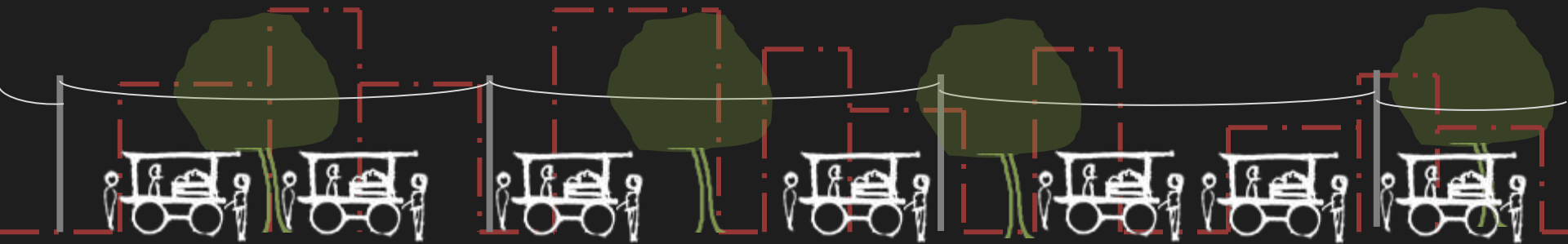


Street Food Vending: Food Culture in India



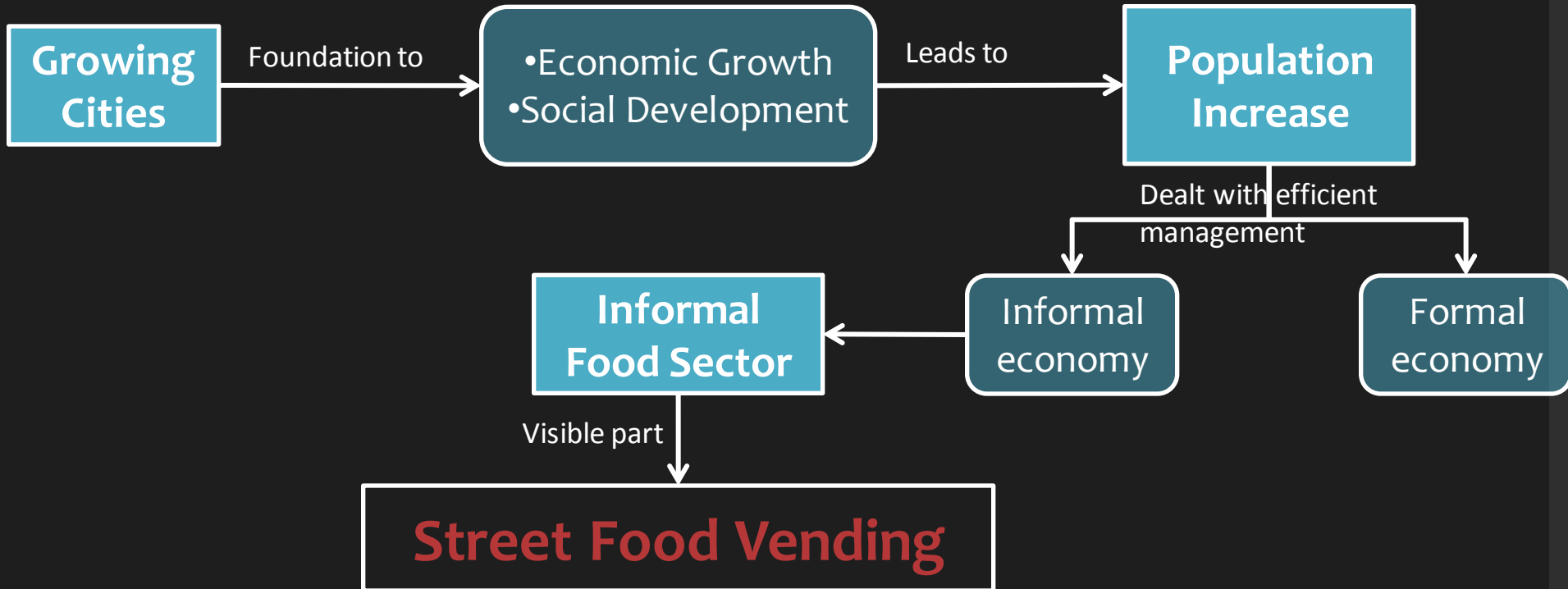
By:

Prof. Anjali Kurane

Shilpa Dahake

Department of Anthropology, University of Pune

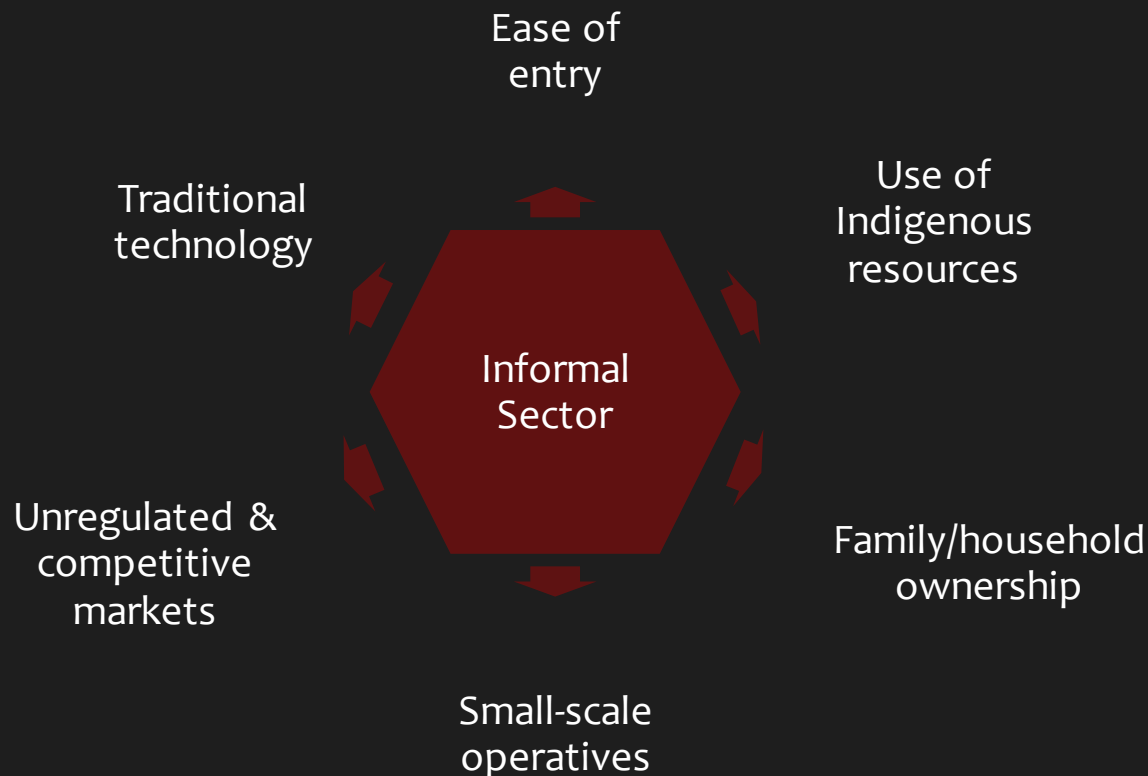
Street Food Vending



Informal Food Sector



- “The informal food sector can be defined as including small producers, manufacturing enterprises, traders and service providers, involved in legal as well as unrecognized activities related to food” (Simon, 2007).



