

A BRIEF STUDY ON LOCAL VEGETABLES VENDORS AT
KOHIMA

*Project report submitted to Nagaland University in partial fulfillment for the award
of the degree of Bachelor of Commerce*

ADONU TASE



Department of Commerce

KOHIMA COLLEGE

Kohima 797001

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DEPARTMENT OF COMMERCE
KOHIMA COLLEGE KOHIMA- 797001
NAGALAND

DECLARATION

I declare that the project report entitled 'A brief study on Local Vegetables at KOHIMA Town' Submitted by me for the award of the degree of Bachelor of Commerce of the Nagaland University is my own work. The project report has not being submitted for any other degree of this University or any other University.

ADONU TASE

CERTIFICATE

I forward this project report be placed before the examiner for evaluation.

NGIPLON RACHEL CHOHWANGLIM

SUPERVISOR

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Marital status and experience
Investment and the source of finance
Monthly income and monthly expenses
Day/season
Communication between the buyers and sellers
Vegetables waste

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

More than 10% of the employed are engaged as local vegetables vendors in Kohima. These are mostly run by women. Generally local men are not involved a local vegetables vendors. They supply pure organic products to customer Vegetables are produced seasonally, but the market require products throughout the year.

They sell the fresh products during harvest .As technology improved and consumer income Increase, it becomes possible to sell the products smoothly .The vendors provide a wide variety of goods at a convenient locations .Nowadays, in this modern era most of the consumer preferred our own local products. Marketing is one of the most important factors in determining the success of any Fruits or vegetables farming enterprises. Most of the people depend their livelihood by running a small enterprises .The efficiency of marketing for vegetables in Kohima has being of significant in recent years .the vegetables vendors amount invest with a Low capital, and there income also low and they have minimum skilled to do their businessmen and vendors .Selling so many varieties of items. Some of them take loan from relative and other financial institutions in order to start up their business some vegetables vendors are choosing this business because of their self-interest and

unemployment, and also some engaged as a vegetables vendors because of the source of income .As a vendors, sometime they also face competition during seasonal imbalance, an so, they will provide the good quality customer at a reasonable price. At time they face loss. Vegetables vendors lead their life to struggle because some days, they do not get any returned money; also they will be collecting vegetables from the supplier or whole seller. Vegetables typically depend constitute an essential part of the daily diet and they are in great demand round year from most section of population. The commercial value of local vegetables in terms of direct consumption processing as well as trade as risen substantially year after year. Their economic importance has also increased and high labour intensity in the production of vegetables also makes them important from the employment angel as well. In semi urban areas, local products are only sold by our local people to meet their own needs of earning income and also make possible for the urban dweller to have access to local food ingredients .In Nagaland, most of the local vegetables vendors are mainly run by women. The concept of local market is essentially not only for security but also to safeguard the occupation of women, vending of local produce is an important economic activity of our society.

1.2 Review of Literature

Shyamali Banerjee (2014) conducted the study on the topic, 'A study of Socio Economic condition of vegetables vendors in Ranchi'. This study related to street vendors income and expenditure. It creates a job opportunity for themselves production and income generation in developing countries. This study found that the vendors should invest less and their aim is earning more income for their life leading.

Channamma Bambara (2016) conducted the study on the topic of 'FDI in detail plight of women vegetables vendors'. The study discussed women vendors economic condition. Women are usually self-employed as a vendor. Nowadays women are independent, they will maintain her or earning for life leading and improved their standard of life.

Avi Jain (2016) conducted the study on the topic "a comparative study of vegetables under decent work in Ahmedabad City". The study opined that street vendors have been a vital part of the country development. The vegetables vendors to do the business for their livelihood and improving their economic position will grow and they have less amount to invest in their business and earning money for their household.

Jilard O, Mercado (2018) conducted the study on the topic "Economic Conditions of Street Vegetables Vendors in the Hyderabad". The study

discussed the economic condition of vegetables vendors. The vegetables vendors' daily income is not fixed, it will earn more money, and some time they will earn less money it should be affected by their income, and more of the vegetables vendors earning money for their daily livelihood .

Trivedi, SM l(2019) conducted a study on the topic “performance and problems of women vegetables vendors in Saurashtra Region .”This study discussed the problems that are faced by women vegetables vendors and their performance also. Nowadays women move in any sector. In the unorganized sector , women can lead a life with the economic activities .

