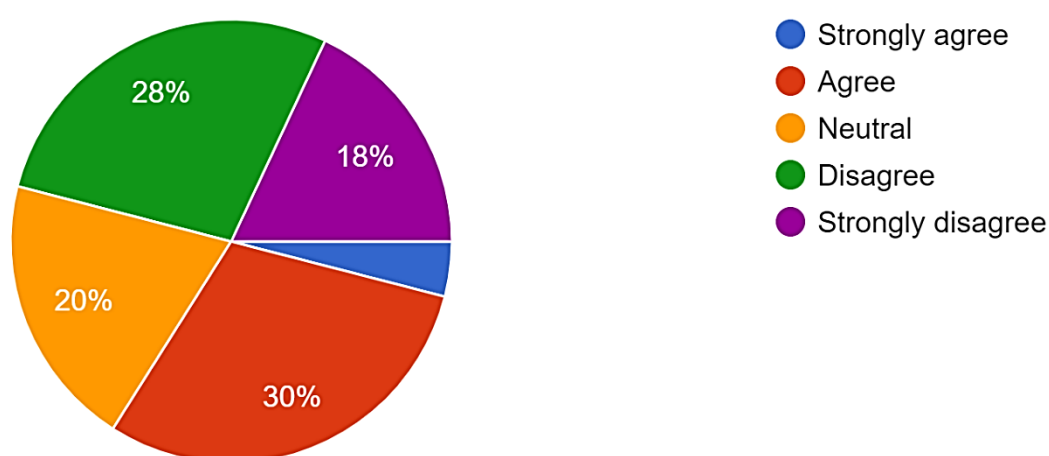


Fig 4.28 Pie chart representation of Dependence on certain sources for supply during specific seasons

4.2.22 Seasons mentioned by responses when there's reliance on certain sources for supply

Given Observations are derived from Table and Figure provided below-

a) Limited Specification of Seasonal Reliance:

- The majority of respondents (48 out of 50) indicated "none" when asked to specify the seasons or times of the year when they rely more on certain sources for vegetables.
- This suggests that many vegetable sellers do not perceive a strong seasonal influence on their sourcing practices or may not consciously adjust their sourcing based on seasonal variations.

b) Minority Mention of Specific Seasons or Times:

- A small number of respondents specified particular seasons or times when they rely more on certain sources.
- One respondent mentioned winter, while another mentioned Navratri time, indicating that some sellers may adapt their sourcing practices based on specific cultural, climatic, or market-related factors during these periods.

c) Potential Seasonal Considerations:

- The limited specification of seasonal reliance suggests that, for most respondents, sourcing decisions may be influenced by factors other than seasonal variations.
- However, specific seasons or times of the year, such as winter or cultural festivals like Navratri, may indeed present unique sourcing challenges or opportunities that prompt sellers to adjust their procurement strategies.

d) Implications for Sourcing Flexibility:

- Understanding the seasonal dynamics of the vegetable market can help sellers anticipate fluctuations in supply and demand, optimize sourcing strategies, and capitalize on seasonal opportunities.
- While many respondents indicated no specific seasonal reliance on certain sources, the minority who did specify seasonal factors highlight the importance of flexibility and adaptability in sourcing practices.

e) Potential for Further Investigation:

- Further investigation into seasonal patterns, market dynamics, and supplier capabilities may provide insights into the extent to which seasonal factors influence sourcing decisions among vegetable sellers.
- Sellers can leverage this understanding to refine their sourcing strategies, enhance operational efficiency, and better meet customer demand throughout the year.

In summary, while most respondents did not specify particular seasons or times when they rely more on certain sources for vegetables, the minority who did highlight the potential influence

of seasonal factors on sourcing practices. Understanding and responding to seasonal variations can help vegetable sellers optimize their procurement strategies and maintain competitiveness in the market.

Table 4.32 Seasons mentioned by responses when there's reliance on certain sources for supply

Seasons/Times of the Year	Number of Responses	Percentage
Winter	1	2%
Navratri time	1	2%
None	48	96%

Source: Field survey

4.2.23 Perception of vendors towards Balance of Demand and supply in the market

Given Observations are derived from Table and Figure provided below-

a) Mixed Views on Supply-Demand Balance:

- Respondents' perceptions regarding the balance between supply and demand in the vegetable market are varied.
- The responses are distributed across different categories, including "Agree," "Neutral," "Disagree," "Strongly agree," and "Strongly disagree," indicating a lack of consensus.

b) Relatively Even Distribution:

- The number of responses in each category is relatively balanced, with no single category dominating.
- This suggests that opinions regarding the supply-demand balance in the vegetable market are diverse among respondents.

c) Majority Indicating Agreement or Neutrality:

- A combined total of 35 respondents either agreed (20) or were neutral (15) regarding the balance between supply and demand in the vegetable market.

- This indicates that the majority of respondents perceive the supply-demand situation in the vegetable market either positively or without strong conviction either way.

d) Minority Expressing Disagreement:

- A total of 13 respondents disagreed (12) or strongly disagreed (1) with the notion of a good balance between supply and demand in the vegetable market.
- This suggests that a minority of respondents perceive an imbalance or discrepancy between supply and demand, potentially indicating challenges or inefficiencies in the market.

e) Potential for Market Dynamics and Perceptions:

- Views on the balance between supply and demand may be influenced by various factors, including market conditions, seasonal fluctuations, pricing dynamics, and individual experiences.
- Understanding and addressing the factors contributing to perceived imbalances can help stakeholders improve market efficiency, optimize supply chain management, and enhance customer satisfaction.

In summary, respondents' perceptions of the balance between supply and demand in the vegetable market are diverse, with a range of opinions expressed across different categories. While the majority indicates agreement or neutrality, a minority expresses disagreement or strong disagreement, highlighting the complexity of market dynamics and the need for continued monitoring and adjustment to optimize market performance.

Table 4.33 Perception towards Balance of Demand and supply in the market

Perception	Number of Responses	Percentage
Agree	20	40%
Neutral	15	30%
Disagree	12	24%
Strongly agree	2	4%
Strongly disagree	1	2%

Source: Field survey

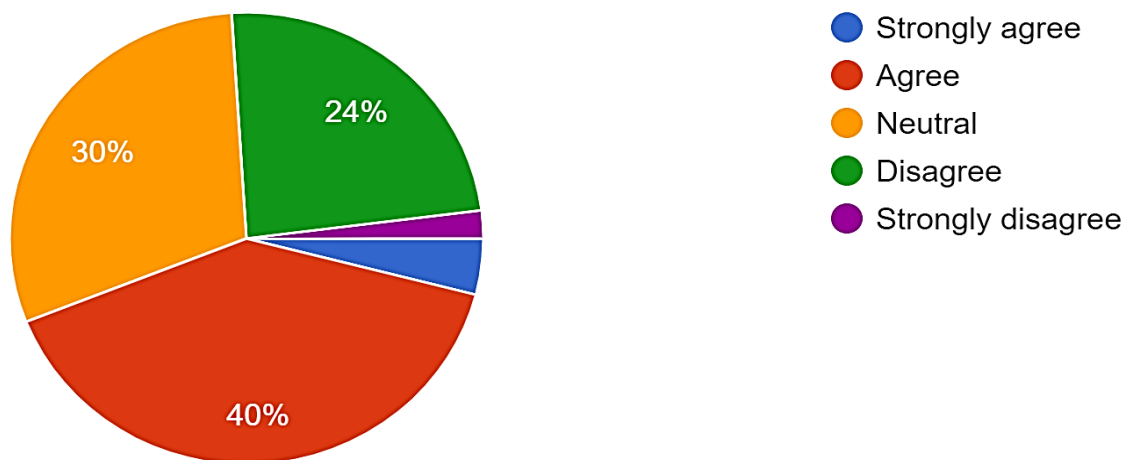


Fig 4.29 Pie chart representation of perception towards Balance of Demand and supply in the market

4.2.24 Comparison with years of experience of vegetable vendors

Given Observations are derived from Table and Figure provided below-

- a) 0-5 years:** The majority agree that there is a good balance between supply and demand in the vegetable market.
- b) 5-10 years:** Similar to 0-5 years, with a majority agreeing on the balance between supply and demand.
- c) 10-15 years:** Mixed opinions, with fewer respondents agreeing compared to other experience levels.
- d) 16 and above:** Majority agree or strongly agree, indicating a positive perception of the balance between supply and demand.

Table 4.34 Comparison of Perception towards Balance of Demand and supply in the market with Years of experience of vendors

Years of Experience	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
0-5 years	8	3	4			15
5-10 years	3	3	1	1		8
10-15 years	2	2	1			5
16 and above	5	5	10	1	1	22
Grand Total	18	13	16	2	1	50

Source: Field survey

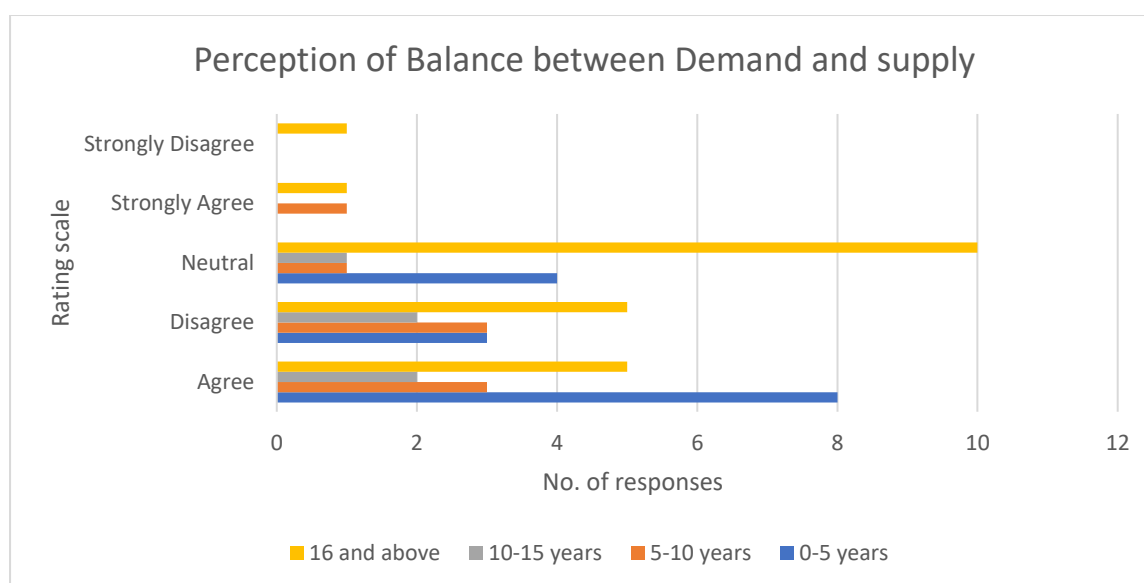


Fig 4.30 Comparison of Perception towards Balance of Demand and supply in the market with Years of experience of vendors

4.2.25 Perception towards Fluctuations in demand and supply affecting profit margins

Given Observations are derived from Table and Figure provided below-

a) Significant Impact on Profit Margins:

- The largest group of respondents (23 out of 50) indicated that fluctuations in demand and supply significantly affect their profit margins.

- This suggests that a substantial portion of vegetable sellers experience notable changes in profitability in response to shifts in market conditions.

b) Moderate Impact on Profit Margins:

- Nearly an equal number of respondents (22 out of 50) reported a moderate impact of demand and supply fluctuations on their profit margins.
- These respondents perceive fluctuations as having a noticeable but not overwhelming effect on profitability, indicating a degree of adaptability in managing market dynamics.

c) Minor Impact on Profit Margins:

- A smaller group of respondents (5 out of 50) stated that fluctuations in demand and supply do not significantly affect their profit margins.
- These respondents may have implemented strategies or operational practices to mitigate the impact of market fluctuations on profitability, or they may operate in relatively stable market environments.

d) Recognition of Market Volatility:

- The distribution of responses reflects the recognition among vegetable sellers of the inherent volatility and uncertainty in the market.
- Fluctuations in demand and supply can result from various factors such as seasonal variations, weather conditions, consumer preferences, and competitive dynamics, all of which can impact profit margins.

e) Implications for Business Resilience:

- Understanding the impact of demand and supply fluctuations on profit margins is essential for building resilience and adaptability in the face of market volatility.
- Sellers may implement strategies such as inventory management, pricing optimization, diversification of revenue streams, and responsive marketing to mitigate the adverse effects of fluctuations and capitalize on opportunities.

In summary, fluctuations in demand and supply are perceived to have varying degrees of impact on profit margins among vegetable sellers. While some experience significant or moderate effects on profitability, others manage to maintain relatively stable margins despite market volatility. Adopting proactive strategies to anticipate and respond to fluctuations can help sellers navigate market challenges and sustain profitability over time.

Table 4.35 Perception towards Fluctuations in demand and supply affecting profit margins

Impact on Profit Margins	Number of Responses
Significantly	23
Moderately	22
Not much	5

Source: Field survey

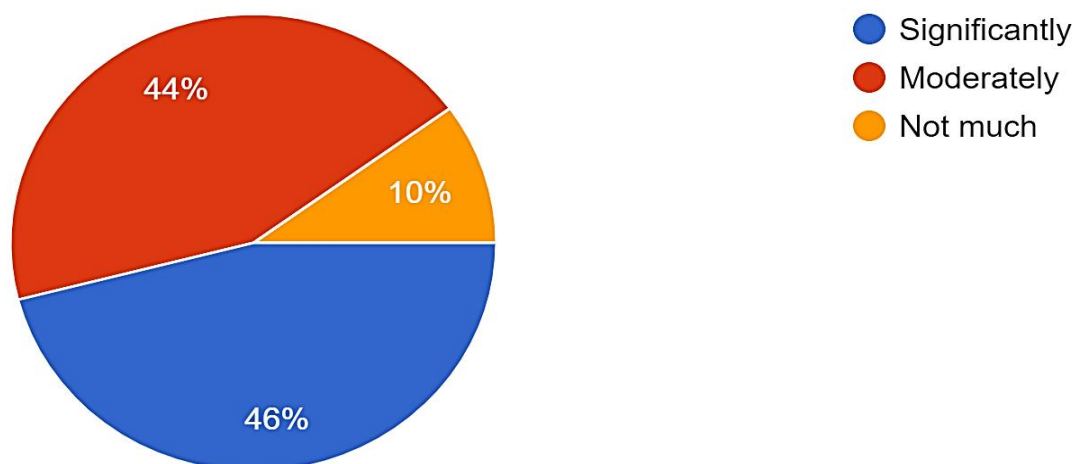


Fig 4.31 Pie chart representation of Perception towards Fluctuations in demand and supply affecting profit margins

4.2.26 Adjustment of prices based on Demand and supply fluctuations

Given Observations are derived from Table and Figure provided below-

a) Varied Views on Pricing Adjustment:

- Respondents' views on the necessity of adjusting pricing based on demand and supply fluctuations are diverse, with responses spread across different categories.
- This suggests that there is no universal consensus among vegetable sellers regarding the frequency of pricing adjustments in response to market dynamics.

b) Nearly Equal Distribution between Always and Sometimes:

- A similar number of respondents indicated that they always (22) or sometimes (21) find it necessary to adjust pricing based on demand and supply fluctuations.
- These responses indicate a recognition among sellers that pricing flexibility is often required to effectively manage market volatility and optimize profitability.

c) Minority Rarely Adjust Pricing:

- A smaller group of respondents (7) reported rarely finding it necessary to adjust pricing in response to demand and supply fluctuations.
- These respondents may adopt more stable pricing strategies or operate in market segments with relatively predictable demand and supply dynamics.

d) Dynamic Pricing Strategies:

- The distribution of responses underscores the importance of dynamic pricing strategies in response to changing market conditions.
- Adjusting pricing allows sellers to capitalize on periods of high demand, manage excess inventory during low-demand periods, and maintain competitiveness in fluctuating markets.

e) Considerations for Pricing Decision-Making:

- Pricing adjustments should be made strategically, taking into account factors such as production costs, competitor pricing, consumer preferences, and overall business objectives.

- Sellers may also leverage pricing analytics, market research, and customer feedback to inform pricing decisions and optimize revenue generation.

In summary, while some vegetable sellers always find it necessary to adjust pricing based on demand and supply fluctuations, others do so only occasionally or rarely. The decision to adjust pricing depends on various factors, including market dynamics, competitive pressures, and business strategies. By adopting flexible pricing approaches, sellers can better adapt to changing market conditions and maintain profitability over time.

