

# **Local Vegetable Vendors in Cuncolim Market - A Sociological Study**

A dissertation for

SOC 651: Dissertation

Credits: 16

A Dissertation Submitted in Partial Fulfillment of The  
Requirements of A Master's Degree in Sociology

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**DECLARATION BY STUDENT**

I hereby declare that the data presented in this Dissertation report entitled, "Local Vegetable Vendors in Cuncolim Market: A Sociological Study" is based on the results of investigations I carried out in the M.A Sociology at the D.D. Kosambi School of Social Sciences and Behavioral Studies is under the supervision of Ms. Snehal Sonu Gaunkar and the same has not been submitted elsewhere for me to award a degree or diploma. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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**COMPLETION CERTIFICATE**

This is to certify that the dissertation report "**Local Vegetable Vendors in Cuncolim Market- A Sociological Study**" is a bonafide work carried out by Shrinath Kushali Velip under my supervision in partial fulfillment of the requirements for the award of the degree of master of arts in the Discipline sociology at the D.D. Kosambi School of Social Sciences and Behavioral Studies Goa University



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## **PREFACE**

Welcome to my dissertation, "Local Vegetable Vendors in Cuncolim Market- A Sociological Study." I'm excited to share what I've learned about the lives of these vendors and how their backgrounds and the culture around them affect their businesses.

This journey started with many questions and a desire to understand these vendors better. I wanted to know how their lives and the events around them impact their sales and happiness.

To find out, I talked to 15 vendors from the Cuncolim market and asked them about their experiences. I also looked at information from other sources to get a bigger picture.

As you read through this dissertation, I hope you will join me in exploring the lives of these vendors and understanding how we can make things better for them. Let us dive in together and learn how to support local businesses like theirs.

## **ACKNOWLEDGEMENT**

I extend my heartfelt gratitude to all those who supported and contributed to the completion of my dissertation titled "Local Vegetable Vendors in Cuncolim Market: A Sociological Study."

First and foremost, I express my most profound appreciation to my dissertation guide, Ms. Snehal Sonu Gaunkar, for their guidance, encouragement, and invaluable feedback throughout this research journey. Their expertise and mentorship have been instrumental in shaping this study.

I am also grateful to Prof. Ganesha Somayaji, Dean, D.D. Kosambi School of Social Sciences and Behavioral Studies, Sociology Programme, at Goa University for their encouragement and supports.

I am indebted to the local vegetable vendors of Cuncolim Market for their willingness to participate in this study, share their insights, and offer their valuable time amidst their busy schedules. With their cooperation and openness, this research was possible.

I would like to acknowledge the support of my friends and family, whose unwavering encouragement and understanding provided me with the motivation and strength to pursue this endeavor.

Lastly, I express my gratitude to the academic community and all those who have contributed to the field of sociology, as their work has been a source of inspiration and enlightenment throughout the research process.

Thank you to all who have played a part, directly or indirectly, in the completion of this dissertation. Your support has been invaluable.

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# **CHAPTER-1**

## **INTRODUCTION**

### **1.1. BACKGROUND OF THE STUDY**

According to the 2011 census, India is the second most populous country after China and is one of the rapidly advancing nations globally. Many of the country's population is involved in agriculture and related activities. Besides farming, many individuals participate in the informal economy by selling goods such as vegetables, quick meals, and agricultural supplies at small rural markets known as "Hats." Vegetables constitute an essential part of the daily diet in every area (Trivedi, 2019). These vendors are identified as self-employed workers in the informal sector who offer their labor to sell their goods in village markets (Saha, 2011).

The vegetable vending sector constitutes a significant segment of the informal economy, employing many individuals across diverse demographics. These vendors typically acquire their produce from local markets or directly from farmers and sell them in open markets, roadside stalls, or mobile vending units. Their interactions with consumers often reflect local culture and preferences, influencing buying patterns and sales strategies. (Samarpitha, 2019).

In India, millions (estimated at 10 million by the Ministry of Housing and Urban Poverty Alleviation) rely on street vending for their livelihood. However, for women in this sector, the challenges are numerous. Unlike formal jobs, street vending often lacks social security benefits provided by the government, making their work even more demanding (Vijaya, 2016)

Street vendors comprise the most prominent section of the informal economy. A street vendor is someone who offers goods or services for sale to the public without having a permanent built-up structure but with a temporary static structure /mobile stall or headload (NPUSV, 2009).

According to the Indian government, street vendors have three categories: stationary, peripatetic, and mobile. **Stationary vendors** carry out vending regularly at a specific location with the implicit or explicit consent of authorities. **Peripatetic vendors** sell on foot, and mobile and street vendors move from place to place, vending their goods or services on bicycles or motorized vehicles. (NPUSV, 2009).

The street vendors experienced several problems. Some of the issues they face include competition with other street vendors due to price fluctuations. They earn very little income from street vending. Women are the most affected. They are vulnerable to eve-teasing, sexual harassment, etc.; their employment is insecure. It is not legal, hence prone to harassment by various law enforcement agencies; they face problems of eviction, bribe payment, inability to access multiple government facilities, lack of facilities such as toilets, lighting, etc.; lack of social security and other similar hurdles (Kumar & Sharma, 2019)

Goa also has many vegetable vendors catering to the Goan economy and society, but more research is needed. According to the Times of India (National Daily), the local vendors are indigenous people who are hardworking and contribute to the economy of the state of Goa. Vegetable vendors start business at 8 am and are supposed to Wait until around 1 pm. However, the extreme heat is unbearable, so they are forced to pack up and leave before noon. Proper transportation facilities are an additional burden for these small-time vendors. In the state of Goa, the major problem local

vendors face is due to a massive mass of migrants coming to Goa for jobs. Still, whenever they fail to find a suitable job, they switch to the vendor ship business in the market. The rising unemployment further adds to the number of vendors in the state. The major problem faced by these vegetable vendors of Goa is that they have no fixed place to sell their goods and products in the local market vendors, including the tribal women's adjutants, in place of shops in the local market.

The Cuncolim market is alive with sights and sounds! Colorful vegetables fill the stalls – greens, reds, and browns everywhere you look. Nevertheless, there is more to the market than just the produce. The vendors who sell the vegetables are the real heart of the place. They all have their own stories, shaped by their background, culture, and everyday work's ups and downs. This project is about exploring these stories.

The extinguishing of my sociological imagination has been done by the ever-rooted desire to understand the intertwined life stories of community members. The most essential thing about vendors frequently gets lost – the most crucially important – the human element to the transaction. The study attempts to achieve this through the social milieu influencing their experiences. How did the walk of their lives lead these characters to be vegetable vendors? What argument does the background of their customers make in their interactions and the relationships they create with vendors? Festival months are those with higher sales that are incomparable to the avoidance of shopping by the populace. Similarly, what challenges do these learners meet when working on various jobs? These posers take us on a journey through the people's lives at the Cuncolim market, giving us a new understanding of the human factor.

This is not just a study but about making a real-life difference. Through the knowledge of their challenges, we can contribute novel approaches and needed support systems for genuine improvement in their health and lives. Finally, this is the source of their earnings; thus, we all support them and ensure their healthy livelihoods. Knowing sake, there are more things in the markets than appreciated by the naked eye, and we are ready to reveal the stories that define the system.

## 1.2. LITERATURE REVIEW

### 1.2.1. Role of Vegetable Vendors in Informal Economy

Although mainly found in informal economies, particularly in urban or metropolitan areas, vegetable vending remains a vital sector of the economy as it offers an opportunity for livelihood amid limited formal employment. The admonition of Samarpatha (2019) confirms the comprehensive contribution of India's informal sector, which usually consists of street vending, to employment, considering its importance for economic welfare. Nevertheless, problems emerge, including no formal licensing and poor infrastructure, making it hard for market characters to keep going. Notwithstanding this, local market vendors show their ability to exist, usually through inheritance from their parents or by saving money themselves to start a business. The observation made by Samarpatha indicates that men in the middle-aged group are at the helm of street vending, with the only motive being getting a source of income. Nevertheless, thirty-six-hour shifts, the risk of eviction, and the market situation are the cases. However, entrepreneur carriers still fight to hold on and earn economic independence based on the business tradition passed down from generation to generation. Formulating and enforcing policies that uphold and support street vendors is essential; the policies should erect basic social and legal practices such as

registries, storage services, and better locations. In the long run, this will help improve socio-economic conditions and may gradually shrink the informal labor data.

The central distinctive feature of vegetable vending in the informal sector being presented in this study is the weightiness of the contribution of the informal markets, most of which are selling food and, therefore, an essential source of household food security, as aforementioned by Orlale and Oino (2022). Informal market vending, found in urban or rural areas, is a communication pathway for supplying food, especially in areas where food trade issues are prevalent, such as in western Kenya. Without formal guidelines, market vendors add value to household food security by displaying a wide variety of vegetables, hence ensuing diversity in community access to healthy foods. While the literature highlights the need for the inventions to be oriented towards the improvement of the food health and safety of the informal food vendors to mitigate risks associated with these vendors, it also points towards the need for vendors themselves to be careful with the food health and safety practices for the sake of their well-being and that of their clients. The report stresses that one of the most significant factors for policymakers is acknowledging and reciprocating the informal economy's power that contributes to food security, mainly in marginalized neighborhoods where formal stream opportunities may be absent.

#### 1.2.2. Socio-Economic Conditions of Vegetable Vendors

The vegetable vendors' socioeconomic situations in different urban zones have become a subject of broad debate, not only in elucidating their challenges, business strategies, and consequences for economic development and the health sector. Shyamali Banerjee's 2014 work on the business management of vegetable vendors in Ranchi highlights vendors' adaptive nature and professionalism. The study portrays the vendors' adaptation to the consumers' needs and that they can change their business

model to be more profitable despite the desire to cut input costs. This portrays their resilience and ingenuity as the businesses grow. With financial profit instead of the value of their investments, the primary motivation those vendors suggest is the businesses' pragmatism in enhancing their socio-economic conditions. This presents some unique strategies in which vegetable vendors have outsmarted the trade complexities while basing their economic positions.

Like in New Delhi, Stuti Singh and Maheen Quazi found that the life of vegetable vendors comprised various socio-economic, demographic, and health-seeking patterns. The research highlights a sex-related workforce essentially made up of men. A significant percentage is represented by migrants seeking to improve their financial situation. Low qualifications and insufficient income do not discourage them since these vendors emphasize the necessity for their kids to have an education and thus to be able to socialize with upper-class people. Despite these progresses, the unfair living standards, insufficient access to quality education, and lack of knowledge for civic participation evince the community's insecurity and the giant crevices in the country's development. The study pinpoints the pressing concern for targeted actions and intensified communications campaigns offering solutions on living conditions, health awareness, and skill-building for vegetable vendors, indicating the broader social inclusion challenges among informal urban sectors.

The study of Kaddumukasa et al., carried out in Kampala, Uganda, gives a clear picture of the socio-demographic characteristics of the vendors and the manufacturing process of a ready-to-drink fresh unpasteurized fruit and vegetable juice. Research is done on the dominance of product categories in local marketplaces, division of employment according to gender rankings, profiles of owners, and methods of production relevant to the sector. On the same note, another investigation covers the

origin of produce, medium of transportation, and storage practices included within different market segments, therefore examining their impact on the quality of product and contamination concerns. This experiential essay resonates with the dynamic living standards that influence the operation and challenges of the vegetable vendors, implying the importance of designing and implementing tailor-made intervention programs and policies to uplift the economic status and bring their well-being to higher levels.

