

Empowering the Street Vendors in Changing Indian Cities.

A Case Study of Bhubaneswar (Orissa)

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Abbreviations.

B.M.C	Bhubaneswar Municipal Corportation.
NASVI	National Association of Street Vendors of India.
AORVA	All Orissa Roadside vendors Association.
NUKBM	Nikhil Utkal Khyudra Byabasayee Mahasangha.
JNNURM	Jawahar lal Nehru National Urban Renewal Mission
SBI	State Bank of India.
KMC	Kolkata municipal corporation.
GA	Government Authority (State Govt. of Orissa)
Rs.	Rupee (Indian Currency)
BDA	Bhubaneswar Development Authority.
NHAI	National Highway Authority of India.
PPCP	Private Public Community Partnership
PPPP	Public Private Partnership For Parking.
IATO	Indian Association of Tour Operators.
C.S.R	Corporate Social Responsibility
N.G.O	Non Governmental Organizations
M.C.D	Municipal Corporation of Delhi,

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SUMMARY.

Street vending is an important source of livelihood for nearly 2.5% of Indian population. A substantial number of vendors are found in the urban areas. In order to safeguard livelihood and make this profession more profitable and respectable, B.M.C framed a policy for regularizing the vending profession by developing the concept of dedicated vending zones.

It is a unique case which witness collaboration of public, private and community organizations for building a market which works exclusively for the urban poor (Street Vendors). B.M.C along with NASVI conducted the joint survey, Government of Orissa provided the land and an advertising agency build the shops in return of securing advertising rights over it. The vendors also invested in the construction of aesthetic vending kiosks. The necessary funds were disbursed by S.B.I in form of loans.

All the participating partners were benefited in due course of time. The new market thus developed improved business of the vendors, B.M.C got awards and appreciation for beautification of the city along with a new source of revenue. Vendor's organization NASVI got the motivating factor for extending the struggle to implement this new innovative model in various other Indian cities.

Bhubaneswar has now developed vendors market which not only optimizes the profit of vendors but has enhanced the overall looks of city. There is unprecedented improvement in sense of self-worth and satisfaction among the vendors. Taking the betterment of vendors to another level, several social security plans have been introduced which will contribute to improve the lifestyle of the street vendors.

The model has immense replicability capacity in other Indian cities. Such innovative model not only legitimize street vending but also give rise to a sustainable market which has capacity to change the lives of millions of entrepreneurs earning their living from streets.

EMPOWERING THE STREET VENDORS IN CHANGING INDIAN CITIES – A CASE STUDY OF BHUBANESWAR (ORISSA).

1. INTRODUCTION.

Approximately 2.5% of India's total population sole source of existence is through street vending. A self employed vendor can be considered as a micro-entrepreneur who earns his living by selling products and services on the streets. Being in informal sector this is one of the most unorganized and unregulated professions in India with minimum policy intervention. Although a national policy was formulated in the year 2004 which was revised in year 2009 but the provisions in it are yet to be materialized.

1.1 Street Vending- A profession of Ordeals.

Street vending is usually correlated with low and insecure income. In most cities it is assumed to be an illegal encroachment of public land and a source of chaos and nuisance. To make matters worse regulation of street vending generally follows the "*conflict model*". Various town authorities often issue eviction orders arbitrarily in the pretext of traffic jams, health reasons, public inconvenience and encroachment. Often a street vendor's income is limited by the natural forces, seizure of goods and insecurity of loosing the space for vending. What a vendor needs is an enabling environment in which he can develop his entrepreneur skills peacefully.

1.2 Bhubaneswar- A Hostile town for the vendors.

Before the upcoming of the model market of vendors, Bhubaneswar was same as any other city where the people like vendors who belongs to lower socio-economic strata are the first one to be evicted. The joint operation of B.M.C, G.A & B.D.A was like hunters who were devouring their helpless prey. Such was terror of the trio that vendors could not sleep peacefully as they had no fix time for the demolition drive.

Often tears of helplessness turned into fumes of anger which resulted in massive protests and nasty clashes, which sometimes enable the vendors to continue their business but no visionary plan came up till early 2007 which would help the vendors to "*climb up in social hierarchy*" or "*give them a profitable & sustainable livelihood*".

2. The Relevance of Case Study.

2.1 The Theme of “Making Markets Work for the Poor”.

The case of Bhubaneswar vending zone perfectly qualifies the theme of making market work for the poor. This is a pioneering lead taken to develop an exclusive market for the vendors which presents all the combinations needed for conducting a healthy business. Aesthetic & organized shops, prime locations, clean surroundings, provision of electricity and above all imparting a peace of mind and sense of security among the street vendors. The new markets now hold a legal status.

2.2 The PPCP model of livelihood intervention.

The case study presents an exemplary instance of coming of Public, Private and Community partners to realize the dream of forming vending zones. All the three partners were valuable in terms of their contributions and in due course of time all were mutually benefited with this joint initiative. The various public, private and community player along with their inter-relation is explained in figure 1.

The public partners were B.M.C, State Government of Orissa (G.A Department) and S.B.I. The private partners were advertising agency and the individual vendors themselves. The community partnership witnessed pivotal role played by vendor’s organization NASVI and its associate AORVA & NUKBM. Other community participation includes N.G.O’s like *Nidan*, *Bhagidari* and *Awareness*.