Prasad and Begari (2018) conducted the study on the topic “issues and challenge of the weekly market vegetables vendors in Telengana: A special reference to Hyderabad. ‘In this study they stated that the informal sector plays an integral part in the rural and urban areas and providing employment opportunities to unemployed people. This study found that they do not have any proper place to do their business and infrastructure also.

1.3 OBJECTIVE OF STUDY

- To study about its current business
- To determine about the customer preference
- To analysis the profitability and loss
- To find out its monthly /weekly /perday income
- To find out about its expenditure such as tax, rent, and tax paid
- To analyze its expenditure and income

1.4 RESEARCH QUESTION

- ❖ What are the business prospects of local vegetables vendors in Kohima?
- ❖—What are the problems and challenges faced by local vegetable vendors in Kohima?

Limitations of the study:

1.4.1 Questionnaire alone cannot extract sufficient information

1.4.2 There is limited access of data as collective every single data for the Research will take a lot of time

1.4.3 The respondent were not satisfied

1.4.4 Cannot get sufficient information as most of them are uneducated.

1.5 RESEARCH METHOD

1.5.1 Study Area

Kohima district is a district of Nagaland state in India .It is situated

In the Northeastern Region of India. The district has a total area of 1,463 sq km .There are 3 towns and 105 in this district .Kohima District population in 2022 is 293534.As per 2011 census of Indian ,Kohima District population of 267988 in 2011 out of which 138966 are male and 129022 are female . Literate people are 197489 out of 107038 are male and 90451 are female. People living in Kohima district depend on multiple skills, total workers are 114825 out of which men are 68140 and women are 46685. Total 38017 cultivators depend on Agriculture farming out of 16525 are

cultivated by men and 21492 are women. 911 people works in agriculture land as labour, men are 507 and 404 are women. Kohima District sex ratio is 928 females per 1000 male.

1.5.2 Method and source of data collection

A .Primary data

This study is primarily based on primarily data entirely collected from Kohima local area about the marketing .Primary data was collected regarding the entrepreneurial behavior of the local vendors, about their cost incurred during their marketing and also about their source of income .The data was collected by making questionnaire and received the respondent through interview. The interview was made through personal asking the question about the research topic, and through observations of vendors.

B) Secondary data

Secondary data is use to supplement the primary data and to support the study .The secondary data related to the area and the production of the market at Kohima area. This secondary data was collected through some research papers, some Articles, and internet sources and take some website, link ,and also other source.

1.5.3 Collection of data through questionnaire

Questionnaire consists several set of question type and printed in a defined Order in a form . In this project the main source of data collecting data was Through questionnaire design and filled with the individual.

1.5.4 Period of study

The study was collected during the duration from February 2022.

CHAPTER 2

ANALYSIS AND INTERPRETATIONS

This chapter deals with the data collected from the respondent in accordance with the objective of the study and were analyzed. The outcomes of the present study yields a significant finding the market officials of the selected vegetables markets ,wholesalers

,retailers and farmers around the selected areas .The data collected for the present investigation has being thoroughly discussed under the following sub headings:

2.1 Reason for engaged themselves as a vendors

The reason City by most of the respondent for taking up as a local vegetables vendors was because this business was handed over to them by their parents and also some of them Started as a vendors because it require only low investment unlike other business. Nearly, some of the respondent reported that difficulty in finding a salaried job and failure of agriculture in Village compelled them to migrate into city and take up as vegetables vendors. Some they took up this business because it is easy to enter in this type of business and also it provides flexibility in working. Majority o f the respondent raised their capital for initial investment from individual savings, earned Rs 100-300 per day and reported that the performance of their business was satisfactory. Most of the people are engaged as vegetables vendors in order to maintain their livelihood and also this is the part of source of income.

Table: Showing reason for engaged themselves as vegetables vendors

Particulars	No .of workers	Percentage %
Own by their parents	2	7
Low investment	5	20
Generate the source of income	8	37
Unemployed	4	16
All of the above	5	20
Total	24	100