Table 4.36 Adjustment of prices based on Demand and supply fluctuations

Necessity to Adjust Pricing	Number of Responses	Percentage
Always	22	44%
Sometimes	21	42%
Rarely	7	14%

Source: Field survey

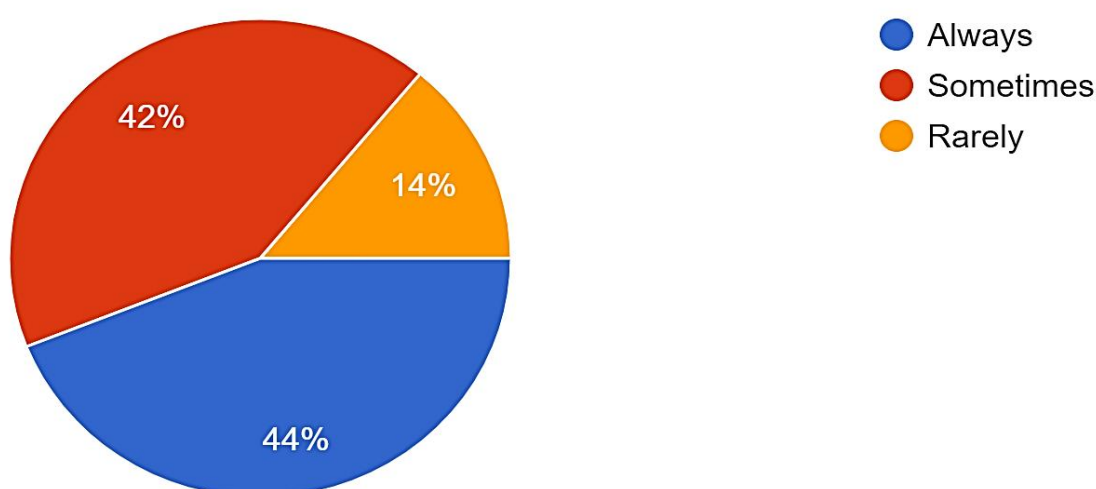


Fig 4.32 Pie chart representation of Adjustment of prices based on Demand and supply fluctuations

4.2.27 Maintenance of separate budgets for personal and business expenses by respondents

Given Observations are derived from Table and Figure provided below-

a) Majority Do Not Maintain Separate Budgets:

- The majority of respondents (36 out of 50) indicated that they do not maintain separate budgets for personal expenses and business expenses.
- This suggests that many vegetable sellers may commingle personal and business finances, potentially leading to challenges in tracking expenses and managing cash flow.

b) Minority Maintain Separate Budgets:

- A smaller number of respondents (13 out of 50) reported maintaining separate budgets for personal and business expenses.
- These respondents recognize the importance of financial discipline and separation between personal and business finances, which can help facilitate clearer financial management and decision-making.

c) Importance of Financial Discipline:

- Maintaining separate budgets for personal and business expenses is a best practice recommended for small business owners to ensure financial transparency, accountability, and sustainability.
- Clear separation allows for better tracking of business performance, identification of tax-deductible expenses, and preparation for financial emergencies or investment opportunities.

d) Potential Challenges with Commingled Finances:

- Commingling personal and business finances can lead to complications such as difficulty in tracking expenses, inaccurate financial reporting, and challenges in obtaining financing or tax compliance.
- Establishing clear boundaries between personal and business finances is essential for maintaining financial health and ensuring the long-term viability of the business.

e) Considerations for Financial Management:

- While maintaining separate budgets may require additional effort and discipline, it can provide valuable insights into the financial health of the business and support strategic decision-making.
- Implementing accounting software, setting up separate bank accounts, and consulting with financial professionals can help streamline budgeting processes and ensure compliance with financial regulations.

In summary, while the majority of respondents do not maintain separate budgets for personal and business expenses, a minority recognize the benefits of financial discipline and separation. Clear delineation between personal and business finances is essential for effective financial management and the long-term success of the business.

Table 4.37 Maintenance of separate budgets for personal and business expenses by respondents

Separation of Budgets	Number of Responses	Percentage
No	36	72%
Yes	13	26%
Not answered	1	2%

Source: Field survey

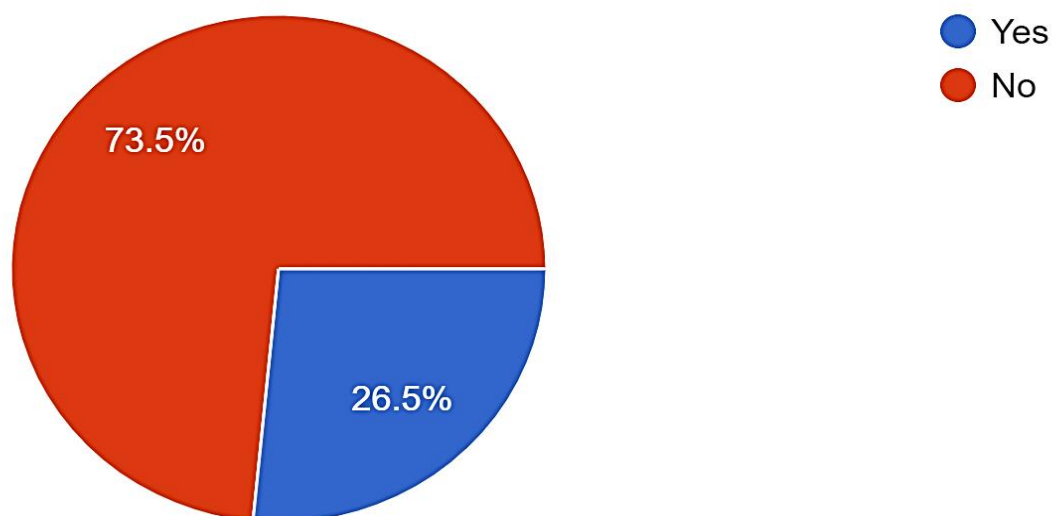


Fig 4.33 Pie chart representation of Maintenance of separate budgets for personal and business expenses

4.2.28 Comparison of Maintenance of separate budgets for personal and business expenses with years of experience of vendors

Given Observations are derived from Table and Figure provided below-

- a) 0-5 years:** The majority (60%) do not maintain separate budgets for personal and business expenses.
- b) 5-10 years:** The majority (80%) do not maintain separate budgets for personal and business expenses.
- c) 10-15 years:** The majority (81%) do not maintain separate budgets for personal and business expenses.
- d) 16 and above:** The majority (75%) do not maintain separate budgets for personal and business expenses.

Table 4.38 Comparison of Maintenance of separate budgets for personal and business expenses with years of experience of vendors

Years of Experience	No	Yes	Grand Total
0-5 years	9	6	15
5-10 years	4	1	5
10-15 years	17	4	21
16 and above	6	2	8
Grand Total	36	13	49

Source: Field survey

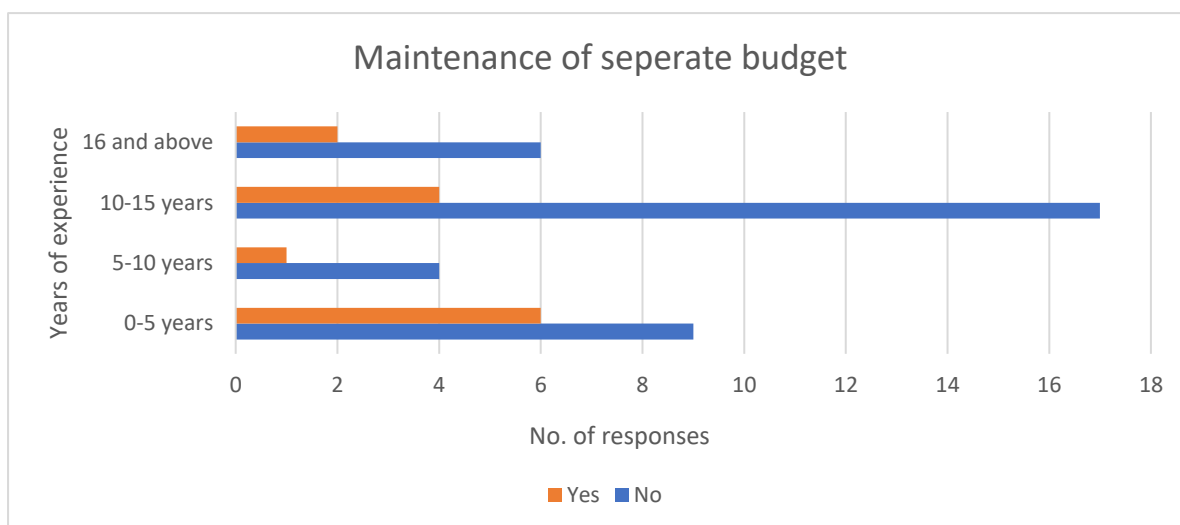


Fig 4.34 Comparison of Maintenance of separate budgets for personal and business expenses with years of experience of vendors

4.2.29 Frequency of challenges faced by respondents in managing business expenses within budget

Given Observations are derived from Table and Figure provided below-

a) Common Occurrence of Challenges:

- A significant number of respondents (26 out of 50) reported occasionally facing challenges in managing their business expenses within their budget.
- This suggests that encountering difficulties in budget management is a common occurrence among vegetable sellers, although it may not be a constant struggle.

b) Substantial Frequency of Challenges:

- A considerable portion of respondents (13 out of 50) reported frequently facing challenges in managing business expenses within their budget.
- These respondents may experience persistent difficulties in controlling costs, tracking expenditures, or aligning expenses with revenue, which can impact financial stability and profitability.

c) Minority Rarely Encounter Challenges:

- A smaller group of respondents (11 out of 50) reported rarely facing challenges in managing business expenses within their budget.
- These respondents may have implemented effective budgeting practices, maintained financial discipline, or operated in relatively stable market conditions, resulting in fewer instances of budgetary difficulties.

d) Importance of Effective Budget Management:

- Effective budget management is critical for ensuring the financial health and sustainability of the business.
- Challenges in managing expenses within the budget can lead to cash flow problems, accumulation of debt, missed opportunities, and ultimately, business failure.

e) Considerations for Addressing Challenges:

- Vegetable sellers facing challenges in budget management may benefit from implementing strategies such as creating detailed budgets, regularly monitoring expenses, identifying cost-saving opportunities, and seeking professional financial guidance.
- Proactive measures to improve budgeting practices can help mitigate financial risks, enhance operational efficiency, and support long-term business success.

In summary, while challenges in managing business expenses within the budget are common among vegetable sellers, the frequency and severity of these challenges vary among respondents. Implementing effective budgeting practices and addressing underlying financial issues are essential for overcoming challenges and maintaining financial stability in the business.

Table 4.39 Frequency of challenges faced by respondents in managing business expenses within budget

Frequency of Challenges	Number of Responses	Percentage
Occasionally	26	52%
Frequently	13	26%
Rarely	11	22%

Source: Field survey

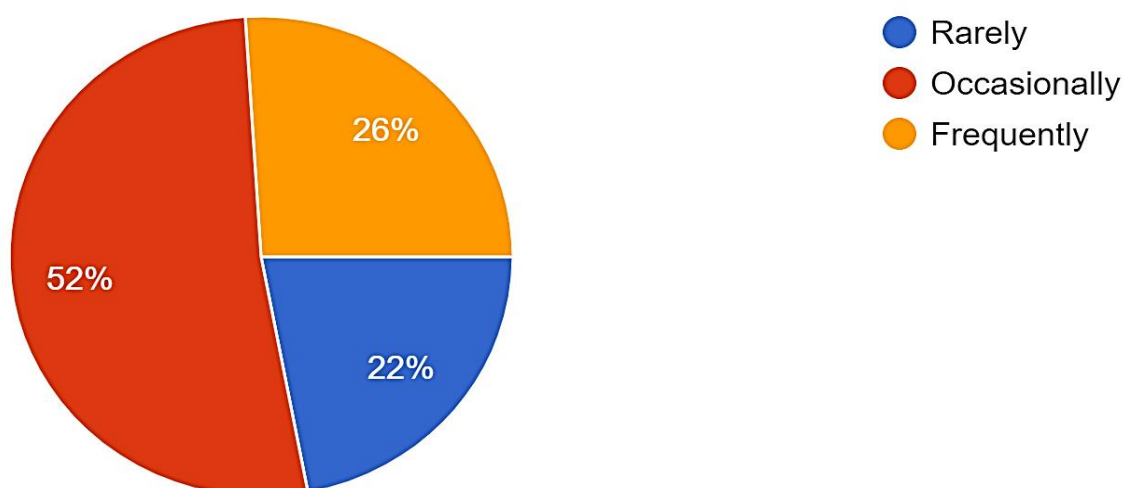


Fig 4.35 Pie chart representation of Frequency of challenges faced by respondents in managing business expenses within budget

4.2.30 Perception towards saving for business

Given Observations are derived from Table and Figure provided below-

a) Nearly Even Split:

- Respondent's allocation of income to savings or emergency funds for their business is nearly evenly divided, with 25 respondents indicating "No" and 24 respondents indicating "Yes."
- This suggests that there is no clear majority preference among vegetable sellers regarding the practice of setting aside income for savings or emergency purposes.

b) Significance of Savings:

- The responses indicate that while a significant portion of respondents do allocate some part of their income to savings or emergency funds, a comparable number do not.
- Saving for emergencies or future business needs is essential for financial resilience, risk management, and long-term sustainability.

c) Importance of Financial Preparedness:

- Allocating income to savings or emergency funds helps businesses mitigate unexpected financial challenges, such as equipment breakdowns, inventory shortages, or revenue fluctuations.
- Building a financial cushion enables businesses to weather downturns, seize opportunities for growth, and navigate uncertain market conditions more effectively.

d) Potential Barriers to Savings:

- Vegetable sellers who do not allocate income to savings or emergency funds may face barriers such as limited cash flow, competing financial priorities, or uncertainty about future business prospects.
- Overcoming these barriers requires proactive financial planning, disciplined budgeting, and a commitment to prioritizing savings despite short-term pressures.

e) Opportunities for Improvement:

- Vegetable sellers who do not currently allocate income to savings or emergency funds may benefit from reassessing their financial priorities, setting clear savings goals, and implementing strategies to build a financial safety net.
- Establishing savings habits early and consistently contributing to emergency funds can help businesses better withstand economic shocks and position themselves for long-term success.

In summary, while there is a relatively even split in respondents' practices regarding the allocation of income to savings or emergency funds for their business, recognizing the

importance of financial preparedness and prioritizing savings is critical for ensuring the resilience and sustainability of vegetable businesses.

Table 4.40 Perception towards saving for business

Allocation to Savings/Emergency Funds	Number of Responses	Percentage
No	25	50%
Yes	24	48%
Not answered	1	2%

Source: Field survey

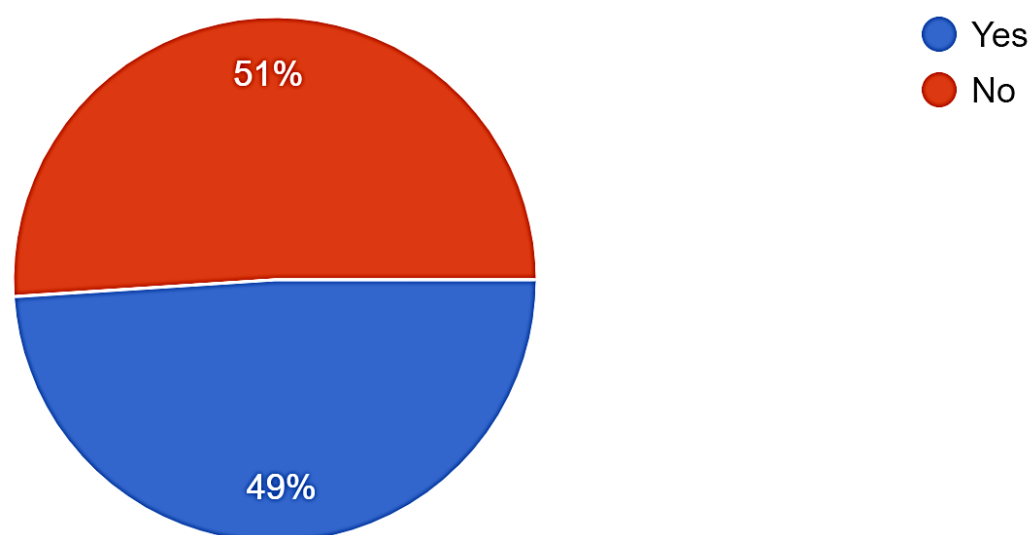


Fig 4.36 Pie chart representation of Perception towards saving for business

4.2.31 Access to financial assistance for supporting business

Given Observations are derived from Table and Figure provided below-

a) Limited Access to Financial Assistance or Loans:

- The majority of respondents (40 out of 50) reported that they have not accessed financial assistance or loans to support their vegetable vending business.

