



A STUDY ON THE STREET VENDORS IN DEOMALI TOWN, TIRAP DISTRICT OF ARUNACHAL PRADESH

Tacha Thaman

Assistant Professor/Head of Department, Commerce, Wangcha Rajkumar Government College, Deomali, Tirap, Arunachal Pradesh

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ABSTRACT

The traditional market is a part of informal economy where the sellers of products range from vegetables, foods, cloths, crafts, household goods etc. In India this sector play a vital role in rural and local communities markets. This socio-economic behavior of the state of Arunachal Pradesh and Tirap district and in particular the vendors in Deomali town, also focus on understanding their demographic profiles, economic conditions, livelihood strategies, and interaction with regulatory frameworks. The study explore employing a mixed-methods approach, both quantitative surveys and qualitative interviews were conducted among street vendors operating in various sectors, including food, apparel, and daily-use goods. The research reveals that most vendors belong to economically marginalized groups and rely heavily on informal trade as their primary source of income. Factors such as lack of formal education, absence of social security, limited access to credit, and vulnerability to eviction significantly influence their behavior and decision-making. Despite facing infrastructural and institutional challenges, vendors exhibit resilience through adaptive strategies such as flexible working hours, community cooperation, and mobility within trade zones. The study highlights the urgent need for inclusive urban policies, support mechanisms, and recognition of street vending as a legitimate form of employment to ensure their socio-economic well-being in the study area.

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INTRODUCTION

The informal sector plays a crucial role in the economic landscape of many developing regions, serving as a significant source of livelihood for a large segment of the population. Among the various components of this sector, vendors occupy a unique position providing essential goods and services to urban and semi-urban communities. Deomali town, Tirap district located in the northeastern part of India, exemplifies a vibrant marketplace where vendors contribute significantly to the local economy and social fabric.

This study focuses on the socio-economic behaviour of vendors in Deomali town, aiming to explore the dynamics that shape their livelihood strategies, interactions, and economic activities. Vendors in Deomali town, like in many other small towns, operate under diverse conditions characterized by varying degrees of economic stability, social capital, and regulatory

challenges.

Socio-economic behaviour encompasses the way vendors respond to economic opportunities and social contexts, including factors such as income patterns, expenditure habits, credit usage, social networks, and adaptability to market changes. These behaviours not only affect their own well-being but also influence the broader community by affecting market efficiency, social cohesion, and urban development. The town of Deomali presents a unique case study because of its socio-cultural diversity, economic transitions, and evolving urban environment. Vendors here reflect a mix of traditional practices and modern entrepreneurial approaches, influenced by local customs, education levels, and market demands. Studying their behaviour provides a window into the informal economy's role in fostering inclusive growth and addressing urban poverty. This research aims to systematically investigate the socio-economic profiles of vendors, their business operations, challenges faced, and behavioural patterns. The study will also examine the impact of external factors such as government policies, infrastructure availability, and competition on vendor behaviour. By highlighting these aspects, the research seeks to contribute to policy formulation aimed at enhancing the livelihood security and socio-economic empowerment of vendors

*Corresponding author: **Tacha Thaman**

Assistant Professor/Head of Department, Commerce, Wangcha Rajkumar Government College, Deomali, Tirap, Arunachal Pradesh

in Deomali town.

In summary, the socio-economic study of vendors in Deomali town is vital for understanding the informal sector's contribution to the local economy and social structure. It offers practical insights for stakeholders, including policymakers, urban planners, and social workers, to create enabling environments that support sustainable development and inclusive urban growth.

LITERATURE REVIEW

The socio-economic study of vendors' behavior encompasses various aspects, including economic strategies, social interactions, and the impact of policies and regulations. This review examines existing literature on vendors' behavior, focusing on street vending and informal economy, vendor decision-making, socio-economic factors, vendor-customer interactions, and policy environment.