### 1.2.3 Cultural Dynamics and Market Intersection

Such factors as cultural dimension and markets' interaction constitute a complex field of inquiry by which, on the one hand, cultural factors are shown to be one of the determinants and, on the other hand, to influence market dynamics. DURMAZ et al. (2011) point out that cultural activities can have a complex role in this holistic setting, where they are utilized as forms of heritage, traditions, and values. Through such events as touching a consumer with emotions and creating associations of this brand with positive memories, consumers start to trust the brand, which leads to changing the market conditions. In addition, they give marketing content creators access to diverse audience segments united by their cultural identification, subculture groups, or social standing and help them prepare tenable strategies for each segment. Nevertheless, cultural sensitivity and authenticity are the issues in getting this tactic right through cultural marketing for marketing experts to succeed. This research is premised on the magnitude of cultural events that promote consumer behavior and market dynamics and the consequent need for marketers, who have to contend with such cultural influences, to think strategically.

In their article “Culture as a Lucrative Force: Influences on Consumer Behavior and Marketing Dynamics,” Kire and Rajkumar (2017) explore the far-reaching role of cultural events in molding consumer behavior and the way markets evolve. Cultural events help to show and strengthen the cultural values, norms, and traditions within the society. Thus, they give cultural meanings to the products, as products provide meaning based on their cultural context. Cultural events play a pivotal role in cultural heritage preservation and the transmission of cultural values from generation to generation, diversifying consumer behavior and sparking new product and service-oriented preferences. A marketer should perfectly merge the cultural plotlines and themes with an event to effectively bridge the gap between a company and its customers. Marketers should strategically align the offerings of an event with the cultural narratives and themes if they want to effectively link their company with its customers, which will add to the market's success. This investigation reveals how cultural aspects are intertwined with a market. Through it, we learn the crucial role of considering cultural features during marketing strategy development, enabling messages to resonate with an audience.

#### 1.2.4 Challenges Faced by Vegetable Vendors

Selling vegetables, one of the most contributed informal sector employments is a multidimensional challenge that the vendors need help to overcome in different geographies of which they address this issue. Trivedi's study (2019) highlighted the women vegetable sellers of the Saurashtra Region, widening the lens to the manifold problems involving cultural values, infrastructural restrictions, and market dynamics as significant obstacles. Such a path of study draws a clear picture of all the stumbling blocks a woman is doomed to meet in her struggle to ensure her economic survival within the sphere of the informal economy and also emphasizes the multidimensional

nature of the factors that impede successful participation of a woman in this type of business. Also, Prasad and Begari (2018) reveal that market vegetable vendors are the informal sector's employment engines. Still, in their quest for income, at the end of the day, vendors have to deal with multidimensional problems like lack of infrastructure and operating space. This pressing problem unwittingly brings stumbling-deliberate problems to dealers, thereby inflicting an incapability that hinders the maximum achievement of potential contribution to the economy, especially in urban centers such as Hyderabad. Shortage of critical facilities and satisfactory trader-friendly locations is a significant issue, revealing ongoing barriers to local catering for vegetable traders to have a viable business in good conditions.

Gaurav Choudhary (2021) and Angita Raghuvanshi's study on vegetable vendors in the Chhatarpur district, Madhya Pradesh, shows how the unorganized system made the product vendors even more insecure. These vendors have several problems, ranging from economic constraints, hazardous working conditions, and systemic weaknesses such as uncertainty regarding the legality of their location to weather, harassment, and financial difficulties resulting from using credit to pay for their goods and having perishable foodstuffs. A high level of illiteracy among the women worsens the issue, threatening their vulnerability to exploitation. Hence, this mounts a considerable risk for vegetable salespeople operating in the informal economy, highlighting their disadvantaged status and marginalization in this sector. Furthermore, the study of Soniyo Yomichan and Siddhartha Mundre (2020), who conducted a survey of vegetable marketing in Bihar's farmers' market, reveals multi-varying obstacles that sellers face, mainly the perishability of vegetables, inadequate infrastructure, unstable market price, hurdles in transportation and poor mechanism for classification and sorting. The interconnectedness of the problems without solutions to

the infrastructure, logistics, pricing volatility, and post-harvest handling ultimately become significant barriers that make the vegetable marketing case unprofitable and inefficient, rendering the business unsustainable.

#### 1.2.5. Market Dynamics and Operational Challenges

Market dynamics and operational challenges are central themes in the literature concerning vegetable and street vendors, shedding light on the multifaceted issues these individuals face daily. Shyamali Banerjee's study (2014) on the socio-economic condition of vegetable vendors in Ranchi emphasizes the distinct strategies vendors employ in managing their businesses. Operating in public spaces, these vendors prioritize financial gain to enhance their socio-economic conditions, highlighting their resilience and ingenuity in striving for improved livelihoods. However, infrastructural constraints and market dynamics significantly hinder their effective functioning. Similarly, Prasad and Begari's research (2018) on the issues and challenges of weekly market vegetable vendors in Telangana underscores the pivotal role of the informal sector in generating employment opportunities yet highlights the myriad problems stemming from inadequate infrastructure and operating spaces. Despite the sector's significant contribution to job creation, vegetable vendors grapple with the need for essential facilities and appropriate locations for conducting their trade, adversely impacting their operations and hindering their ability to thrive and contribute optimally to the economy.

Gautam Choudhary and Angita Raghuwanshi's study (2021) on the issues and challenges vendors face in an unorganized setup further elucidates the extensive challenges confronting vegetable vendors, particularly in Madhya Pradesh. These vendors encounter adversities encompassing socio-economic constraints, precarious

working conditions, and systemic vulnerabilities, highlighting their marginalized position within the informal economy. Soniyo Yomichan and Siddhartha Mundre's analysis (2020) on problems of vegetable marketing in farmers markets of Bihar delves into the multifaceted challenges faced by vendors, including the perishability of vegetables, insufficient infrastructure, fluctuating market prices, transportation hurdles, and the absence of proper grading and sorting mechanisms. These interlinked challenges collectively affect vegetable vending businesses' profitability, operational efficiency, and overall sustainability, demanding comprehensive solutions that address infrastructure, logistics, pricing stability, and post-harvest handling. The thematic literature review highlights the complex interplay between market dynamics and operational challenges. It underscores the need for targeted interventions and policy measures to support vegetable vendors in navigating these obstacles and improving their livelihoods within the informal economy.

#### 1.2.6. Women in Vegetable Vending

Women in fruit and vegetable retailing in the informal sector are burdened with various difficulties that connect with social norms, infrastructure, and market systems and negatively affect their economic well-being and welfare, which can be traced to the informal economy. Trivedi's survey (2019) regarding female vegetable vendors in the Saurashtra region indicates the challenges female vendors face and, therefore, the problems associated with the lack of formal setup. This study is a showcase of the complexities these women face. At the same time, they run their businesses on this occupational ladder, demonstrating their enviable resilience and adaptability to marshaling some of these multifaceted struggles. This report touches on different elements that limit women in vegetable vending. Society has put in place traditional norms that shape gender roles. This is besides the barrier's women face to economic

liberation posed by infrastructure, markets, and other dynamics. Through apprehending and tackling such complications, the study contributes to realizing that the status of women in the informal sector is a result of gender and socioeconomic factors, and their level of involvement as such interventions to support them need to be tailored.

Prasad and Begari's study (2018), which discusses weekly market vegetable vendors in Telangana, presents further evidence of the challenge's women in vending services face, partly due to the lack of appropriate structures and operating spaces. Although the informal sector plays an essential role in job provision, sidewalk vegetable sellers feel the biting effect of the inadequate facilities and the rightful and good locations to practice their trading, thereby hampering their ability to grow and contribute to the economy. Some of the key challenges women in business face today are reflected in their operations, showing how the business infrastructure faces several hindering elements. The research underlines the need to focus on the specific gaps in the infrastructure and create a facilitating environment that can assist the women in unraveling their obstacles and making their position economically more robust through vegetable vending. In the theme section, it is worth mentioning that the women in vegetable vending operate under complex constraints, ranging from socio-cultural, infrastructural, and market conditions, and thus, calls for the recognition of such issues and their subsequent resolution for the sake of facilitating women economic participation and empowerment in the informal vegetable trade sector.

### 1.3. RESEARCH QUESTION AND PROBLEMS

This dissertation addresses the following research question: How do the socio-economic profiles of local vegetable vendors in Cuncolim markets intersect with cultural dynamics, impacting their sales, market dynamics, and overall well-being? The research problems guiding this investigation include understanding these vendors' diverse socio-economic backgrounds, analyzing the influence of cultural events on sales and market dynamics, identifying the challenges vegetable vendors face in Cuncolim markets, and proposing practical solutions to enhance their well-being and success. By delving into these aspects, the study seeks to contribute valuable insights into the complex web of factors shaping the lives and livelihoods of local vegetable vendors in Cuncolim.

### 1.4. OBJECTIVES

1. to study the socio-economic profile of local vegetable vendors in the Cuncolim market
2. to analyze how cultural events impact sales and market dynamics for local vegetable vendors
3. To identify the problems faced by vegetable vendors in the Cuncolim market and
4. To recommend practical solutions for improving the well-being and success of local vegetable vendors in the Cuncolim market.

### 1.5. METHODOLOGY

According to police and Beck (2004), methodology involves obtaining, systematizing, and analyzing data. Bowling (2002) explains that methodology is a complete structure

of the research study: the size and sample method, the practices and techniques utilized to collect data, and the process to analyze data.

This study is based on primary and secondary sources of data.

1. Sampling: Purposive sampling was employed to recruit participants. 15 Local vegetable vendors from the Cuncolim market were strategically selected based on their experience, ensuring a rich and informative data pool focused on this vendor population's specific challenges and expertise.

2. Quantitative Data Collection: Develop a structured survey or questionnaire focusing on socio-economic factors and the impact of cultural events on sales. Administer the survey to a representative sample of local vegetable vendors. Collect numerical data on income levels, education, demographic information, and responses related to cultural events.

3. Quantitative Data Analysis: The data was analyzed using descriptive statistics. Frequency and percentage were calculated for each response category. This result was then visually represented using graphs to identify the patterns and trends related to the impact of cultural events on sales and the socioeconomic profile of the vendors

4. Qualitative Data Collection: A qualitative data collection approach was employed to gain deeper insights into the challenges faced by vendors and explore the cultural dynamics shaping market intersection. This involved in-depth interviews with a purposefully selected subset of local vegetable vendors from the Cuncolim market.

5. Qualitative Data Analysis: The qualitative data obtained from in-depth interviews was analyzed using thematic analysis. This approach involves systematically coding

the data to identify recurring themes related to the challenges faced by vegetable vendors and the cultural dynamics that influence sales within the cuncolim market.

6. Integration of Findings: Combine quantitative and qualitative findings to comprehensively understand the socio-economic landscape, challenges, and cultural dynamics.

7. Recommendations: By synthesizing the qualitative and qualitative findings, practical solutions were formulated to address the challenges faced by vegetable vendors and enhance their well-being within the Cuncolim markets.

Secondary data: A review of secondary data was conducted to gain a broader context and establish a foundation for the research. This included scholarly articles, reports, and other relevant publications exploring local vendors' socio-economic factors, cultural influences on market dynamics, and best practices for supporting small businesses in similar settings.

This mixed-methods approach will allow us to comprehensively explore the research question's complexities, providing an intricate understanding of the lives of local vegetable vendors in the Cuncolim market.