The significance of this project can be safely quoted as “*Enabling the street vendor for a vertical social mobility*” by securing the livelihood and inculcating a sense of pride and satisfaction in them.

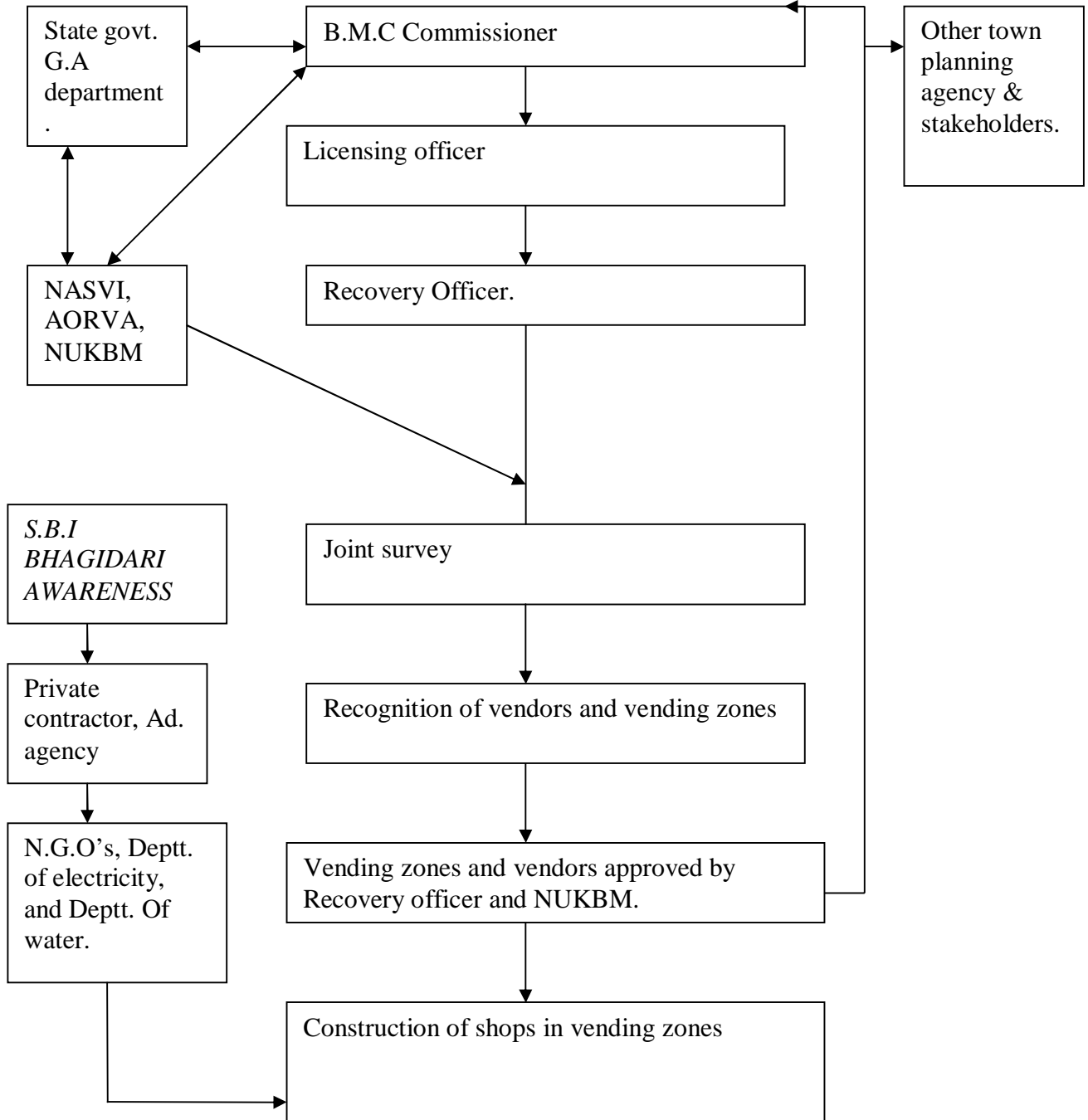


Fig.1:- Inter-relationship between different players in executing the model market concept.

2.3 The Impact and Outreach.

All over Bhubaneswar till now there are 52 vending zones ⁽¹⁾ which have been developed. (Details have been attached herewith as annexure 1). A sum of 2182 shops has been constructed. This means the model market has benefited 2182 vendors directly and 10,910 family members indirectly (an average of five member per family).

A single intervention in the form of vending zone has changed the way of business for over two thousand people at one go. A detailed analysis has been done in section 8 in this study.

3. Inception and Execution of “Model market for the Vendors”.

In order to accommodate the poor vendors in a manner which would enhance the city looks, the whole concept of vending zone was mooted by **B.M.C in December, 2006**. “*Negotiating change through minimum friction*” and “*Progress through partnership*” were the two guiding principal for B.M.C. In this partnership model all the partners came together and in the meantime got mutually benefited. For all this B.M.C acted as a facilitator throughout the process.

