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# An Analysis of the Performance of Micro-entrepreneurs in Twin Cities of Hyderabad

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**Abstract---** *Micro-entrepreneurs are small scale business people who operate with less workforce and low capital. They form a significant part of the informal sector which makes up to 89% of the total workforce in the country ( data from the 68th National Sample Survey) and contributes around 38.4% to GDP if agriculture is excluded (Source: Charmes Jacques (2012)1. Street Vendors are one of the prominent sections of Micro-entrepreneurs who constitute approximately 2 percent of the population of a metropolis and 1 percent of the total country's population, (Sharit K Bhowmik 2005).The present study aims to explore the profile of Street Vendors in terms of their Age, Gender, Experience, Education and Marital Status. It is an exploratory and descriptive study wherein data was collected from primary and secondary sources. Purposive sampling was used as the number of units in the population are infinite and a sample size of 1000 was chosen. The study found that most of the Street Vendors fall within the age group of 40 years. Interestingly most of them have got basic education. It explored the various types of products sold by Street Vendors and found that it is a sustainable business in the long run.*

**Keywords---** *Micro-Entrepreneur, Informal Sector, Street Vendors, Sustainable Business.*

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## I. INTRODUCTION

Micro-Entrepreneurs represent owners of small businesses employing very few people usually less than 10. According to the definition of (MSMED) Act, 2006, in the case of enterprises engaged in the processing or preservation of manufacturing of goods- “A micro enterprise is an enterprise where investment in plant and machinery does not exceed 25 lakhs”, in the case of enterprises engaged in providing services “A micro-enterprise is an enterprise where the investment in equipment does not exceed Rs.10 lakhs. So essentially micro-entrepreneurs are that section of business owners who want to work independently and who would like to keep the scale of their business low as they do not want to risk on the dependence of a third party ( Prasanna Lakshmi 2010)12

The most eminent features of micro-entrepreneurs are as follows:

1. The size and scale of these enterprises are low in order that the enterprise can meet all business activities either by themselves or with the help of very few employees
2. They keep the scale low so that they don't have to hire too many people. It is surprising to note that some of the most successful micro-enterprises around the globe manage with less than 10 people

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3. Micro-enterprises usually start business without much funding, infrastructure or prior planning (N.Suresh kumar 2019)
4. These businessmen hone their skills after starting their enterprise
5. Micro-enterprises include street vendors, shop operators, farmers, carpenters, garage operators (Kodali A, 2015)

In this article one type of micro-enterprise which is street vendors are studied by analysing their profile and performance

## II. LITERATURE REVIEW

A. Samarpatha (2019) in her study on “Fruit and Vegetable Street Vendors in Urban Informal sector in Hyderabad” worked on the profile of street vendors. It was revealed that street vendors were more of male and middle aged constituting of small families, Educated and having an experience of 1-10 years. It was observed that most of Street Vendors started their business with own capital. Several problems faced by Street Vendors were threat from municipality, not having permanent space for conduction Of business, lack of proper storage facility etc Debdulal Saha (2011) in his article on “working life of Street Vendors in Mumbai “ Identified that Street Vendors in Mumbai belong to the deprived sections among micro-entrepreneurs. The study elucidates the working life of Street Vendors explained in terms of their sources of finances, financial status, the police evictions, working hours and the lack of safety and security at their workplace Bhat, Aasif Hussain Nengroo (2013), in their article on “ Urban Informal sector: A case Study of Street Vending in Kashmir” analysed the various reasons behind Street Vending choosing this profession and they found that the basic reason to choose street Vending was due to lack of opportunities Sally Roever, Caroline Skinner (2016), worked on the urban policies related to Street Vending. It collected facts related to the size, constitution and extent of impact on Economy. Through surveys conducted it was examined that the Street Vendors were facing daily challenges. It brought to light that legislative reform is required towards implementation of regulations to Street Vendors Auxilia Kawara Mazhambe (2017), in this study the extent of contribution of street vending to the Zimbabwe economy was examined. This research was conducted in Harare CBD and it was observed that for around 87% of Street Vendors this is their main occupation and it has indicated that it is contributing in a big way to the economy as it creates self-employment moreover it acted as a second source of income for the family mainly by engaging the women force. It further emphasized that regulatory bodies should support Street Vending by putting necessary policies in place keeping their contribution to the economy in mind. Indira D (2014) it was a study conducted in the urban areas of Andhra Pradesh. It identified that in India many of the poor people are resorting to this profession for earning their livelihood. The reasons for this status have been identified as lack of employment Opportunities. It is found that the Informal sector is widespread and has prominent contribution to economy to the extent of 29% in Latin America and 41% in Asia. The Indian govt. framed a National policy on Street Vending in the year 2009 whose highlights have been brought out in this study D Indira (2014), identified the categories of Informal workforce as agricultural and non-agricultural employment. The non-agricultural employment is again categorised into self-employed and casual labour. Street Vendors have been identified as a major proportion of the self-employed workforce. It observes the evolution and status of street vendors around the globe. It has been found that the composition of informal work force is 78% in Africa, 57% in