- This suggests that a significant portion of vegetable sellers operate without external financial support or funding.

b) Minority Have Accessed Financial Assistance or Loans:

- A smaller number of respondents (10 out of 50) indicated that they have accessed financial assistance or loans to support their business.
- These respondents may have sought external funding to invest in business expansion, purchase equipment, finance inventory, or manage cash flow during periods of growth or financial strain.

c) Potential Reasons for Limited Access:

- Vegetable sellers may face challenges in accessing financial assistance or loans due to factors such as limited credit history, insufficient collateral, perceived riskiness of the business, or reluctance from lenders to extend credit to small businesses.

d) Importance of Financial Resilience:

- While accessing financial assistance or loans can provide businesses with the capital needed to invest in growth opportunities or navigate financial challenges, it's essential for businesses to build financial resilience and explore alternative funding sources.
- Strategies such as bootstrapping, reinvesting profits, optimizing cash flow, and seeking support from community organizations or government programs can help vegetable sellers sustain and grow their businesses without relying heavily on external financing.

e) Considerations for Financial Planning:

- Vegetable sellers who have not accessed financial assistance or loans may benefit from periodically reviewing their business finances, exploring funding options, and developing a financial plan to support their growth objectives.
- Understanding the costs and benefits of different financing alternatives can help businesses make informed decisions and achieve their long-term financial goals.

In summary, while a majority of respondents have not accessed financial assistance or loans to support their vegetable vending business, recognizing the importance of financial resilience and exploring funding options can help businesses effectively manage their finances and achieve sustainable growth.

Table 4.41 Access to financial assistance for supporting business

Access to Financial Assistance or Loans	Number of Responses	Percentage
No	40	80%
Yes	10	20%

Source: Field survey

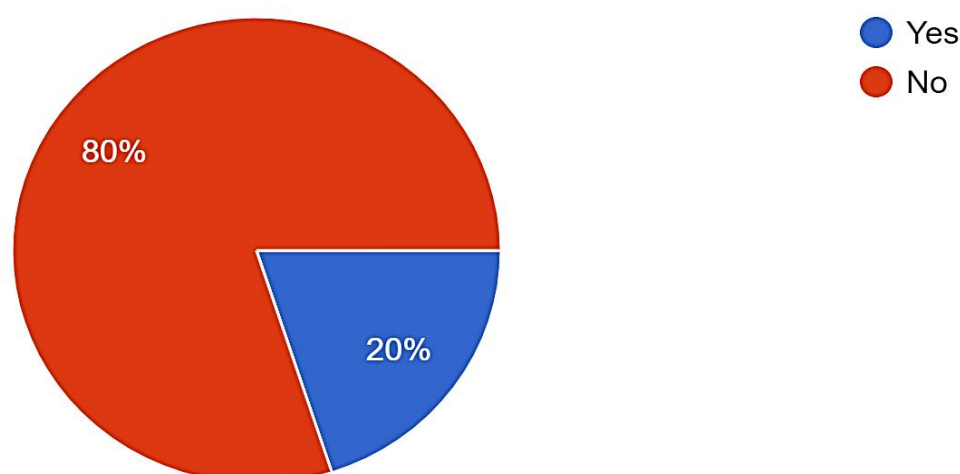


Fig 4.37 Pie chart representation of Access to financial assistance for supporting business

4.2.32 Satisfaction of respondents with Financial Assistance

Given Observations are derived from Table and Figure provided below-

a) Limited Satisfaction with Financial Assistance or Loan Arrangements:

- Among respondents who accessed financial assistance or loans for their vegetable vending business, only a minority expressed satisfaction with the arrangements.

- Specifically, 8 respondents reported being satisfied, representing a relatively small portion of the total respondents.

b) Prevalence of "Not Applicable" Responses:

- The majority of respondents (39 out of 50) indicated that the question about satisfaction with financial assistance or loan arrangements was not applicable to them.
- This suggests that a significant proportion of vegetable sellers either have not accessed external financing or did not have the opportunity to evaluate their satisfaction with the arrangements.

c) Possible Reasons for Limited Satisfaction:

- The relatively low satisfaction rate may stem from various factors such as high interest rates, stringent repayment terms, limited loan amounts, bureaucratic hurdles, or mismatch between financing needs and available options.
- Additionally, some respondents may have faced challenges with lenders' responsiveness, customer service, or transparency in the loan process, leading to dissatisfaction with the overall experience.

d) Considerations for Future Financing:

- For vegetable sellers considering accessing financial assistance or loans in the future, it's essential to thoroughly research and compare financing options, understand the terms and conditions, and assess the potential impact on their business operations and finances.
- Seeking recommendations from trusted advisors, exploring alternative funding sources, and negotiating favorable terms can help improve the likelihood of a satisfactory financing arrangement.

e) Opportunities for Improvement:

- Lenders and financial institutions can enhance their offerings by providing tailored financing solutions, streamlining application processes, offering competitive interest rates,

and prioritizing customer service to better meet the needs of small businesses like vegetable vendors.

In summary, while a minority of respondents expressed satisfaction with their financial assistance or loan arrangements, the majority either did not access external financing or did not provide feedback on their satisfaction. Addressing the factors contributing to limited satisfaction and improving the accessibility and suitability of financing options can help support the financial health and growth of vegetable vending businesses.

Table 4.42 Satisfaction of respondents with Financial Assistance

Satisfaction with Financial Assistance/Loans	Number of Responses	Percentage
Not Applicable	39	78%
Satisfied	8	16%
Neutral	3	6%

Source: Field survey

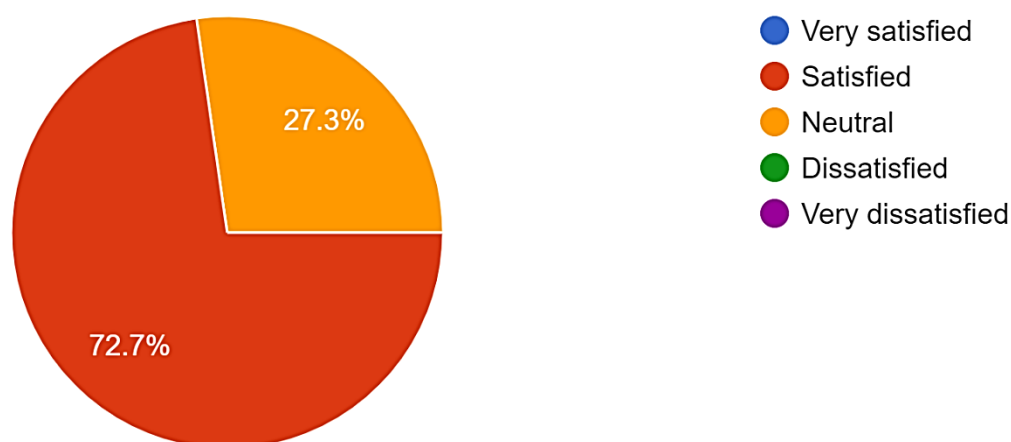


Fig 4.38 Pie chart representation of Satisfaction with Financial Assistance

4.2.33 Change in Income over the past year of respondents

Given Observations are derived from Table and Figure provided below-

a) Varied Changes in Income:

- Respondents reported diverse changes in their income from vegetable vending over the past year, with responses ranging from stable to both moderate and significant decreases or increases.

b) Stable Income for a Portion of Respondents:

- A significant portion of respondents (16 out of 50) reported that their income from vegetable vending remained stable over the past year.
- This suggests that despite potential challenges or fluctuations in the market, some vegetable vendors were able to maintain consistent earnings.

c) Moderate Changes in Income:

- An equal number of respondents (16 out of 50) reported experiencing moderate decreases in income from vegetable vending over the past year.
- Additionally, 11 respondents indicated moderate increases in their income, indicating a range of experiences among vegetable vendors.

d) Limited Instances of Significant Changes:

- A smaller number of respondents reported significant changes in their income from vegetable vending over the past year.
- Specifically, 5 respondents reported a significant decrease in income, while only 1 respondent reported a significant increase.

e) Potential Factors Influencing Income Changes:

- Changes in income from vegetable vending may be influenced by various factors, including market demand, competition, weather conditions, pricing strategies, supply chain disruptions, and shifts in consumer preferences.

- Respondents experiencing decreases in income may face challenges such as declining demand, increased competition, rising costs, or disruptions to supply chains, while those experiencing increases may benefit from factors such as growing demand, effective marketing strategies, or improved product offerings.

f) Importance of Adaptability and Resilience:

- Responding effectively to changes in income requires adaptability, resilience, and proactive strategies to address challenges and capitalize on opportunities.
- Vegetable vendors may need to continually assess market dynamics, refine their business strategies, and innovate to maintain or improve their income levels over time.

In summary, respondents reported a range of changes in their income from vegetable vending over the past year, with some experiencing stability, while others faced moderate or significant decreases or increases. Understanding the factors driving these changes and implementing appropriate strategies can help vegetable vendors navigate market dynamics and achieve sustainable income growth.

Table 4.43 Change in Income over the past year of respondents

Change in Income	Number of Responses	Percentage
Remained stable	16	32%
Decreased moderately	16	32%
Increased moderately	11	22%
Decreased significantly	5	10%
Increased significantly	1	2%
Not answered	1	2%

Source: Field survey

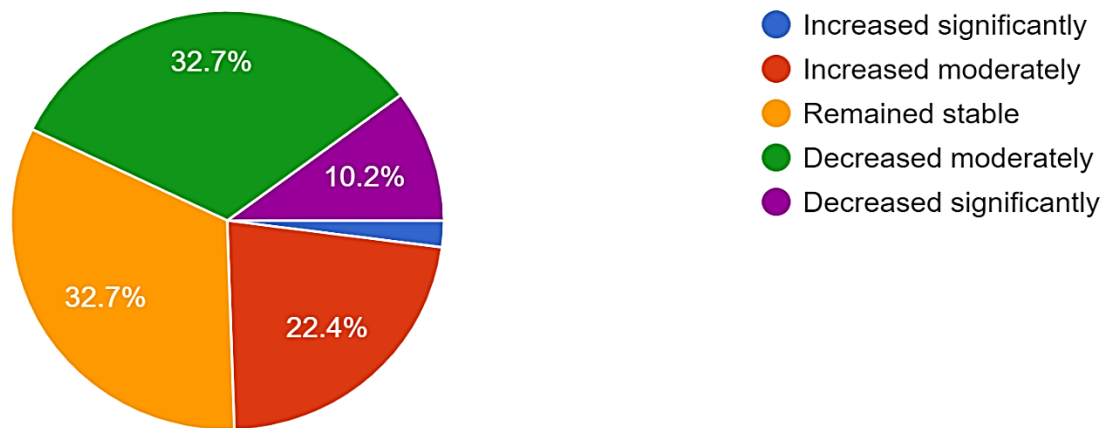


Fig 4.39 Pie chart representation of Change in Income over the past year

B) Conclusion of analysis of section 2-

From the data, we see that vegetable sellers offer a mix of veggies for both summer and winter seasons. They adjust their prices based on what the market is doing to stay competitive. When there's a lot of competition, they might lower prices or offer deals to attract customers. All sellers get their veggies from wholesalers and get new supplies every day. But they have different ways of getting veggies depending on the season.

Most sellers don't keep separate money for personal and business expenses, which can make it hard to manage money. Some of them struggle to keep their business expenses within their budget. Financially, most sellers saw a moderate drop in income over the past year. This shows that selling veggies can be up and down. It's important for sellers to plan their money carefully to keep their business going strong.

4.3 SECTION 3: UTILIZATION OF LEFTOVER VEGETABLE

A) Analysis of items under section 3-

4.3.1 Unsold vegetables of respondents

Given Observations are derived from Table and Figure provided below-

a) High Incidence of Unsold Vegetables:

- The majority of respondents (42 out of 50) reported that some of their vegetables remain unsold.
- This indicates a prevalent issue among vegetable vendors, where a significant portion of their produce is not sold within a given period.

b) Occasional Instances of Unsold Vegetables:

- A smaller number of respondents (7 out of 50) reported occasional instances where some of their vegetables remain unsold.
- While not as prevalent as the majority, these occasional occurrences still highlight the challenges vegetable vendors face in managing their inventory effectively.

c) Rare Absence of Unsold Vegetables:

- Only one respondent reported that none of their vegetables remain unsold.
- This suggests that while rare, it is possible for some vendors to efficiently manage their inventory to minimize waste and unsold produce.

d) Factors Contributing to Unsold Vegetables:

- Unsold vegetables can result from various factors such as overestimation of demand, spoilage due to poor storage or handling, inadequate marketing or promotion, pricing issues, or insufficient customer traffic.
- Understanding the root causes of unsold vegetables can help vendors implement strategies to minimize waste and optimize sales.

e) Strategies to Address Unsold Inventory:

- Vegetable vendors can implement several strategies to address unsold inventory, such as improving forecasting accuracy, diversifying product offerings, implementing dynamic pricing strategies, enhancing product presentation and packaging, donating surplus produce to food banks or charities, or exploring alternative sales channels such as online marketplaces or community-supported agriculture (CSA) programs.

f) Importance of Efficient Inventory Management:

- Efficient inventory management is crucial for vegetable vendors to minimize losses, maximize revenue, and maintain profitability.
- By closely monitoring sales trends, adjusting procurement and stocking levels accordingly, and proactively addressing issues contributing to unsold inventory, vendors can optimize their operations and enhance overall business performance.

In summary, the majority of respondents reported that some of their vegetables remain unsold, highlighting the importance of effective inventory management and sales strategies in the vegetable vending business. By identifying and addressing the root causes of unsold produce, vendors can minimize waste, improve profitability, and enhance customer satisfaction.

Table 4.44 Unsold vegetables of respondents

Unsold Vegetables	Number of Responses	Percentage
Yes	42	84%
Occasionally	7	14%
No	1	2%

Source: Field survey

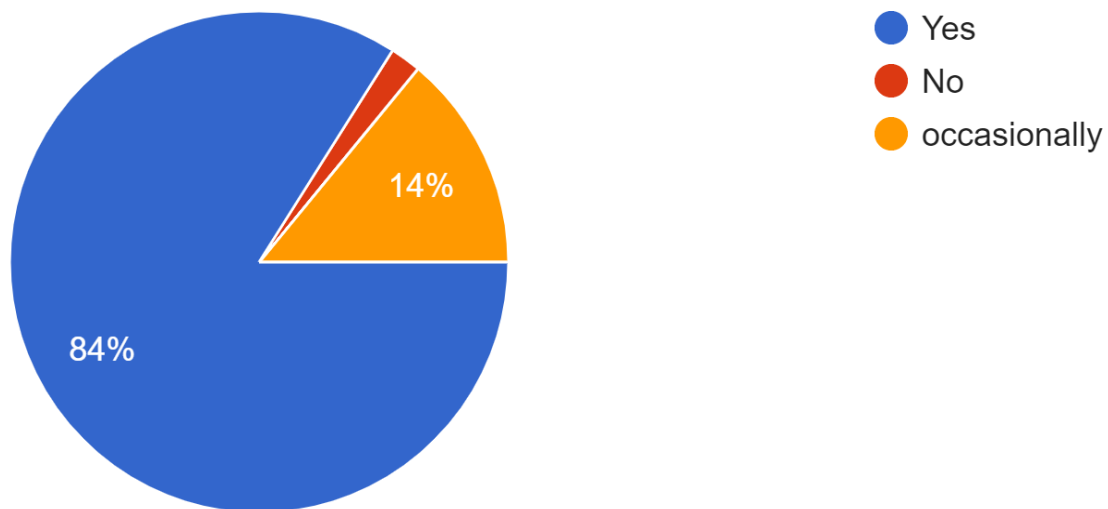


Fig 4.40 Pie chart representation of unsold vegetables of respondents

4.3.2 Frequency of unsold vegetables of respondents

Given Observations are derived from Table and Figure provided below-

a) High Frequency of Unsold Vegetables:

- Among respondents who indicated that their vegetables remain unsold occasionally, the majority (41 out of 50) reported that this occurs on a daily basis.
- This indicates a prevalent issue where unsold vegetables are a frequent occurrence for many vegetable vendors, impacting their daily operations and potentially leading to financial losses.

b) Occasional Weekly Unsold Vegetables:

- A smaller number of respondents (2 out of 50) reported that their vegetables remain unsold once a week.
- Additionally, 6 respondents reported that unsold vegetables occur several times a week, indicating a higher frequency than once a week but less than daily.

c) Rare Absence of Unsold Vegetables:

- Only one respondent reported that their vegetables never remain unsold, suggesting that effective inventory management or sales strategies are in place to minimize waste and optimize sales.

d) Challenges of Managing Unsold Inventory:

- Daily occurrences of unsold vegetables can pose significant challenges for vegetable vendors, including increased waste, reduced profitability, and potential negative impacts on product quality and customer satisfaction.
- Addressing these challenges requires proactive inventory management, accurate demand forecasting, strategic pricing and promotions, and effective marketing to stimulate demand and minimize unsold inventory.

e) Opportunities for Improvement:

- Vegetable vendors experiencing frequent occurrences of unsold vegetables may benefit from reviewing their sales and inventory data, identifying trends and patterns, and implementing targeted strategies to reduce waste and improve sales performance.
- Exploring opportunities to collaborate with other businesses or organizations, such as food banks or local community groups, to redistribute surplus produce can also help minimize waste and contribute to social responsibility initiatives.