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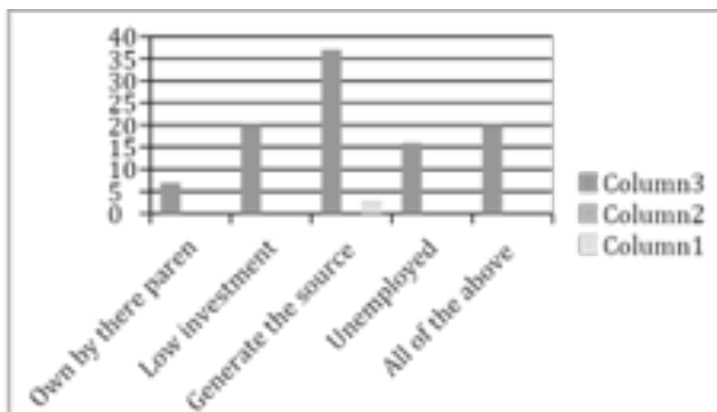


Figure showing reasons for engaging themselves as vendors

2.2 Problems faced by the vendors

The most frequently faced problems by the vendors are that they had to offer bribe to the officials in the form of cash or kind in order to avoid eviction. Since vegetables are highly perishables in nature, they tend to quickly deteriorate if not sold within a day or two.

In such situation 14 % of the respondent felt that there is a need for hygienic storage facilities to avoid quantitative and qualitative losses. Lack of permanent space for vending was a problem for 12% of the respondent. Another challenge was price fluctuation of vegetables leading to uncertainty in profits as reported by 11% of the vendors .Facing the adverse weather conditions such as heat ,cold ,rains etc in open also was a serious threat to the health as mentioned by 5%of the street local vegetables vendors. This study revealed the most of the vendors were female, middle aged having small and medium families.

They don't have proper toilet, with no proper shed. many of them will sit on the pavement exposing to the sun and rain the whole day .They often fall into dispute with traffic police and student leaders as they are blamed for blocking the vehicular movement .There is a less space reserved for the vendors and also as a vendors it is very difficult to managed the time between vending vegetables And household chores. Many vegetables vendors are single mother and hence they are the bread winners of the family these local vendors also face stiff competition from plan traders who brought vegetables by truckloads from outside the state and sell through huge bulk at cheap price. They use to pay tax to town municipal Council, land owner and underground groups. These are some of the problem face.

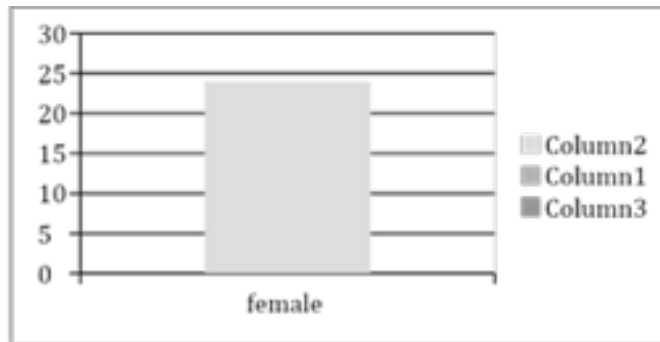
2.3 Socio economic characteristic of the local vendors

- a) Gender distribution of the respondent
- b) Education qualification of the
- c) Age comp
- d) Marital status and experience
- e) Investment and source of funds
- f) Income and monthly expenses
- g) Day/season
- h) Communication between the buyers and sellers

It is imperative to look into the socio economic characteristic of the sampled of local vegetables vendors .This section deals with various socio economic characteristic of sampled respondent which includes gender ,education ,Age composition and the number of workers employed as a vendors 2.4 Gender distribution of the respondent Altogether ,24 sample were selected for present this study. Out of this all the distribution of the respondent was female.

- a) Table showing gender distribution of the respondent

Gender	No , of respondent	Percentage %
female	24	100%
Total	24	100%

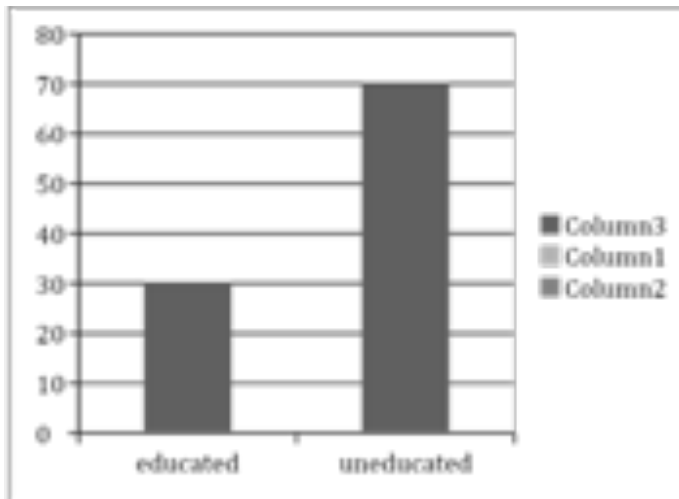


b) Education qualification of the respondent

Education plays an important role in elevating the socio economic status of the vendors. Education enable to them carrying on their business in a better way and also provide them better knowledge on how to run their business in an efficient and effective manner .Under this table (b) reveal the education status of the vegetables vendors .the table revealed that, only 30%were literate while the other 70% are illiterate .this sample show that most of them are uneducated.