Latin America and 45-85% in Asia. The study further elaborated that although Informal sector is contributing in a major way to economies around the world, govts have not framed formal laws to support vendors.

### **III. RESEARCH GAPS**

According to the literature search, there is a dearth of empirical studies evaluating the profile of Street Vendors in terms of a business perspective. Most of the research is in the area of problems faced by street vendors. This study addresses the areas that are uncovered earlier by adopting a new approach in examining the street vendor. The study views the street vendor as a businessman rather than a helpless informal worker.

### **IV. RESEARCH METHODOLOGY**

The research design for the study is exploratory and descriptive. It explores the various issues relating to street vending. It describes the profile of street vendors. Data was collected from both primary and secondary sources. Primary sources include administering questionnaire among the street vendors, personal observation and interview with street vendors. For more representativeness, 1000 street vendors spread across the twin cities of Hyderabad were selected. Further, the responses were gathered through discussion. Secondary sources of data include research articles published in journals and various government published reports.

#### ***4.1 Population***

The population of the present study is the total number of street vendors in the twin cities of Hyderabad. According to Bhowmik (2001) street vendors constitute 2 percent of a metropolis population. Thus the total number of street vendors in the twin cities of Hyderabad would be 2, 60,000.

#### ***4.2 Sample Size***

Since this study is on the informal sector where the statistics pertaining to number of units cannot be measured i.e. the population is infinite, simple random sampling cannot be used. Among the non-probability sampling methods, purposive sampling is used.

The number of items to be selected from the universe constitutes a sample. Based on the method developed by Cochran (1963:75) the sample size is estimated as 383 however to be on the safe side the sample size has been taken as 1000

#### ***4.3 Objective***

To examine the profile of street vendors in the twin cities of Hyderabad

### **V. DEMOGRAPHIC PROFILE OF STREET VENDORS**

The profile of street vendors consists of various age groups, unmarried and married people, and various levels of experiences and so on. Most of them belong to the age groups of 20 to 40 years. There are few people in the older age groups. It has been observed that there are less number of female street vendors. Most of the vendors are choosing it as a life time career as their experience ranges from 5, 10 and even 20 years. The study revealed some interesting facts about the profile of street vendors. It has been observed that street vendors are following a smaller

family size of one or two children. The educational background of most of the street vendors was 5th grade and 10th grade. The survey was conducted in almost every area in Hyderabad covering 57 localities including heavily trafficked, normal and less trafficked regions the findings of the demographic profile of street vendors have been presented.

### 5.1 Age Group

The respondents are examined based on their Age. They are classified into five groups. The first group consists of respondents up to 20 years, the second group between 20-30 years, the third group between 30-40 years, the fourth group between 40-50 years and the fifth group is above 50 years.