In summary, for vegetable vendors who experience occasional instances of unsold vegetables, the majority face this challenge daily, underscoring the need for effective inventory management and sales optimization strategies to mitigate waste and maximize profitability. Addressing the root causes of unsold inventory and implementing proactive measures can help vendors minimize losses and enhance overall business performance.

Table 4.45 Frequency of unsold vegetables of respondents

Frequency of Unsold Vegetables	Number of Responses	Percentage
Daily	41	82%
Several times a week	6	12%
Once a week	2	4%
Never	1	2%

Source: Field survey

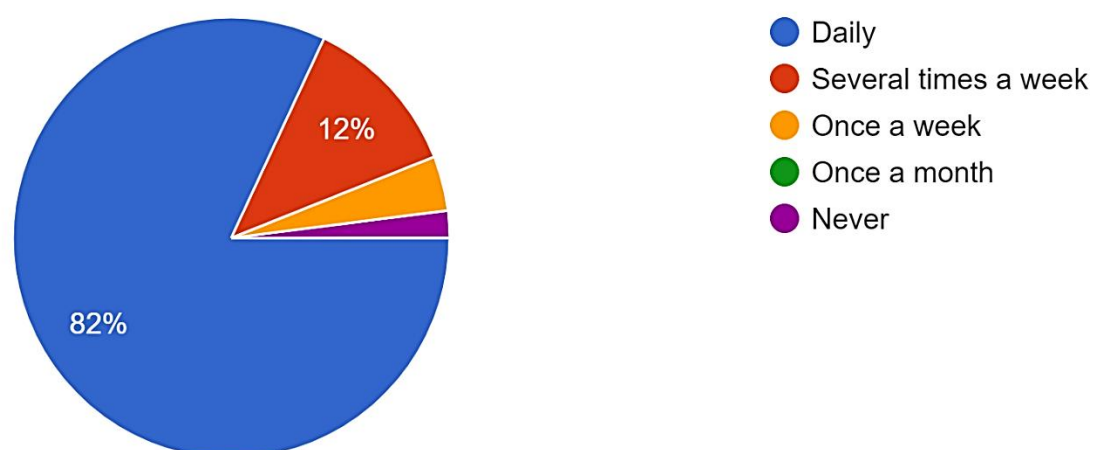


Fig 4.41 Pie chart representation of the frequency of unsold vegetables

4.3.3 Quantity (in kg) of leftover vegetables

Given Observations are derived from Table and Figure provided below-

a) Prevalence of Excess Leftover Vegetables:

- Most respondents (24 out of 50) reported having more than 10 kg of leftover vegetables.
- This indicates that a significant portion of vegetable vendors consistently have excess inventory that remains unsold at the end of their vending period.

b) Substantial Quantity of Leftover Vegetables:

- Additionally, a considerable number of respondents (21 out of 50) reported having between 5 to 10 kg of leftover vegetables.
- These respondents also face challenges in managing excess inventory, although to a slightly lesser extent compared to those with more than 10 kg leftover.

c) Minority with Less Leftover Vegetables:

- A smaller number of respondents (4 out of 50) reported having less than 5 kg of leftover vegetables.
- These respondents may have more effective inventory management practices in place or operate in markets with higher demand relative to supply.

d) Importance of Addressing Excess Inventory:

- Excess leftover vegetables can lead to financial losses, as well as potential issues related to food waste and product quality.
- Vegetable vendors should implement strategies to minimize excess inventory, such as accurately forecasting demand, adjusting procurement quantities accordingly, diversifying product offerings, and implementing promotions to stimulate sales.

e) Opportunities for Improvement:

- Vegetable vendors with substantial quantities of leftover vegetables may benefit from analysing sales data, identifying patterns and trends, and implementing targeted strategies to reduce excess inventory.
- Exploring alternative distribution channels, such as selling surplus produce to restaurants, food processors, or food banks, can also help minimize waste and generate additional revenue.

f) Continuous Monitoring and Adjustment:

- Managing leftover vegetables requires ongoing monitoring and adjustment of inventory levels based on market demand, seasonal trends, and other factors influencing sales.

- By actively managing inventory and minimizing excess, vegetable vendors can improve profitability, reduce waste, and enhance overall business sustainability.

In summary, most vegetable vendors reported having excess leftover vegetables, highlighting the importance of effective inventory management practices to minimize waste and optimize sales. Addressing excess inventory requires proactive strategies and continuous monitoring to align procurement with demand and maximize profitability.

Table 4.46 Quantity of leftover vegetables of respondents

Quantity of Leftover Vegetables	Number of Responses
More than 10 kg	24
Between 5 to 10 kg	21
Less than 5 kg	4
Not answered	1

Source: Field survey

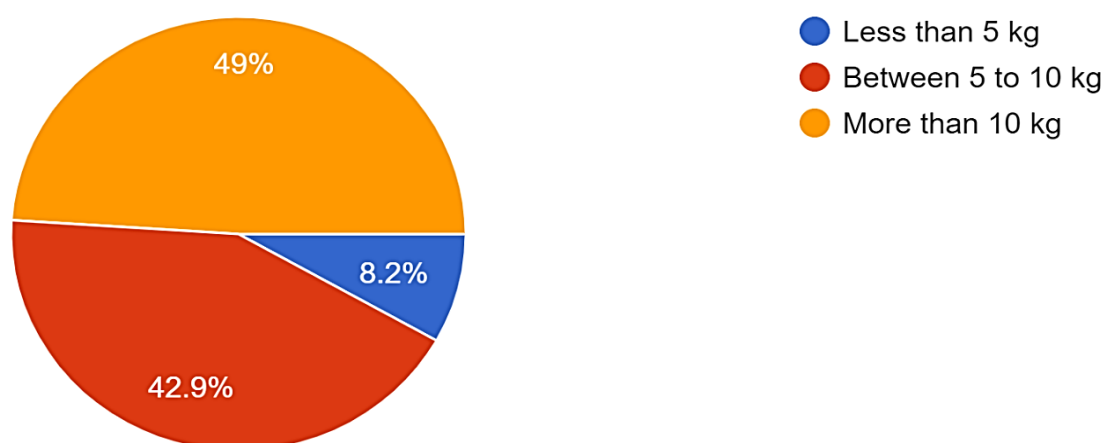


Fig 4.42 Pie chart representation of Quantity of leftover vegetables

4.3.4 Quantity of Leftover Vegetables Compared to Sales of respondents

Given Observations are derived from Table and Figure provided below-

a) Majority Experience Less Leftover Vegetables Than Sales:

- Most respondents (40 out of 50) reported that the quantity of leftover vegetables is not more than what they sell.
- This indicates that for most vegetable vendors, the quantity of vegetables sold typically exceeds the quantity of leftover vegetables, suggesting efficient inventory management or accurate sales forecasting.

b) Occasional Excess Leftover Vegetables:

- A smaller portion of respondents (7 out of 50) reported that sometimes the quantity of leftover vegetables exceeds what they sell.
- These respondents may experience occasional challenges in aligning inventory levels with fluctuating demand or may face specific factors contributing to excess leftover vegetables on certain occasions.

c) Minority Experience More Leftover Vegetables Than Sales:

- A minority of respondents (2 out of 50) reported that the quantity of leftover vegetables is indeed more than what they sell.
- This indicates a significant discrepancy between sales and inventory management practices for these respondents, potentially leading to financial losses and food waste.

d) Importance of Efficient Inventory Management:

- Efficient inventory management is critical for vegetable vendors to minimize waste, optimize sales, and maintain profitability.
- By accurately forecasting demand, adjusting procurement quantities, diversifying product offerings, and implementing promotions or discounts to stimulate sales, vendors can better align inventory levels with actual sales.

e) Continuous Improvement and Adjustment:

- Vegetable vendors should continuously monitor sales trends, analyze inventory turnover rates, and adjust procurement and stocking practices to optimize inventory levels and minimize excess.

f) Addressing Excess Leftover Vegetables:

- Vendors experiencing excess leftover vegetables should evaluate the root causes and implement strategies to address the issue, such as refining sales forecasting methods, improving product quality or presentation, exploring alternative distribution channels, or collaborating with local organizations to donate surplus produce.

In summary, while most respondents reported that the quantity of leftover vegetables is not more than what they sell, a portion still experiences occasional or consistent challenges with excess inventory. Implementing effective inventory management practices and proactive strategies can help vegetable vendors minimize waste, optimize sales, and improve overall business performance.

Table 4.47 Quantity of Leftover Vegetables Compared to Sales of respondents

Quantity of Leftover Vegetables Compared to Sales	Number of Responses	Percentage
No	40	80%
Sometimes	7	14%
Yes	2	4%
Not answered	1	2%

Source: Field survey

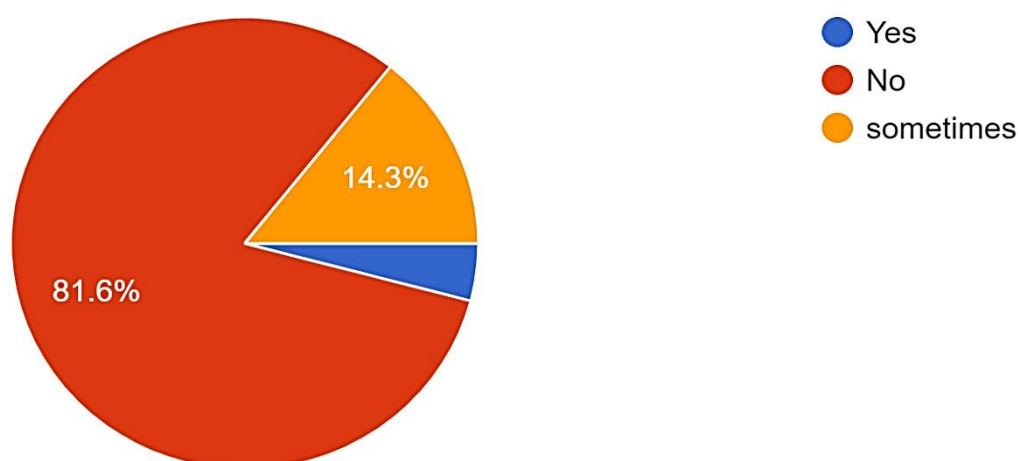


Fig 4.43 Pie chart representation of Quantity of Leftover Vegetables Compared to Sales

4.3.5 Reasons for Excess Leftover Vegetables of respondents

Given Observations are derived from Table and Figure provided below-

a) Predominantly Not Applicable:

- Most respondents (44 out of 50) indicated that the question about the reason for excess leftover vegetables being more than what they sell was not applicable to them.
- This suggests that for most vegetable vendors, the quantity of leftover vegetables does not exceed what they sell due to reasons specified in the survey.

b) Limited Number of Responses Related to Demand:

- A small portion of respondents (6 out of 50) attributed the excess leftover vegetables to the demand for the vegetables.
- These respondents may experience challenges in accurately gauging customer demand or aligning inventory levels with fluctuating market trends, leading to an imbalance between supply and demand.

c) Potential Factors Influencing Excess Leftover Vegetables:

- While demand for vegetables can certainly impact the quantity of leftover inventory, other factors such as inaccurate sales forecasting, overstocking, limited shelf life, pricing strategies, and insufficient marketing efforts may also contribute to excess leftover vegetables.

d) Opportunities for Improvement:

- Vegetable vendors experiencing challenges with excess leftover vegetables should evaluate their inventory management practices, sales forecasting methods, and marketing strategies to better align supply with demand.
- Implementing techniques such as dynamic pricing, product bundling, promotional offers, and inventory optimization tools can help vendors more effectively manage their inventory and minimize waste.

e) Continuous Monitoring and Adjustment:

- Respondents should continually monitor sales trends, analyse inventory turnover rates, and adjust procurement and stocking practices to optimize inventory levels and minimize excess.
- Regularly seeking feedback from customers, analysing sales data, and adapting strategies accordingly can help vendors improve their sales performance and reduce the quantity of leftover vegetables.

In summary, while a small number of respondents attributed excess leftover vegetables to demand, the majority indicated that the question was not applicable to them. Addressing challenges related to excess inventory requires a comprehensive approach that considers various factors influencing sales and inventory management. By implementing proactive strategies and continuously refining their practices, vegetable vendors can optimize their operations and improve overall business performance.

Table 4.48 Reasons for Excess Leftover Vegetables of respondents

Reasons for Excess Leftover Vegetables	Number of Responses	Percentage
Not Applicable	44	88%
Demand of the vegetables	6	12%

Source: Field survey

4.3.6 Disposal method of leftover vegetables by respondents

Given Observations are derived from Table and Figure provided below-

a) Retention for Future Use:

- Most respondents (45 out of 50) indicated that they keep their leftover vegetables for the next day.
- This suggests that most vegetable vendors prefer to retain excess inventory for potential future sales rather than disposing of it immediately.

b) Donation or Distribution:

- A small number of respondents (1 out of 50) reported providing or distributing their leftover vegetables to entities such as charities or local communities.
- This charitable practice demonstrates a commitment to reducing food waste and supporting those in need within the community.

c) Feeding Domestic Animals:

- Three respondents (3 out of 50) indicated that they give their leftover vegetables to domestic animals, such as cows.
- This practice allows vendors to repurpose surplus produce as animal feed, contributing to sustainability efforts and minimizing waste.

d) Potential Strategies for Excess Inventory:

- Retaining leftover vegetables for the next day is a common practice among vegetable vendors, providing them with the opportunity to sell unsold inventory and recoup potential losses.
- However, vendors may also consider diversifying their disposal methods, such as donating surplus produce to food banks or shelters, composting organic waste, or exploring partnerships with local businesses or organizations to repurpose excess inventory.

e) Importance of Waste Reduction:

- Addressing excess inventory and minimizing waste is essential for vegetable vendors to optimize profitability, reduce environmental impact, and support community initiatives.
- By implementing sustainable practices and actively seeking solutions for surplus produce, vendors can contribute to a more efficient and responsible food system.

In summary, while most respondents retain their leftover vegetables for the next day, there are alternative disposal methods such as donation, distribution, or feeding domestic animals that can help minimize waste and support community welfare efforts. Vegetable vendors should consider adopting a holistic approach to surplus management that balances economic considerations with environmental and social responsibility.