## 1.6. LIMITATIONS OF THE STUDY

The study titled “Local Vegetable Vendors in Cuncolim Market- A Sociological Study” is conducted under the following limitations:

- This study is limited to only local vegetable vendors in the Cuncolim market.
- Time and data constraints.
- The study limitation includes a small sample size of only 15 respondents.

- Limited secondary data was utilized to provide the content and background information. The availability and quality of the secondary sources were limited.

### 1.7. SCOPE OF THE STUDY

This study focuses on local vegetable vendors operating within Cuncolim Market, aiming to understand the various aspects of their socio-economic profiles and how cultural dynamics intersect with their businesses. Specifically, the study delves into:

1. Socio-economic Profiles: Examining the backgrounds, education levels, income, and demographic characteristics of local vegetable vendors in Cuncolim Market.
2. Cultural Dynamics: Investigating how cultural events and practices impact these vendors' sales and market dynamics.
3. Challenges Faced: Identifying the challenges and obstacles encountered by vegetable vendors in Cuncolim Market, such as competition, infrastructure, and regulatory issues.
4. Recommendations: Proposing practical solutions and strategies to address the identified challenges and improve the well-being and success of local vegetable vendors in Cuncolim Market.

The scope of this study is limited to the vendors operating within the Cuncolim Market and does not encompass broader agricultural or economic trends beyond the local market context. Additionally, the study primarily focuses on qualitative and quantitative data collected from vendors and does not extend to consumer behavior or market demand analysis.

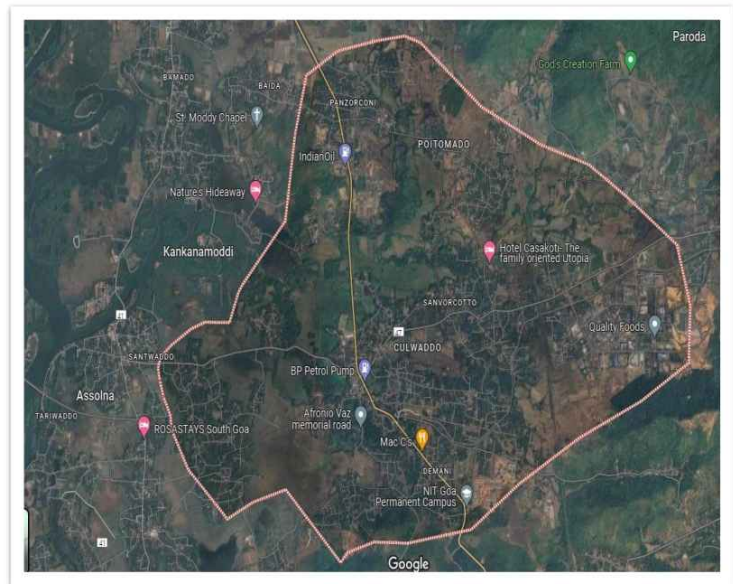
## 1.8. BRIEF DESCRIPTION OF STUDY AREA

Cuncolim is a municipal town in the South Goa district in the state of Goa. It has a population of 59,814 GeoIQ (2020). Of this total population, 29,925 are males and 29,889 are females. The majority of the street vendors seen here include fish vendors, fruit vendors, vegetable vendors, etc. Cuncolim is this town's centralized market for vegetables, fruits, fish, etc. It has come to symbolize the region's diversity, and its market has many things on offer: its fresh produce, fruits, vegetables, spices, seafood, textiles, clothing, household items, and local handicrafts. This market is an entire life and activity for all local people and tourists equally. In one way or another, the market is the heart of the town, where the culture and tradition of Goans are transparent and explained with food items from food stalls and vendors. The local people usually go to the port to chat with the fisheries and select the perfect bass. The mood and setting, along with several different products available, would attract visitors keen to experience the local population's life and the extraordinary culture of Goa.

This market is a commercial venue and a cultural held together. This location is situated below the main street and surrounded by shaded seating. It serves as a meeting point for locals and visitors, providing a space for social interactions and community engagement. The place has a life on it as people can hear vendors calling out their merchandise, music played here, which is traditional and Goan, and people shout bargaining as they share their stories. The notions of the market do not include a single area; instead, think of the market as a network of intersected spaces. In addition to the location where you can find the vegetable and fish industries, there are zones for textiles, crafts, and other products. This variety has made Cuncolim Market a busy and

dynamic place, being a point of sale for a massive array of items in the interests of various categories of consumers.

Map 1: Map of Cuncolim



Source -Google Map

## 1.9. CHAPERISATION SCHEME

The present study is presented in 5 chapters; the content of each chapter is presented below:

### Chapter 1-Introduction

This chapter deals with the background of the study, literature review, research questions and problems, objectives, methodology, a brief description of the study area, and the Chapterisation Scheme.

## Chapter 2- Socio-Economic Status of Vegetable Vendors of The Cuncolim Market

This chapter includes an introduction, the social status of vegetable vendors, the economic status of vegetable vendors, and reasons for engaging as a vegetable vendor.

## Chapter 3- Influence of Cultural Events' on Market and Local Vegetable Vendor.

This chapter deals with the introduction and explores the intricate relationship between cultural celebrations and sales dynamics among local vegetable vendors. It delves into the impact of festivals on sales trends, drawing insights from conversations with vendors at the Cuncolim market. The chapter examines the opportunities and obstacles faced by vendors. Additionally, it discusses the innovative marketing strategies vendors employ to attract customers during cultural events and highlights the importance of customer feedback in driving the market growth. By adapting their offerings, stocking up strategically, and leveraging customer preferences, vegetable vendors navigate the festive rush and capitalize on the unique opportunities presented by cultural celebrations.

## Chapter 4 -Challenges Faced by Local Vegetable Vendors in Cuncolim Market

This chapter begins with an Introduction to provide context, followed by Infrastructure and Operational Challenges, Weather and Transportation Challenges, Regulatory Framework and Security, Inventory Management and Spoilage, Adaptation to Customer Needs and Open Market Challenges, Cultural, Seasonal, and Social Factors, and concludes with Coping with Challenges and Vision for Improvement. This chapter delves into specific aspects of the market's dynamics, from physical infrastructure limitations to regulatory hurdles, vendor strategies for managing inventory, and

adaptation to customer preferences, culminating in a vision for a more supportive and efficient market environment.

## Chapter 5- Conclusion

This chapter deals with the introduction, findings of the study, recommendations, and summary.

## **CHAPTERS -2**

### **SOCIO-ECONOMIC STATUS OF VEGETABLE VENDORS OF THE CUNCOLIM MARKET**

#### **2.1. INTRODUCTION**

Cuncolim is a municipal town in Salcete taluka in the south Goa district. It has a population of 59,814 (2020). Of this total population, 29,925 are males and 29,889 are females. A micro-level study was undertaken on local vegetable vendors in the Cuncolim market-A sociological study was conducted. A survey of 15 samples was taken for this purpose. Several essential aspects of the social status of vegetable vendors, such as their educational qualifications, gender, age group, marital status, religion, caste, family type, and family size, were considered in studying the social status of vegetable vendors.

##### **2.1.1. Gender Distribution**

The micro-level study was undertaken on the local vegetable vendors in the Cuncolim market. Fifteen samples were selected for this study. Out of this, all are female respondents. Research on vegetable vendors proves beyond doubt that female vegetable vendors are dominant.

Gender	No. of respondents	Percentage%
Female	15	100
Total	15	100

Table 1-Gender distribution of the Respondents

### 2.1.2. Age Composition

Cuncolim Market vegetable vendors come from a range of ages. Interestingly, the study found that the most experienced vendors were 50 to 60-year-olds, making up nearly half (47%) of those interviewed. Coming in a close second were vendors between 40 and 50 years old, accounting for around a third (33%) of the respondents. This suggests that Cuncolim Market is brimming with experience, with many vendors having honed their skills and knowledge over a long career. In contrast, only about 20% fewer vendors fell into the 30-40-year-old age range. This could indicate that people enter vegetable vending after gaining some life experience or raising a family.

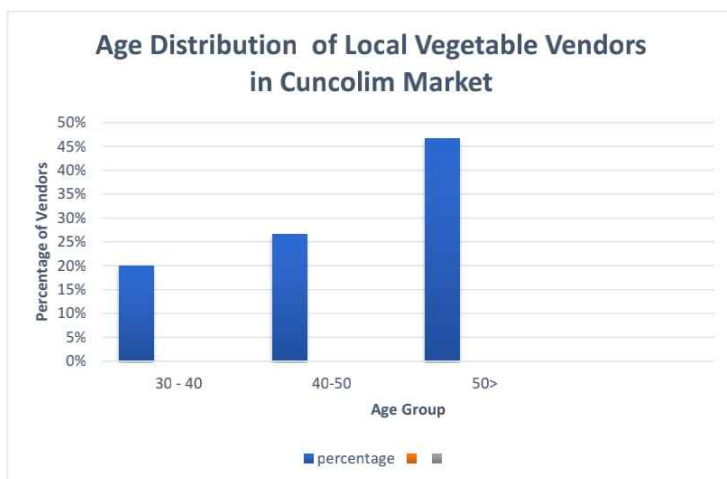


Figure 1- Age Distribution

### 2.1.3. Education Level of Vegetable Vendors

Education is another variable used to study the social status of local vegetable vendors in the Cuncolim market; it was found that 46 percent of the respondents were illiterate, and 53 percent were literate. It is important to note that vegetable vending does not

require extensive education or specialized skills. This makes it an accessible profession for people from diverse backgrounds. However, the study did find that a small percentage (around 7%) of the vendors had completed higher secondary education. This could indicate that some vendors might choose vegetable vending after pursuing other studies.

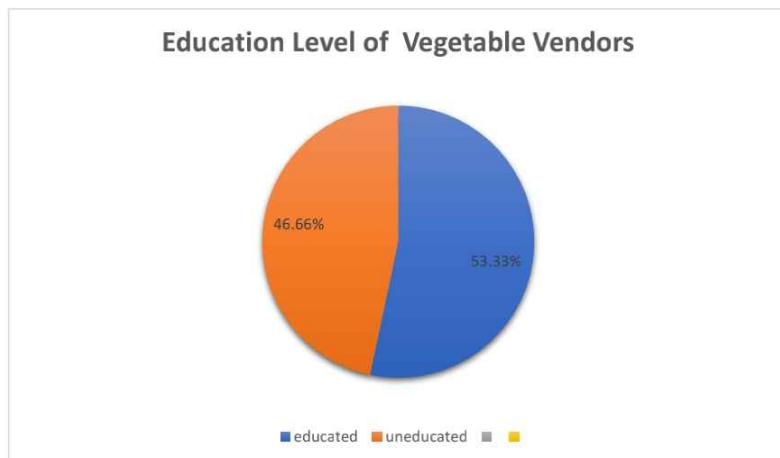


Figure -2, Education Qualification of the Respondents

#### 2.1.4. Language Diversity

All the respondents speak Konkani, and only 13.33 percent of the respondents knew other languages like Hindi and Marathi of the 15 respondents; the study found that over half (53%) of the vendors were literate in Konkani, allowing them to read and write in the language they use every day. The remaining vendors (around 47%), while comfortable speaking Konkani, might not have formal reading and writing skills. This highlights the diversity of backgrounds among the vendors, with some possessing more vital literacy skills than others.

### 2.1.5. Marital Status

The study at Cuncolim Market found that most vegetable vendors were married women, accounting for nearly 93 percent of the respondents. This suggests that family life plays a significant role for many vendors. However, a small percentage, around 7 percent, were single women, possibly widows, who found vegetable vending as a source of income and independence.