Table Showing the Education qualification of the respondent

Particular	No .of respondent	Percentage &
Educated	7	30%
Uneducated	17	70%
Total	24	100%

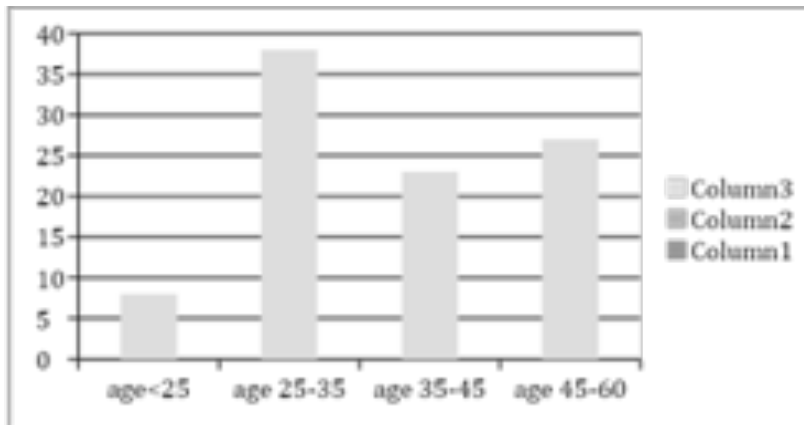


c) Age composition

As a vendor there are a lot of age gap differences between them. Age is important a socio economic variable that is positively associated with their business experience and have a direct relation in their business. In Kohima, most of the vendors are around at the age between 25 -60.

Under this table (c) it shows the different size and age of the vendors.

Table showing age composition of the respondent



Particulars	No .of respondent	Percentage %
<25	2	8
25 -35	7	27
35-45	9	38
45-60	6.	27
Total	24	100

(d) Marital status and Experience

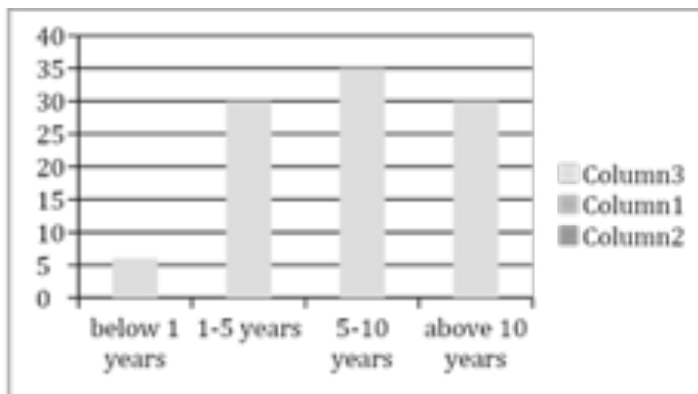
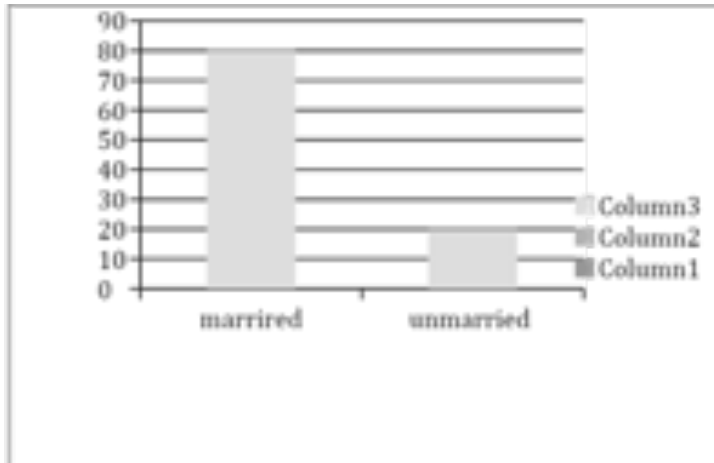
Under the table it shows the marital status of the respondent. It has said that 80% of the respondent were married and 20% of the respondent are unmarried. We can observe that married respondents were more.