Table 4.49 Disposal method of leftover vegetables by respondents

Disposal Method	Number of Responses	Percentage
Keep for the next day	45	90%
Give it to domestic animals (cows, etc.)	3	6%
Provide/distribute it to entities (charities, etc.)	1	2%
Not answered	1	2%

Source: Field survey

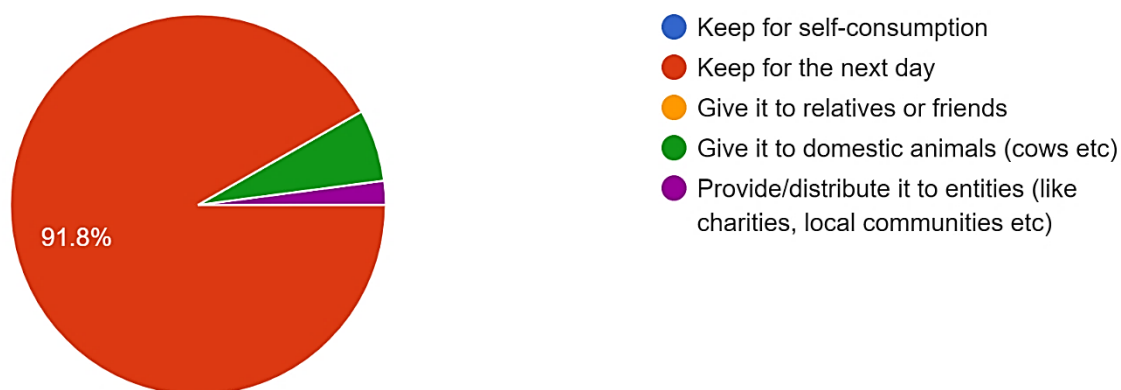


Fig4.44 Pie chart representation of Disposal method of leftover vegetables by respondents

4.3.7 Distribution of vegetables for free by respondents

Given Observations are derived from Table and Figure provided below-

a) Free Distribution:

- The respondent who provided vegetables to charities or local communities confirmed that they distribute the vegetables for free.
- This indicates a charitable practice of providing surplus produce to those in need without charge, aligning with philanthropic efforts to address food insecurity and support vulnerable populations.

b) Limited Responses:

- Since only one respondent selected the option to provide vegetables to charities, the majority of respondents (49 out of 50) did not distribute vegetables in this manner, making the question of free distribution not applicable to them.

c) Importance of Charitable Initiatives:

- Offering surplus vegetables to charities or local communities for free can have significant positive impacts, including reducing food waste, alleviating hunger, and fostering community goodwill.
- Vegetable vendors interested in supporting charitable initiatives may consider establishing partnerships with local organizations, donating excess inventory regularly, or participating in community outreach programs to address food insecurity effectively.

In summary, while most respondents did not distribute vegetables to charities or local communities, the one respondent who did confirmed that they distribute the vegetables for free, reflecting a commitment to supporting those in need and contributing to social welfare efforts.

Table 4.50 Distribution of vegetables for free by respondents

Distribution Method	Number of Responses	Percentage
Yes	1	2%
Not Applicable	49	98%

Source: Field survey

4.3.8 Earning for respondents from distribution

Given Observations are derived from Table and Figure provided below-

a) Lack of Earnings from Distribution:

- None of the respondents reported earnings from the distribution of vegetables to charities or local communities.
- This suggests that the respondents who do not distribute vegetables for free also do not derive any financial benefit from such distributions.

b) Absence of Monetary Transactions:

- The absence of earnings from distribution reflects a charitable or altruistic approach among respondents who provide surplus vegetables to charities or local communities.
- Rather than seeking financial gain, these respondents prioritize social welfare and community support through their actions.

Table 4.51 Earning for respondents from distribution

Earnings from Distribution	Number of Responses	Percentage
Not Applicable	50	100%

Source: Field survey

4.3.9 Respondents having more earnings from distribution

Given Observations are derived from Table and Figure provided below-

a) Consistency in Responses:

- All respondents (50 out of 50) indicated that the question regarding earning from distribution being more than actual earning is not applicable to them.
- This uniform response suggests that none of the respondents derive their primary income from distributing vegetables or engage in activities where such a comparison would be relevant.

b) Nature of Business Operations:

- The not applicable response indicates that respondents' primary sources of income are not related to distributing vegetables or other activities where earnings from distribution could surpass actual earnings.
- It implies that respondents' earnings are predominantly derived from other sources or aspects of their businesses.

Table 4.52 Respondents having more earnings from distribution

Response	Number of Responses	Percentage
Not Applicable	50	100%

Source: Field survey

4.3.10 Days vegetables last for vendors before becoming non-consumable

Given Observations are derived from Table and Figure provided below-

a) Variability in Perceived Freshness:

- Respondents provided a range of estimates for the duration up to which a bunch of vegetables remains consumable, indicating variability in their perceptions of freshness and shelf life.

b) Majority within 1-3 Days:

- Most respondents (47 out of 50) estimated that a bunch of vegetables can last up to 1-3 days before becoming non-consumable.
- This suggests a common understanding among respondents that vegetables have a relatively short shelf life and should be consumed promptly to maintain freshness and quality.

c) Few Responses for Longer Durations:

- A smaller number of respondents (16 out of 50) estimated that vegetables can last beyond 3 days, with 13 respondents suggesting a duration of 3-4 days and 3 respondents indicating more than 4 days.
- These responses may reflect differences in storage conditions, vegetable varieties, and individual experiences with vegetable spoilage.

d) Factors Influencing Shelf Life:

- The shelf life of vegetables can vary based on factors such as temperature, humidity, handling practices, and specific vegetable types.
- Proper storage techniques, such as refrigeration, humidity control, and avoiding bruising or damage, can help extend the shelf life of vegetables and minimize waste.

e) Importance of Timely Consumption:

- Given the relatively short shelf life of vegetables, consumers, including vegetable vendors, should prioritize timely consumption and rotation of inventory to minimize spoilage and maximize freshness.
- Monitoring inventory levels, rotating stock based on expiration dates, and implementing first-in-first-out (FIFO) practices can help optimize inventory management and reduce food waste.

In summary, respondents provided varying estimates for the duration up to which a bunch of vegetables can last before becoming non-consumable, with the majority indicating a range of 1-3 days. Understanding factors influencing vegetable shelf life and implementing appropriate storage and handling practices are essential for maintaining freshness and minimizing waste in the vegetable vending business.

Table 4.53 Days vegetables last for vendors before becoming non-consumable

Duration (in days)	Number of Responses	Percentage
1-2	19	38%
2-3	15	30%
3-4	13	26%
More than 4	3	6%

Source: Field survey

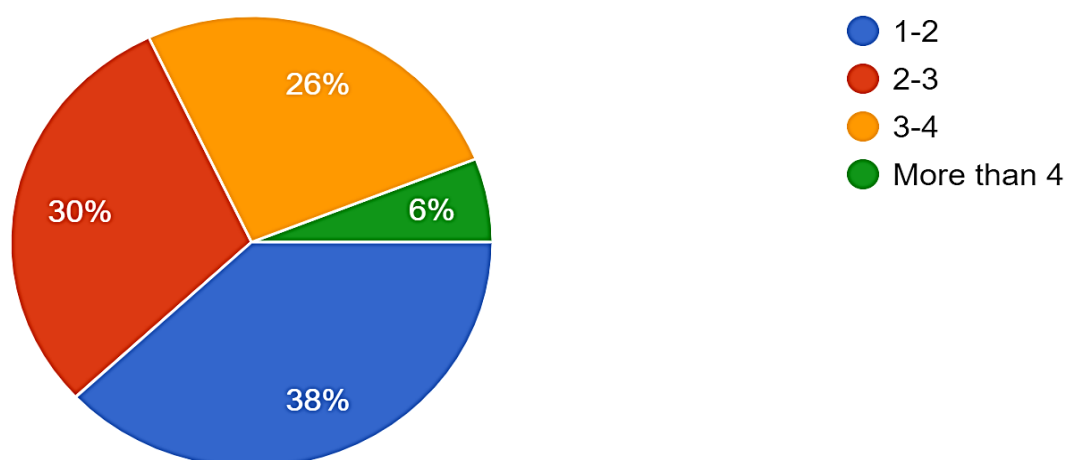


Fig 4.45 Pie chart representation of Days vegetables last for vendors before becoming non consumable

4.3.11 Disposal method of non-consumable vegetables

Given Observations are derived from Table and Figure provided below-

a) Disposal Methods:

- The majority of respondents (41 out of 50) reported that they throw away non-consumable vegetables, indicating that these vegetables are discarded as waste.
- Eight respondents (8 out of 50) mentioned feeding non-consumable vegetables to animals, such as livestock or pets, as an alternative disposal method.
- One respondent (1 out of 50) indicated that the question was not applicable to them, suggesting that they may not encounter non-consumable vegetables in their business operations.

b) Waste Management Practices:

- The predominant method of disposing of non-consumable vegetables is throwing them away, which contributes to food waste and environmental concerns.
- Feeding non-consumable vegetables to animals provides an alternative disposal option, allowing for repurposing of food waste and potentially reducing disposal costs.

c) Potential Considerations:

- Vegetable vendors may explore additional strategies for managing non-consumable vegetables, such as composting, recycling, or donating to organizations that can utilize them for alternative purposes, such as food banks or composting facilities.
- Implementing waste reduction measures and adopting sustainable practices can help minimize the environmental impact of vegetable waste and contribute to overall business sustainability.

d) Education and Awareness:

- Providing education and resources on proper waste management practices, including strategies for reducing food waste and maximizing resource utilization, can empower

vegetable vendors to make informed decisions and adopt more sustainable approaches to waste disposal.

In summary, while the majority of respondents dispose of non-consumable vegetables by throwing them away, there are alternative disposal methods such as feeding to animals that can help mitigate food waste and environmental impact. Encouraging responsible waste management practices and exploring innovative solutions for utilizing food waste can contribute to more sustainable operations within the vegetable vending industry.

Table 4.54 Disposal method of non-consumable vegetables

Disposal Method	Number of Responses	Percentage
Throw away	41	82%
Feed to animals	8	16%
Not Applicable	1	2%

Source: Field survey

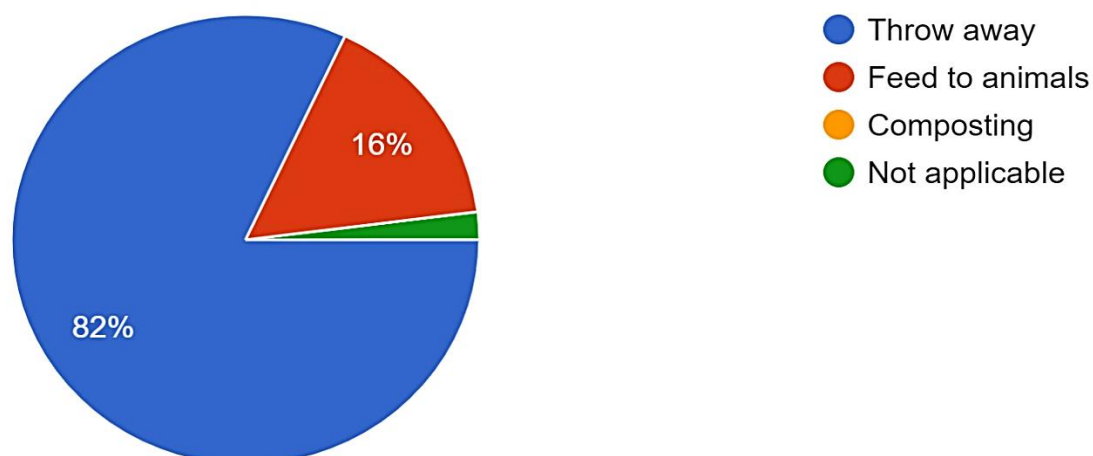


Fig 4.46 Pie chart representation of Disposal method of non-consumable vegetables

B) Conclusion of Analysis of Section 3-

In summary, the major findings highlight the importance of effective inventory management and strategic marketing in the vegetable vending business. Sellers face challenges such as unsold inventory, out-of-stock issues, and excess leftovers, but they can address these through better forecasting, diversification of sales channels, and proper disposal methods. Prioritizing smart inventory control and marketing strategies can reduce waste, increase profitability, and enhance customer satisfaction. Additionally, while some sellers donate excess produce to charities, most do not derive income from this practice, indicating a philanthropic approach. Overall, improving inventory management practices and waste reduction efforts are crucial for the sustainability and success of vegetable vendors.

4.4 SECTION 4: CHALLENGES

A) Analysis of items under section 4-

❖ Rate the following challenges faced by vegetable vendors

4.4.1 Sourcing and Inventory

Given Observations are derived from Table and Figure provided below-

- a) The vast majority of respondents (48 out of 50) indicated that sourcing and inventory management are not challenges for vegetable vendors, suggesting they are generally able to efficiently manage their supply chain and stock levels.
- b) Only one respondent reported a slight challenge in this area, while another noted a very significant challenge. These outliers could indicate specific circumstances or unique challenges faced by those particular vendors, such as limited access to certain vegetables or difficulties in managing perishable inventory.
- c) Overall, the data suggests that sourcing and inventory management are not widespread issues for vegetable vendors, but there may be isolated cases where improvements or adjustments could be beneficial.

Table 4.55 Rating scale of challenge- Sourcing and Inventory

Sourcing and Inventory	Number of Responses	Percentage
Not at all	48	96%
Slightly	1	2%
Moderately	0	0%
Significantly	0	0%
Very significantly	1	2%

Source: Field survey

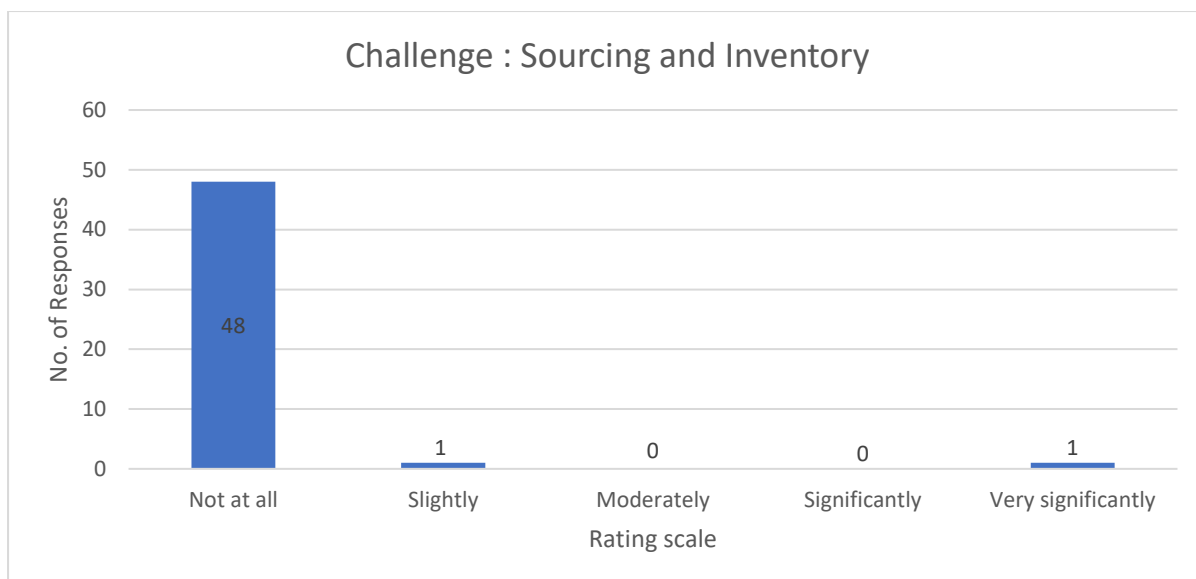


Fig 4.47 Bar graph representation of challenge- Sourcing and Inventory

4.4.2 Fluctuations in Market Prices

Given Observations are derived from Table and Figure provided below-

- a)** Only a small minority of respondents (3 out of 50) indicated that fluctuations in market prices are not a challenge for vegetable vendors, suggesting that most vendors are impacted to some degree by price changes.
- b)** Most respondents reported varying levels of challenge in dealing with market price fluctuations, with the highest number of responses falling into the "moderately" category (22 out of 50).
- c)** A significant portion of respondents (15 out of 50) indicated that market price fluctuations are a significant challenge, highlighting the impact of price volatility on the profitability and stability of vegetable vendors' businesses.
- d)** One respondent reported that market price fluctuations are a very significant challenge, indicating a particularly severe impact on their operations.