Figure -3 Marital Status of The Respondents

### 2.1.6. Religion

Goa is a place where all religious beliefs are respected and accepted. The most popular religions practiced in Goa are Hinduism, Christianity and Islam. This study found that 85.71 percent of the respondents were Hindus, and others belonged to Christianity and Islam. The different festivals celebrated by the vegetable vendors include Ramadan among Muslims, village church feast among Christians and Diwali, and Ganesh Chaturthi among Hindus. On this occasion, various food items are prepared for

different religious groups, and various dances and processions are held. Among the Christians, Tiatr/Drama is a popular entertainment on feast days.

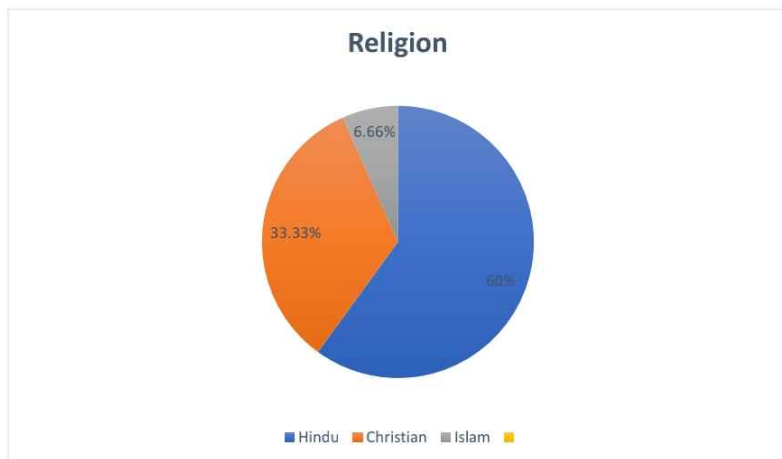


Figure -4, Religion Among the Respondents

#### 2.1.7. Caste of the Respondents

The vegetable vendors in Cuncolim Market come from various social backgrounds. Over half, 53.33 percent of the respondents belong to the Scheduled Tribes (ST) category, traditionally associated with indigenous communities. Around 40 percent of the local vendors belong to the General Category, encompassing a more comprehensive range of castes. A smaller percentage, around 6.66 percent, of the vendors belong to the Other Backward Classes (OBC) category, and interestingly, the study did not find any vendors from the Scheduled Castes (SC) category.

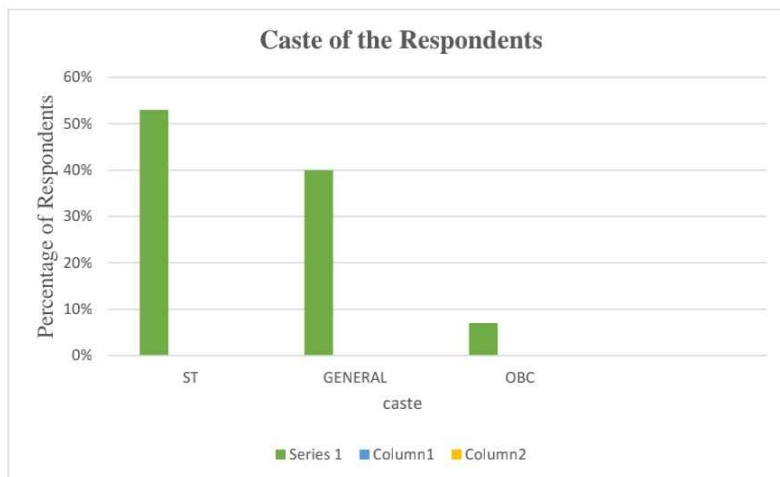


Figure 5, Caste Among the Respondents

#### 2.1.8. Family Type

The study at Cuncoilm Market peeked into the family lives of the vendors. Interestingly, a majority, 60 percent, belonged to nuclear families, where parents live with their children. The remaining 40 percent came from joint families, where multiple generations reside under one roof. Family size also varied, with 60 percent of vendors having families of 1 to 5 members, while 40 percent had larger families with more than six members. This glimpse into the vendors' family structures highlights how they organize their lives to manage their work at the market.

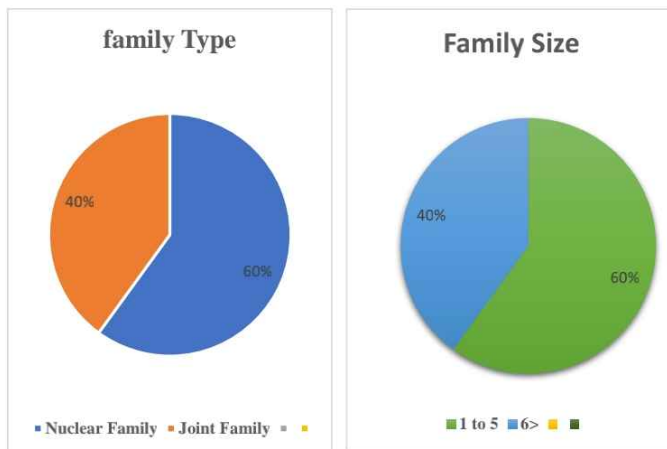


Figure 6, Family Type and Family Size

## 2.2. ECONOMIC STATUS OF VEGETABLE VENDORS

In the process of analyzing the economic context of market gardening, it becomes evident how crucial it is for a better grasp of the social-economic sphere at the local scale. This paper is heavily focused on a dynamic system of elements that condition the means of existence of vegetable vendors, consisting of various indicators, including social status, average monthly earnings, and expenditure patterns. In this respect, we attempt to understand why consumers choose and do not choose specific brands and assess the vendors' contribution to these processes.

### 2.2.1. Economic Status

The economic status is one of the essential aspects of the present study. As per the survey, 80 percent of the respondents belong to the BPL category, indicating that the vegetable vendors come from a poor economic background. The

remaining respondents belong to the APL category, i.e., 20 percent. All the respondents also live in pucca houses, indicating that the vegetable vendors are well-sheltered.

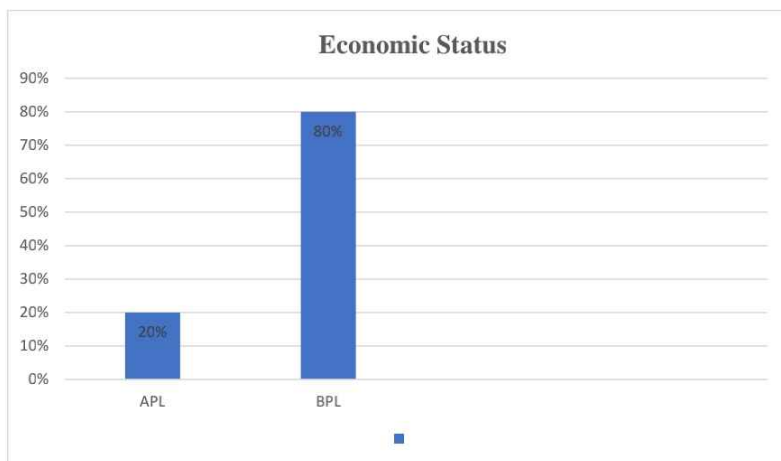


Figure 7, Economic Status of The Respondents

#### 2.2.2. Monthly Income

The majority, 40 percent of the vegetable vendors, earn an income of 10,000 and above per month; almost similar to that, 40 percent of the respondents earn rupees 5000 to 9999, and only 20 percent earn less than Rs. 5000 per month. Besides vegetable vending, the family members of the vegetable vendors are involved in other occupations, such as farming. This indicates that family members of the respondent's household are engaged in related agricultural activities.

#### 2.2.3. Expenditure

The data shows that a significant portion of vegetable vendors, around 40 percent of them, spend less than 1500 monthly. Additionally, nearly 46.66 percent of vendors spend between 1500 and 3000. However, only a smaller fraction, about 13.33 percent,

spend 3000 and above per month. This suggests that most vegetable vendors have modest expenditures, with only a few spending higher amounts.

#### 2.2.4. Type of Ownership

All the vegetable vending businesses observed exclusively operate under the sole proprietorship model, indicating that a single individual independently owns each business. This ownership structure suggests that the proprietors maintain complete control over the business's operation, decision-making, and profit but bear all associated risks and responsibilities alone. These vendors prefer to keep things simple and have direct control over their businesses because it is easier to manage everything this way.

#### 2.2.5. Working Hours

Working hours for village market vendors vary significantly. Two-thirds (66.67%) of vendors work more than 5 hours per day, likely due to higher customer volume requiring a more extended presence to meet demand or a desire to sell more produce and maximize income. The remaining third (33.33%) of vendors work for 5 hours or less, possibly because they sell a smaller quantity of produce and do not need as much time to sell it, or they have other income sources or commitments that limit the time they can dedicate to the market.

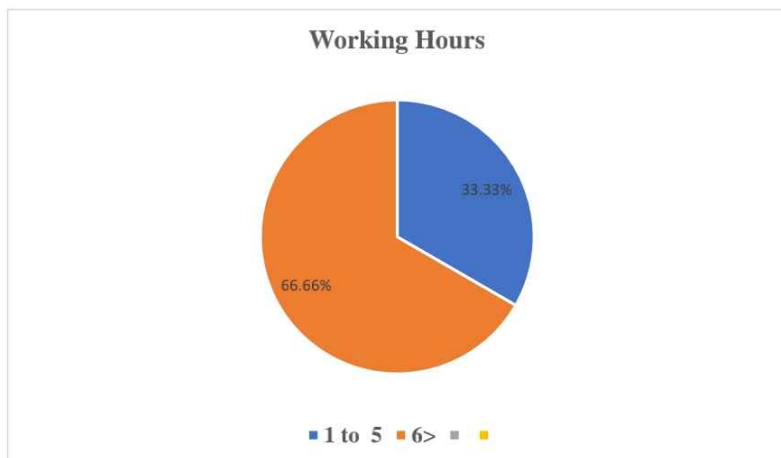


Figure-8 Working Hours of The Respondents

#### 2.2.6. Experience of the Respondents

The vegetable vendors in the market come with a variety of experience levels. A significant portion, around 40%, have been selling for 11 to 20 years, which indicates a well-established group of vendors in the market. Another 20% of vendors have 21 to 30 years of experience, and another 20% have over 30 years of experience, bringing a wealth of knowledge and expertise to the market. The remaining 20% are relatively new vendors, and they may bring fresh ideas and perspectives. Overall, the experience level of the vendors suggests a healthy mix of established, mid-career, and new vendors, which can contribute to the overall success of the market.

