



PRESIDENCY UNIVERSITY

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University Learning Course

Aiding Grocery Vendors Group – 3

ULC Advisor –

Ms. Amreen Ayesha

University Learning Course Members of Group – 3

The below mentioned students are the members of this group.

Serial No.	Student Id	Student Name
1	20181CSE0621	Sai Ram. K
2	20181CSE0643	Satyam Mourya
3	20181CSE0660	Shaiq Iqbal
4	20181CSE00669	Shivam Singh
5	20181CSE0670	Shlaghana J.S
6	20181CSE0667	Shikar Jaiswal
7	20181CSE0671	Shoieb Ali Khan
8	20181CSE0646	Shabbir Mohammed Hussain
9	20181CSE0644	Satyansh Sinha
10	20181CSE0639	Sarthak Kumar

Acknowledgement

We would like to express our heartfelt and warm thanks to our University Learning Course Advisor Ms. Amreen Ayesha who encouraged us to execute this act of helping the vendors who deserve utmost help during these crucial phases of the pandemic. We learnt a lot during the execution of the tasks and the most important aspect of our interaction was the inspiration that we draw from the vendors, their hard-working nature is something that is to be incorporated at every stage.

We would also like to thank our classmates for suggesting wonderful ideas on how to interact and also ideas on what would be the most benefitting task we can do for them. We also spread awareness about the various safety precautions that one should keep in mind during this pandemic along with the do's and don'ts. We also would like to thank each and every member of the group for their valuable and active participation in all the activities and for their contribution with time and energy. The pandemic has definitely been a tough one but we pray to the almighty to give us strength to overcome and come back stronger.

Also, a special thanks to everyone who has assisted us in the successful completion of the activity.

Table Of Contents

Serial No.	Title	Page No.
1.	Formulation of the Action Plan	4
2.	Distribution of Work Amongst the team	5
3.	Interacting with the Vendors	6
4.	Gallery of Distribution	8
5.	Spreading Awareness on COVID-19	
6.	Inference & Learning	

Formulation Of the Action Plan

Amidst the pandemic, there were many people who were affected by the lockdowns caused in the year of 2020. The most crucially affected are the daily-wage class of vendors. Based on our study we observed that the majority of the people affected were the street vendors who could not come to the streets or to the markets due to lockdown being imposed in multiple states of the nation. Customers from all demographics, but especially those over 50, have shifted to digital delivery, ushering in a new normal for food retail that may become permanent. This has created an environment poised for innovation, with a need to realign supply chains, redefine what parts of the food workforce are essential, and gain a deeper understanding of how to involve the vendors in this process for them to earn their livelihood.

As there were many vendors in markets and offline stores who were bravely coming out on streets despite the effect of covid-19 we decided to educate them and provide certain measures for their safety as they are constantly being exposed and frequently come in contact with the people who come to purchase. We have also educated them as to always wear a mask and provided them with guidelines of Covid – 19.

Distribution of Work Amongst the team.

The activity that we decided to perform initially was to visit the weekly markets that have many vendors and farmers being in a single place in various places of Bangalore like Yelahanka, Kammanahalli and KR Puram. With the rise in the number of Covid cases we decided to perform the activity at our residing locality for the safety and smooth completion of the activity by all the students.

Sai Ram and Shaiq Iqbal sparked the idea of distributing pandemic essential items to the vendors. Shlaghana J.S, Satyam Mourya suggested on adding the idea on educating the vendors and farmers about the ill effects of Covid and the precautions that need to be taken in the local language as not many were familiar with the protocols. Shoieb Ali Khan contributed the idea of visiting a market at various places of Bangalore and also was crucial in educating the vendors to stay safe. Finally, due to circumstances Shivam Singh and Shabbir Mohammed Hussain compiled the report and pictures taken. Overall, it was a group effort and we all learnt the importance of working in a team that is capable of distributing the activities in a manner feasible to everyone.

A special thanks here to our respected ULC advisor Ms.Amreen Ayesha ma'am for constant guidance and follow up at every stage of the group activity and to ensure the activities were moved on smoothly and to achieve timely completion of objectives.

Interacting with the Vendors.



We had a detailed conversation with shop vendors and customers , We asked shop vendors about problems they were facing during this covid crisis. Some of the key problems faced by shop vendors were :

- (1) Shrinkage of business**
- (2) Fall in consumption**
- (3) Diminishing brand loyalty**
- (4) Reduction in money flow**
- (5) Managing the fixed cost**
- (6) Operational difficulties**
- (7) Customers not following government guidelines**

We tried to help them by sharing some ideas with them and also tried to made them understand about the importance of social distancing and wearing mask and also encouraged some of the customers to follow government guidelines.

Gallery of Distribution.











Spreading Awareness about COVID – 19

Some of the key points which we explained to shop vendors as well as customers were :

- (1)** Encouraged customers to use hand sanitizer or handwashing facilities as they enter the premises to reduce the risk of transmission by touching products.
- (2)** Encouraged customers to avoid handling products which they do not want to buy, if at all possible.
- (3)** Used outside premises for queuing where available and safe, for example some car parks.
- (4)** Worked with local authority or landlord to take into account the impact of your processes, including queues, on public spaces such as high streets and public car parks.
- (5)** We provided clear guidance on social distancing and hygiene to people on arrival, for example, signage and visual aids.
- (6)** We informed customers that they should be prepared to remove face coverings safely if asked to do so by police officers and staff for the purposes of identification
- (7)** We created social distancing champions to demonstrate social distancing guidelines to customers, if helpful.
- (8)** We used signs and posters to build awareness of good handwashing technique, the need to increase handwashing frequency and to avoid touching your face, and to cough or sneeze into a tissue which is binned safely, or into your arm if a tissue is not available.

Inference & Learning

In this activity, we have found that street vendors do not have enough resources and access to protect themselves from this pandemic, both Healthwise and economically. They cannot stay homes to protect themselves as they have to earn everyday so that they can put meals on the table. To them hunger is even more dangerous than the pandemic, that's why they risk themselves each day to work hard and put food on the table. This pandemic has been hard for everyone, but for them it has been the hardest.

Here's where we come in, we can help these vendors protect themselves from the pandemic by providing them with things that seem so small to us but make a big difference to them. Simple things such as mask, gloves and hand sanitizers go a long way to protect these vendors from Covid-19. As we distributed these essentials to street vendors through out our activity, we found happiness and relief on the faces of these street vendors. It was a means for them to stay safe and still be able to provide food for their families.

We do what is in our power to help these vendors stay safe from the Covid-19 pandemic, but we must also help them put food on their tables. Online services that deliver foodstuffs to our door steps have been a boon for the general public but have become a bane for these vendors. Living each day has become difficult for them as their customer base has reduced drastically and lockdown continues to reduce it. Even if they are able to put up their stalls and be safe from Covid-19, they still aren't safe from starvation if they are not able to sell their products. We must make sure that these local vendors do not go out of business, as this business is the livelihood for their whole families. Shopping from them rather than online shopping and eating at street stalls rather than going out and eating at big restaurants should be encouraged. This is how we can help them completely. We, the consumers are the only ones who can help to keep them safe from the pandemic and from starvation and poverty.

This Activity has made us realize the difficulties a common man faces and it has thought us about the spirit of helping others when in need. We are all in this together and we encourage others to help to the best of their ability. The pandemic has definitely affected and depreciated us in some means but we will stay strong and come back even better.

A special thanks to all those who helped us in making this activity possible and a huge amount of respect to our advisor Ms. Amreen Ayesha who was always supportive during the events.