Table 4.56 Rating scale of challenge- Fluctuations in Market prices

Fluctuations in Market Prices	Number of Responses	Percentage
Not at all	3	6%
Slightly	9	18%
Moderately	22	44%
Significantly	15	30%
Very significantly	1	2%

Source: Field survey

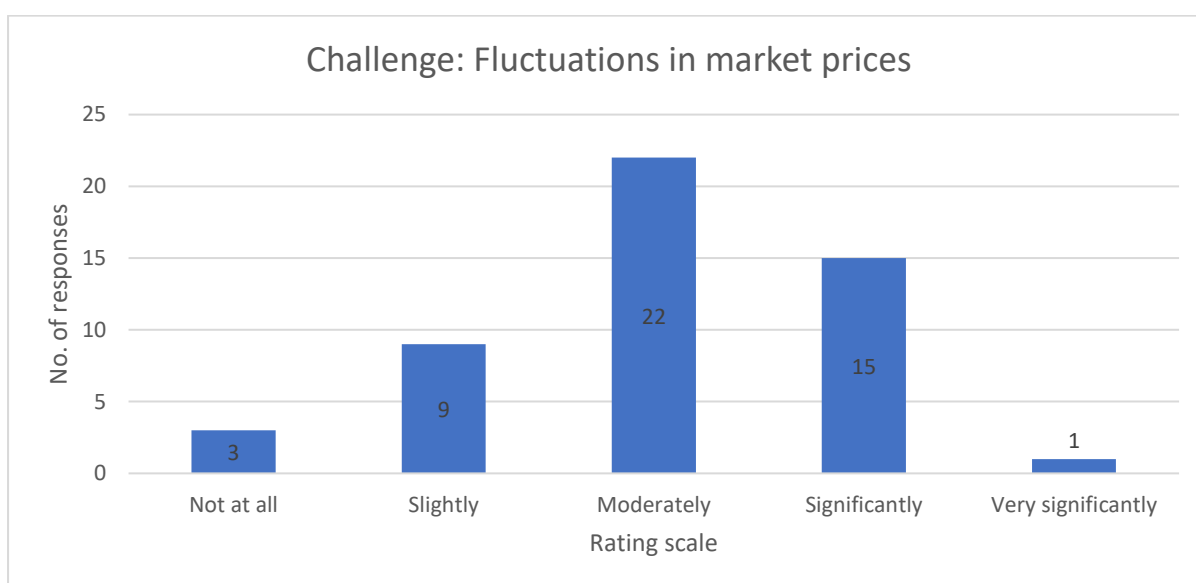


Fig 4.48 Bar graph representation of challenge- Fluctuations in Market prices

4.4.3 Spoilage and Wastage of produce

Given Observations are derived from Table and Figure provided below-

- Only a small minority of respondents (2 out of 50) indicated that spoilage and wastage of produce are not challenges for vegetable vendors, suggesting that this issue affects the majority of vendors to some extent.
- None of the respondents reported a slight challenge in this area, indicating that spoilage and wastage are generally perceived as significant rather than minor problems.

- c) The highest number of responses fell into the "significantly" category, with 24 out of 50 respondents indicating that spoilage and wastage are a significant challenge for vegetable vendors. This suggests that managing produce spoilage is a common concern.
- d) Additionally, a considerable number of respondents (9 out of 50) reported that spoilage and wastage of produce are very significant challenges, highlighting the severity of this issue for some vendors.

Table 4.57 Rating scale of challenge- Spoilage and wastage of produce

Spoilage and Wastage of Produce	Number of Responses	Percentage
Not at all	2	4%
Slightly	0	0%
Moderately	15	30%
Significantly	24	48%
Very significantly	9	18%

Source: Field survey

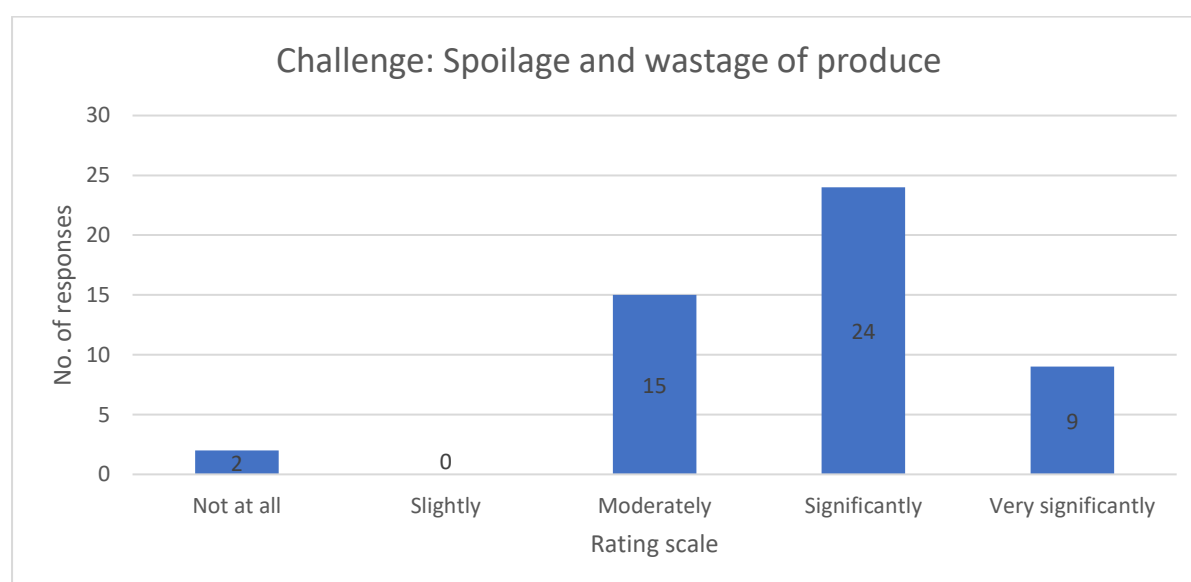


Fig 4.49 Bar graph representation of challenge- Spoilage and wastage of produce

4.4.4 Difficulties with Storage

Given Observations are derived from Table and Figure provided below-

- a) A significant portion of respondents (16 out of 50) indicated that difficulties with storage are not challenges for vegetable vendors, suggesting that a sizable proportion of vendors have adequate storage solutions in place.
- b) However, most respondents reported some level of difficulty with storage, with responses distributed across the "slightly," "moderately," "significantly," and "very significantly" categories.
- c) The highest number of responses fell into the "moderately" category, indicating that for many vendors, storage poses a moderate challenge.
- d) While fewer respondents reported storage difficulties as significant or very significant challenges, these responses still highlight the importance of effective storage solutions for vegetable vendors to maintain the quality and freshness of their produce.

Table 4.58 Rating scale of challenge- Difficulties with storage

Difficulties with Storage	Number of Responses	Percentage
Not at all	16	32%
Slightly	12	24%
Moderately	14	28%
Significantly	6	12%
Very significantly	2	4%

Source: Field survey

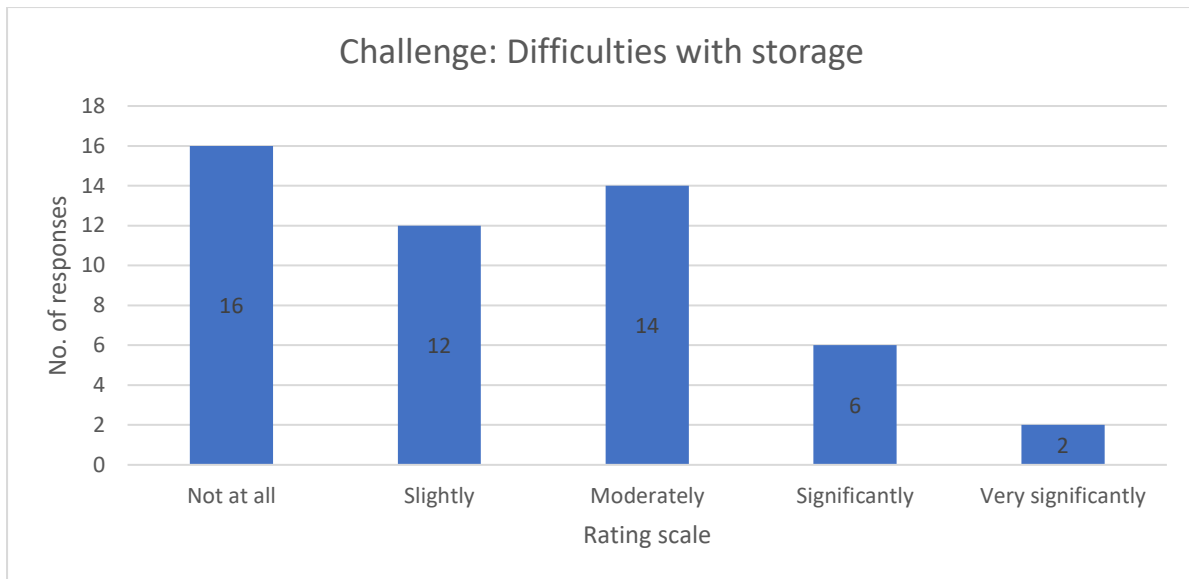


Fig 4.50 Bar graph representation of challenge- Difficulties with storage

4.4.5 Difficulties with Transport

Given Observations are derived from Table and Figure provided below-

- a)** The overwhelming majority of respondents (43 out of 50) indicated that difficulties with transport are not challenges for vegetable vendors, suggesting that most vendors have reliable transportation methods in place.
- b)** Only a minority of respondents (7 out of 50) reported slight difficulties with transport. This suggests that while transport issues may occasionally arise, they are generally not significant impediments to the operations of vegetable vendors.
- c)** No respondents reported moderate, significant, or very significant challenges with transport, indicating that transportation-related challenges are relatively rare among vegetable vendors, at least among the surveyed group.

Table 4.59 Rating scale of challenge- Difficulties with transport

Difficulties with Transport	Number of Responses	Percentage
Not at all	43	86%
Slightly	7	14%
Moderately	0	0%
Significantly	0	0%
Very significantly	0	0%

Source: Field survey

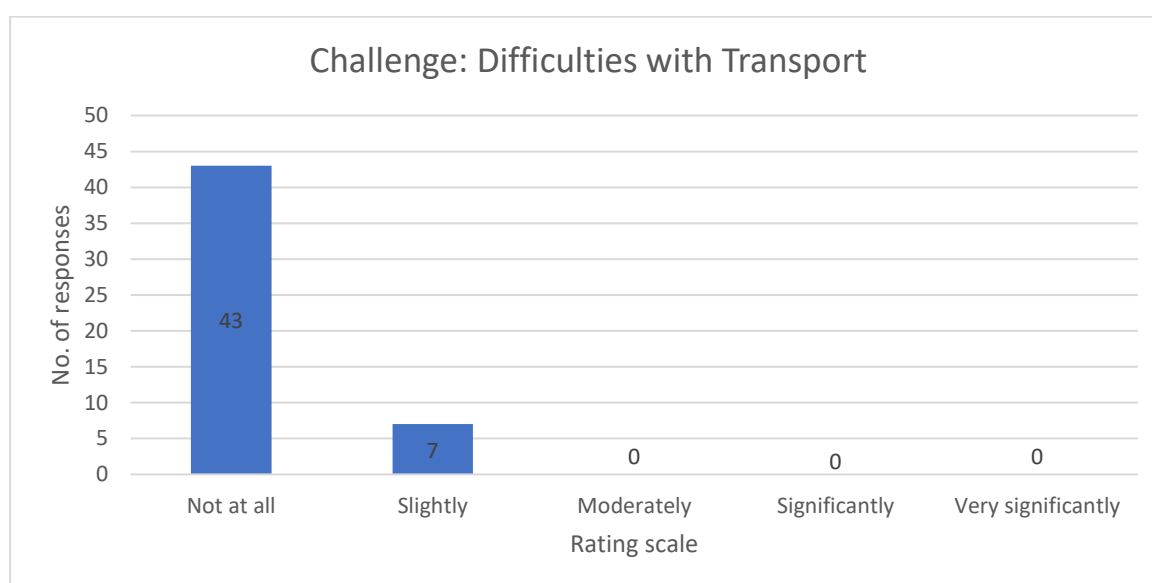


Fig 4.51 Bar graph representation of challenge- Difficulties with transport

4.4.6 Unpredictable customer demand

Given Observations are derived from Table and Figure provided below-

- While a minority of respondents (7 out of 50) indicated that unpredictable customer demand is not a challenge for vegetable vendors, the majority reported some level of difficulty in this area.
- The highest number of responses fell into the "moderately" category, with 25 out of 50 respondents indicating that unpredictable customer demand is a moderate challenge for vegetable vendors. This suggests that managing fluctuations in demand is a common concern for vendors.

- c) A significant number of respondents (15 out of 50) reported slight challenges with unpredictable customer demand, highlighting the varying degrees of impact this issue has on different vendors.
- d) A smaller portion of respondents (3 out of 50) indicated that unpredictable customer demand is a significant challenge, underscoring the importance of adaptability and flexibility in responding to changing customer preferences and market dynamics.

Table 4.60 Rating scale of challenge- Unpredictable customer demand

Unpredictable Customer Demand	Number of Responses	Percentage
Not at all	7	14%
Slightly	15	30%
Moderately	25	50%
Significantly	3	6%
Very significantly	0	0%

Source: Field survey

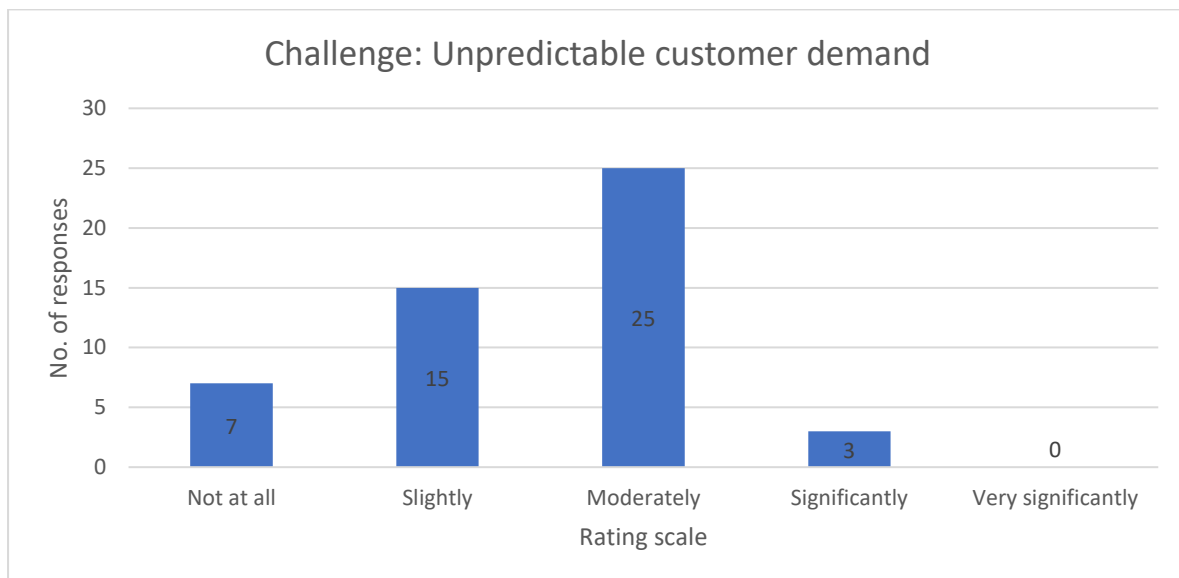


Fig 4.52 Bar graph representation of challenge- Unpredictable customer demand

4.4.7 Maintaining diverse inventory

Given Observations are derived from Table and Figure provided below-

- a) A notable portion of respondents (20 out of 50) indicated that maintaining diverse inventory is not a challenge for vegetable vendors, suggesting that a significant number of vendors are able to effectively manage and offer a diverse range of products.
- b) However, most respondents reported some level of difficulty in this area, with responses distributed across the "slightly," "moderately," "significantly," and "very significantly" categories.
- c) The highest number of responses fell into the "not at all" category, indicating that for many vendors, maintaining diverse inventory is not perceived as a major challenge.
- d) Nevertheless, a significant number of respondents reported slight, moderate, significant, and very significant challenges with maintaining diverse inventory, underscoring the complexities involved in managing a wide range of vegetable products while ensuring freshness and quality.

