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Task Number: 1

Task1: Street Vendors Hygiene & Marketing Training

Introduction:

I headed out to the market of Harkesh Nagar. I interacted with 6-7 local street vendors. I tried creating awareness about the importance of hygiene, various effective marketing strategies, and the importance of education.

Strategy:

I approached the vendors and asked if I could just talk to them for 4-5 mins on

- cleanliness and hygiene.
- the use of masks, gloves, and head caps for both vendor and customer safety.
- advised protecting edible items from insects and microbes to ensure product quality.
- washing hands
- removal of stagnant water.
- importance of education
- suggested branding opportunities, such as printing logos on T-shirts, to enhance recognition and trust.
- importance of cashless currency(Paytm, UPI)
- the concept of online food supply to tap into the growing market of online customers.
- Maintaining product quality and investing in attractive packaging to attract customers.











Challenges:

All of the vendors that I approached except one had no formal education of any kind; they just didn't even know that the plastic that they so widely use is actually killing millions of people each day, that the fire that they are burning to keep themselves warm is the main reason why winters are cold in the first place. I was also informed that the cost of a paper bag is way more than that of a plastic bag, not to mention that plastic bags can be used again and again and are much tougher as compared to paper bags even when I was done and asked one of them to take a group photo. They didn't know how to take a photo because he had never operated a phone in his life. So I had to show them how to operate a phone...he whispered, all I wish for is that my children one day will be as educated as you. I even had to explain to them how a mask and washing hands could protect them from viruses to some extent and how puddles of stagnant water can cause malaria, dengue, etc.

Observations/Result:

The vendors I met are waiting for every opportunity to educate themselves and their children. They are hard-working, who are out at 7 AM and work till 8 PM, just to survive. They have seen a lot of hardships during the COVID-19 pandemic. Therefore, they are very open to a change in their lives. I came to know that their children were already going to school. They promised that they will educate their children at any cost.