Table 1.1: Age Group of Street Vendors

Age (years)	Frequency	Percent	Cumulative Percent
Up to 20	132	18.3	18.3
20-30	276	38.3	56.6
30-40	186	25.8	82.4
40-50	76	10.5	92.9
Above 50	38	5.4	98.3
No Answer	12	1.7	100.0
Total	720	100.0	

Source: Compiled from primary source

Table 1.1 depicts that 82.4 percent of street vendors are in the age group up to 40 years.

There are 18.3 percent of the respondents in the category of up to 20 years and 38.3 percent of street vendors between 20-30 years. There are 25.8 percent of respondents in the age group of 30-40 years. There are 10.5 percent of respondents in the age group of 40-50 years. The age group above 50 years constituted a meagre of 5.4 percent. It is evident from the above table that the job involves physical labour, long standing, odd climatic conditions, quick response to police evictions etc. Hence more number of street vendors are young and less number of street vendors are in the older age groups. This is in line with the study conducted by Sergio Pena (1999) who found that the young people of up to 40 years are actively engaged in street vending business<sup>3</sup>.

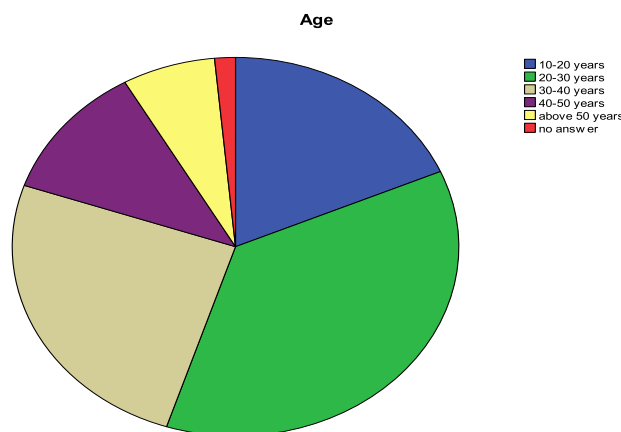


Figure 1.1

### 5.2 Marital Status

The respondents are classified into two groups based on marital status viz. 1) married and 2) unmarried.

Table 1.2: Marital Status of the Respondents

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	519	72.1	78.3	72.1
Unmarried	144	20	21.7	92.1
No Answer	57	7.9	100.0	100.0
Total	720	100.0		

Source: Compiled from primary source

Table 1.2 reveals that 72.1 percent respondents are married and 20 percent are unmarried. It is clear from the above analysis that the business is sustainable to live and to save for future as there are a large number of married people. It shows that they have chosen this as a profession for their livelihood.

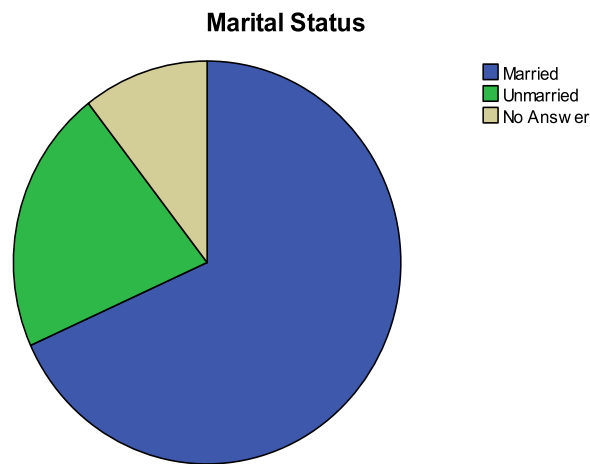


Figure 1.2

### 5.3. Education

The selected examinees are grouped into five sections namely 1) Illiterate 2) 5th class 3) 10th class 4) Intermediate 5) Degree and above

Table 1.3: Educational Background of the Street Vendors

Education	Frequency	Percent	Cumulative Percent
illiterate	257	35.7	35.7
5th class	91	12.6	48.3
10th class	277	38.5	86.8
Intermediate	45	6.25	93.05
degree	21	2.9	95.95
No answer	29	4.05	100.0
Total	720	100.0	

Source: Compiled from primary source

Table 1.3 shows that about 35.7 percent of the respondents are illiterate, 12.6 percent have studied up to 5th

class. A large proportion i.e. 38.5 percent have studied up to 10th class, further 6.25 percent have done till Intermediate and an interesting component of 2.9 percent are graduates. It is evident from the table that the majority of the respondents are educated.