Street Food



- The street food is “ready to eat food and beverages prepared or sold by vendors or hawkers especially in streets and similar public places” as defined by the Food and Agriculture Organization.



Street Food Vendors



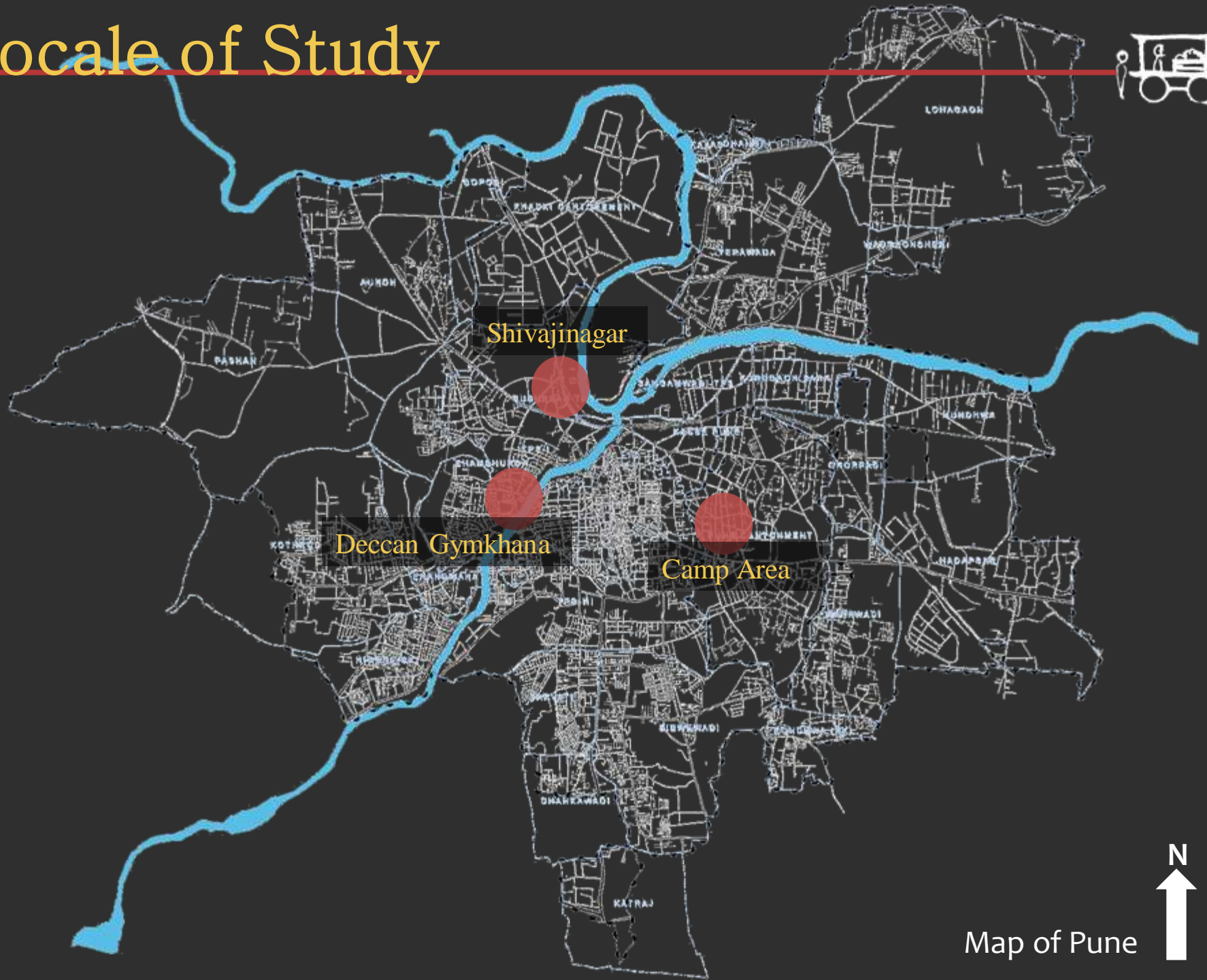
- “Street food vendors are person who offers food items for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or head load). Street vendors may be stationary by occupying space on pavements or other public/ private areas, or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads or may sell their products in moving trains, bus, etc.”

Aim & Objectives



- This study tries to understand street food vending endeavor in the cultural tapestry of Indian cities.
 - To understand the relation between the migration pattern of vendors and the items they are selling
 - To understand uniqueness and diversity of food products they sell
 - To understand the street food vending business

Locale of Study



Map of Pune

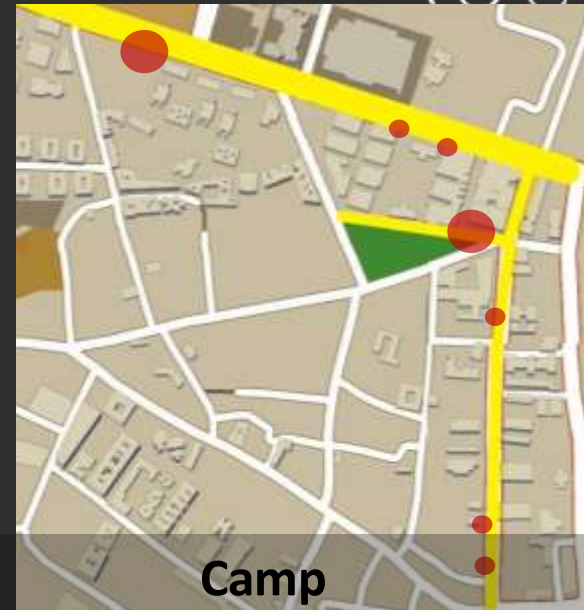
Site



Deccan



Shivaji Nagar



Camp





- **Sampling**
 - **Population:** Street food vendors carrying out business from a specific location regularly are the population under the study.
 - Identification of busy nodes of the locations selected
 - Street food vendors at these nodes were selected on the basis of purposive sampling technique.
 - Each location 20 samples irrespective of their age and gender, total sample size: 60
- Interview schedule, observation and documentation through photographs in the study area.