4. The Key Role of Various Partners.

4.1 The Role of Public Enterprise.

The prime actors in public enterprise were B.M.C and G.A Department (Government of Orissa). The concept framework was widely discussed and debated in City Management Group (C.M.G) meeting. There were representatives from all the city stake holders like B.D.A, P.W.D, Police, R.T.O, N.H.A.I, I.D.C.O and Forest Department. After a long brain storming session it was decided that the plan of setting up model markets would be executed by demarcating the vending zone and regularizing the street vendors.

While G.A department accords approval for the use of a particular patch of land suggested by B.M.C as a vending zone, the latter was careful in suggesting a patch not very far from the present vending place to avoid too much of dislocation for the poor vendors. The authenticity of the efforts can be assessed from the fact that most of the vendors were rehabilitated at the same site from where they were carrying the business. In cases where there was absolutely no scope for vending zone the vendors were suggested a nearby area. The B.M.C did not shy away in suggesting the land near the prime areas and locations like the one at Unit 1 of *Rajmahal Square*.

The first vending zone was set up at *Sishu Bhawan Square* and after that the process gathered momentum and presently the number has reached to 52. The vending zones are evenly spread all over the city. There are even special and exclusive vending zones for some meat , fruit, flower and footwear vendors.(For example exclusive non vegetarian vending zone developed at *Bachelor Barrack & CRP Chowk*) Due to formation of such exclusive zones the market becomes famous and customers follow it as they have wider choice of same product at same place.

4.2 The Indirect Monetary concessions gifted to the Street Vendors.

4.2(a) Market Value of the land allotted to the vendors.

By simple logical calculations ⁽²⁾ one can deduce present market value of the land that has been allotted for vending zones. In the asset market the value of land area of all the 52 vending zones is staggering Rs. 47,044,800/- (Four crore seventy lakhs forty four thousand and eight hundred).

4.2(b) Rental Value of the land allotted to the vendors.

Another perspective of monetary concessions given to vendors can be derived by calculating rental value of the land. If rental value is taken to be at par with the other off-street regular shopkeepers it would be a whopping amount of Rs.6,534,000/- per month or Rs.78,408,000/- (Seven crore eighty four lakhs eight thousand) annually. ⁽³⁾

What the vendors have to actually pay is only a fixed trade license fee which is submitted annually.

4.3 Role played by Community based Organizations.

4.3(a) Organising the vendors and joint survey.

The next partner who played the pivotal role in negotiating and implementing the concept of vending zone was NASVI and its affiliated state organizations AORVA and NUKBM. It was a long battle before which the B.M.C was pursued to go for creation of model markets. It was during the peak of eviction drives by B.M.C, NASVI organized the vendors all across the Bhubaneswar. There were massive rallies against the devouring and hostile policies of B.M.C. Often the massive protest turn into violent clashes and got many vendor leaders jailed. The

campaign magazine “*Footpath ki awaz*” (Voice of the pavement), *Peta Garjan* (The roar of stomach) were widely circulated all over Bhubaneswar for awareness creation.

It was due to constant pressure of NASVI and cordial cooperation of BMC Ex-commissioner, Mrs. Aparajita Sarangi (*Popularly known as mother of vending zone in Bhubaneswar*) a joint survey of B.M.C and NASVI along with other authorities was conducted for demarcating the vending zone. Photo survey was done to identify the vendors who would occupy the vending zone.

4.3(b) Role in Implementation of Action Plan.

B.M.C avoided a major chaos in distributing and proper functioning of the vending zone in a very innovative way. First the vending zones were sanctioned and bamboo structures were allowed to be constructed for a trial period of six months. After this probation period non concrete iron structures were permitted.

The unique feature of vendors in Bhubaneswar is the high degree of organization and cooperation. Almost all the vending zone has one respective union with a general secretary affiliated with NKUBM.

The orders were passed by B.M.C to the respective union of a particular zone about the number of shops that can be constructed. The task of distributing the space in that particular zone was under the consideration of the union. B.M.C did not issue individual trade licenses initially. The individual licenses were disbursed only after declaration forms were verified by the NKUBM president. NKUBM took extra efforts to make sure that no proxy vendor gets space in the vending zone.

Several philanthropic institutions like *Rotary Club, lions club & Marwari Yuva Manch* have entered in to small ventures like provisions of dustbins and uniforms to sweepers. Although these contributions were small yet they were meaningful.

4.4 Role of Private Partners.

4.4(a) Financing the Construction.

Once the vending zone became eligible for iron structure of either 6’x6’ or 8’x6’ depending on the space availability, B.M.C planned to include private partners for financing the

construction of vending zone. One advertising agency came forward and as a trade off, the agency (*Sinotel*) was given advertisement rights atop the shops.

But this support from private partners was not very extensive so at last most of the individual vendors had to bear the cost of construction themselves.

Contractors affiliated by B.M.C came in action and constructed aesthetic looking shops for the vendors. The cost came around between Rs.12, 000/- - Rs.19, 000/- per shop depending upon the location and size.

.4.4(b) Parking management.

Another joint venture called (PPPP) i.e. Public private partnership parking worked for the whole city and it helped to manage the parking around the vending zone in an effective way. Unemployed youth, NGO's and trusts were encouraged to manage parking at the busy places. The profits out of parking fee are shared on 50:50 basis. Around 39 parking slots are functioning out of which 27 is through PPPP. This new parking management enables the vehicles to be parked along the roads in disciplined manner. It prevents the traffic chaos and aid in hassle free shopping for the customers.