Table 4.61 Rating scale of challenge- Maintaining diverse inventory

Maintaining Diverse Inventory	Number of Responses	Percentage
Not at all	20	40%
Slightly	12	24%
Moderately	6	12%
Significantly	8	16%
Very significantly	4	8%

Source: Field survey

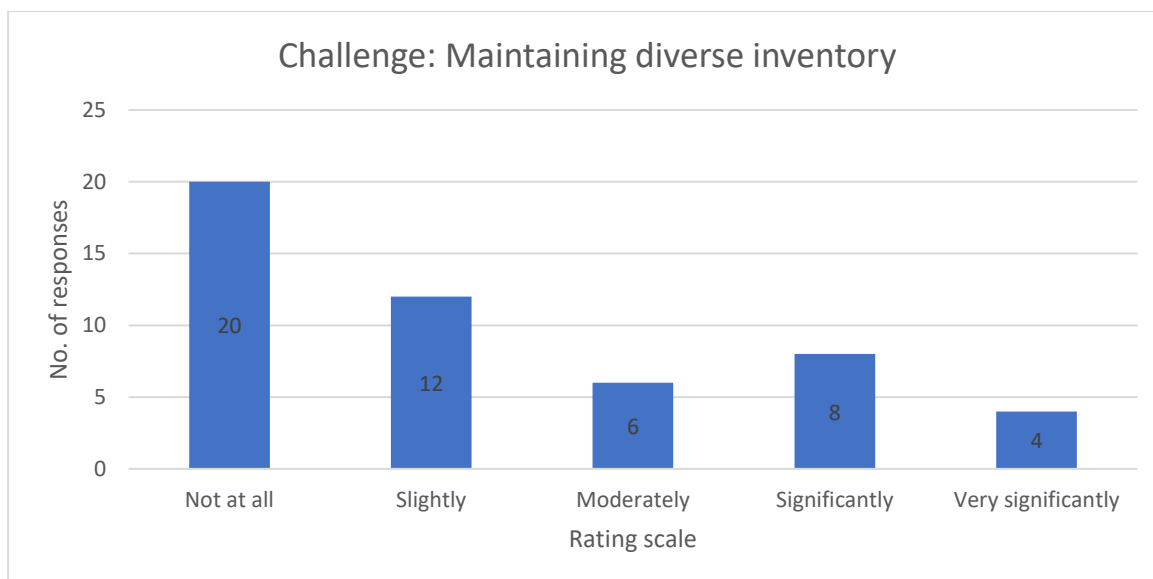


Fig 4.53 Bar graph representation of challenge- Maintaining diverse inventory

4.4.8 Sales and Competition

Given Observations are derived from Table and Figure provided below-

- a)** Sales and competition are significant challenges for many vegetable vendors, with the majority of respondents reporting moderate to very significant difficulties in this area.
- b)** While a small minority of respondents (3 out of 50) indicated that sales and competition are not challenges at all, the majority reported varying levels of difficulty.
- c)** The highest number of responses fell into the "significantly" category, indicating that a considerable number of vendors face notable challenges related to sales and competition.
- d)** Additionally, a significant number of respondents (12 out of 50) reported that sales and competition are very significant challenges, highlighting the intense competition and pressure in the vegetable market.

Table 4.62 Rating scale of challenge- Sales and Competition

Sales and Competition	Number of Responses	Percentage
Not at all	3	6%
Slightly	1	2%
Moderately	16	32%
Significantly	18	36%
Very significantly	12	24%

Source: Field survey

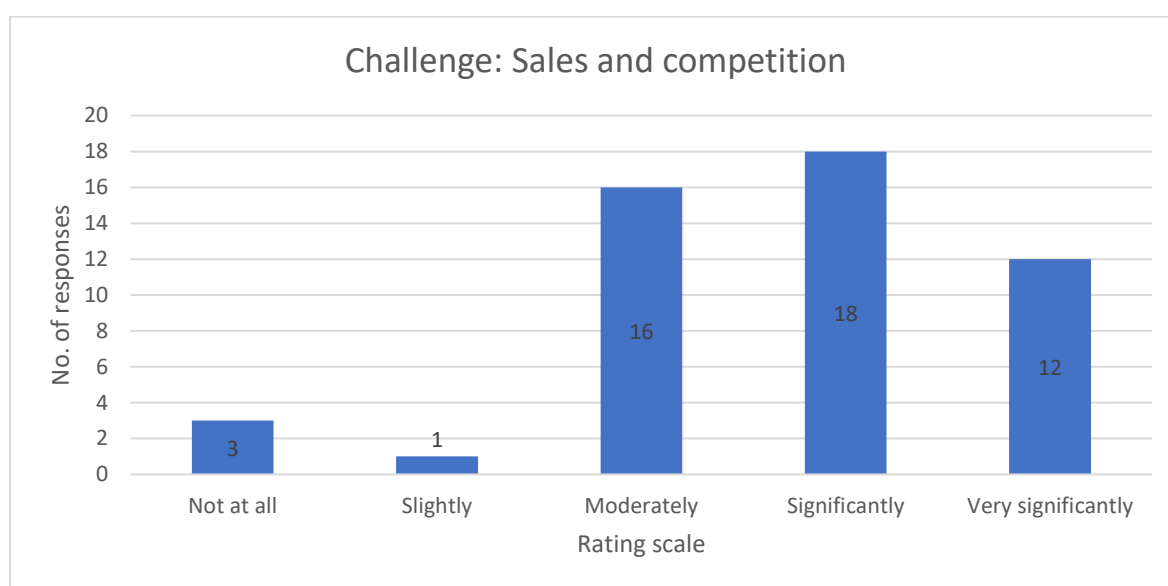


Fig 4.54 Bar graph representation of challenge- Sales and Competition

4.4.9 Long working hours and physical demand of the job

Given Observations are derived from Table and Figure provided below-

- Long working hours and the physical demands of the job are significant challenges for a notable portion of vegetable vendors.
- While some respondents (12 out of 50) indicated that these challenges are not present or minimally impactful, the majority reported varying degrees of difficulty

- c) A significant number of respondents (17 out of 50) reported that long working hours and physical demands are significant challenges, indicating that the demanding nature of the job is a common concern among vegetable vendors.
- d) Additionally, a considerable number of respondents (8 out of 50) reported that these challenges are very significant, highlighting the toll that the physical demands and long hours take on vendors in this industry.

Table 4.63 Rating scale of challenge- long working hours and physical demand of the job

Long Working Hours and Physical Demand of the Job	Number of Responses	Percentage
Not at all	12	24%
Slightly	6	12%
Moderately	7	14%
Significantly	17	34%
Very significantly	8	16%

Source: Field survey

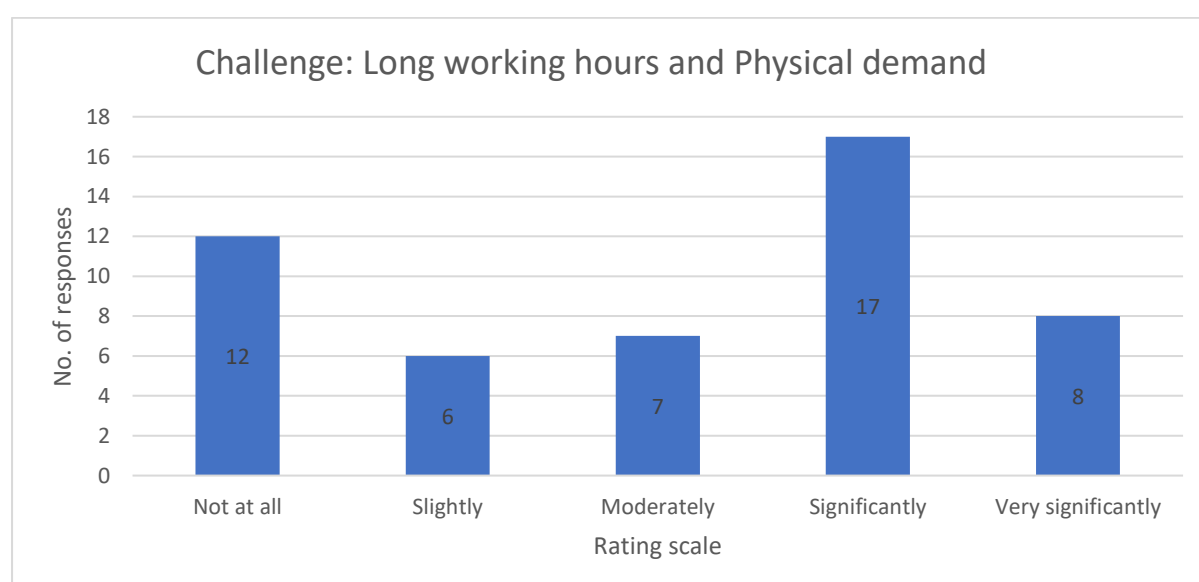


Fig 4.55 Bar graph representation of challenge- Long working hours and physical demand of the job

4.4.10 Regulatory compliance burden

Given Observations are derived from Table and Figure provided below-

- a) Regulatory compliance burden seems to be minimal for most vegetable vendors, with 48 out of 50 respondents indicating that it is not a challenge at all.
- b) Only one respondent reported a slight compliance burden, and another respondent reported a moderate burden. These outliers suggest that while rare, some vendors do encounter challenges related to regulatory compliance.
- c) None of the respondents reported significant or very significant challenges with regulatory compliance, indicating that overall, vegetable vendors perceive this aspect of their business to be relatively manageable from a regulatory perspective

Table 4.64 Rating scale of challenge- Regulatory compliance burden

Regulatory Compliance Burden	Number of Responses	Percentage
Not at all	48	96%
Slightly	1	2%
Moderately	1	2%
Significantly	0	0%
Very significantly	0	0%

Source: Field survey

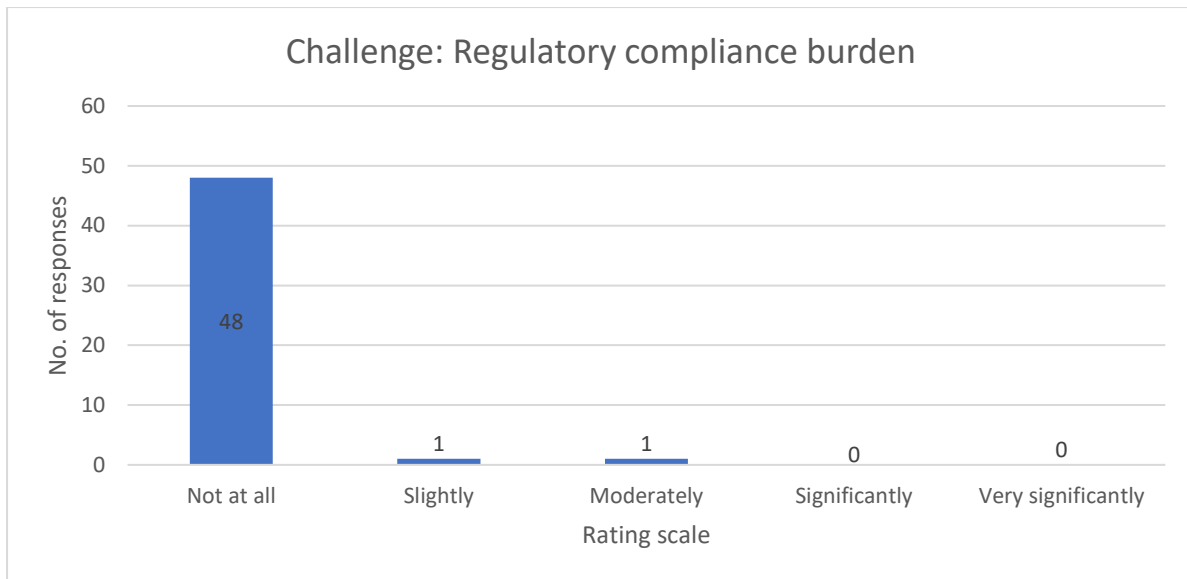


Fig 4.56 Bar graph representation of challenge- Regulatory compliance burden

4.4.11 Limited access to financial services and loans

Given Observations are derived from Table and Figure provided below-

- a)** The overwhelming majority of vegetable vendors (48 out of 50) reported that they do not face significant challenges regarding limited access to financial services and loans.
- b)** Only a small minority of respondents (2 out of 50) indicated a slight challenge in accessing financial services and loans, suggesting that while rare, some vendors do encounter difficulties in this area.
- c)** None of the respondents reported moderate, significant, or very significant challenges with limited access to financial services and loans, indicating that overall, most vegetable vendors have sufficient access to financial resources to support their businesses.

Table 4.65 Rating scale of challenge- Limited access to financial services and loans

Limited Access to Financial Services and Loans	Number of Responses	Percentage
Not at all	48	96%
Slightly	2	4%
Moderately	0	0%
Significantly	0	0%
Very significantly	0	0%

Source: Field survey

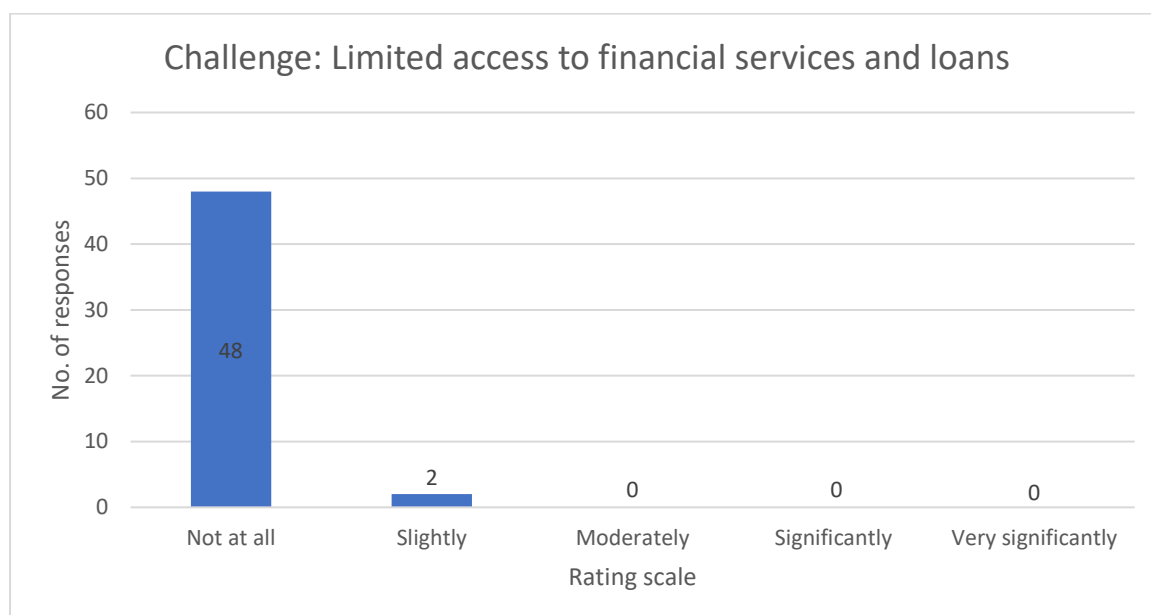


Fig 4.57 Bar graph representation of challenge- Limited access to financial services and loans

4.4.12 Unfavourable weather conditions

Given Observations are derived from Table and Figure provided below-

- Unfavourable weather conditions are perceived as a significant challenge by a notable portion of vegetable vendors.
- While a small minority of respondents (1 out of 50) indicated that unfavourable weather conditions are not a challenge at all, the majority reported varying degrees of difficulty.

- c) The highest number of responses fell into the "moderately" category, suggesting that many vendors face moderate challenges due to weather conditions impacting their businesses.
- d) Additionally, a significant number of respondents reported slight, significant, and very significant challenges with unfavourable weather conditions, indicating the widespread impact of weather fluctuations on vegetable vendors' operations.