Experience

The table shows that year of doing in this business of the respondent. It has 6% of the respondent below 1 year of doing this business, and 30% of the respondent are 1-5 years of doing this business, 35% of the respondent are 5-10 years of doing this business and 30% of the respondent are above ten years of doing this business. We can observe that the 5-10 years of the respondent are more.

Table showing the marital status and experience of the respondent

Marital status	No. of respondent	Percentage %
Married	19	80
Unmarried	5	20
Total	24	100
Experience		
Below 1 years	2	6
1-5 years	7	30
5-10 years	8	35
Above 10 years	7	30
TOTAL	24	100



e) Investment and the source of finance

The table show that the amount invested in this business initially. It has 33% of the respondent are 1000-3000 of the amount invested initially .35% of the respondent are 3000-5000 of the amount invest initially, and 32% of the respondent are 5000 above. We can observe that 35% of the respondents are the most.

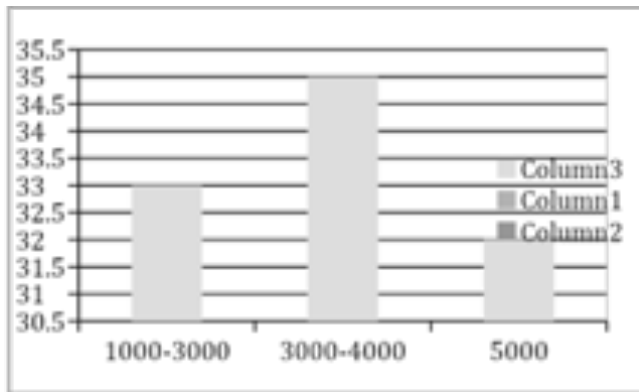
Source of finance

The table shows the source of finance of the respondent. it has 50% of the respondent are Self reliance of the source ,and 13 %of the respondent are taken loan from finance relative of the source ,and 27 % of the respondent are loan from financial institutions of the source and 10% respondent are taken any other co-operative sources

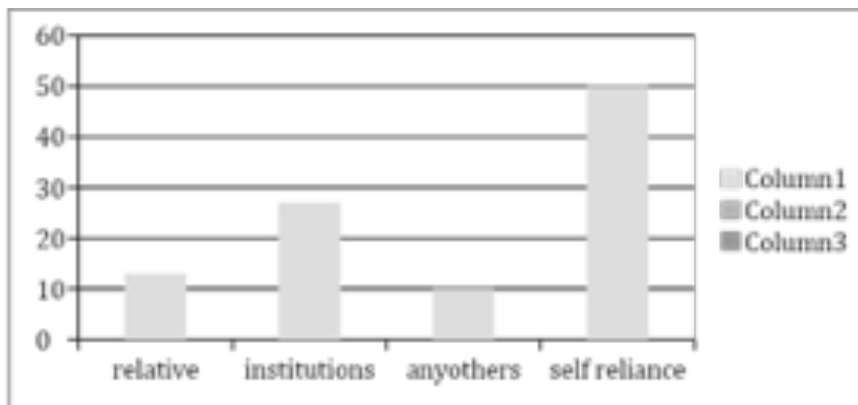
Table showing the investment and source of finance

Investment	No. of respondent	Percentage%
1000-3000	8	33
3000-4000	9	35
5000	7	32
Total	24	100
Source of finance		
Relative	3	13
Institutions	7	27
Any others	2	10
Self reliance	12	50
Total	24	100

Graph showing the investment made by the vendors



Graph showing different sources of finance



f) Monthly income and monthly expenses

The table show the monthly income of the respondent .It has 12% of the respondent are below 7000 of the monthly income ,and 45% of the respondent are 7000-18000 of

the monthly income , and 43%of the respondent are above 18000.we can observed that 7000-8000 are more .