4.5 Finances for the Project.

In cases where the final liability of paying for the cost of construction fell into the part of vendors, many could not afford that amount.

S.B.I came here for the rescue. It disbursed the loan to vendors through a franchisee organization called *BHAGIDARI*. The trade license of the vendors issued by B.M.C was kept as security and loans were granted with an interest rate of 15% per annum.

5. Partnership Model – A Win-Win Situation for All.

5.1 Gains for B.M.C & State Government.

This innovative model market did not only impart the target group i.e. Vendors a stability but all the partners have been mutually benefited.

B.M.C got a legal way of earning revenue in form of distributing trade license. B.M.C charge yearly Rs. 500/- per shop as fee and the collection is received through NKUBM. Thus B.M.C

does not have to exert extra effort for collecting this amount. Annual revenue generated from vending zone is Rs.10, 91000/-

B.M.C drive for clean and green Bhubaneswar got a major boost with the formation of vending zone. B.M.C won IATO award for city beautification drives on 09/08/2008. On April 11, 2007 B.M.C was rated 5th cleanest city (among 18 capital cities) of India by a survey conducted by AC Nelson. B.M.C is now looked upon as a body which has a humanitarian face. The State government got a reduction in liability of providing sustainable livelihood for the urban poor.

S.B.I by disbursing the loans once again proved that it's a bank for the common man. S.B.I got new customers for its loan in form of vendors.

5.2 Gains for Private and Community Partners.

The advertising agency who funds earns the revenue from the various companies who advertise on atop of the vending zones. The individual vendors ultimately achieved a desired market for themselves.

Community organization like NASVI got impetus to replicate this model in other states of India.

6. Creation of Vending Zone – An uphill battle.

The creation of vending zone was not a cakewalk. Whenever there are policies for the poor it meets lots of resistance. Some key challenges that initially threatened the project were:-

6.1 Availability of Land.

The land disbursed for vending zone belongs to G.A Department. It took several rounds of negotiations and advocacy for getting the land sanctioned from G.A Department for vending zone. On several occasions it would be declared that there is no land available for street vending. NASVI played a key role in the negotiations process.

6.2 Political Challenges and Vested Interests.

Once the vending zones were sanctioned then a few Councilors of B.M.C desired to give away the shops to non vendors. When it was opposed by vendors, they blocked the construction of vending zone even after allotment of the space. The vendor's organization tackled this issue and

at the end councilors had to oblige for giving a green signal for construction. The bribe and ransom money generated was a substantial amount so it met an opposition of the local thugs and some officials too.

7. Sustainability of the Model Market.

To regularize and make model market sustainable B.M.C has prepared a computerized database of the vendors in the city. Identity cards are being issued to the vendors and till now seven vending zones have been given the identity cards. The vending zone has a legal status so there is no worry about the eviction or giving of bribe money. According to Deputy Secretary & Licensing officer of BMC Mr. Ashok Kumar Mohanty *“B.M.C does not collect the ground rent as exclusive rights over land are not given to the vendors, but this does not deter the sustainability of the market. Unless and until there is extreme necessity of the vending zone land we do not disturb them and even if the vending zone land is taken we make sure that the vendors are rehabilitated in a proper way in new place not very far from the previous one.”*

8. Is the New Market Developed Working?

To assess the success of this new initiative a survey was conducted in Bhubaneswar. 32 vending zones were randomly selected across the city and non probabilistic representative samples of 372 vendors were interviewed. Care was taken in selecting the sample population. It represented diverse profile of vending and a suitable number of women vendors were also interviewed.

8.1 Summary of Key Findings and Analysis.

All the vendors were unanimously satisfied with the new concept of the vending zones and the vendor markets. Various indicators were worked upon to assess the profitability of the new vending zones.

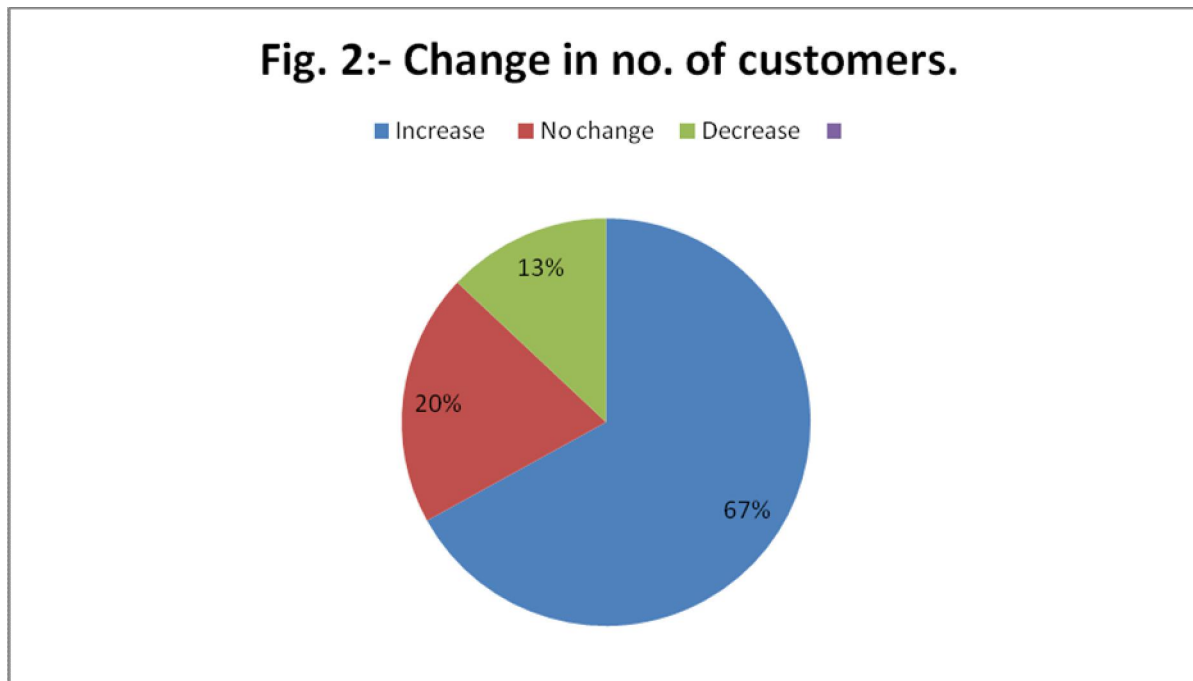
8.1 (a) Change in the Number of Customers Visited.