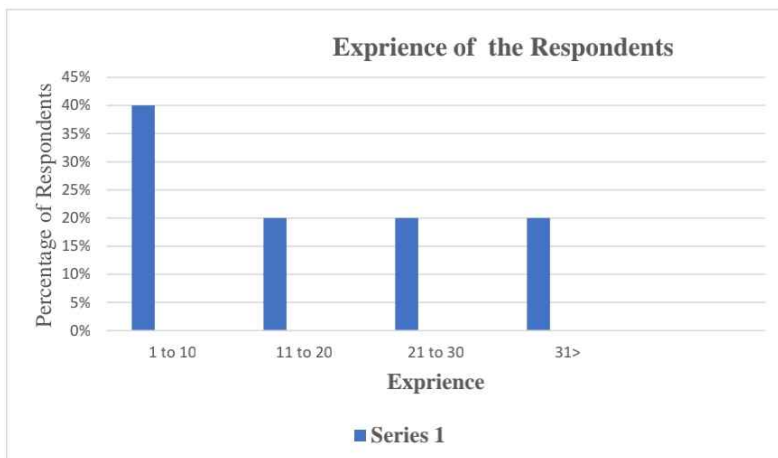


Figure 9, Working Experience of Respondents

## 2.3. REASONS FOR ENGAGING AS A VEGETABLE VENDORS

### 2.3.1. Introduction

The local discourse of cuncolim about the marketing of vegetables involves several issues that make people willingly choose to go into this business with numerous influences. Every good or even bad inducement has an advocate for its ease of resolving unfavorable conditions, the capital requirements being among the attractors for people with limited financial resources to have entrepreneurship as a means to improve their livelihood. Through this understanding, opportunities begin to receive rain. Hence, anyone with small capital can venture fully into their own business despite having small capital size being the sole obstacle. Secondly, the situation where most democrats do the same to derive enough means from the market loses the validity of the claims that it serves the interests of the masses. Through its sale of vegetables with the economic volatility characterized by high unemployment rates, the organization goes beyond its

survival role and acts as an instrument for this transformation. Interestingly, at the same time, there are already as many as two factors initiating the process of creating a similar number of startup owners: insufficient demand and earning capacity, which provides grounds for investment and lack of other spheres to be employed. The multipath feature adds to the dealings in that it shows more sophisticated issues that will be taken into consideration when decisions on the livelihoods of the vegetable vending sector at the Cuncolim market are made and hence leads to consideration of the vegetable vending sector of the Cuncolim market.

### 2.3.2. Reasons for Entering as a Vegetable Vending

Research indicated that whatever motivated the veggie vendors to the cuncolim market was a mixture of people. Most of these vendors pick up the 20 percent due to the low capital commitments associated with the business compared to other industries. Rather than owning a whole business, this provides a feasible opportunity for those with a history of limited capital to begin their entrepreneurship. This is understandable since more than a third, or approximately 33.33%, of local vegetable sellers did not start their business mainly for this reason, which is to earn a livelihood. This also emphasizes that vegetable vending is a channel that can work as a permanent source for many vendors. The case of some local vegetable growing is that they can be a chance when seen in the context of a 13 percent unemployment rate. The mentioned means serve to obtain a living and survive despite devastating economic periods. Interestingly, another third, 33.33 percent, of local vegetable vendors are driven by the combination of all three reasons: reduction of investments, causing income decreases, and scarcity of jobs offering employment due to unemployment.

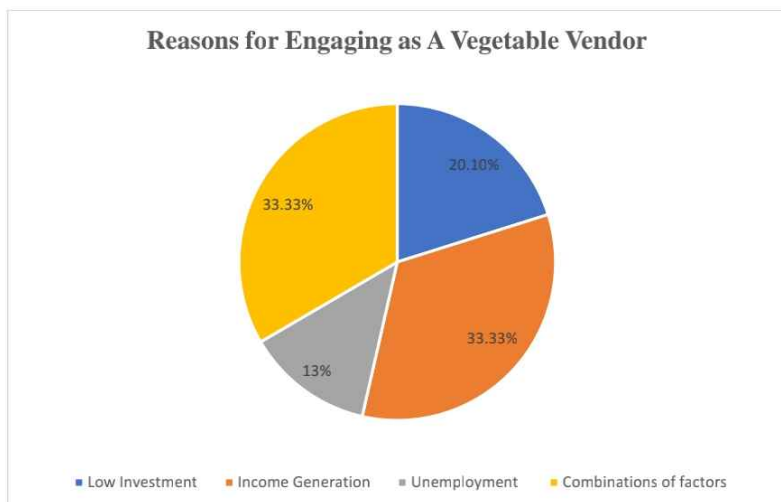


Figure -10, Reason for Engaging as A Vegetable Vendor

## **CHAPTER – 3**

### **INFLUENCE OF CULTURAL EVENTS' ON MARKET AND LOCAL VEGETABLE VENDOR**

#### **3.1. INTRODUCTION**

The local vegetable vendors form an association with people in the community as they bring us the cultivational practice between the merchants, culture, and customers' preferences. For the local people, the changes in the sales of vegetables are enormous, and the demand for unique and ritual vegetables is at its peak during the puja rituals or the lavish feasts. On the other hand, at times, the instances still can be pretty challenging, with marketability being one of them simply speaking, the inability to tell how many people are going to visit or maybe managing with the pricing where there is a price war with other temporary shops in the market. On the other hand, the emergence of obstacles ensures that the manufacturers alter their items to satisfy the novel consumer's preferences and the present fashion. Many vendors dread customers' feedback as nothing short of an effort to improve, what they have done is wrong, and how they can ensure joy during festive seasons.

#### **3.2. MARKETS INSIGHTS: FESTIVALS IMPACT VEGETABLE VENDORS SALES**

Talking to the vegetable vendors at Cuncolim market paints a graphic picture of how cultural events and festivals weave a unique tapestry with their sales. For many 11 out of 15 vegetable vendors, festivals mean bustling business. During Ganesh Chaturthi, there is a scramble for puja essentials like colocasia leaves while weddings surge

demand for ingredients for elaborate feasts. Even the seasons play a role – monsoons might mean fewer vegetables and higher prices, leading to cautious customers. However, it is not always a straightforward increase. Religious restrictions can temporarily pause sales of certain vegetables like onions and garlic during festivals. Interestingly, some vendors even notice a shift in customer priorities – sometimes fancy clothes or decorations might take precedence over everyday vegetables on those special days. However, four of a few vendors mentioned that festivals do not affect their sales much, suggesting it might depend on their specific customer base or the vegetables they sell. Overall, these conversations highlight the fascinating link between cultural celebrations, customer preferences, and the rhythm of sales at the Cuncolim market. By understanding these connections, vendors can adapt their offerings and cater to the changing needs of their community throughout the year.

### 3.3. IMPACT OF CULTURAL EVENTS/FESTIVALS ON CUSTOMER FOOTFALL IN CUNCOLIM MARKET

Interestingly, as many as 46.6 percent of people surveyed stated the increase in visitor numbers at the places they manned during cultural events or festivals. This may be why these events draw in people from the market area. As a result, businesses and stores in the marketplace might be boosted. This decline in customer traffic is indicated by the fact that almost 43percent of respondents reported this. Maybe it is because of road closures, overcrowded markets, or people who want to celebrate cultural events, and their shopping experiences waste their time. About 13.3 percent of the business owners notice no change in visitors during the festivals. It could have differed because of the occasion, area, extensions, and kind of goods on sale. It could be seen that the cultural events market can be a split case for a competitive environment. Through them, as they

may exact additional customers, they may put others' regular shopping trips at stake, too.

### 3.4. FESTIVE MARKETING STRATEGIES OF LOCAL VEGETABLE VENDORS

Cuncolim vegetable vendors get creative when it comes to festivals and cultural events. While all the respondents acknowledged using promotions to attract customers during these times, the strategies go beyond simple price cuts. These vendors care about their buyers and package puja items together, give early contract discounts, or even provide a welcome bouquet of coriander. These people understand the importance of accessibility and the idea that a happy occasion must have some cheer. Poorly done promotion can mean remaining surplus or no new customers, but correctly, they can be encouraged through promotion people or even as an incentive for loyal patrons. We also aim to emphasize fresh local seasonal items at our harvest celebrations. The good part of the informative is that it gives some sense of adventure, revealing the exotic vegetables through free samples. Remarkably, suppliers consider sales promotions to strengthen client faithfulness and loyalty, hence investing in the long run. This scene is where clear patterns are observable in firms relying on an excellent mix of tradition, customers, and festive marketing magic.

### 3.5. CUSTOMER PREFERENCES DURING FESTIVALS

Observing Cuncolim residents, I noticed that their cultural preferences during the significant events reflect traditional and shopping aspects that are warmly invested. Notably, many business vendors illustrate what their customers have been buying differently. Fests like Ganesh Chaturthi bring in a rise in demand for organic vegetables

used in rituals. This is followed by a wedding, which creates a surge of heavy veggies used in a feast. Festive-driven hunger initiates cooking delights for home-grown and farming-zone products. Nevertheless, these restrictions incur a temporary dip in sales of such vegetables during the puja ritual. Additionally, we have seen a segment of customers purchasing festival decorations or clothes at times, resulting in sales dips on those special days. The monsoon affects vegetables in yet another manner – presumably, sales of vegetables go down, or the customers switch to close equivalents. On the one hand, festivals give the chance to taste new dishes, but on the other hand, others can be a part of hunger. This brings customers looking for rare or seasonal vegetables during holidays and pays excellent prices, which, in turn, encourages the decision. The demand for dry or nuts and fresh produce increases during a gift exchange festival like Diwali. In addition, local farmers and ethnic stores also witnessed cults of sophistication where feasts and festivals, like harvest foods and ethnic holidays, are organized. It should be noted that such changes are not uniform across all the vendors. For some, it may be true. It may differ if it is about the customer base or the selection of the vegetables they sell. A marketplace in Cuncolim demonstrates a complex correlation between culture types, individuals, and the period for vegetable harvesting.

### 3.6. ADAPTING VEGETABLE OFFERINGS

Over half, approximately 53.33 percent, of local vegetable vendors adapt their offerings during cultural events. The most popular strategy is to increase variety. This suggests that vendors understand the importance of catering to the specific vegetable preferences associated with cultural celebrations. Additionally, 46.66 percent of vendors choose to offer traditional vegetables. This targeted approach ensures they have the vegetables most sought after during cultural events. By combining these strategies, vendors can

effectively meet the diverse needs of their customers during these times. Vegetable vendors understand the importance of adapting their offerings to meet cultural preferences during events. They achieve this by increasing the variety of available vegetables and focusing on traditional favorites.

### 3.7. CHALLENGES FACED BY VEGETABLE VENDORS DURING CULTURAL EVENTS

While cultural events bring a welcome boost in sales for many Cuncolim vegetable vendors 12 out of 15, these times also present distinct challenges. The pressure to provide the freshest produce often means earlier mornings and the constant threat of running out of stock. Price fluctuations due to potential supply chain issues add another layer of complexity, making it challenging to determine selling prices. Perishable items and busier days during festivals can increase spoilage, impacting profits. Competition gets fiercer with temporary vendors setting up shop, requiring innovative strategies to attract customers. The monsoons add another element of uncertainty, with unpredictable weather potentially damaging vegetables and hindering transportation. Accurately predicting demand surges for specific pujas can be tricky, leading to missed sales opportunities if vendors are understocked. Interestingly, some customers might bargain more aggressively during festivals, putting additional pressure on profit margins. Managing increased waste from vegetable trimmings and leftovers during busy periods can also be challenging. Local authorities might impose temporary vending restrictions during significant festivals, disrupting established routines and impacting sales. The physically demanding nature of longer working hours, especially during hot summers, can take a toll on vendors. However, not all vendors view these challenges negatively, 3 out of 15. Experienced vendors have developed strategies to

navigate these periods, while some see the adjustments as part of the festive experience and enjoy the increased customer interaction. Cuncolim vegetable vendors navigate a dynamic landscape during cultural events. While the festive season brings a welcome surge in business, it also necessitates adaptation and resilience to overcome the challenges of increased demand and changing customer preferences.