Observation & Findings



Street Food Vending in Pune



Pune

Urban Center
since 18th century

After 1950s growth of modern
manufacturing sector

Steady Growth in Population

Attracts Migrants

Spread of City

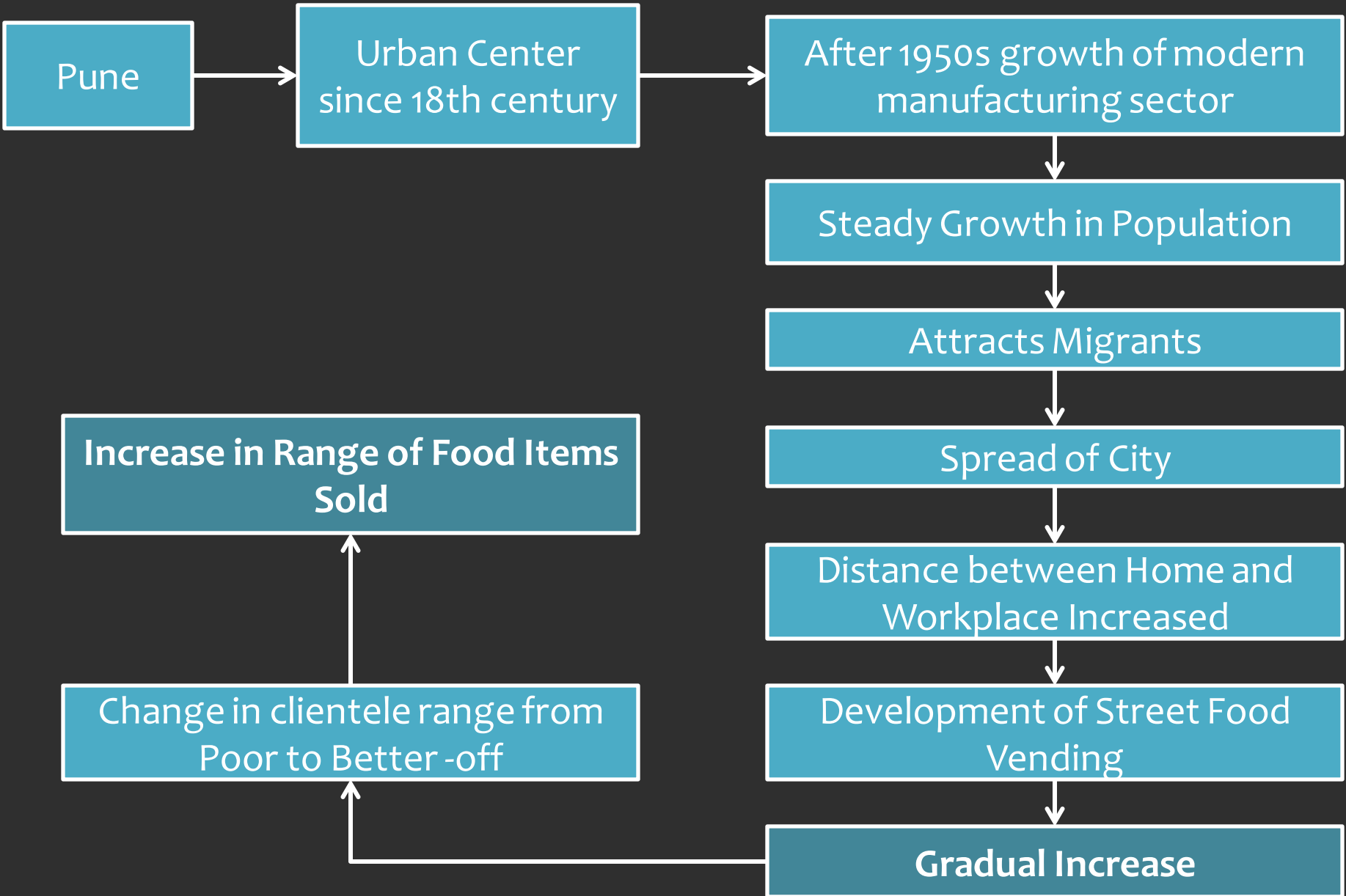
Distance between Home and
Workplace Increased