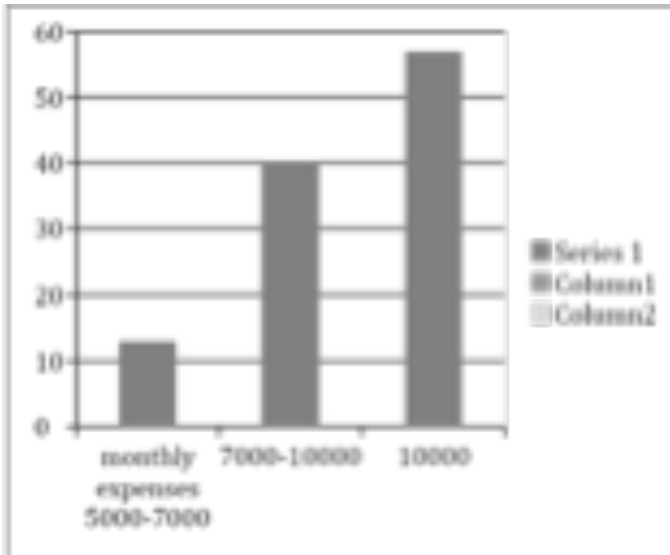
i) Monthly expenses

The table shows the monthly expenses for the business of the respondent .13% of the respondent monthly expenses are 5000-7000, and 40 %of the respondent monthly expenses are 7000-10000 and 47 % of the respondent monthly expenses are 10000 above. We can observed that 1000 monthly expense respondent are more

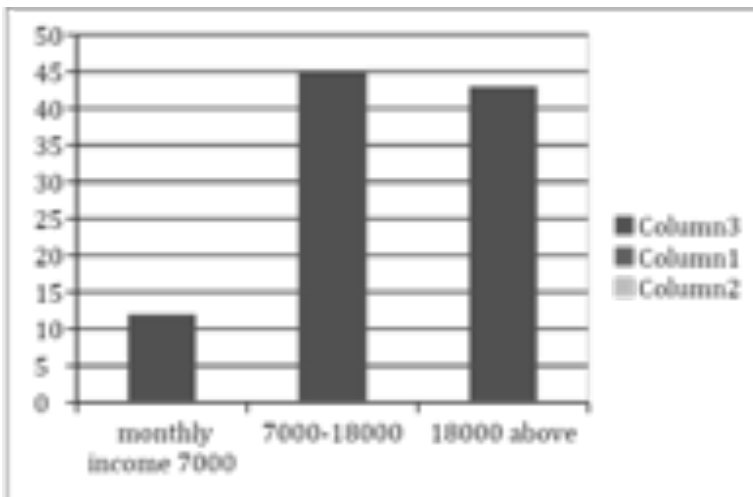
Table showing monthly expenses and monthly Income

Monthly expenses	No . of respondent	Percentage %
5000-7000	2	13
7000-10000	8	30
10000 above	14	57
Total	24	100
Monthly income		
7000	2	12
7000-18000	11	45
18000 above	10	43
Total	24	100

Monthly expenses



Monthly income

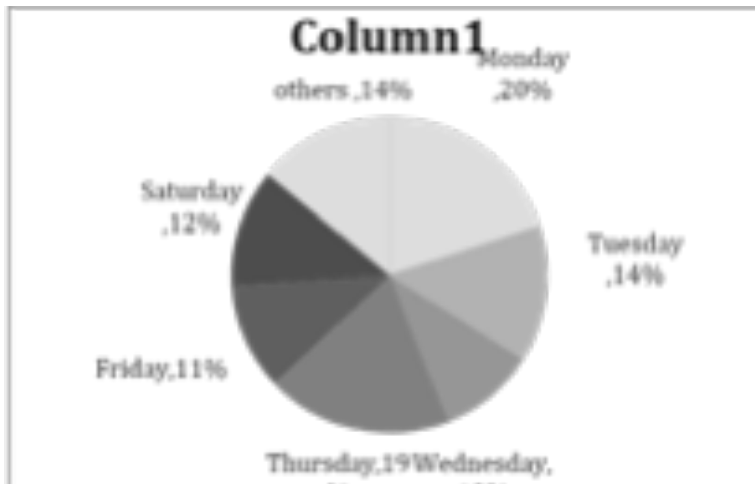


g) Day /season

The table show that which day business has more customer .20% of the respondent are saying Monday Is more customer ,and 14% of the respondent are saying Tuesday is more customer,10 % of the respondent are saying Wednesday has more customer .,and 19% of the respondent are saying Thursday has more customer ,11%of the respondent are saying that Friday has more customer ,12%of the respondent are saying That Saturday has more customer while14% other respondent are saying that they cannot predict it.