Table 4.66 Rating scale of challenge- Unfavourable weather conditions

Unfavourable Weather Conditions	Number of Responses	Percentage
Not at all	1	2%
Slightly	12	24%
Moderately	22	44%
Significantly	10	20%
Very significantly	5	10%

Source: Field survey

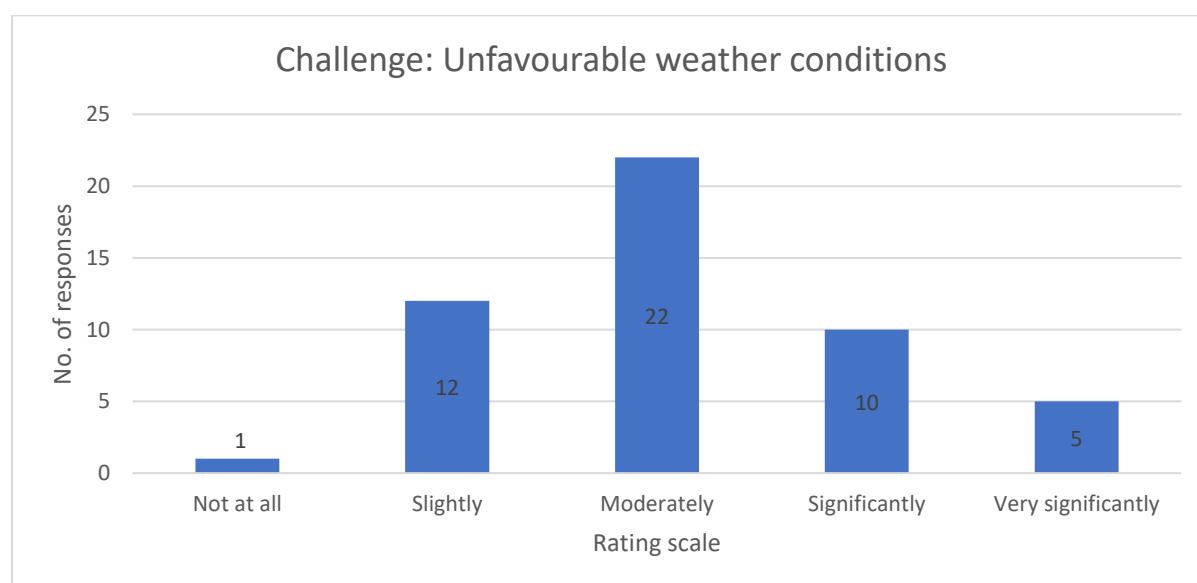


Fig 4.58 Bar graph representation of challenge- Unfavourable weather conditions

4.4.13 Difficulty attracting and retaining customers

Given Observations are derived from Table and Figure provided below-

- a) Difficulty attracting and retaining customers is perceived as a significant challenge by a considerable portion of vegetable vendors.
- b) While a minority of respondents (3 out of 50) indicated that attracting and retaining customers is not a challenge at all, the majority reported varying degrees of difficulty.
- c) The highest number of responses fell into the "significantly" category, indicating that a substantial number of vendors face significant challenges in this aspect of their business.
- d) Additionally, a significant number of respondents reported moderate and very significant challenges with attracting and retaining customers, highlighting the importance of effective marketing and customer relationship management strategies for vegetable vendors.

Table 4.67 Rating scale of challenge- Difficulty attracting and retaining customers

Difficulty Attracting and Retaining Customers	Number of Responses	Percentage
Not at all	3	6%
Slightly	2	4%
Moderately	20	40%
Significantly	22	44%
Very significantly	3	6%

Source: Field survey

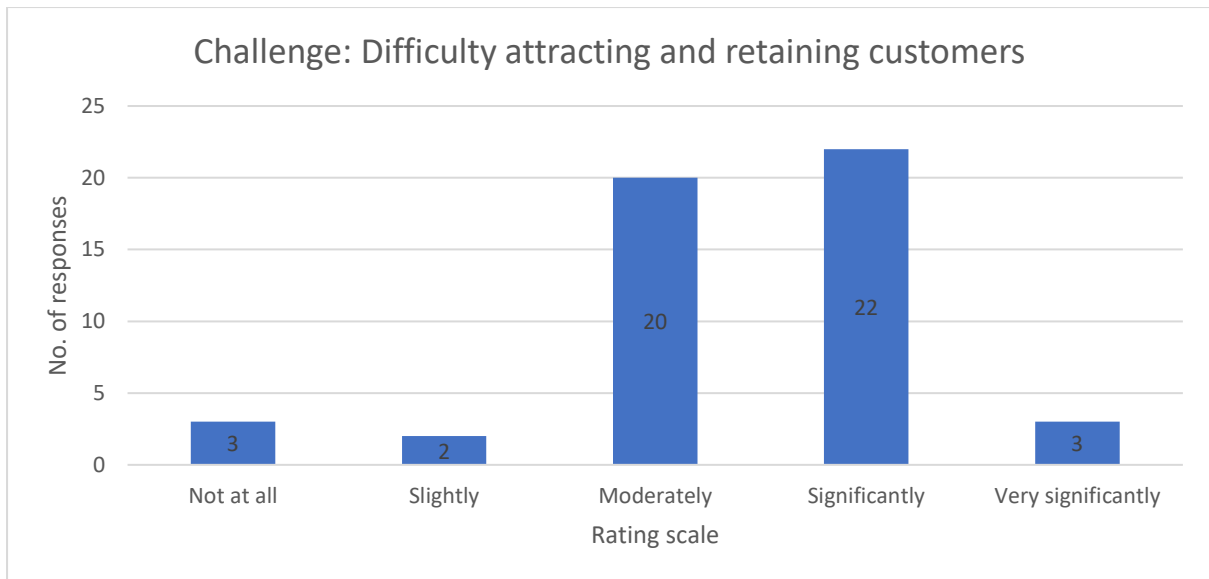


Fig 4.59 Bar graph representation of challenge- Difficulty attracting and retaining customers

4.4.14 Lack of basic facilities(toilets)

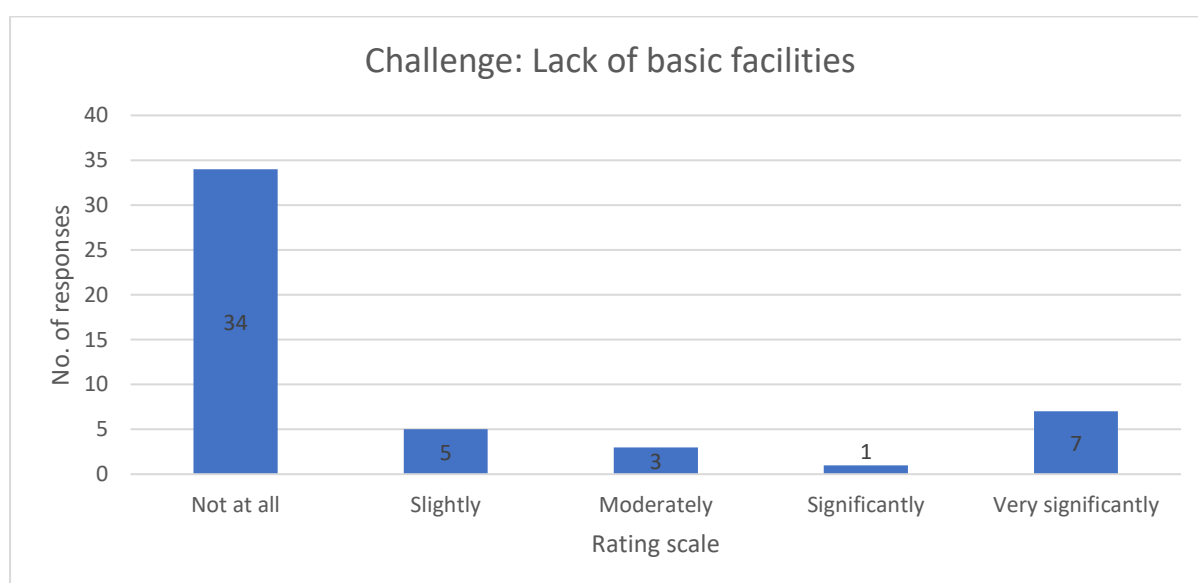
Given Observations are derived from Table and Figure provided below-

- a)** Most vegetable vendors (34 out of 50) reported that they do not face challenges related to the lack of basic facilities, specifically toilets.
- b)** However, a significant minority of respondents reported varying degrees of difficulty, with some indicating slight, moderate, significant, or very significant challenges.
- c)** The highest number of responses fell into the "not at all" category, suggesting that for most vendors, the lack of basic facilities like toilets is not a significant concern.
- d)** Nevertheless, the responses indicate that there are vendors who do face challenges in this area, particularly those who perceive the lack of basic facilities as slightly, moderately, significantly, or very significantly impacting their operations.

Table 4.68 Rating scale of challenge- Lack of basic facilities(toilets)

Lack of Basic Facilities (Toilets)	Number of Responses	Percentage
Not at all	34	68%
Slightly	5	10%
Moderately	3	6%
Significantly	1	2%
Very significantly	7	14%

Source: Field survey

**Fig 4.60 Bar graph representation of challenge- Lack of basic facilities(toilets)**

B) Conclusion of analysis of section 4-

The income distribution among vendors with varying levels of experience reveals several trends. The majority of vendors with 16 years of experience or more earn between 15,001 to 20,000 rupees, constituting around 60% of vendors in this category. On the other hand, vendors with 0-5 years and 5-10 years of experience predominantly fall within the income range of 5,000 to 10,000 rupees, comprising approximately 60% and 37.5% of vendors in these respective groups. Interestingly, a small percentage of newer vendors, particularly those with 0-5 years of experience, earn less than 5,000 rupees, making up about 4% of vendors in this bracket. Additionally, there is a relatively smaller proportion of vendors earning more than 20,000 rupees across all experience levels, accounting for approximately 20% or less of vendors in each category. Notably, some less experienced vendors, notably those with 0-5 years

of experience, earn higher incomes compared to vendors with 10-15 years of experience, representing about 12% of vendors in the 0-5 years' experience group.

4.5 ADDITIONAL OBSERVATIONS

4.5.1 Comparison between Monthly income and years of experience of vendors:

Given Observations are derived from Table and Figure provided below-

a) Concentration in Mid-range Incomes:

- Vendors with 16 and above years of experience show a notable concentration in the income range of 15,001-20,000. This suggests that seasoned vendors tend to earn within this mid-range income bracket.

b) Variability in Lower Income Brackets:

- Vendors with 0-5 years and 5-10 years of experience predominantly fall within the income range of 5,000-10,000. This indicates that vendors in their early and intermediate stages of experience often earn within this lower to mid-range income bracket.
- Additionally, there's a presence of vendors with incomes less than 5,000, particularly among those with 0-5 years of experience. This may suggest the challenges faced by newcomers in establishing a stable income stream in the initial phases of their business.

c) Sparse Distribution in Higher Income Brackets:

- Across all experience levels, there's a relatively smaller proportion of vendors earning more than 20,000. This suggests that higher income levels are less common among vegetable vendors, possibly due to various factors such as market competition, operating costs, and demand fluctuations.

d) Less experienced vendors earning more:

- Surprisingly, there is a trend where less experienced vendors, particularly those with 0-5 years of experience, are earning relatively higher incomes compared to vendors with 10-15 years of experience. This unexpected finding could be attributed to several factors such as innovative business strategies, niche market targeting, or advantageous location, allowing newer vendors to achieve higher earnings despite their limited experience.

Table 4.69 Comparison between Monthly income and years of experience of vendors

Income Range	0-5 years	10-15 years	16 and above	5-10 years
10,001-15,000	3	3	3	3
15,001-20,000	6	1	6	3
5,000-10,000	2	1	11	2
Less than 5,000	1	0	0	0
More than 20,000	3	0	2	0

Source: Field survey

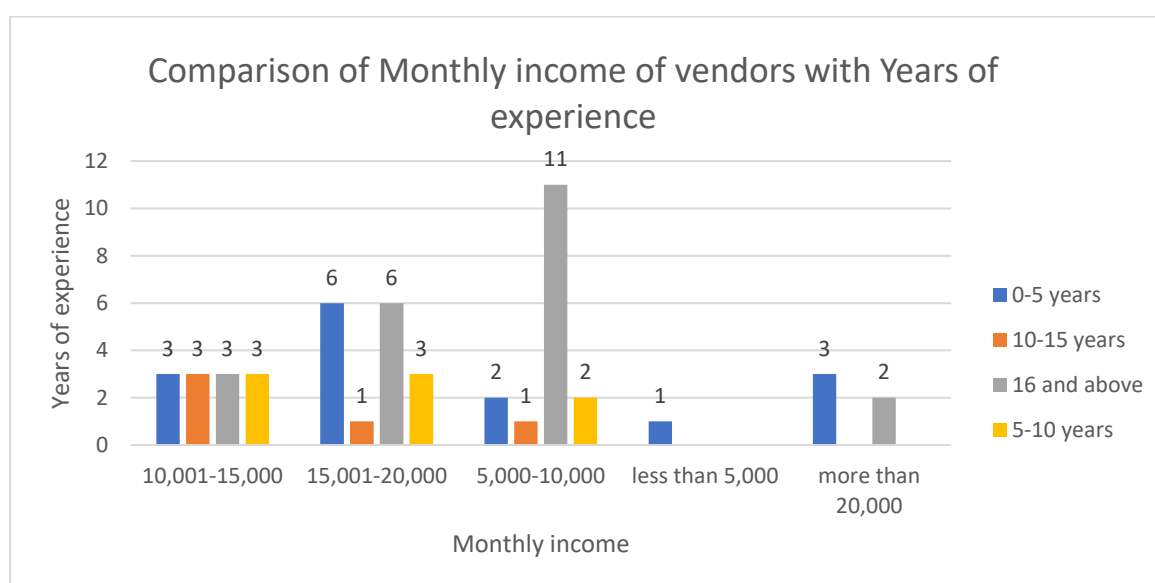


Fig 4.61 Comparison of Monthly income of vendors with Years of experience

CHAPTER 5

FUTURE ROADMAP

5.1 Future scope for the research

The findings from this project give us a good starting point for future research and projects to help vegetable vendors in Jammu. Here are some ideas for what we could do next:

- ❖ **Using Technology:** We can look into how technology, like apps or online tools, can help vendors sell their veggies better. This might include making it easier for customers to order online or finding ways to keep track of their stock using computers.
- ❖ **Training Programs:** We could set up programs to teach vendors important skills, like how to manage money, run their businesses better, and grow veggies in a more sustainable way.
- ❖ **Helping with Rules and Laws:** We can work with the government to make it easier for vendors to do their jobs. This might mean making it simpler to get licenses or finding places where vendors can sell without any problems.
- ❖ **Finding New Ways to Sell:** We could explore different places where vendors can sell their veggies, like selling to restaurants or setting up stands at local events. We could also help vendors package their veggies in a nice way to attract more customers.
- ❖ **Working with the Community:** We should team up with local groups and organizations to help support vendors. This could involve projects to reduce food waste, start community gardens, or teach people about the benefits of buying from local vendors.
- ❖ **Researching New Ideas:** We can keep studying how the vegetable vending business is changing and look for new ways to improve it. This might include finding better ways to grow veggies or figuring out what customers really want.

By doing these things, we can make sure that vegetable vendors in Jammu have what they need to succeed and grow their businesses. This will not only help the vendors themselves but also benefit the whole community by supporting local food and businesses.

CHAPTER 6

CONCLUSION

6.1 Conclusion and Key Insights

The project offers a comprehensive understanding of the lives and businesses of vegetable vendors in Jammu, shedding light on their demographics, operational practices, and economic challenges. The findings reveal that the majority of vendors are men, often married and from various age groups, operating temporary market stalls. They primarily rely on selling vegetables for their income, with monthly earnings ranging from 10,001 to 20,000 rupees. Despite facing issues such as unsold inventory and fluctuating incomes, vendors demonstrate resilience and adaptability in managing their businesses.

One significant aspect highlighted in the study is the importance of effective inventory management and strategic marketing in the vegetable vending business. Vendors face challenges like unsold inventory, out-of-stock issues, and excess leftovers, but they can mitigate these through better forecasting, diversification of sales channels, and proper disposal methods. Implementing smart inventory control and marketing strategies can lead to waste reduction, increased profitability, and enhanced customer satisfaction.

Moreover, the analysis of income distribution among vendors with varying experience levels reveals interesting trends. While the majority of experienced vendors earn moderate incomes, some less experienced vendors, particularly those with 0-5 years of experience, earn higher incomes, suggesting opportunities for newcomers in the industry. However, there is also a need for targeted support and policies to address the challenges faced by vendors, especially those with lower incomes.

Overall, understanding the profile of vegetable vendors is essential for creating targeted interventions and policies aimed at improving their livelihoods in Jammu. By addressing their socio-economic needs and providing support in areas such as financial management, inventory control, and marketing strategies, policymakers and stakeholders can contribute to the sustainability and success of vegetable vending businesses in the region.

In conclusion, this project serves as a valuable resource for policymakers, researchers, and stakeholders interested in understanding the dynamics of vegetable vending businesses in Jammu. The insights generated from the study can inform the development of strategies and

initiatives to support and empower vegetable vendors, ultimately contributing to their economic well-being and the overall growth of the agricultural sector in the region.

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