Development of Street Food
Vending

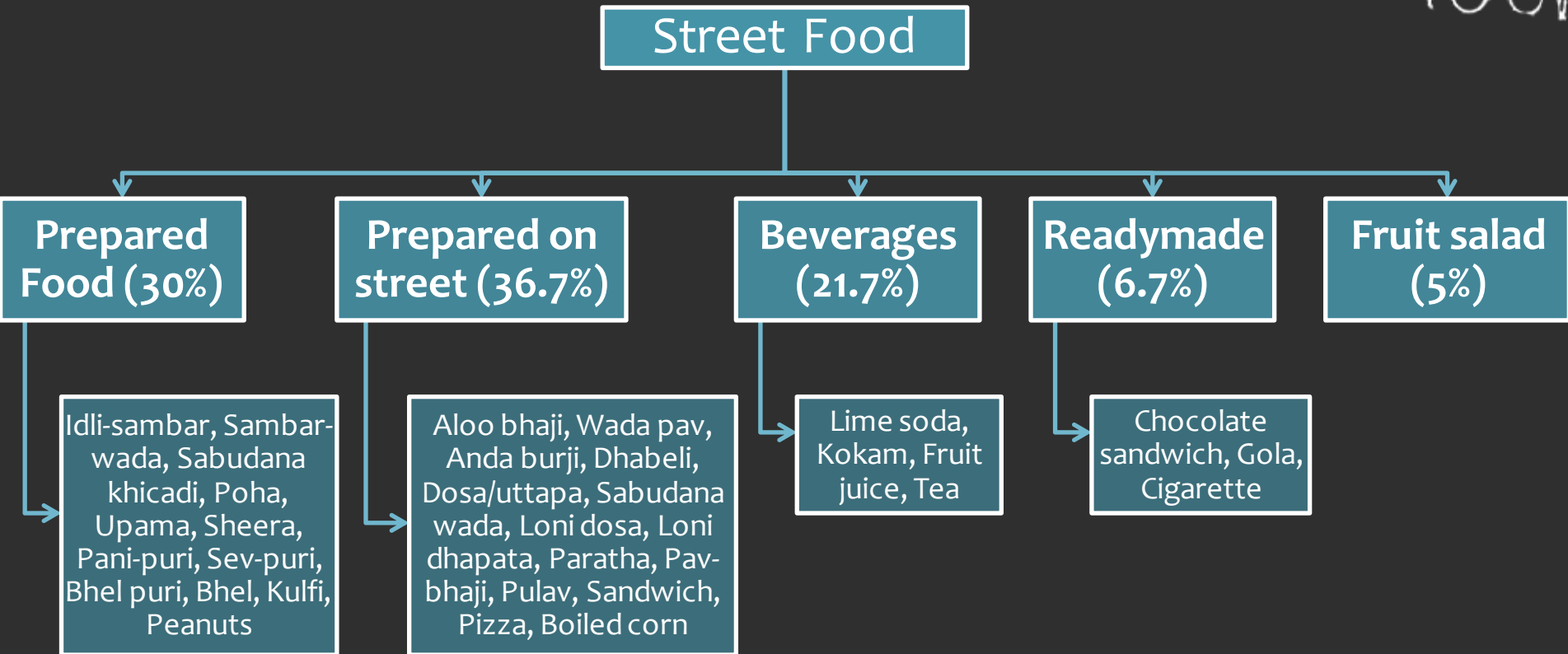
Gradual Increase

Increase in Range of Food Items
Sold

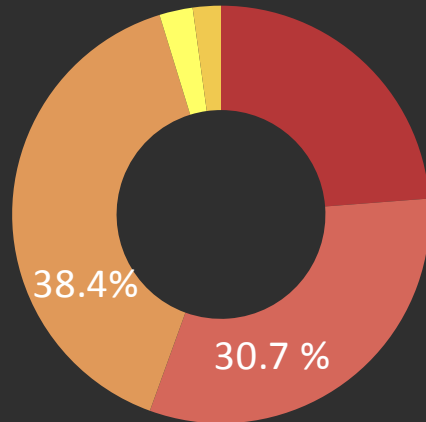
Change in clientele range from
Poor to Better -off



Street Food



Street Food



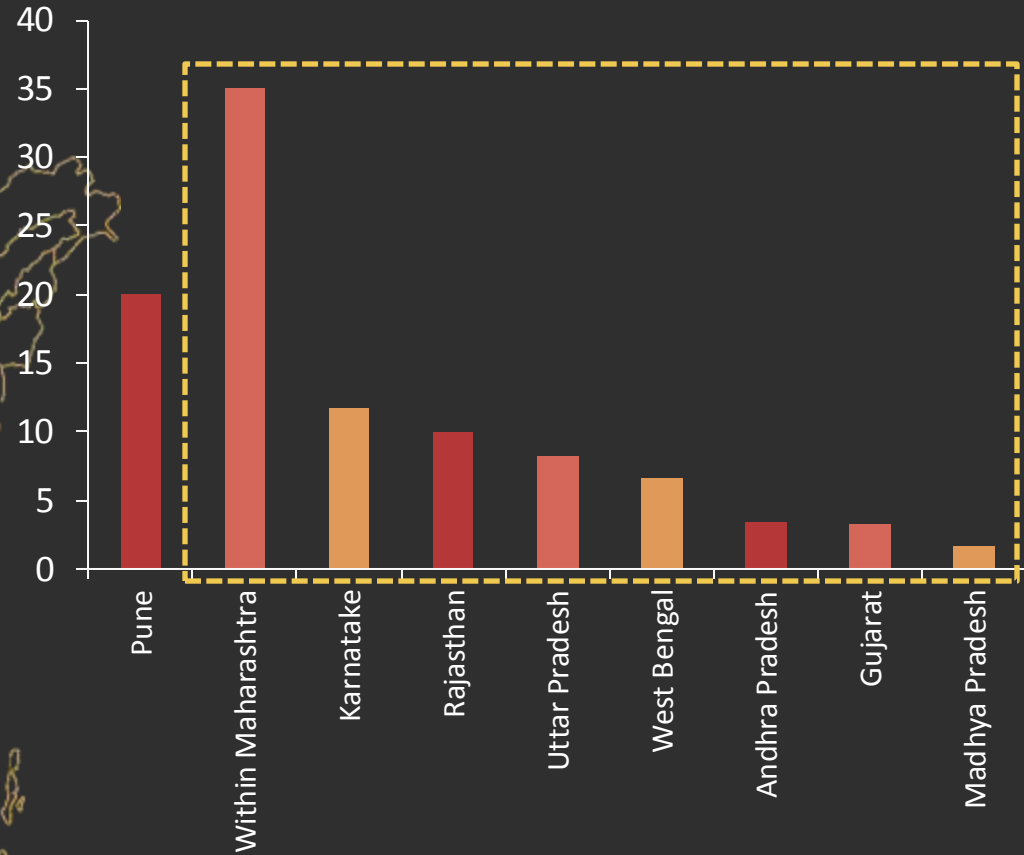
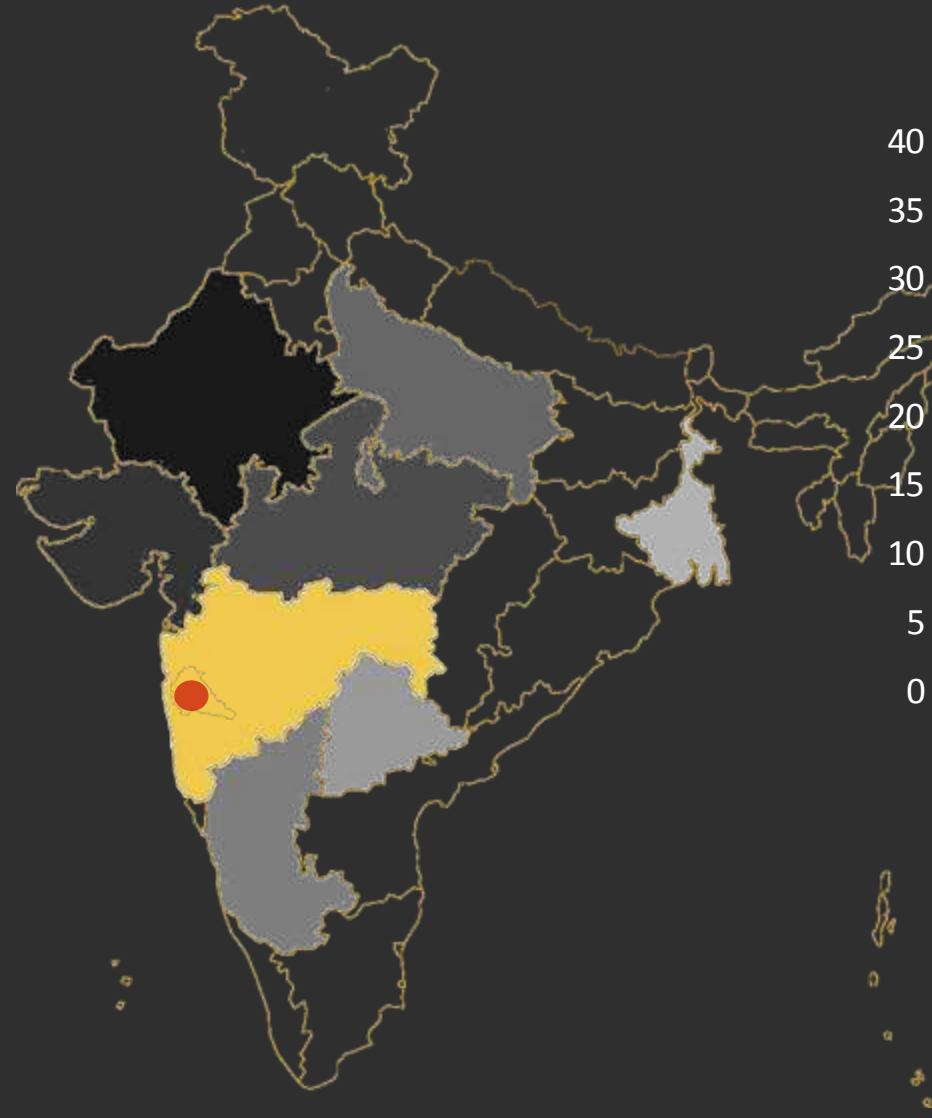
- family business
- minimum investment
- more demand
- easy to prepare
- Will