Around 67% of the respondent reported an increase in customer after the implementation of vending zone. While 20% reported no change and remaining 13% admitted of having lost the consumer base. The data is graphically depicted in figure 2.

The reasons for the above observation were vivid. After upcoming of the vending zone the markets have become more organized and beautiful. More and more people prefer to buy

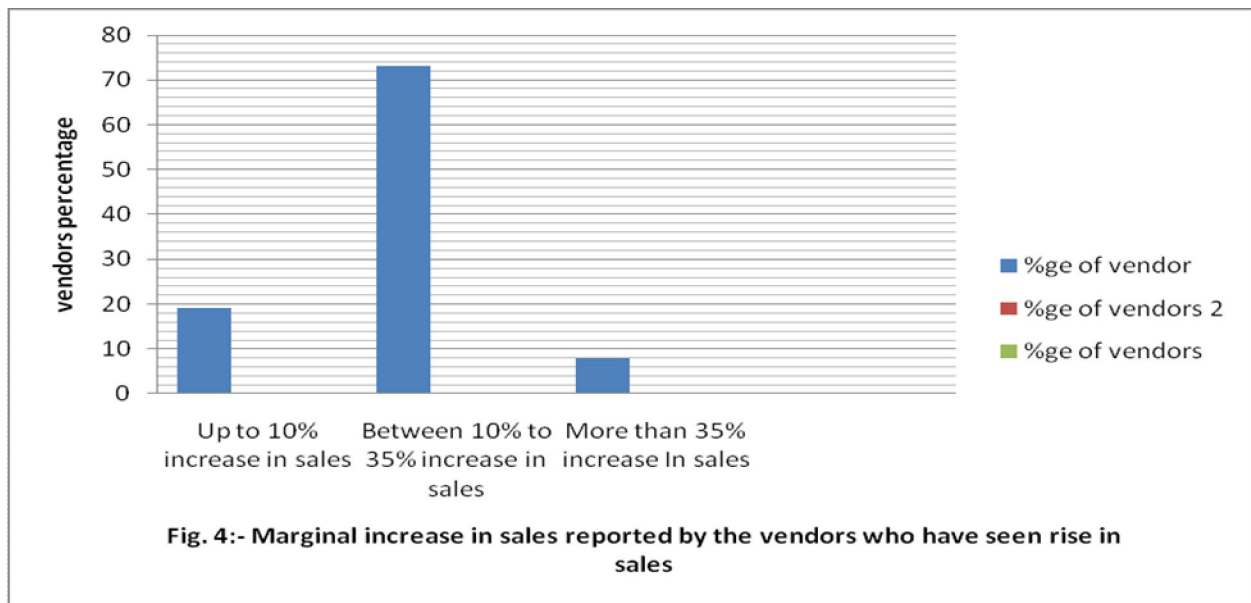
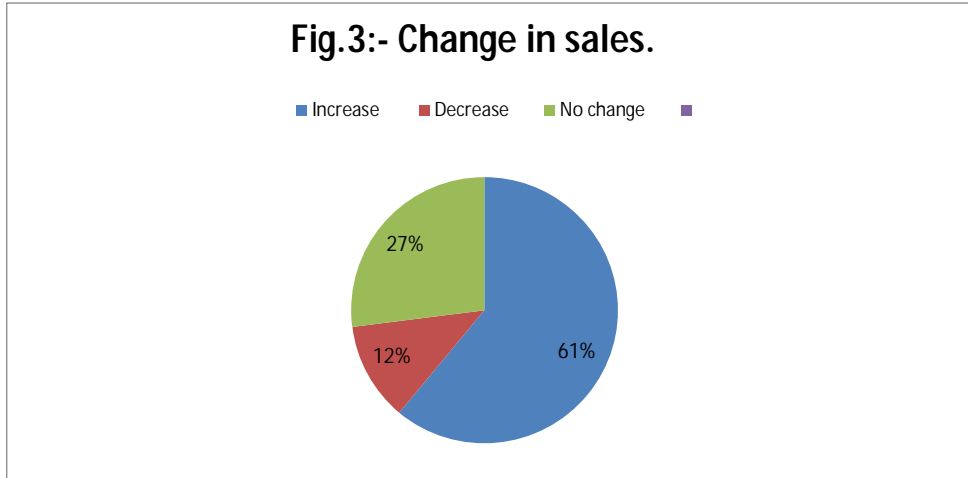
from the vendors due to its easy location and accessibility. The faiths of customers have been reinforced as there is no fear of eloping of vendors after duping them.