1. **Chakreshwari.B.A (2019)**, tries to examine various problems faced by street vendors and possible solutions. The study has found the following challenges such as lack of proper place to display their things, harassment by municipal & police officials, non-recognition by the state government, unhygienic environment in the business place, lack of assistance by financial institution etc. At the end the research study also suggested the probable solutions which includes social security fund should be set up for street vendors, street vendors role should be included in town & city master plans, vendors should be given legal status by issuing licenses etc.
2. **Bony. M (2022)**, the study tries to explore the national policy of street vendor in India and explain the details regarding the rule, regulations and its implementation. After going through the policy it was understood that state government, bureaucracy and the local authorities need to priorities the issue of street vendors and accelerate the implementation to realize the full potentials and promises of the policy.
3. **Kashyap.P (2023)**, tries to explore the socio-economic and demographic profile, working conditions and challenges faced by street vendors in Sivasagar municipality. The research employs a descriptive and empirical approach, utilizing both primary and secondary data. At the end it suggested that central and state government should recognizes the significant contribution of street vendors and develop policies that enhance their livelihoods while ensuring balanced and sustainable urban development.
4. **Shukla .M (2023)**, "Empowering, Promoting and Recognizing street vendors- A Giant step Towards Social Inclusiveness (A case Study of District Faridabad)", International Journal of Scientific Development and Research, vol-8, issue-2, ISSN- 2455-2631, Pp-758-762, the study examines the street vendors contributions in making available essential goods, foods and services to communities and dwellers conveniently. It was found during the course of study the fundamental rights of vendors should not be ignores and given respectable and quality job to empower them through policies and practices. The non-government organization along with

resident welfare association should assist the local government to guide, advice and motivate the vendors to adopt healthy practices

IMPORTANCE OF THE STUDY

Street vendors are integral to the informal economy, providing essential goods and services to the community. The research will shed light on how these vendors contribute to Deomali's local economy, employment, and food security. For instance, studies have shown that street vendors play a crucial role in local economic development by creating jobs and increasing community income generation.

Therefore, the research is pivotal in understanding and improving the conditions of street vendors in Deomali town sub-division of Tirap district, Arunachal Pradesh. It offers practical solutions for policymakers, contributes to academic discourse, and ultimately aims to enhance the livelihoods of a vital segment of the urban workforce.

OBJECTIVES OF THE STUDY:- The following are the main objectives of the study-

1. To analyze the socio-economic and demographic profile of the vendors of the study area.
2. To study the impact of seasonal changes and festivals on the market dynamics.
3. To understand the challenges and problems faced by the street vending.
4. To explore the customer preferences and their influence on vendor behavior.
5. To provide suggestions for improving vendors welfare and market conditions.

RESEARCH QUESTIONS

1. Are you aware of any government schemes related to market activities?
2. What is your highest level of educational attainment?
3. What is your current employment status?
4. What type of housing do you currently live in?
5. What is your age?
6. What is your gender?
7. What type of goods do you sell?
8. What is the ownership structure of your business?
9. Do you have any legal licenses or health permits for your stall?
10. Would you be interested in attending a free training/workshop on hygiene, business growth, or customer service?
11. Which season affects your business operations the most?
12. How does the rainy season affect your daily business?
13. During extreme heat in summer, how does your business get impacted?
14. Do you experience lower sales during any specific season?
15. How do you protect your stall/business setup during the rainy season?
16. In which season do you observe the highest sales?

17. Have you ever had to shut your business for multiple days due to bad weather?
18. Do you change your product/menu offerings depending on the season?
19. Do seasonal illnesses (like flu or food poisoning in monsoon) affect your business?
20. Would better infrastructure (drainage, shelters, stalls) help your business during seasonal changes?
21. What is the biggest challenge your business currently faces in Deomali?
22. Has the rise of online shopping platforms affected your business?
23. How often do infrastructure problems (e.g., roads, electricity, and drainage) disrupt your business?
24. What mode of transportation do you primarily use?
25. How would you classify your overall standard of living?
26. How long have you been operating as a vendor?
27. What is your main product or service category?
28. Do you have a fixed place of business?
29. What are your business operating hours?
30. What is your average customer volume per day?
31. What challenges do you face most often?
32. How do you dispose of leftover food or waste?
33. How do customer preferences affect your product/service offerings?
34. Do you feel Deomali's small population size limits your business growth?
35. Do customers in Deomali prefer cheaper mass-produced goods over local/handmade items?
36. How much does the lack of digital payment or technology access affect your sales?
37. What type of support would help your business the most in Deomali?
38. Have you considered moving your business to another area due to challenges in Deomali?
39. What is your primary source of goods?
40. What are the main challenges you face in business operations?