Item Selection

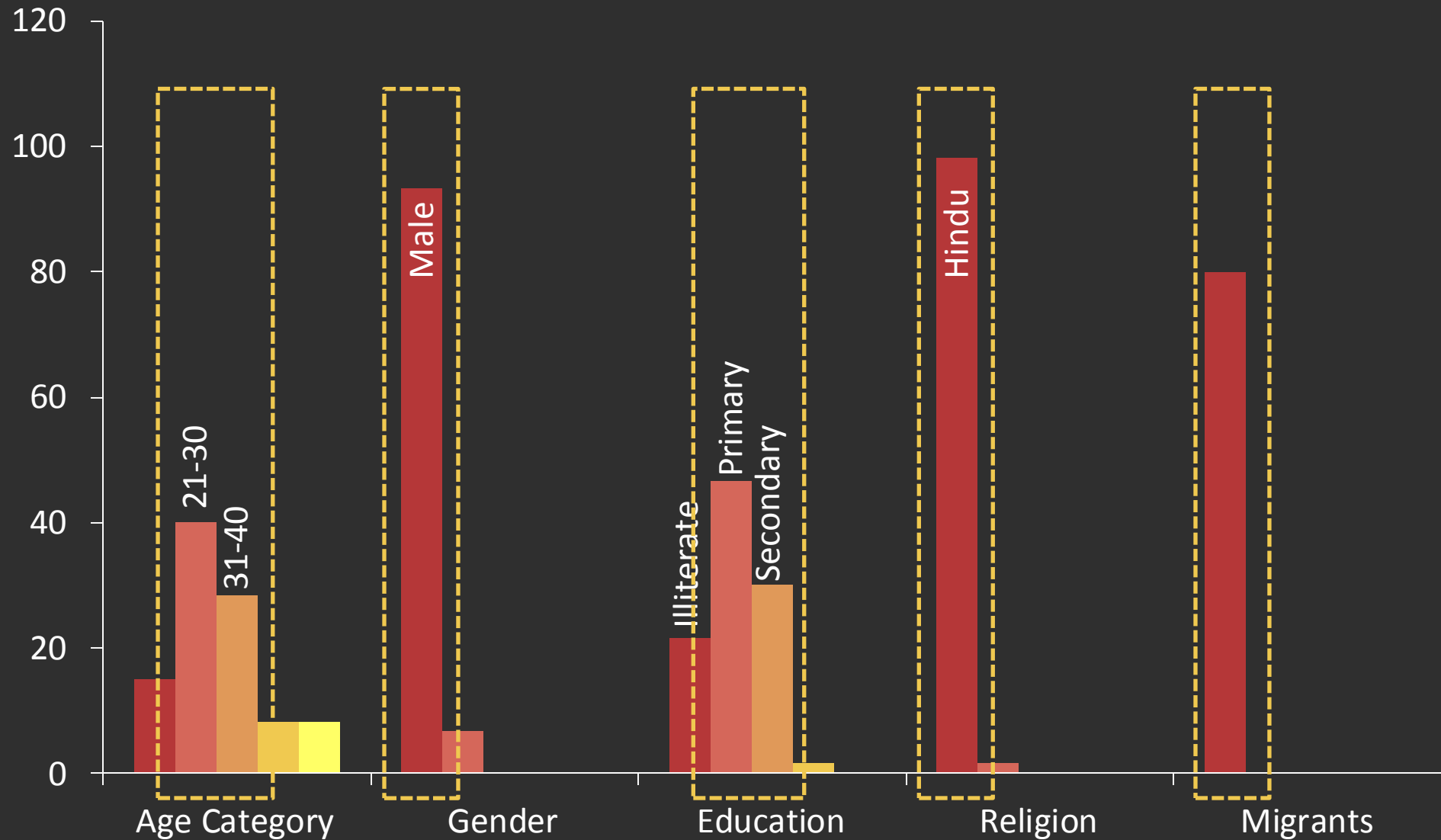


- Item selection majorly depends on:
 - Investment (30.7%)
 - Demand (38.4%)
- Only 5% of vendors change the item that they sell according to season
- Assimilation: Rajasthan - bhel puri
- Adaptation: Karnataka - poha, wada pav

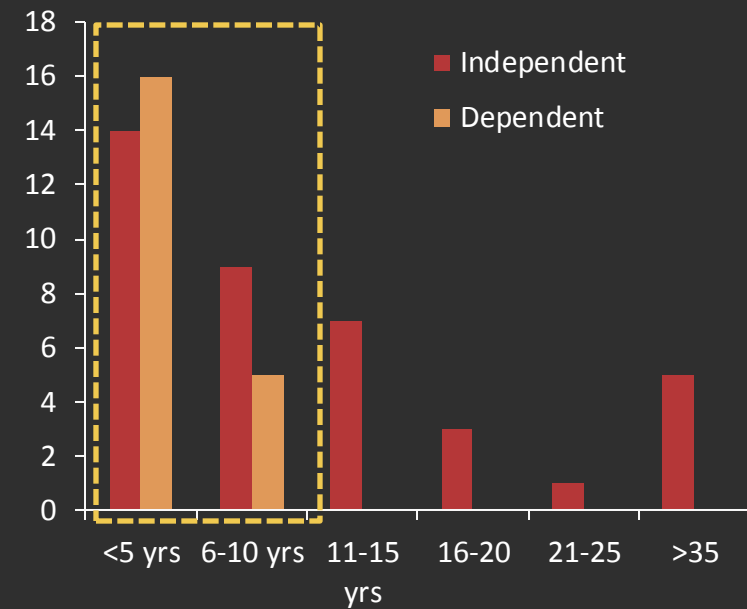
Migration Pattern



Profile of Vendors



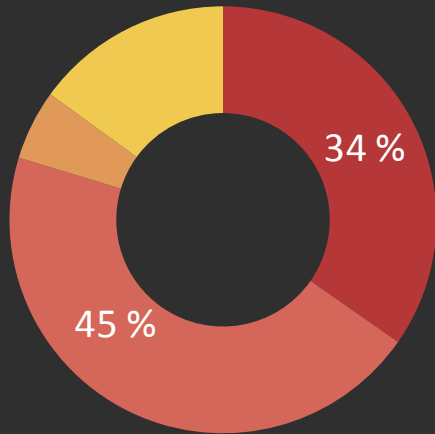
Duration in Vending



- Majority of vendors are doing vending for less than 10 years
- “एक ठेले के पिछे ७-८ लोगो कि मेहनत होती है”
- For 12% of vendors, vending was there family business and the 2nd generation of the family continued it.