Those vendors who reported to have lost the consumer base were the dislocated ones or were recently sanctioned. These are some specific cases where due to rehabilitation in new places the customer's number has dwindled. For e.g. flower shops at *Ram Mandir* Vending zone reports loss of customer. Earlier they were squatting right in front of the temple, but now it's around 500 meter away. Although the vendors were optimist about regaining the customers as the flower vendors are in plenty here and customer will have good options to buy from.



8.1(b) Changes in Sales and Profitability.

Nearly 61% of the vendors have reported to have increased the sales. 27% admitted of having no change while 12% have seen a decline in the sales which is shown in figure 1. Among the vendors who reported to have increased the sales, their percentage increase in sales is graphically depicted in figure 3 and figure 4.



8.1 (c) Changes In the Stocks Kept.

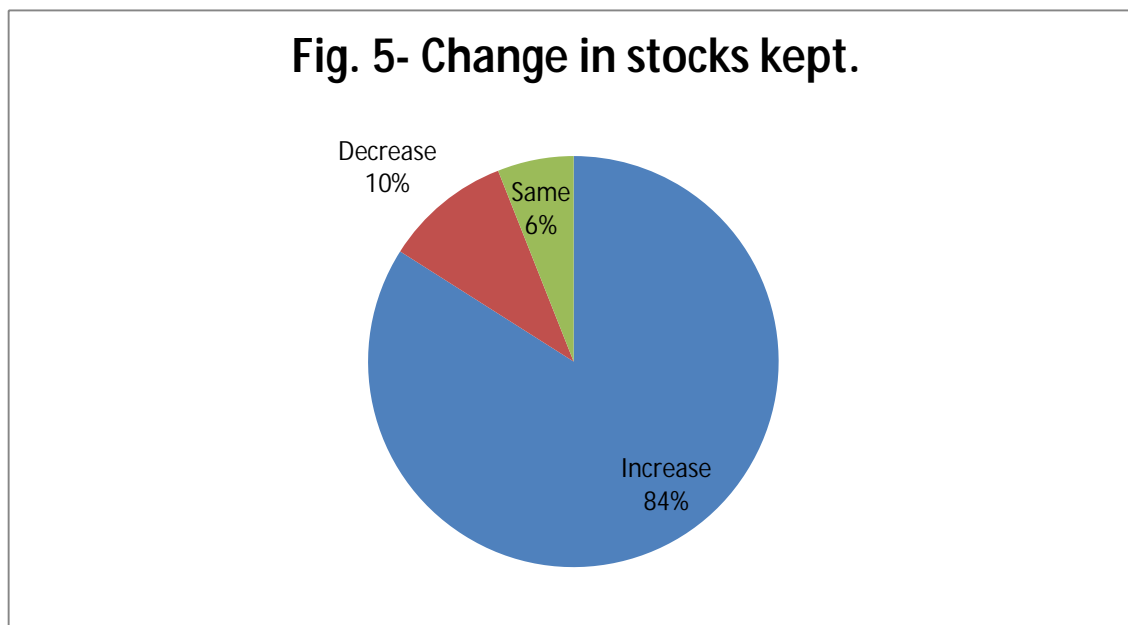
The stock of the goods kept by vendors presented an interesting phenomenon. Almost 84% of the vendors admitted to have increased the quantity of goods for sales. Around 6% have reported of keeping the same quantities of goods as before and remaining 10% of the vendors keep goods worth lesser than they use to keep before the upcoming of vending zone. (Figure 5)

The women vendors are perhaps the best beneficiary of this trend. Earlier transportation and storage was a major problem. It was like coming early in the morning with the goods and leaving late in evening with all the unsold items. Keeping smaller quantity goods at peak seasons

of sales limited the profitability of the vendors. Also the fear of seizure by B.M.C was a major factor which deters them to keep high quality goods in enough amounts.

Now having a permanent iron structure with proper locking facility, natural forces disturbing their business is a story of past. The issue of carrying back and forth or seizure of goods is no more a cause of concern.

Those who reported to have decreased the stocks had problem of space in new model shops. As different sizes of the shops were constructed depending on the space availability some of the vending zones have somewhat smaller space. Nonetheless many of the vendors who reported to keep lower stocks admitted of increase in sales.



9. The Perception of Customers.

All customers interviewed were happy with the upcoming of the vending zone concept as it is more organized and clean. They admitted of visiting the vendor's shops more frequently after establishment of model market.

10. Other Interventions by NGO's To Improve the Life and Livelihood of Vendors.

The welfare measures for the street vendors of Bhubaneswar do not end with formation of dedicated market for them, but this takes the task of betterment of vendors to another level. The

vendors of the vending zones are now being organized once again for having social security benefits which is again contributory.