Table showing percentage of income received based on different days /Seasons

Day season	No . of respondent	%
Monday	5	20
Tuesday	3	13
Wednesday	2	10
Thursday	5	20
Friday	2	10
Saturday	3	12
Others	4	15
Total	24	100



h) Communication between the buyers and sellers

From the table, it can be seen that majority of the respondent i.e. 90% communicated the buyer through direct dealing with the customer, 10% communicated the buyers through friends and relatives. The pattern of the marketing is mostly done only through physical. The respondent saying that there is no communicating the buyers through online or phone calls.

Table showing communication between the buyers and sellers

Communication	No. of respondent	%
Direct contact	22	90
friends	2	10

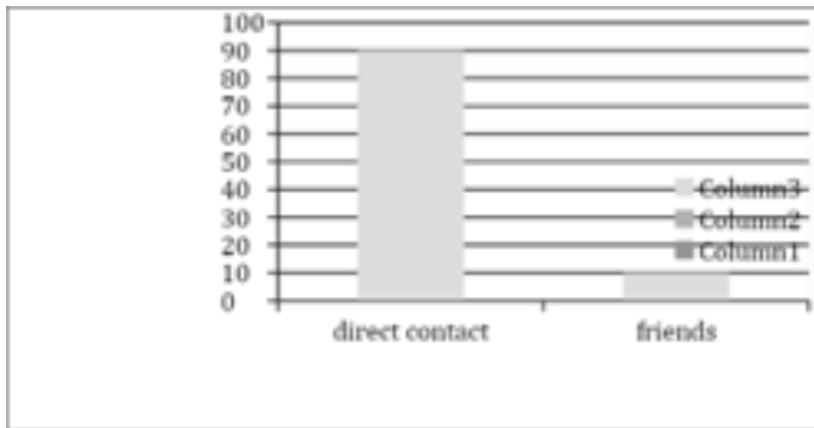


Figure showing communication between the buyers and sellers

2.4 Vegetables waste

From the result of this survey ,majority of the survey outlets experience vegetables waste As reported by 90% of the interviewed .only 10% indicated not to experience wastage .The waste was established to be experienced at two levels ;

a) While receiving and sorting vegetables

b) on the shelf: Wastage on the shelf was report to be higher than when receiving and sorting out vegetables .In there of who bears the burden of wastage , it was reported that the suppliers bears most of the burden on sorting while the outlet bears the burden on the shelf.

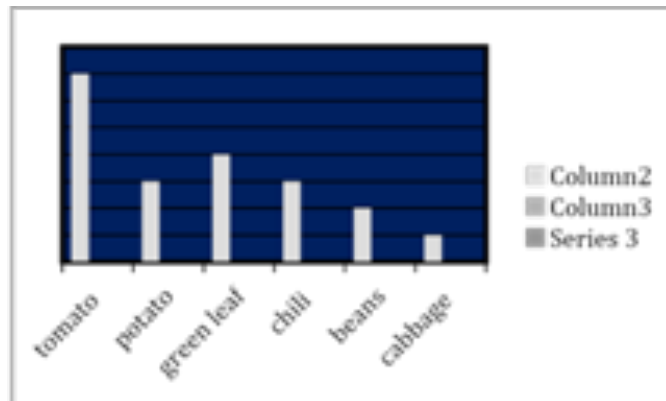
Some of the vegetables with the most wastage according to this

Survey by most mention include Tomato 35%, potato15%, green leaf 20%, chili 15%, beans 10%, cabbage 5%.This aspect was evaluated

By asking the respondent to list with the most waste in their outlets

Considering wastage on receiving and sorting vegetables and wastage on the shelf.

Figure showing vegetable waste



CHAPTER - 3

SUMMARY, SUGGESTION AND CONCLUSION

3.1 SUMMARY

1. In Kohima area most of the local vegetables respondent was female.
2. Majority of the respondent were uneducated i.e., 70% whereas 30 percent were educated.
3. majority (35 percent) of the respondent i.e., at the age between 35-45 were mostly engaged in vegetables vendors ,whereas 30 percent of the respondent i.e., at the age between 25-35 are engaged as a vendors and the other 27 percent and 8 percent i.e., at the age between 45-60 and below 25 were engages as a vendors