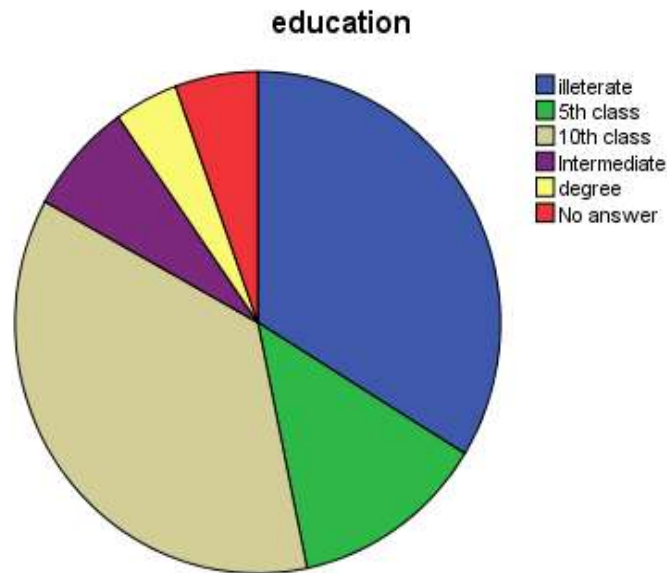


Figure 1.3

#### 5.4 Experience of Street Vendors

Based on experience the interviewees are classified into 4 groups namely 1) 1-3 years 2) 3-5 years 3) 5-10 years 4) 10-20 years

Table 1.4: Experience of the Street Vendors

Experience	Frequency	Percent	Cumulative Percent
1-3 years	170	23.6	23.6
3-5 years	204	28.3	51.9
5-10 years	168	23.5	75.4
10-20 years	172	23.8	99.2
No answer	6	0.8	100.0
Total	720	100.0	

Source: Compiled from primary source

Table 1.4 shows that the highest percentage of interviewees i.e. 28.3 percent belong to 3-5 years of experience. There are a percentage of respondents in the higher order experience group of 10-20 years.

There is an equal percent in the experience levels of 1-3 years and 5-10 years. Inference can be drawn from the table that street vending is a profitable business as there are high percent of respondents who are having more experience. Further street vendors with 20 years are constituting of around 24 percent which itself is a testimony to consider it as a sustainable profession.

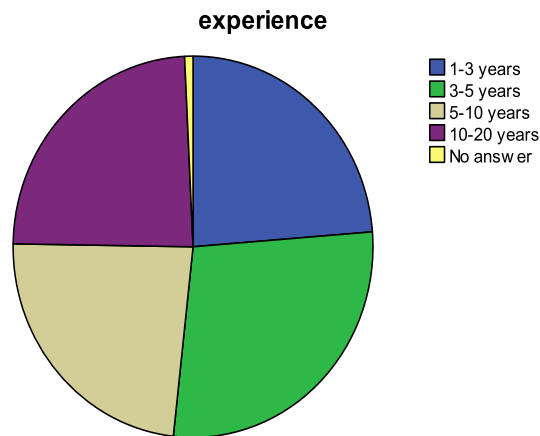


Figure 1.4

### 5.5 Gender of the Street Vendors

Based on the variable gender, the respondents are categorized into two groups viz.