10.1 Micro Insurance.

Nidan an N.G.O, works for the informal sector workers. It had started a micro-insurance scheme for the vendors and their family, which takes care of the health need of the family. The scheme is contributory in nature and vendor has to pay Rs.200 per year per insured person as premium.

10.2 Micro Pension.

NASVI in collaboration with U.T.I has launched a micro pension scheme in Bhubaneswar for the street vendors. The micro pension scheme starts with a minimum contribution of Rs. 100/- per month. The scheme has a good feedback from the president of AORVA and it will benefit the vendors tremendously.

10.3 Micro Finance.

AWARENESS a micro finance organization too collects money form the various vending zone and also disburse petty loans ranging from Rs.10,000/-Rs.20,000/- to the needy member. The interest they charge is @ 15% per annum and the recovery of the loans is more than 95%. The collection is a minimum of Rs.1 per day per member.

10.4 Cooperative Society.

NASVI is organizing the street vendors once again in form of cooperative society. Although it is in very initial phase of its conception the whole idea behind this cooperative is to improve the supply chain of the goods. The cooperative will procure the goods at wholesale prices for the vendors. Another objective is to inculcate habit of savings among the vendors. NASVI will impart the necessary skills for running the cooperative and once the members are equipped with it, NASVI will withdraw.

11. Street Vendors Vs. Organized Retail.

Organized retails are always welcomed with red carpet in most of the Indian cities. For them the market space is created as they have lots of assets to invest in the project. Often

organized retail is detected as a threat to the small entrepreneur like street vendor. This leads to mass protest against the organized retail shops.

The same happened in Bhubaneswar in November 2007, When reliance wanted to establish a retail market it met with huge opposition from the side of vendors and the protest were often aggressive which on several occasions went out of control.

But when Bhubaneswar decided to go for model market for vendors, resistance against the organized retail diminished, this is because it provided a level playing field for both the vendors and organized retailer. NUKBM president Mr. Pratap Sahu says *“Now the vendors have a sense of security about their livelihood and they do not bother much about the organized retail taking away their customers as for now they are equipped and empowered to compete with them”*.

12. Potential of Replicability.

There is immense scope of replicating this model of street vending and bringing smile to lakhs of vendors all over India. With minor modifications which suits city specific scenario it is feasible to implement the concept of partnership model of vending zone.

In fact taking cue from the success of Bhubaneswar vending zone Kolkatta Municipal Corporation (K.M.C)⁽⁴⁾ commissioner asked B.M.C about the strategy which they adopted for making this concept of vending zone a success.

In yet another letter issued by the ministry of Housing and Urban Poverty Alleviation they had urged Delhi Commissioner Mr. K.S Mehra to learn from success story of Bhubaneswar and take suitable steps to regularize the street vendors of Delhi.⁽⁵⁾

Patna is trying to follow the footprints of Bhubaneswar and issued notification for the identification of vending zones.

Guwahati Municipal Corporation has decided to go for partnership model in forming the vending zone⁽⁶⁾

To grasp the picture at a bit macro level one can understand the potential of welfare this model has in its repertoire. In Delhi alone a study done by Manushi shows that the bribe money per month is 40 crore rupee (In year 2001-02), and it is estimated that Delhi has more than 3 lakhs vendors. Once the concept of vending zone is implemented it will benefit to lakhs of

people in Delhi city alone. It requires a will power from the side of concerned state government and municipal authorities along with support from the community and private partners.

13. Conclusions.

The innovative partnership model for developing model markets for street vendors is indeed a pioneering step in securing the livelihood of the street vendors and their families. It's a commendable achievement that this scheme has benefited more than 2000 families at one go .If this model is replicated on a macro level in all the Indian cities then street vending will become a dignified job and a source of sustainable livelihood.

A sense of dignity of labor and feel good factor of vendors can be summed up in one of the respondent during survey. *“Earlier we were footpath seller, but now we can take pride in proclaiming that we are regular shopkeepers”*.

14. End Notes.

1. The list of 52 vending zones with respective number of shops was obtained from B.M.C office, Bhubansewar. (Details are given in Annexure 1).
2. The market rate of one square feet plot is taken 450 Rs.(average value)
There are 2178 shops and average area of one shop is 48 sq. feet. Therefore the total value of land is = $2178 \times 48 \times 450 = \text{Rs.}47,044,800/-$
3. The average rent of the regular shopkeeper is taken as Rs.3000 per month. It exclude the security money which can be between Rs.50,000/- To Rs.100,000 /-
Total no. of vendors = 2178. Rent per month = $3000 \times 2178 = \text{Rs.}6,534,000/-$ per month or Rs.78,408,000/- per year.
4. Kolkatta Joint Municipal commissioner Mr. S.Islam wrote a letter to B.M.C Commissioner on 11/12/08 for seeking guidelines.
5. Dr. P.K Mohanty, Joint secretary, Ministry of Housing and Urban Poverty Alleviation
On 12th January 2009 vide letter no. N-11027/49/2007/BSUP-JNNURM asked Commissioner, Delhi Municipal Corporation to study the vending zone of Bhubaneswar.
6. Source: - Telegraph, Feb. 8, 2008, Article on “G.M.C adopts Bhubaneswar model to carve out special vending zone”.

15. References.

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2. *Aahwaan*-“Activiy Report of B.M.C” for 2008-09, Bhubaneswar Municipal Corporation, Orissa.