RESEARCH METHODOLOGY

The study is empirical in nature and is based primarily field-work and direct interaction with vendors of the study area. A descriptive research design has been adopted to capture and analyze the socio-economic conditions and behavioural patterns of the vendors in the research study. The sample consists of vendors operating within Deomali Market, representing various types of vending activities such as vegetable sellers, fruit sellers, meat sellers, mobile vendors, and stall owners. A total of 100 vendors were selected for the purpose of study to ensure a diverse and representative sample.

A purposive sampling technique was employed for selecting the respondents. The study is based on primary data, which was personally collected by the researcher through direct interviews with the vendors. The researcher visited the market

in person and used a structured and semi-structured interview schedule to ask questions related to their personal, social, and economic background.

This method enabled real-time interaction, clarification of questions, and ensured the collection of accurate and context-specific data. Observation was also used as a supplementary method to understand non-verbal cues and the working environment of the vendors.

ANALYSIS AND INTERPRETATION OF DATA

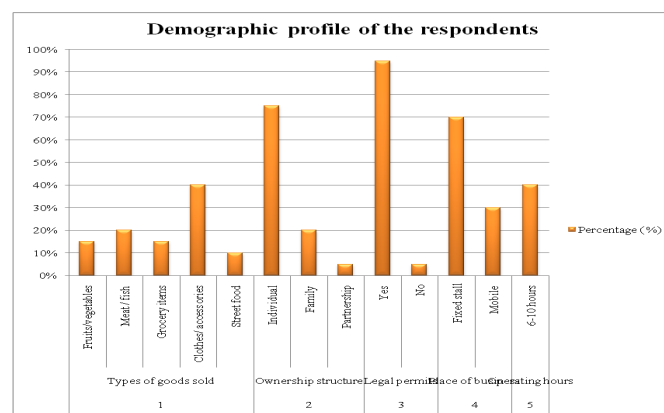
This section presents the analysis and interpretation of the data collected through direct personal interviews with vendors in Deomali Market. The data is based on a detailed questionnaire covering demographic details, seasonal impact, business challenges, infrastructure, and customer behaviour. The findings are presented thematically with supporting tables.

1. Demographic profile of Response

Table No. 1 Showing Different age, education, gender, employment & housing

No.	Variables	Category	Percentage
1	Age group	Below 25 years	30 %
		25-45 years	60 %
		Above 45 years	45%
2	Gender	Male	65%
		Female	35%
3	Education level	No. Formal education	15%
		Primary level	35%
		Secondary level	40%
		High. School level	10%
4	Employment Status	Self employed	100%
5	Type of Housing	Kutchha	40%
		Semi Pucca	45%
		Pucca	15%