- 1) Male and 2) Female

Table 1.5: Gender of the Street Vendors

Gender	Frequency	Percent	Cumulative Percent
male	674	93.6	93.6
female	44	6.1	99.7
No answer	2	0.2	100.0
Total	720	100.0	

Source: Compiled from primary source

Table 1.5 clearly shows that male respondents outnumber the female by around 94 percent. This is in line with the study conducted by NASVI (2012) which found that men outnumber women in street vending<sup>4</sup>. Observation during field work in the select areas confirmed this impression. The possible reasons for such high percent of male vendors are odd timings, physical strain and long hours of work.

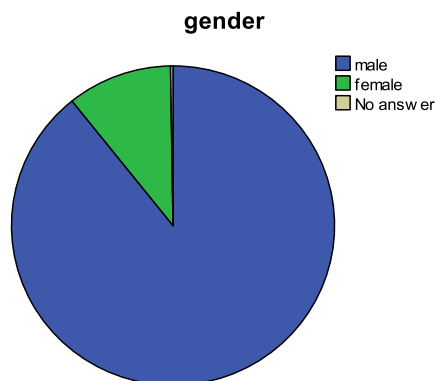


Figure 1.5



### 5.6 Locality

Table 1.6: Locality of the Respondents

Area	Frequency	Percent	Cumulative Percent
1-Secunderabad	70	9.0	9.4
2-Koti	38	5.0	14.5
3-Vivekanandanagar colony	12	1.8	16.4
4-Kukatpally	52	6.8	23.4
5-Erragadda	8	1.2	24.7
6-KPHB	168	21.2	46.8
7-Nizampet	28	3.8	50.6
8-Miyapur	48	6.2	57.1
9-Chandanagar	12	1.8	59.0
10-Lingampally	8	1.0	60.0
11-Nampally	8	1.2	61.3
12-Mehdipatnam	8	1.2	62.6
13-Ameerpet	38	5.0	67.8
Area	Frequency	Percent	Cumulative Percent
14-ESI	2	.5	68.3
15-Pragathinagar	2	.5	68.8
17-Charminar	42	5.4	74.5
18-Chintal	2	.2	74.8
19-Bachupally	2	.2	75.1
20-Patancheru	4	.8	75.8
21-Monda market	16	2.2	78.2
22-Balanagar	6	.8	79.0
23-Vasanthanagar	8	1.0	80.0
25-Dilsukhnagar	8	1.2	81.3
26-Nallakunta	4	.5	81.8
27-Bhagyanagar	4	.5	82.3
28-Huda colony	2	.2	82.6
29-Sanathnagar	10	1.5	84.2
30-Allwyn colony	10	1.5	85.7
31-Yousufguda	11	1.5	87.3
32-Aliabad	9	1.2	88.6
33-Maithrivanam	7	1.0	89.6
34-Abids	2	.2	89.9
35-S R Nagar	7	1.0	90.9
36-Boinpally	4	.5	91.4
37-ASR Nagar	4	.5	91.9
Area	Frequency	Percent	Cumulative Percent
38-Padmanagar	3	.5	92.5
39-Bapuji nagar	3	.5	93.0
40-Uppal	5	.8	93.8
41-Ramanthpur	7	1.0	94.8
42-Afzalgunj	8	1.2	96.1
43-J Gutta	2	.2	96.4
44-V V Nagar	2	.2	96.6
46-Kesineni	2	.2	96.9
47-Alinagar	2	.2	97.1
48-Bharathnagar	2	.2	97.4
49-Borabanda	2	.2	97.7
50-Saroornagar	2	.2	97.9
51-P & T colony	2	.2	98.2
52-L B Nagar	2	.2	98.4
53-Chaitanyapuri	2	.2	98.7
54-Film nagar	2	.2	99.0
55-Somajiguda	3	.5	99.5
56-Punjagutta	2	.2	99.7
57-Sumithranagar	2	.2	100.0
Total	719	99.86	
No Answer	1	0.13	
Total	720	100.0	

Source: Compiled from primary source

The survey has been conducted in 57 areas of the city viz:

1) Secunderabad, Monda market, Dilsukhnagar, Huda colony, Saroornagar, P & T colony, L B Nagar, Chaitanyapuri, V.V. Nagar, KPHB, Bhagyanagar, Chandanagar, Lingampally, Patancheru, Alinagar, Nizampet, Miyapur, Pragathinagar, Bachupally, Vasanthnagar, Aliabad, Vivekananda nagar, Kukatpally, Allwyn colony, Bharathnagar, Sumithranagar, Afzalgunj, Charminar, Erragadda, Ameerpet, ESI, Sanathnagar, Yousufguda, Maithrivanam, S R Nagar, Borabanda, Mehdipatnam, Film nagar, Somajiguda, Punjagutta, Koti, Nampally, Nallakunta, Abids, Chintal, Balanagar, Boinpally, ASR Nagar, Padmaraonagar, Bapujinagar, Uppal, Ramanthpur, Jagadgirigutta,

Table 1.5 shows that except for Secunderabad, Koti, Ameerpet, Charminar, KPHB colony, Kukatpally and Miyapur where there are more no of examinees, the other areas are equally distributed in terms of coverage of locality examinee wise. The areas mentioned above where more numbers have contributed to the total are the most happening places in Hyderabad that have huge markets in terms of the density of population and connectivity to the other parts of the city.

### 5.7 Product

The type of the product/products they deal with are as follows

1) Fruits 2) Tiffins 3) Dates, cherries 4) Teastall 5) Pani puri 6) Footwear 7) Flowers, plants 8) Pickels 9) Vegetables 10) Books 11) Electronics 12) Kitchenware, toys 13) Plastic items 14) Clothes 15) Ginger, garlic, 16) Cosmetics 17) Carpets, mats 18) Ice creams 19) onions Snack items 20) Coconuts 21) Soda

Table 1.7: Type of Product of the Respondents

	Product	Frequency	Percent	Valid Percent	Cumulative Percent
	All fruits	195	25.0	25.8	25.8
	Coconuts	50	6.5	6.7	32.5
	Soda	20	2.8	2.8	35.3
	Cosmetics	70	9.2	9.5	44.8
	pani puri	90	11.8	12.1	57.0
	footwear	17	2.5	2.6	59.5
	flowers, plants	28	4.0	4.1	63.7
	clothes	55	8.0	8.2	71.9
	Vegetables	34	5.0	5.2	77.1
	books	4	.5	.5	77.6
	electronics	14	2.2	2.3	79.9
	kitchenware, toys	18	2.8	2.8	82.7
	plastic items	20	3.0	3.1	85.8
	pickles	6	.8	.8	86.6
	Product	Frequency	Percent	Valid Percent	Cumulative Percent
	snack items	10	1.8	1.8	88.4
	tea stall	8	1.0	1.0	89.4
	carpets, mats	4	.5	.5	89.9
	Icecreams	22	3.5	3.6	93.6
	Ginger garlic, onions	14	2.0	2.1	95.6
	tiffins	24	3.8	3.9	99.5
	dates, cherries	4	.5	.5	100.0
	Total	707	98.0	100.0	
	No answer	13	2.0		
	Total	720	100.0		

Source: Compiled from primary source

Table 1.7 shows that the highest percentage of the street vendors are involved in selling fruits which occupies 25 percent followed by 12 percent of the street vendors selling chat and pani puri. Cosmetics constitute 9 percent of the respondents. The proportion of Clothes to the total is 8 percent. Coconut sellers constitute to 6.5 percent. Vegetable sellers are occupying 5.0 percent of the responses. Flowers and plants are catering to 4.0 percent of the total respondents. The remaining items are occupying a meagre of less than 4 percent each. This shows that most of the responses relate to fruit sellers, chat and cosmetics, clothes and coconut sellers ranging from a high of 25 percent to 6.5 percent. The rest of the responses constitute 5 percent and below than that.