ANNEXURE 1:- List of the Vending zone in Bhubaneswar.

S.No.	Name of vending zone	No. of shops.
1.	Maa Tarini Vending zone, Kalpana square.	77
2	Millenium Vending zone, Kalpana square	27
3	Sisubhawan Chhak vending zone.	28
4	Mahaveer vending zone, Near Unit -1 market building.	53
5	Unit 1 foods market, Near underground.	37
6	Mahila Thana vending zone. Near Mahila Police Station	58
7	Maa Tarini vending zone, Near Indian Air Lines.	37
8	Kargil vending zone	21
9	Bajrang vending zone, Near Unit 1	45
10	Illahi bedsheet vending zone, Near Unit 2 petrol pump.	45
11	Loknath shoe vending zone, Near Rajmahal chowk.	18
12	Ashok nagar vending zone, Near Ashok Nagar.	89
13	Rama mandir foods vending zone, Near labor office	32
14	Bapuji khurda bybasayee sangha	28
15	Maa mangla byabasayee sangha, Satya Nagar	44
16	Ram mandir flower vending zone, near UTI chowk.	78
17	Rupali Chowk vending zone, Near Rupali Chwok.	36
18	Mahaveer vending zone, Saheed nagar	46
19	Ramdevi vending zone, near Ramdevi	37
20	Bani Vihar vending zone, Bani vihar metro tower	41
21	VSS nagar vending zone, Near VSS Nagar level crossing (1)	40
22	Planetorium vending zone, Near planetarium, Acharya Vihar	29
23	Kalinga Vending One, Near Kalinga Hospital	32
24	Nalco Chowk Gajalaxmi Vending zone, Near Nalco Chowk	33
25	Omfed Bazar Vending Zone	102
26	Modern Vending Zone, Near Sailashree Vihar	15

S.No.	Name Of Vending Zone	No. Of Shops
27	Magnetium Chowk Vending Zone, Sailashree Vihar	16
28	KIIT Chowk Vending zone, Near KIIT college	14
29	Maa Sikharchandi Vending Zone, Sailashree Vihar	102
30	Fortune Tower Vending Zone, Near Fortune Tower	22
31	Xavier Chowk Vending Zone	22
32	Jayadev Vihar Chowk Vending Zone, Near Bhagbati Temple	54
33	Maa Bhagbati Byabasai Sangha, Near Jayadev Vihar	6
34	Kartikaswar Vending Zone, Near Saliashahi Chowk	66
35	Raghunath Vending Zone, Near Nayapalli Police Station	20
36	Gajalaxmi Vending Zone, Near IRC Village	87
37	Ganesh Vending Zone, Near IRC CRP Road	10
38	Baba Akhandamni Vending Zone, VIP Chowk	30
39	Fire Station Chowk Byabasai Sangha	39
40	Ruchika Vending Zone, Ruchika Market	35
41	CRP Chowk Vending Chicken, CRP Square (Mutton, Chicken, Fish & Others)	140
42	Bachelor Barrack, Near Bahcelor Barack, (Mutton, Chicken , Fish & Others	72
43	Boy's High School Vending Zone, Near Boy's High School, Unit-8	35
44	Kalinga Stadium Vending Zone, Near Kalinga Stadium	49
45	Gajalaxmi Vending Zone, Unit-9	12
46	Gajalaxmi Vending Zone, Road No. 5	27
47	Mahaveer Vending Zone, Unit 9	15
48	Maa Bhagbati Vending Zone, Unit 4, Patel Marg	39
49	Maa Vending Zone, Near Budha Mandir, 11 tala chowk	18
50	Acharya Vihar Chowk Vending Zone, Near Acharya Vihar Chowk	18
51	Ganga Nagar Vending Zone	30
52	Kargil Vending Zone	35

Source: - Bhubaneswar Municipal Corporation, Gautam Nagar, Bhubaneswar, Orissa.

Some pictures of vending zone in Bhubaneswar.

Picture 1:- One of the 52 vending zone in Bhubaneswar. The vending shops look very organised and attractive. There are enough space for the pedestrians too.



Picture 2:- One of the exclusive fruit vending zone at *Kalpna Square* in Bhubaneswar. Upcoming of exclusive vending zones of products attract the customer who are looking for specific products.





One Sample Interview:-

Name: - Dibesh Chandra Behra.

Age: - 31 years.

Vending zone: - Bajrang vending zone. (Rajpath Road)

Vending since: - 16 years.

Shop type: - Seeds, fertilizers and plant saplings.

Education: - 10+2.

Status: - Migrant

Stocks kept before formation of vending zone: - Rs. 10,000/-

Stocks kept after formation of vending zone: - Rs. 15,000/-

Per day selling before forming of vending zone: - Rs.500/ to Rs.700/-

Per day selling after formation of vending zone: - Rs. 1000/-

Martial status: - Married.

Number of Family members: - 4

Number of Earners in family: - One (himself)

Savings per month: - Rs. 4000/-

Working hours: - 7am to 10pm.

Holidays: - Once in a month (Last Tuesday of Every month)

Helper for assistance: - No.

Bank Account: - Yes, from S.B.I

Loans taken from: - S.B.I

Insurance: - Yes, from L.I.C