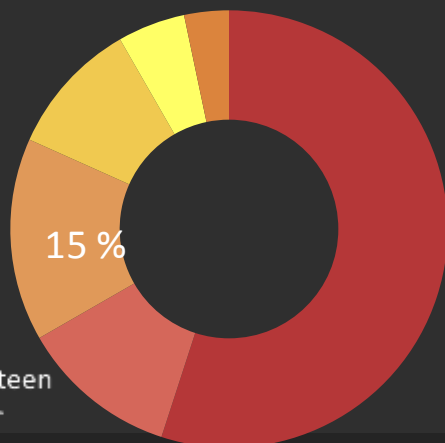
Duration in Vending

Reasons for Starting Food Vending



- Could not find job, to earn livelihood
- Left previous job because it was low paid
- Family business
- Small capital and easy to learn own business

Reasons

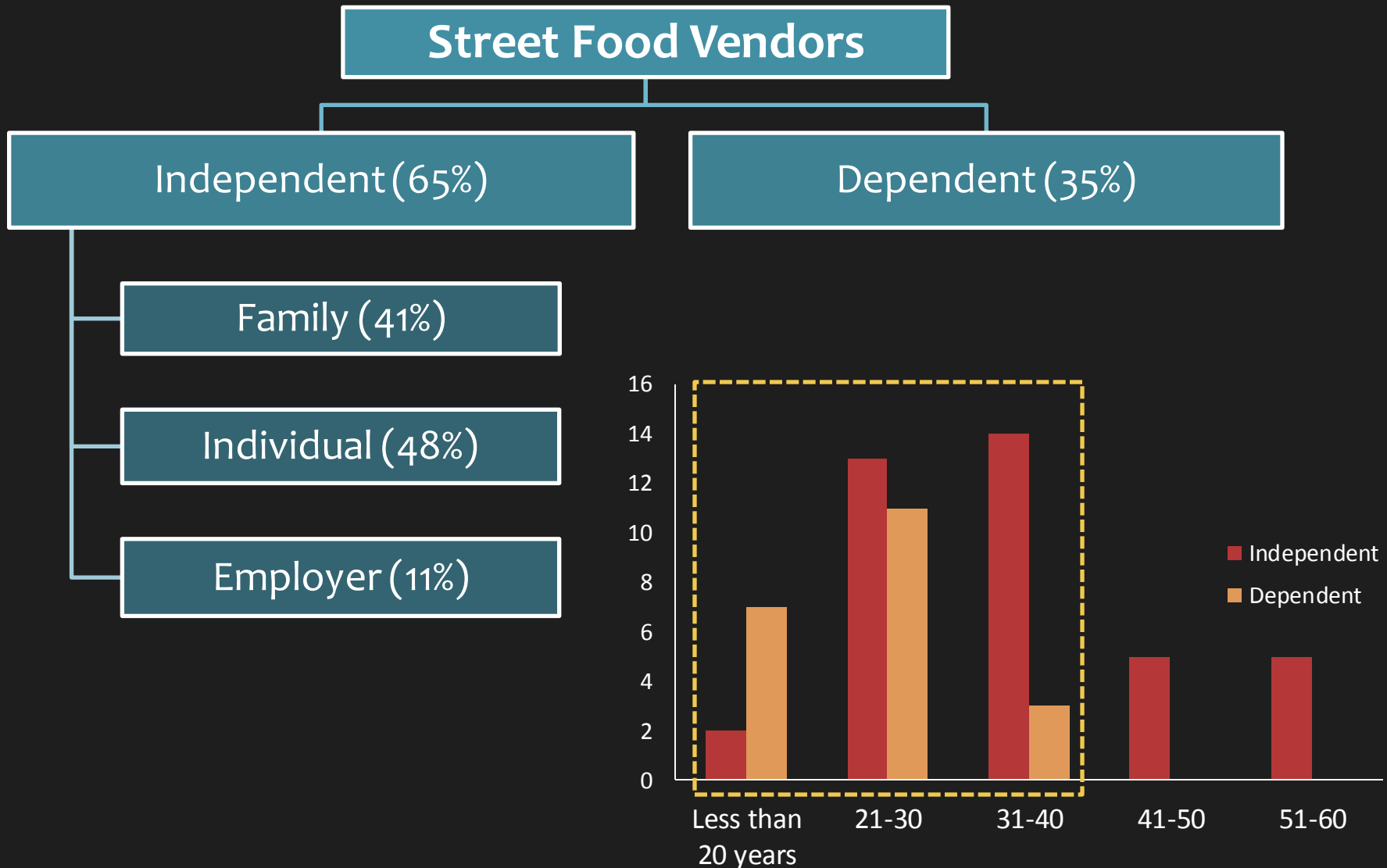


- No
- Agriculture
- job in hotel/canteen
- daily wage labor
- Mechanic
- Job

Job Before Vending

- Two major reasons:
 - Left their previous job because it was low paid
 - Could not find job to earn livelihood
- “और कुछ करना नहीं आता”
- “पढाई मे मन नहीं लगा तो पैसे कमाने के लिये ये करने लगा”
- 15% of the vendors had previous experience in the field of food preparation and catering before they embarked on the business of their own

Nature of Street Food Vending



Nature of Vending & Age Category

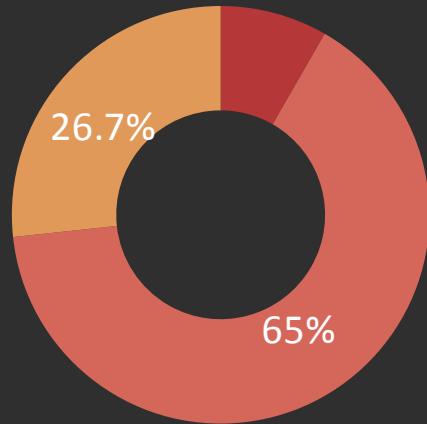
Vending



Site

- 76.7% vendors obtained site because it was empty
- Type of vending stall:
 - Pushcart: 63.3%
 - Table: 28.3%
 - Cycle: 5%
 - Shack: 3.3%
- Why these locations?
 - Shivaji nagar: Close to transport centers, government offices, school
 - Deccan: close to colleges, market
 - Camp: close to mall, market, court