### 5.8 Association between Age and Experience

In the table 1.8 the variables Age and Experience are compared. The objective is to identify if there is any relationship between these two variables.

Table 1.8: Exp and Age of Street Vendors

			Age					Total
			10-20 years	20-30 years	30-40 years	40-50 years	Above 50 years	
Exp	1-3 years	Count	64	68	48	6	2	188
		% within Exp	34.0%	36.2%	25.5%	3.2%	1.1%	100.0%
	3-5 years	Count	32	108	60	16	6	222
		% within Exp	14.4%	48.6%	27.0%	7.2%	2.7%	100.0%
	5-10 years	Count	40	66	32	26	22	186
		% within Exp	21.5%	35.5%	17.2%	14.0%	11.8%	100.0%
	10-20 years	Count	12	48	58	36	20	174
		% within Exp	6.9%	27.6%	33.3%	20.7%	11.5%	100.0%
	20-30 years	Count	0	0	2	4	2	8
		% within Exp	.0%	.0%	25.0%	50.0%	25.0%	100.0%
	Above 30 years	Count	0	0	2	2	2	6
		% within Exp	.0%	.0%	33.3%	33.3%	33.3%	100.0%
	Total	Count	148	290	202	90	54	784
		% within Exp	18.9%	37.0%	25.8%	11.5%	6.9%	100.0%

Source: Compiled from primary source

### Interpretation

Table 1.8 shows that in the least experience levels of 1-3 years 96 percent of respondents belong to the age group of up to 40 years. In the experience levels of 3-5 years 90 percent of the respondents belong to up to 40 years age group and 10 percent of the respondents in the age group above 40 years. In the experience levels of 5-10 years 74 percent of the respondents belong to up to 40 years and 26 percent belong to above 40 years of age. In the experience levels of 10-20 years 68 percent of the respondents belong to up to 40 years of age and 33 percent belong to above 40 years of age. In the experience levels of 20-30 years there are 0 percent belonging to the age group of up

to 30 years and 100 percent of respondents above 30 years of age. In the experience levels of above 30 years there are 0 percent below 30 years and 100 percent in the age groups of above 30 years. From the above analysis it can be understood that street vendors having higher years of experience are catering to higher age groups. The finding is in line with the reality.

## VI. CONCLUSION

Clearly, the informal sector is not the residual sector of the economy. In reality, it is the dominant sector. The informal sector may not contribute much to the national income but its dominance in employment is likely to continue for some more time as informal sector has the major role to play in expanding the capacity of Non agriculture sector to absorb labour. Government can play both direct and indirect role in providing formalization to the large section of the population engaged in informal sector through the better measures of contribution of the informal sector in the GDP of the country and to provide labour productivity, capital productivity and capital output ratio to measure the efficiency in the informal sector

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In India the Informal sector employs 42.2 crores of people which is 89% of the total workforce in the country ( data from the 68th National Sample Survey), this explains the extent of contribution which informal sector makes to the national economy .The Informal Sector (including agriculture) contributes to 54.2% of total GDP (2008) and still to 38.4% if agriculture is excluded (Source: Charms Jacques (2012)<sup>1</sup>. Street Vendors form one significant part of informal sector. This study attempted to assess the profile of street vendors in terms of their Age, Gender, and Marital status, Experience, Education and the various products sold by them. It was found that more number of street vendors are young. This is in line with the study conducted by Sergio Pena (1999) <sup>3</sup>. The analysis revealed that the majority of the respondents are educated. This is in line with the findings of Sharit K. Bhowmik (2002)<sup>3</sup>. It observed that male respondents outnumber the female .This is in line with the study conducted by NASVI (2012). The analysis on type of products sold shows that most of the responses relate to fruit sellers, chat and cosmetics, clothes and coconut sellers. It is clear from the analysis that the business is sustainable to live and to save for future

as it was found that there are a large number of married people in this business inherited from their parents. The future research may verify and extend this study by conducting on a large scale and by applying quantitative analysis.

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