### 3.8. IMPACT OF CULTURAL EVENTS ON SALES

Cultural events in the Cuncolim market have a complex impact on vendors, with both positive and neutral effects alongside some challenges. Most vendors (53.33%) report positively impacting sales during these events. This suggests that the increased foot traffic and celebratory mood translate into higher sales for many. Cultural events can attract new customers and encourage existing ones to spend more, potentially on ingredients for festive meals or celebratory treats. However, a significant portion (33.33%) of vendors experience a neutral impact. This could be due to the specific type of cultural event, the vendor's product offerings, or their location within the market. For example, vendors selling everyday staples might see a slight sales boost during certain celebrations. Finally, a minority (13.33%) of vendors face a negative impact on sales. This could be due to factors like market congestion making browsing tricky, competition from temporary stalls, or some celebrations focusing on non-culinary aspects. Cultural events present a mixed bag for Cuncolim market vendors. While they can be a boon for many, some vendors might need to adapt their strategies to capitalize entirely on the increased customer traffic during these times.

### 3.9. MIXED IMPACT OF CULTURAL EVENTS

Examining the impact of cultural events on Cuncolim vegetable vendors reveals a fascinating interplay between tradition and commerce. Specific festivals trigger

significant sales changes for many vendors . Ganesh Chaturthi sees a rise in puja essentials like colocasia leaves while Christmas and New Year cater to tourists with a general increase in demand for fresh produce. Weddings become feasts for the senses and wallets, with vendors experiencing a surge in vegetables needed for elaborate meals. Religious restrictions during festivals can cause temporary dips in sales of certain vegetables like onions and garlic (Ganesh Chaturthi). The festive spirit can also nudge customers towards home-cooked meals, leading to a rise in vegetable sales. Monsoons, however, pose a different challenge – lower vegetable supplies can lead to higher prices and potentially fewer customers. Savvy vendors adapt their stock accordingly – organic vegetables find favor during pujas (Ganesh Chaturthi), while Diwali witnesses a rise in dry fruits and nuts alongside fresh produce for gifting. It is important to note that not all festivals have the same impact. Some celebrations might prioritize new clothes or decorations over vegetables, leading to slower sales. Additionally, the type of feast associated with a festival can influence vegetable purchases – some occasions might focus more on meat or fish, impacting sales. A few vendors reported minimal impact from festivals, suggesting their customer base (families buying regularly) or the type of vegetables they sell might influence this trend. Overall, Cuncolim vegetable market thrives on a dynamic relationship between cultural celebrations, evolving customer preferences, and the art of adapting to the rhythm of demand throughout the year.

### 3.10. CUSTOMER FEEDBACK AND MARKET GROWTH

Customer feedback plays a vital role in shaping the decisions of Cuncolim vegetable vendors, especially during cultural events. A suggestion for more miniature packs of colocasia leaves during Ganesh Chaturthi perfectly illustrates this – it caters to specific puja needs and reduces waste. Tourists requesting exotic vegetables during Christmas

led a vendor to expand their stock, potentially attracting new customers year-round. The fast-paced nature of festivals has some customers requesting pre-cut vegetables, prompting vendors to consider offering this as a convenient option. For Diwali, creative gift basket ideas from customers have helped vendors create popular festive offerings. Even the monsoons present an opportunity for customer-driven adaptation – stocking leafy greens that fare better during these rainy periods helps reduce spoilage and meet customer needs. Loyalty programs based on customer feedback incentivize repeat business during festivals. The growing interest in organic vegetables has caused some vendors to explore ways to source them more regularly. Interestingly, some vendors have not received specific customer suggestions lately. Their experience or established customer base might provide valuable insights into these seasonal needs. However, a few acknowledge the potential benefit of being more open to feedback during busy periods. While some customers might stick to traditional choices during festivals, others are open to exploring new options, as evidenced by the success of stocking lesser-known vegetables based on customer conversations. Overall, Cuncolim market thrives on a two-way conversation. Vendors use their experience and customer feedback to curate their offerings, while customers benefit from a dynamic selection that caters to their evolving needs and cultural celebrations.

### 3.11. STOCKING UP FOR SUCCESS

Local vegetable vendors in the Cuncolim market proactively ensure a successful sales period during cultural events. The dominant strategy, employed by 60 percent of vendors, involves increasing their stock levels. This ensures they have enough vegetables to meet the anticipated surge in demand associated with cultural celebrations. While price adjustments are less common, 40 percent of vendors adapt

their pricing strategy. This could involve temporary price hikes to capitalize on higher demand for specific vegetables or offering special deals and bundles to attract customers. By combining these strategies, Cuncolim vendors demonstrate a clear understanding of how to prepare for cultural events and maximize their sales potential during these peak periods.

## **CHAPTER – 4**

### **CHALLENGES FACED BY LOCAL VEGETABLE VENDORS IN CUNCOLIM MARKETS**

#### **4.1. INTRODUCTION**

Cuncolim vegetable vendors navigate a complex web of challenges in the market. Perishable produce like vegetables is susceptible to spoilage, especially during hot weather or peak seasons, leading to constant pressure to maintain freshness. Fluctuations in prices due to supply chain issues make it difficult for vendors to determine their selling prices effectively. Competition from other vendors, especially the surge of temporary stalls during festivals, requires innovation and strategies to attract customers. Waste disposal is another hurdle, with vegetable trimmings and unsold produce creating a constant need for responsible waste management. The unpredictable Goan weather throws another curveball – heavy monsoon rains can damage vegetables and disrupt the transportation of fresh produce. Limited storage space restricts the variety of vegetable vendors can offer, potentially limiting customer choices. The long hours required during festivals, particularly under the hot sun, can be physically demanding for vendors. Bargaining is common, but aggressive bargaining, especially during festivals, can significantly impact profits. Inconsistent supply from vendors can lead to stock shortages and lost sales opportunities. Local authorities might impose temporary restrictions on vending locations during significant festivals, disrupting established routines. Staying updated on new vegetable varieties and their storage requirements can be challenging for some vendors, especially those with more experience. Limited access to credit facilities can hinder small vendors who might want to buy stock in bulk or renovate their stalls. While theft, language barriers

with tourists, and accidental customer damage are less frequent issues, they still require some degree of vigilance and vendor management. In conclusion, the Cuncolim vegetable market showcases the resilience and resourcefulness of its vendors, who navigate many challenges to ensure a steady supply of fresh produce for the community.

## 4.2. STORAGE AND SANITATION CONCERNS FOR CUNCOLIM VEGETABLE VENDORS

Limited storage space is a recurring concern for many Cuncolim vegetable vendors. This restricts the variety of vegetables they can offer, especially during peak seasons and festivals. The hot climate makes proper storage even more critical to maintain freshness. Delicate vegetables and the potential for organic produce are particularly affected by this limitation. Dreams of offering pre-cut vegetables for convenience or taking advantage of cost-saving bulk purchases are also restricted by a need for more space. Spoilage, especially during monsoons, could be minimized with better storage facilities. Ultimately, more storage translates to a wider variety of vegetables, potentially fulfilling customer needs and increasing vendor profits. Sanitation presents a mixed picture. While some vendors are satisfied with the market's maintenance, others highlight challenges. Public washrooms could be cleaner, and proper disposal of vegetable waste, particularly during festivals, can be difficult. Access to clean running water is crucial for hygiene, and occasional interruptions can be disruptive. More designated waste bins would create a cleaner and more organized market environment. Overall, improvements in storage and consistent sanitation support could significantly enhance the working conditions for Cuncolim vegetable vendors and create a more pleasant experience for their customers.

### 4.3. SHELTER INEQUALITY: CHALLENGES FOR CUNCOLIM'S VEGETABLE VENDORS

Cuncolim vegetable market reveals an apparent disparity in vendor shelter options, with a significant number facing challenges. The scorching sun and sudden downpours make working under uncovered stalls uncomfortable and damage vegetables. This uneven playing field disadvantages vendors without covered stalls – their produce is exposed to the elements, potentially reducing quality and sales. The high daily fee for covered stalls creates a financial strain, especially for small vendors, who might forgo the shelter to save money. The current system feels unfair to some vendors, as they cannot access cover even when the weather demands it, impacting their ability to work and potentially leading to lost sales. Even a basic level of shading during the hottest part of the day would be a welcome improvement for both vendors and customers. The lack of shelter discourages some vendors from offering delicate vegetables, limiting customer choices. Monsoons pose a particular threat, potentially rendering uncovered stalls unusable and significantly impacting sales. While a few vendors are fortunate to have covered stalls the overall sentiment highlights a need for improvement in market infrastructure. Ideally, all vendors should have access to proper shelter, creating a more equitable and weather-resistant environment for both vendors and their produce.

### 4.4. ADOPTING NATURE: WEATHER CHALLENGES AND OPPORTUNITIES FOR VEGETABLE VENDORS

Cuncolim vegetable vendors are weather warriors, constantly adapting their business operations to the sunshine, rain, and everything. The harsh sun can wilt leafy greens and other vegetables, requiring careful display and potentially influencing stock choices. Hot weather can accelerate spoilage, prompting vendors to adjust their stock

and implement measures to keep insects at bay. While the heat might deter some customers, others might seek convenience options like pre-cut vegetables during these periods. On the other hand, sunshine presents a positive opportunity – it helps dry certain vegetables for year-round sales and ripens fruits like mangoes, perfectly aligning with seasonal demands. Rain throws a different curveball. Heavy downpours can damage delicate vegetables and disrupt transportation, leading to shortages and price fluctuations. Customer visits might also drop due to the inconvenience of navigating a rainy market. Uncovered stalls become unusable during heavy rain, significantly impacting business for some vendors. The monsoon season is not all doom and gloom, however. Some leafy greens flourish during this time, and vendors can adapt their stock accordingly. The increased humidity requires extra vigilance to prevent spoilage. Still, it can also present a buying opportunity – lower vegetable prices during the monsoon can translate into competitive deals for customers with proper storage solutions. Ultimately, the Cuncolim vegetable market is a testament to the resourcefulness of its vendors, who navigate the sun, rain, and all the seasons to ensure a steady supply of fresh produce for the community.

#### 4.5. TRANSPORTATION TROUBLES FOR VEGETABLE VENDORS

The journey from farm to stall can be challenging sailing for Cuncolim vegetable vendors. Transportation throws up several challenges that can impact their ability to sell fresh produce. Monsoons disrupt transportation, leading to vegetable shortages and price hikes – a double whammy for vendors. Rising fuel costs inflate overall transportation prices, which can be reflected in the selling price of vegetables. Improper handling during transportation can damage vegetables, resulting in spoilage and wasted produce. The lack of cold storage facilities, especially for long distances,

can compromise the freshness of some vegetables. Unreliable transportation schedules make it difficult for vendors to plan their stock and ensure a consistent supply for customers. While some vendors source locally and have not faced significant issues, others see a potential benefit in sourcing directly from farmers to reduce transportation costs and potentially ensure freshness. Delays at checkpoints or traffic jams can affect vegetables' arrival time and quality. Limited access to refrigerated transport for delicate vegetables, especially during the hot summers, presents another hurdle. Even the condition of the roads can play a role – bumpy roads can damage delicate produce. High transportation costs can restrict the variety of vegetables, particularly those sourced from faraway locations. Overall, improvements in infrastructure and a more reliable transportation system are essential for smoother operations and potentially more comprehensive vegetable selections for the Cuncolim market. However, some vendors navigate these challenges effectively, relying on local wholesalers with established systems or focusing on seasonal, locally-grown vegetables that require less complex transportation logistics.