Vending



■ < 5 hrs ■ 5-10 hrs ■ 10-15 hrs

Working Hours

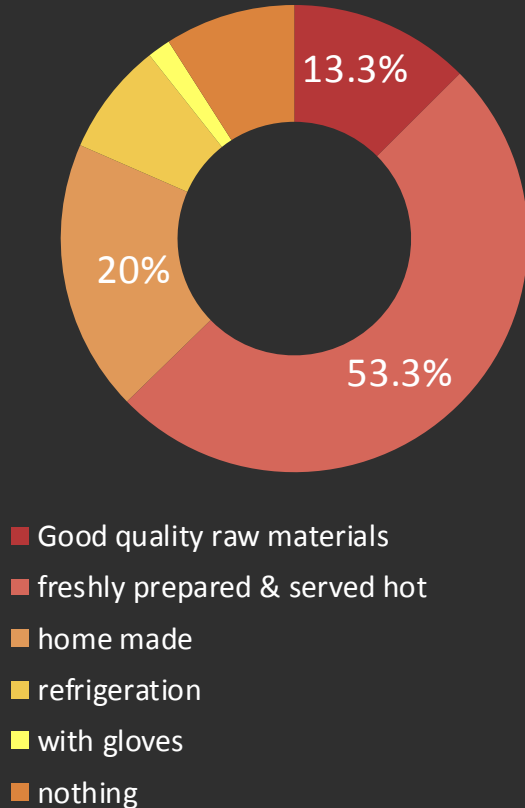
- Period

- Majority have working hours more than 8-10 hrs.

- Customers

- Deccan: students, office going, people who come for shopping
- Shivaji nagar: passengers, bus drivers and conductors, government officials, nearby shopkeepers
- Camp: housewives who come for shopping, students, nearby shopkeepers

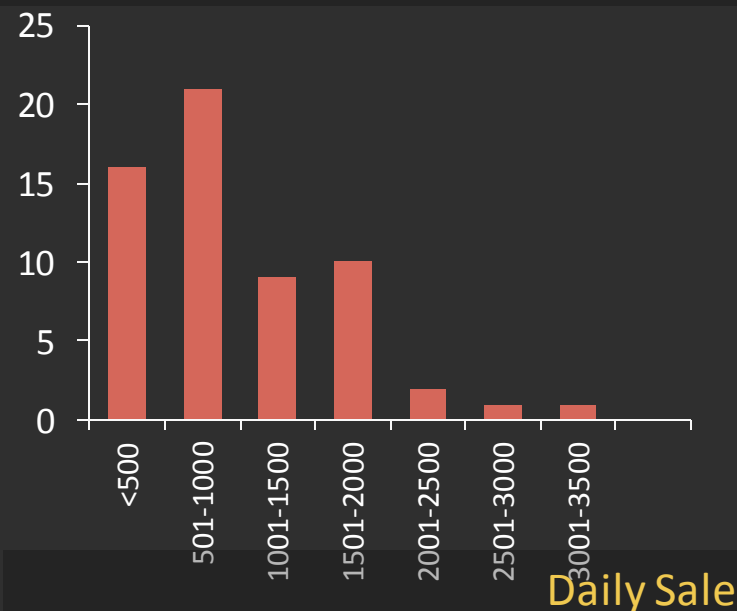
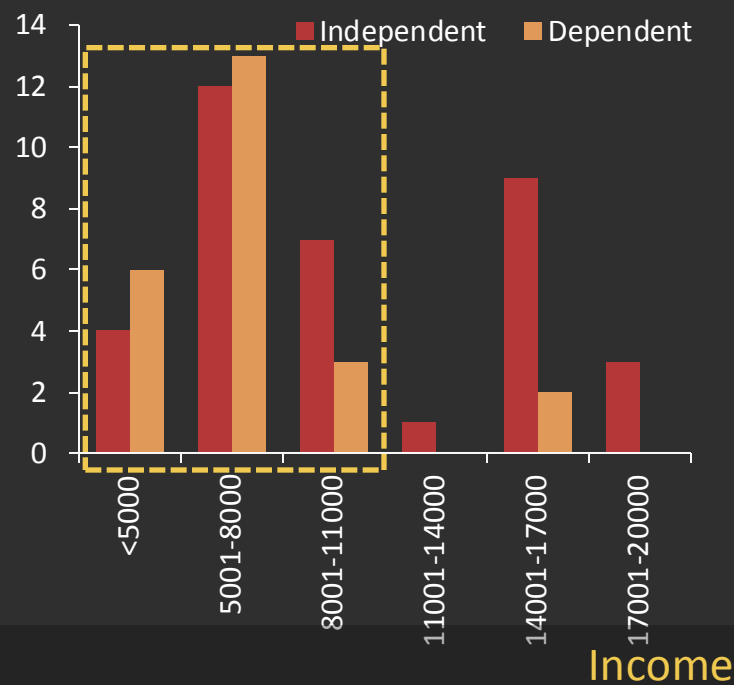
Food Safety



- Food safety is maintained by –
 - Buying good quality raw materials
 - Preparing items freshly & serving hot
 - Items made at home
 - Refrigeration
- “अगर अच्छी quality का item नहीं होगा तो customer कैसे आयेगे”

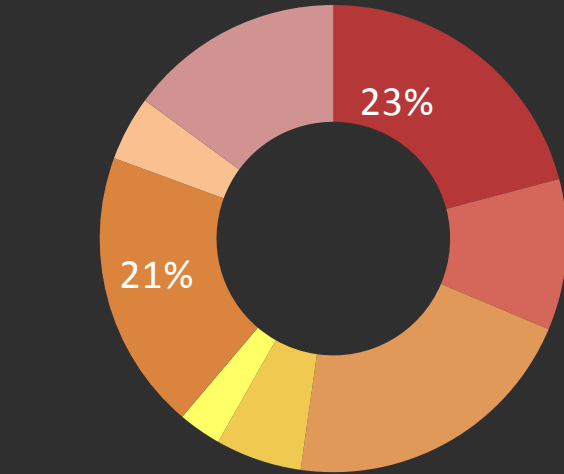
Training

Income



- 83.3% of street food vendors have street food vending as an only source of livelihood
- For independent vendors – Rs 5000- Rs 20000
- For dependent vendors – Rs 5000 – Rs. 10000
- Daily sale - Rs 500 – Rs 3500
- Investment in stock depends on item - Rs 500 – Rs 1500

Training



- Family
- Friends taught
- no
- Observing other vendors
- Other vendors
- Owner taught
- Past experience
- People from the same village taught