4. Among 24 respondent 80 percent was married and 20 percent are unmarried.
5. Out of 100 %, the study found that 5-10 years respondent are more experience .
6. out of 24 respondent , 12 respondent are depend only through themselves ,7 respondent Getting loans from financial institutions ,2 respondent were from any others whereas 3 respondent get there funds from relatives .
7. Out of 100 % of the respondent, 8 respondent were invested with an amount of 1000-3000,whereas 8.75 respondent were invested from 3000-5000, and 7.68 they Initially invested with an amount of 5000 and above.
8. Out of 24 of the respondent, 11 respondent of their monthly income is high at around 7000-18000, 2 respondent are at around 7000, whereas the other 10 respondent are earning more than 18000.
9. Out of 24 respondent, 11.28 respondent of their monthly expenses is high at around 10000 and above, While the other 3.12 and 9.6 respondent expenses are around at 5000-10000.
10. Majority of the respondent say that they use to sell the products mostly at Monday
11. 90% of the respondent has a directly sale with the customer.

Suggestion

- i) Vegetables vendors are providing a good environment for the customer.
- ii) The vegetables vendors can produce the vegetables at the same time
- iii) Vegetables vendors are developing there infrastructure
- iv) Vegetables vendors are mostly taken up by the uneducated , it would be advisable to the educated unemployment to engage themselves as a vegetables vendors of Instead of staying unemployment .

- v) the state should set up some kind of workshop program to the public in order to educate them .
- vi) The vegetables vendors should give a full time in their work instead of doing other part time job.
- vii) The government should also provide proper facilities to the local vendors
- viii) The state should set up finding institutions which will encourage and support the vendors
- vii) The government must look into the proper packaging and safekeeping of the local products which also includes a proper brand for advertisement and also for preserving and exportations of the goods.

Conclusion

This study indicated that vegetables vendor income and expenditure pattern of Kohima city. The vegetables vendors are a person who is selling vegetables to the consumer and public or Overcrowded area etc. The vegetables sectors play an integrated part of the urban area of the economically developing countries, in the vegetables sector lock of people

to do their business for their household and family members. In this vegetable, selling is the income of the lock of a low-income family. Vegetables vendors are providing the quality of vegetables to their customer and having a good relationship with customer, and they, earn money for their future structure. Now a day's women also entering the unorganized sector for their families and household and providing a better education for their children. The vegetables vendors using Car. Nowadays, women doing business over time, they struggling a lot because some day they do not get return money. Nowadays people are more going into vegetables vendors because of giving good quality of the vegetables given. Most of the vegetables vendors are poor in educated and untrained in the vegetables vending. Most of the time they face seasonal imbalance for their seals in summer season or rainy season be imbalance, and it also affect the income .There are multiplier per product. The vendors often source different vegetables from different source even though this increase their transaction costs. There is a growing demand for higher quality, external as well as internal quality for, consumer .External aspect such as appearance, presentation, uniformity, ripeness, and freshness are the main components in the decision to purchase, which is usually taken when the consumer sees the product exhibited at the sales point.

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ANNEXURE

QUESTIONNAIRES ON A BRIEF STUDY ON LOCAL VEGETABLES WITH
SPECIAL REFERENCE TO KOHIMA AREA

1. ADONU TASE, pursuing BACHELOR OF COMMERCE,
NAGALAND UNIVERSITY. I am undertaking a research on the
topic “A BRIEF STUDY ON VEGETABLES VENDORS WITH SPECIAL
REFERENCE TO KOHIMA AREA” .Therefore; I have designed a
questionnaire to obtain the view and to know about its profit and loss on their
business. The information you provide will be strictly kept confidential and
shall pertain to academic purpose only.

NAME...

GENDER.....

1. What was the initial investment?

a) 1000

b) 2000

c) 3000

2. How much profit do you earn by monthly?

a) 5000-7000

b) 7000-10000

c) 18000 above

3. How many years are passed by doing this?

a) 1 years

b) 5 years

c) 10 years and above

4. What time do you start?

A) 5

B) 6

c) 7

5. For how many hours in a day do they work?

a) 11

b) 10

c) 12

6. What is the monthly expense?

a) 5000-7000

b) 7000-10000

c) 10000 above

7. What is the most vegetables wastage?

a) Tomato

b) Potato

c) Green leaf

8. Education qualification of the respondent

a) Educated

b) Uneducated

9. Marital status and experience?

a) Married

b) Unmarried

10. Age of the correspondent

a) Below 25

b) 25-35

c) 35-60

11. Gender distribution of the respondent

a) Female

12. Communication between the buyers and sellers

a) Direct contact

b) Friends and relative