#### 4.6. NAVIGATING RULES AND SECURITY: VENDORS' PERSPECTIVE AT CUNCOLIM MARKET

Cuncolim vegetable market operates within a framework of regulations, and vendors' experiences vary. Permitting is a minor hurdle for most, but occasional time-consuming renewals during peak seasons and minor misunderstandings about regulations highlight a need for more transparent communication from market authorities. A designated information booth for vendors' queries could be a solution. While some vendors have not faced any legal issues, and the market association is seen as helpful in such matters, more transparent communication about permit requirements and a standardized system

for weights and measurements are improvements some vendors would welcome. Security concerns are present for some vendors. Worries include petty theft, the open market layout, and keeping daily earnings safe. Improved security measures like CCTV cameras and a designated cash collection service would provide peace of mind. Fire safety checks and proper fire extinguishers are also seen as necessary. The sense of community among vendors helps some feel secure, but improved waste disposal regulations are needed to maintain overall hygiene. The market is generally perceived as well-run with fair regulations. However, some vendors would appreciate more stringent rules on waste disposal for a cleaner market environment. Overall, the Cuncolim market strives for a balance between regulations that ensure a smooth operation and the need for clear communication and support systems to address the concerns of its vendors.

#### 4.7. BALANCING ACT: MANAGING INVENTORY FOR CUNCOLIM VEGETABLE VENDORS

Managing inventory is a constant juggling act for Cuncolim vegetable vendors. Accurately predicting customer demand is challenging, especially during festivals or unpredictable weather. Fluctuations in customer preferences and sudden price changes can leave vendors with excess stock or facing losses. The ever-present threat of spoilage looms large – perishable vegetables are particularly vulnerable, especially in the hot weather. Limited storage space restricts the variety of vegetables vendors can offer, potentially leading to lost sales. Sharing information with other vendors and accessing sales data could help them predict demand more effectively. Spoilage is a significant concern – improper handling during transportation can damage vegetables before they even reach the stall. Leftover vegetables at the end of the day often have

to be discarded, impacting profits. Better storage facilities with temperature control are considered a game-changer for minimizing spoilage and offering a wider variety. Vendor frustrations extend to supplier reliability – sometimes, suppliers run out of certain vegetables, leaving gaps in stock and disappointing customers. Fluctuations in vegetable supply can be disruptive, highlighting the importance of reliable supplier relationships. To minimize waste, some vendors see a barter system or discounted sales for leftover vegetables at the end of the day as a potential solution. Overall, Cuncolim vegetable market showcases the constant battle vendors face in managing inventory – striking a balance between customer demand, spoilage risks, and the limitations of storage and supply to ensure a fresh and varied selection of vegetables for the community.

#### 4.8. BATTLING SPOILAGE: CHALLENGES FOR CUNCOLIM VEGETABLE VENDORS

Spoilage is a constant nemesis for Cuncolim vegetable vendors – a battle they fight daily. Perishable vegetables like leafy greens are particularly susceptible, especially under the hot sun. Even minor oversights in storage can lead to wilting, rotting, and wasted produce. Festivals, with their increased stock, pose a higher spoilage risk if everything does not sell. Damage during transportation adds another layer of frustration, as vegetables might arrive already compromised and more prone to spoilage. Limited storage space restricts vendors' ability to maintain ideal vegetable conditions, further contributing to spoilage. Some vendors dream of having small coolers specifically catering to highly perishable items. The inability to offer a wider variety of vegetables, especially delicate ones, is another consequence of the spoilage threat. Wasting produce is a double whammy – it hurts profits and feels like a

disservice to fresh food. Better storage facilities with temperature control are a potential game-changer, significantly reducing spoilage and allowing for a wider variety of vegetables. The monsoon season brings its challenge – increased humidity shortens the shelf life of vegetables, making spoilage an even more significant concern. While some vendors have experience-based strategies like proper storage techniques and stock rotation to minimize spoilage, it remains a constant battle for their profit margins. A few vendors have managed the situation through effective storage methods, minor adjustments in stock levels, and factoring spoilage into pricing. Overall, the Cuncolim market highlights the vendor's struggle against spoilage – a foe they try to outsmart with better storage solutions, careful planning, and a commitment to minimizing waste.

#### 4.9. ADAPTING TO CUSTOMER NEEDS: STRATEGIES OF CUNCOLIM VEGETABLE VENDORS

Cuncolim vegetable vendors are masters of adaptation, constantly adjusting their strategies to keep up with customer preferences and fluctuating demand. Forecasting plays a key role – staying informed about upcoming festivals and events allows vendors to stock up on vegetables typically in high demand during those periods. Communication is another weapon in their arsenal – talking to regular customers about their preferences helps vendors tailor their stock accordingly. Testing the waters with smaller quantities from suppliers allows vendors to gauge customer demand for new vegetables before committing to a more significant purchase. They might offer discounts or promotions to move the produce when faced with a surplus. Collaboration is vital – building relationships with other vendors in the market allows them to share information about customer preferences and avoid unnecessary stock duplication.

However, some vendors would appreciate additional support – market association-conducted surveys or access to historical sales data could provide valuable insights into buying trends and allow for more proactive adjustments in stock levels. Beyond just vegetables, Cuncolim vendors cater to a broader range of customer needs. Offering a variety of vegetables at different price points ensures affordability for customers with varying budgets. Some customers prefer convenience – pre-cut vegetables might be provided during peak hours or upon request. Being open to suggestions and requests allows vendors to expand their offerings and cater to specific needs. Building trust and rapport with customers is paramount – feeling valued and considering their preferences encourages repeat business. The value proposition goes beyond the product itself – offering advice on vegetable selection, storage tips, and recipes can build customer loyalty. Staying informed about local agriculture and seasonal produce availability allows vendors to provide unique options, further attracting customers. Finally, a clean, organized, and visually appealing stall invites customers to explore the fresh vegetable selection and make a purchase. The Cuncolim market thrives on the vendors' ability to adapt, listen, collaborate, and provide a customer-centric experience beyond just selling vegetables.

#### 4.10. ADAPTING TO OPEN MARKET CHALLENGES: STRATEGIES OF CUNCOLIM VEGETABLE VENDORS

Cuncolim vegetable market operates with open stalls, and vendors have adopted various strategies to cope with this. The elements are constantly challenging – the scorching sun wilts vegetables, and sudden rain disrupts business. Securing a good spot daily can be challenging, especially during peak seasons. The lack of a permanent space makes it difficult to personalize the selling area or organize the vegetable display. Uncovered stalls offer little protection from dust and occasional animals,

compromising the quality of the produce. Packing up at the end of the day can be a hassle without designated stalls. Some improvements would be welcome – a shaded area for vendors during the hottest part of the day and designated stalls for everyone are potential solutions. The lack of fixed locations makes it difficult for customers to find specific vendors, especially if they want something particular. However, vendors are not discouraged. Some arrive early to grab a good spot with natural shade. Creative display techniques enhance the visual appeal of their vegetables despite space limitations. Portable storage containers help with organization and cleanliness, even without a permanent stall. Building rapport with regular customers makes it easier for them to find the vendor's location despite daily shuffles. A recognizable sign or banner for the stall helps customers identify the vendor within the market. Ultimately, the ideal scenario for many vendors is a well-organized market layout with designated stalls – a more professional and customer-friendly environment with covered stalls to protect their produce and make their work easier. While they have adapted to the open market shuffle, Cuncolim vendors see room for improvement in the market infrastructure.

#### 4.11. CULTURAL, SEASONAL AND SOCIAL FACTORS IN THE CUNCOLIM MARKET

Cuncolim vegetable market operates within a cultural and social landscape that presents both opportunities and challenges for vendors (15 responses). Bargaining is a deeply ingrained practice, and while vendors understand it, it can eat into profits, especially when dealing with small quantities. The pressure to haggle can be stressful, and setting fair prices upfront only sometimes prevents customers from expecting a discount. Some vendors need more transparent pricing displays to manage customer expectations

and reduce extensive bargaining. The market association offering workshops on negotiation techniques is a potential solution. Seasonal fluctuations add another layer of complexity. Festivals and religious occasions can create spikes in demand for specific vegetables due to traditional dishes, leading to price hikes and impacting profits. Customer preferences shift with the seasons – less demand for leafy greens during the monsoon is an example. Understanding these trends helps vendors adjust their stock, but predicting demand perfectly remains a challenge. However, some vegetables might hold cultural significance during festivals. Awareness of these occasions allows vendors to capitalize on increased demand by stocking up accordingly. Social factors also play a role. Competition from supermarkets, especially for certain vegetables perceived as cheaper there, can concern vendors. Limited parking in the market area can deter customers, particularly those driving. On the positive side, "regular" customers are essential – building trust and rapport encourages repeat business. Finally, staying informed about local agricultural practices and traditions helps vendors connect better with customers and foster a sense of community within the market. The Cuncolim market thrives on a delicate balance – navigating cultural norms like bargaining, adapting to seasonal variations and social preferences, and fostering customer connections to build a loyal clientele.

#### 4.12. COPING WITH CHALLENGES: STRATEGIES OF CUNCOLIM VEGETABLE VENDORS

Cuncolim vegetable vendors envision a more supportive and efficient market environment. Improved infrastructure tops their Wishlist. Designated stalls with proper roofs or awnings are seen as a game-changer, protecting their produce from the elements and creating a more professional feel. A shaded area for everyone during the

hottest part of the day is another priority, especially for perishable vegetables. Better waste management with frequent garbage collection and improved hygiene through access to clean water and sanitation facilities are crucial for vendors and customers. Security measures like CCTV cameras would provide peace of mind by deterring petty theft. Streamlining logistics with a designated loading and unloading area would improve traffic flow. Investing in public seating and proper lighting (especially for evenings or power outages) would enhance the customer experience. Beyond infrastructure, better communication from market authorities regarding regulations and updates is desired. Workshops on inventory management, negotiation techniques, and food safety practices conducted by the market association would be valuable. Access to historical sales data is seen as a tool for more effective demand prediction and stock adjustments. A system for information exchange among vendors, facilitated by the market association, could foster the sharing of tips and best practices. Collaboration and customer focus are also essential. Promoting the market through local initiatives or social media could attract more customers and benefit all vendors. Encouraging a sense of community among vendors through collaborative events could create a more positive atmosphere. Finally, customer service training for vendors is seen as a way to enhance customer interaction and build stronger relationships. Cuncolim vendors seek a market environment that supports their business operations, fosters a sense of community, and prioritizes the customer experience.

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1. INTRODUCTION**

Goa is a state on the southwestern coast of India within the Konkan region and geographically separated from the Deccan highlands by the western Ghats. Goa is the smallest state in India and is sparsely populated. Goa was under Portuguese rule for 450 years, which had a massive impact on the Goan society. This study in Cuncolim market looked at the background of vegetable sellers, how cultural events affect their sales, the problems they faced and way to help them.

#### **5.2. FINDINGS OF THE STUDY**

In the Cuncolim market, most vegetable vendors deal with tough challenges linked to their socio-economic status. They have small storage spaces and no proper shelter, which makes it hard to keep their goods safe. Managing their stock is also tricky. Transportation problems and produce spoiling quickly are common issues. Plus, they often find it tough to understand market rules. Despite these hurdles, vendors show strength and flexibility. They keep changing how they work to please customers and tackle problems head-on.

Cultural events like festivals have a big effect on how much local vegetable vendors sell and how the market works in Cuncolim. During these events, what customers want and buy can change a lot, so vendors might see big differences in their sales. Things like religious rules, the time of year, and what customers care about during

festivals all impact how much vendors sell. This shows how closely connected cultural events are to how the market works.

Vegetable sellers in Cuncolim deal with lots of problems. Their vegetables can spoil quickly, they don't have much space to store them, and they lack proper shelter. Getting their goods from one place to another is tough, and keeping track of what they have in stock is a challenge too. On top of that, there are rules they have to follow in the market, safety worries, and cultural customs like bargaining that make things harder. All these issues make it tricky for vendors to make money, stay healthy, and offer fresh veggies to the people in their community.