- No formal training
- Majorly learnt to cook from family members or owner

Training

Characteristics of Street Food Vending



Vendors

Migrants

Encroachers

Harsh working
conditions

Exploited by
officials

No awareness
about food
safety standards

No awareness
about rules &
regulations

Vending

Natural Market

Offers Autonomy

Small Enterprise

Reasonable
income

Day-to-day
activity

Serves wide
clienteles range

Dynamic role in
urban economy

Rules & Regulations



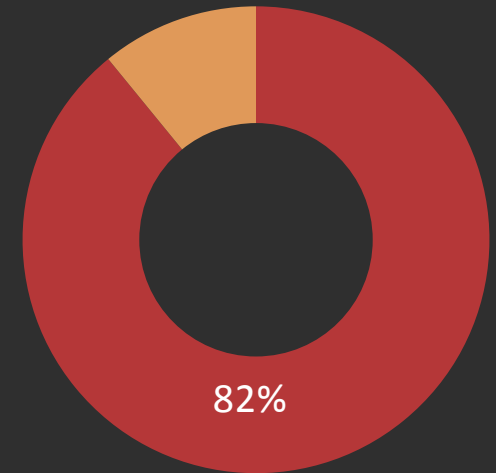
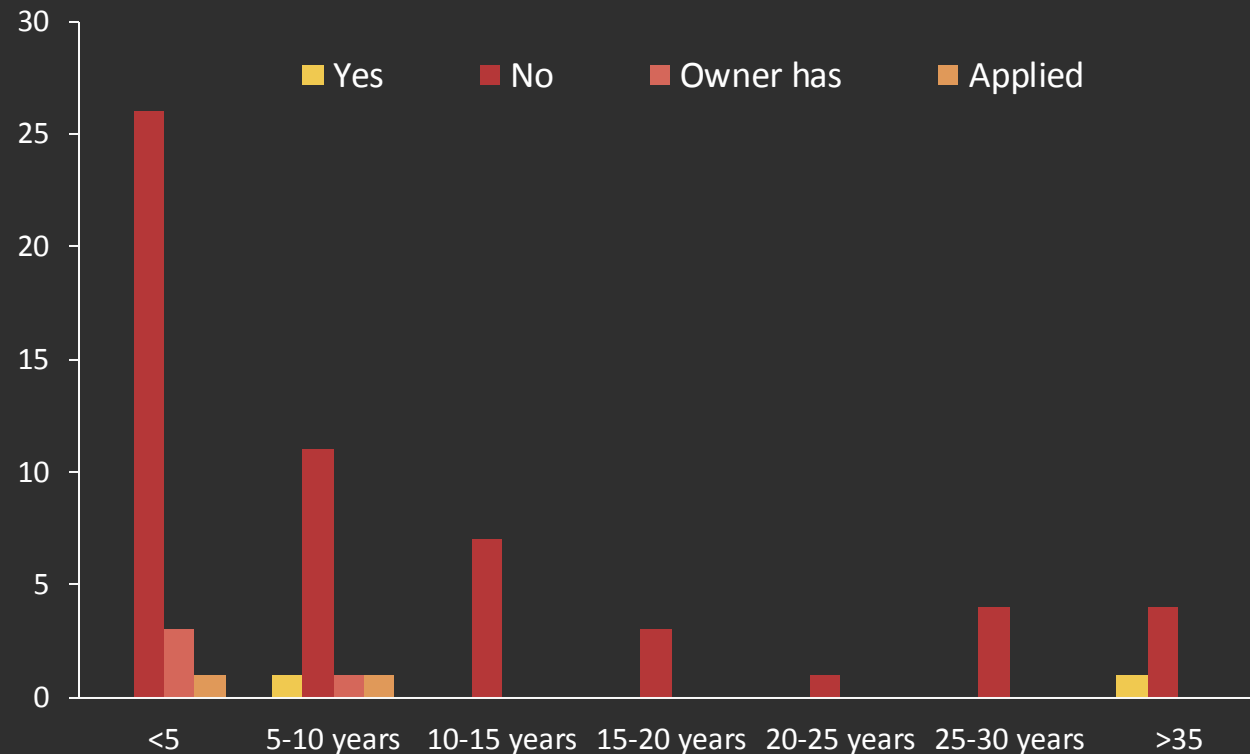
- Article 19(1)g of Constitution guarantees to all the citizens the right to practice any trade and profession, subjected to certain “reasonable restrictions” for the general interests of the public.
- National Policy on Urban Street Vendors, 2009
- The Street Vendors (Livelihood Protection and Regulation of Street Vending) Act, 2013

Rules & Regulations



- Permit from – Encroachment (Prevention) Department and Health Department
- 1992 – PMC stopped issuing license
- 2011 – FDA took over registration and license works - Food Safety and Standards Act
- 2013 – Pune Municipal Corporation (PMC) declared no-hawking zones on 45 roads and 153 junctions in the city.
- Under The Street Vendors (Livelihood Protection and Regulation of Street Vending) Act, 2013 - PMC has started survey in Deccan

License

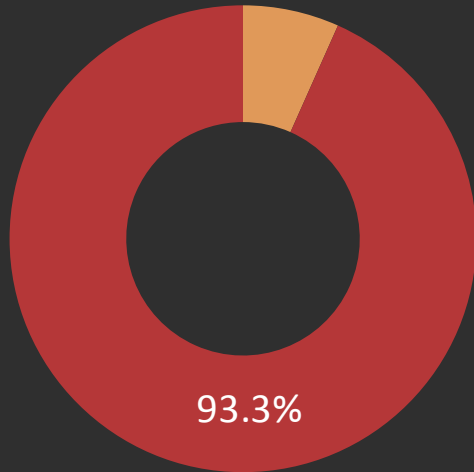


Yes Don't Know

Want License

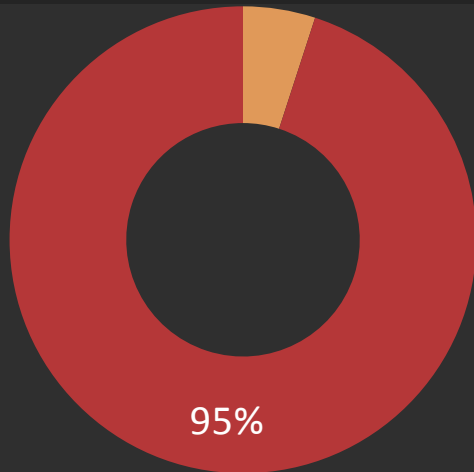
- Majority do not have license and very few have applied for license
- Vendors want current vending site to be allocated to them

Awareness about Rules



■ Yes ■ No

Street Vendor Bill



■ Yes ■ No

Local Municipal Laws

- The Street Vendors (Protection and Livelihood and Regulation of Street Vending) Bill
- Local Municipal laws

Conclusion



- Study shows that 80% of the food vendors are migrants from all over India.
- These migrant food vendors they introduce their native food culture (assimilation), while some other adopt the local food culture (adaptation).
- These processes shows the uniqueness and diversity of food culture of the city.
- Street food vending is a small –scale informal business which offers autonomy to vendors.
- Appreciated by wide clientele range from urban poor to upper class
- Street food vending is adopted by vendors as a coping strategy when denied access to more formal employment opportunities in order to seek livelihood.
- Thus street food has become a part of popular culture of Pune city



Thank You