These findings underscore the complex interplay between socioeconomic factors, cultural dynamics, and market challenges that impact the lives and livelihoods of local vegetable vendors in Cuncolim. Implementing practical solutions and addressing the identified problems can lead to a more sustainable and thriving market ecosystem for vendors and the community.

### 5.3. RECOMMENDATIONS

To make the market better, we can build stalls with good roofs or coverings to shield the veggies from bad weather and make the market look more organized. Also, we should set up shaded spots for all vendors when it's really hot to keep their veggies fresh and make working more comfortable. Adding seats for the public and good lights can also make shopping nicer, especially in the evenings or if there's no power. These improvements will make the market a nicer place for everyone.

To help local vegetable sellers in the Cuncolim market do better, we can start by fixing things like their workspace and making sure they have proper shelter. Also,

managing waste better and making sure they're safe can really help. It's important to talk more with the vendors and the market managers, and to teach them skills like managing their stock and bargaining. Working together with other vendors can also make things easier. We should also try to make things fairer for everyone, like helping them get loans and giving them training. By doing these things, we can make sure vegetable sellers in the Cuncolim market are healthier and more successful.

To keep the market clean and tidy, we need to handle waste better by collecting garbage regularly. It's also important to have clean water and bathrooms for both vendors and customers to stay hygienic. Adding security measures like CCTV cameras and a service to handle cash can help prevent theft and make the market safer for everyone. These steps will ensure a healthier and more secure environment for everyone in the market.

In order to make things run smoother in the market, we should set up a special spot for loading and unloading goods. This will help traffic move better and make sure deliveries don't cause problems. Also, for veggies that need to stay cool, especially in hot weather, we should have trucks with refrigerators to keep them fresh. It's important for vendors to talk to each other about when deliveries are coming and where they're coming from. This way, they can all work together and make sure they have what they need when they need it. These changes will help make the market work better for everyone involved.

To help vendors succeed, the market association can organize workshops and training sessions on important skills like managing stock, bargaining, and keeping food safe. This will give vendors the knowledge they need to do their jobs well. We should also make it easier for vendors to talk to market authorities by setting up a special booth

where they can ask questions and get updates on rules. Giving vendors access to past sales information and helping them share info with each other will also help them make better choices about what to sell and how much to have in stock. These steps will empower vendors to run their businesses more effectively and adapt to changes in the market.

To boost the market's popularity, we can spread the word through local activities and social media to bring in more customers and help vendors get noticed. It's also a good idea to organize events where vendors can work together and build a sense of community. This will make the market a friendlier and more supportive place. Giving vendors training in how to treat customers well will improve their relationships with shoppers and keep them coming back for more. By doing these things, we can make the market a vibrant and welcoming hub for everyone involved.

To help small vendors grow, we can offer them loans or small amounts of money they can borrow to buy things in bulk, make their stalls better, or improve their space. It's also a good idea to set up a way for vendors to share info and help each other out through the market association. This will let them share resources and work together to solve problems. These steps will give vendors the support and tools they need to succeed and make the market a better place for everyone.

These recommendations aim to address the various challenges faced by vegetable vendors in the Cuncolim market and create a more supportive and conducive environment for their well-being and success. By implementing these practical solutions, stakeholders can work towards building a thriving and sustainable market ecosystem that benefits both vendors and the community.

## 5.4. SUMMARY

In the Cuncolim market, most vegetable vendors are women, especially those aged between 40 to 60 years old. Many of them have basic literacy skills or are illiterate in Konkani, and most are married. While Hinduism is the dominant religion among vendors, there's also religious diversity. Many vendors belong to Scheduled Tribes and live in nuclear families. Despite working long hours, many vendors belong to the Below Poverty Line category, earning modest monthly incomes ranging from 5000 to 10,000 rupees. These vendors operate under the sole proprietorship model, valuing direct control over their businesses.

Cultural events like Ganesh Chaturthi and weddings are significant for vendors, as they bring increased sales opportunities. However, they also present challenges such as perishability and fluctuating prices. Vendors adapt by adjusting their stock levels and pricing, and offering promotions tailored to specific festivals. Customer feedback plays a crucial role during these times, leading to product innovations and loyalty programs. By understanding the interplay between tradition, customer preferences, and market dynamics, vendors can effectively navigate these challenges and ensure sustainable growth.

Vendors demonstrate resilience and adaptability in navigating various challenges, including limited storage space and sanitation concerns. Disparities in shelter options and transportation challenges also impact the quality of produce and vendor profits. Despite grappling with regulatory requirements and security concerns, vendors strive for improved communication and safety measures. Managing inventory and minimizing spoilage are constant battles, but vendors adapt by forecasting demand and offering diverse options to meet customer needs. They envision a more supportive

market environment with improved infrastructure, communication, and collaboration to enhance business operations and customer experience.

In conclusion, the vegetable vending sector in the Cuncolim Market is characterized by a diverse demographic and socio-economic landscape. While vendors face economic challenges, they also find entrepreneurship and livelihood sustainability opportunities in this profession. Understanding the drivers and dynamics of this sector is crucial for informing policies and interventions aimed at supporting the well-being of vegetable vendors in the market. In essence, cultural events shape the rhythm of vegetable sales in Cuncolim Market and provide a platform for vendors to showcase their creativity, resilience, and commitment to serving the diverse needs of their community.

The analysis of the influence of cultural events on local vegetable vendors in Cuncolim Market provides valuable insights into the intricate relationship between tradition, commerce, and community preferences. Cuncolim vegetable market is a vibrant ecosystem where vendors overcome challenges with ingenuity and resilience, striving to provide fresh produce while adapting to customer needs and envisioning a more supportive market environment for the future.

Cuncolim vegetable market serves as the lifeblood for local vegetable vendors, playing a central role in their livelihoods. According to the world-system theory, which looks at how societies are interconnected through economic relationships, this market is a vital node in the more extensive economic network. It is not just a place where vendors sell their produce but a hub where economic exchanges occur, linking local vendors to broader economic systems. The market's significance goes beyond its physical presence it symbolizes the interconnectedness of local economies with

regional and global economic forces. As vendors navigate the challenges of the market, they are also influenced by broader economic trends, demonstrating the intricate web of relationships that shape their daily lives and livelihoods.

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**APPENDIX I**  
**QUESTIONNAIR**  
**LOCAL VEGETABLE VENDORS IN CUNCOLIM MARKET- A**  
**SOCIOLOGICAL STUDY**  
**SECTION- A**  
**SOCIO ECONOMIC PROFILE OF LOCAL VEGETABLE VENDORS**

- |   |   |
|---|---|
| 1. Name:  | 2. Age:                                 |
| 3. Gender:  | 4. Qualification:                       |
| 5. Religion:  | 6. Caste:                               |
| 7. Occupation:  | 8. Income:                              |
| 9. Total family members:                                | 10. Number of males and females:        |
| 11. Marital status:                                     | 12. Languages know to speaks and write: |
| 13. Economic status:                                    | 14. Type of houses:                     |
| 15. Type of ownership<br>of vegetable vending business: | 16. Expenditure                         |
17. Since when are you engaged in this occupation?
18. What are the main reasons for engaging in vegetable vending?
19. Do you have any other source of income other than selling vegetables?
20. which of your family members are involved in cultivation?
21. How many hours do you engage in this occupation?
22. Are your children interested to carry forward this occupation? Y/N
23. Do you pay any tax for selling vegetables in Cuncolim Market?
24. If yes, how much do you pay?
25. To whom do you pay:
26. Do you pay: daily -; Weekly-; Fortnight-; Monthly

**SECTION- B****IMPACT OF CULTURAL EVENTS ON SALES**

1. Have you noticed any changes in customer behavior or sales during cultural events or festivals in Cuncolim area?

- Yes\No.

2. How do cultural events or festivals affect the footfall of customers in the market?

- Increase

- Decrease

- No noticeable change

3. Do you offer any special promotions or discounts during festivals time and cultural events\ program?

- Yes\No.

4. Have you observed any specific preferences or buying patterns among customers during cultural events?

- Yes\No.

5. How do you adapt your vegetable offerings during cultural events to align with customer preferences?

- Increase variety of vegetables

- Offer traditional/local vegetables

- Other (please specify)

6. Do you face any challenges or constraints during cultural events that affect your vegetable vending business?

- Yes\No.

7. How do you perceive the overall impact of cultural events on the market dynamics of Cuncolim market?

- Positive

- Negative

- Neutral

8. Are there any specific cultural events or festivals that significantly impact your sales as a vegetable vendor?

- Yes\No.

9. Have you received any feedback or suggestions from customers during cultural events that have influenced your business decisions?

- Yes\No.

10. How do you prepare in advance for cultural events to ensure a successful sales period for your vegetable vending business?

- Increase stock

- Change pricing strategy

- Other (please specify)

11. Do you have any suggestions or recommendations for organizers of cultural events to better support local vegetable vendors in Cuncolim market?

- Yes

- No

## **SECTION -C**

### **PROBLEMS FACED BY LOCAL VEGETABLE VENDORS**

1. What are the main challenges you encounter while selling vegetables in Cuncolim Market?

2. Do you face difficulties with access to essential facilities, such as storage or sanitation?

3. Have you experienced issues with market infrastructure, such as inadequate lighting or shelter?

4. How do weather conditions impact your business operations?

5. Are there challenges related to transportation that affect your ability to sell vegetables?

6. Do you face security concerns or risks while operating in the market?

7. Have you encountered regulatory or legal challenges in conducting your business?

8. How do you handle competition from other vendors in the market?

9. Are there specific challenges you face in managing your inventory or stock levels?

11. Have you faced issues with perishable stock losses or wastage?

12. What strategies do you employ to address challenges related to customer preferences or demand fluctuations?
13. How do you cope with the lack of fixed selling places in the market?
14. Are there cultural or social factors that impact your business operations negatively?
15. What improvements or support would you like to see to address these challenges as a local vegetable vendor in Cuncolim Market?

## **SECTION- D**

### **RECOMMENDATIONS FOR IMPROVEMENT**

1. What specific support or assistance would enhance your business operations as a local vegetable vendor?
2. Are there any infrastructure improvements you believe would benefit vendors in Cuncolim Market?
3. How can market organizers better facilitate the needs of local vegetable vendors?
4. Do you have any suggestions for improving access to essential facilities, such as storage or sanitation?
5. Are there specific regulations or policies you would like to see implemented to support vendors in the market?
6. How can transportation challenges be addressed to improve vendor mobility and access to markets?
7. Are there initiatives or programs that could help vendors cope with weather-related challenges more effectively?

8. What financial services or resources would assist vendors in managing their businesses more efficiently?
9. Do you have a problem with pests, insects, cows or other animals that affect your business? Yes/No.?
10. How can market organizers help vendors better respond to customer preferences or demand fluctuations?
11. Are there opportunities for collaboration or networking among vendors that could improve market dynamics?
12. What role can cultural or social initiatives play in enhancing the success of local vegetable vendors?
13. Are there training or skill development programs that would benefit vendors in improving their business operations?
14. How can market organizers ensure fair competition and equal opportunities for all vendors?
15. What other recommendations do you have for improving the overall well-being and success of local vegetable vendors in Cuncoim Market?

## APPENDIX II

**Figure 12-Local Vegetable Vendors at Cuncolim Market**





Source: Researcher (During Field Visit)