Source: Field Survey



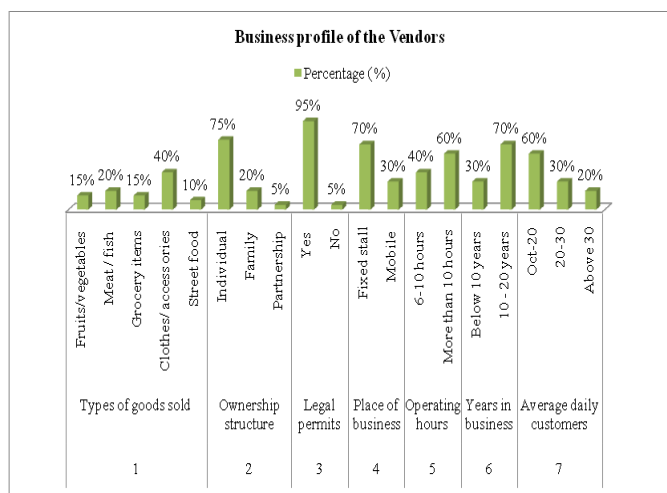
Source: Field Survey

2. Business Profiles of Vendors

Table No. 2 Showing the different profiles of the Vendors

Sl.No	Variables	Category	Percentage (%)
1	Types of goods sold	Fruits/vegetables	15%
		Meat / fish	20%
		Grocery items	15%
		Clothes/accessories	40%
		Street food	10%
2	Ownership structure	Individual	75%
		Family	20%
		Partnership	5%
3	Legal permits	Yes	95%
		No	5%
4	Place of business	Fixed stall	70%
		Mobile	30%
5	Operating hours	6-10 hours	40%
		More than 10 hours	60%
6	Years in business	Below 10 years	30%
		10 - 20 years	70%
7	Average daily customers	10-20	60%
		20-30	30%
		Above 30	20%

Source: Field Survey



Source: Field Survey

3. Seasonal impact on Business

Table No. 3 Showing impact on seasons and weathers on Business Activities

No	Question	Response/trend
1	Most affected season	Rainy and summer season
2	Rainy season	Reduce sales, few customers etc

3	Summer impact	Hit stress, few customers at noon
4	Highest Sales season	Winter and festive season
5	Business shutdown	1 day a week compulsory
6	Seasonal product changes	60% adapt products/ menu based on weather
7	Seasonal illness	Yes few customers & workers absenteeism

The data reflects that vendors in Deomali Market are primarily self-employed individuals with limited education and access to formal infrastructure or government support. Their businesses are significantly affected by seasonal changes, poor infrastructure, and evolving customer preferences. Despite this, vendors show adaptability and willingness to improve through training and better facilities. Addressing infrastructure issues and providing business support schemes could greatly improve their livelihoods.

FINDINGS AND SUGGESTIONS

Findings

Based on the data collected and analyzed from the vendors of Deomali Market, the following key findings have emerged:

- Demographic Profile:**
 - A majority of vendors are within the 25–45 years age group, showing active participation of working-age individuals.
 - Female vendors slightly outnumber males, indicating a significant role of women in the informal market sector.
 - Most vendors have only primary or secondary education, which limits access to formal employment.
- Business Characteristics:**
 - Vendors primarily operate as self-employed individuals, selling fruits, vegetables, meat, groceries, and clothing.
 - Around 70% have fixed stalls, while the rest are mobile vendors.
 - 80% operate without any legal licenses or health permits.
- Income and Livelihood:**
 - Monthly income ranges from Rs. 8,000–15,000, with very limited savings.
 - Business is often the sole source of livelihood for their families.
- Seasonal Impact:**
 - The rainy season severely disrupts operations due to poor infrastructure and low footfall.
 - Summer heat reduces customer traffic and affects perishable goods.
 - Winter and festival seasons are considered peak periods for sales.
 - Many vendors adjust their products seasonally to cope with changes in demand and supply.
- Infrastructure and Government Support:**

- 70% of vendors report frequent disruptions due to drainage, electricity, or road conditions.
- Only 15% are aware of any government schemes relevant to their trade.
- A vast majority (85%) expressed interest in training on hygiene, customer service, and business skills.

Suggestions

To improve the conditions of vendors in Deomali Market, the following suggestions are offered:

- a. Infrastructure Development:
 - The local government should invest in proper drainage, permanent market stalls, and shelter areas to minimize seasonal disruptions.
 - Provision of solar lighting and sanitation facilities can improve vendor comfort and hygiene.
- b. Awareness and Inclusion in Government Schemes:
 - Organize awareness campaigns about relevant government schemes (e.g., PM SVANidhi) and simplify the application process for vendor licenses and loans.
- c. Skill Development and Training:
 - Free workshops should be conducted regularly focusing on hygiene, financial literacy, digital payments, and business expansion strategies.
- d. Waste Management and Environmental Practices:
 - Introduce vendor-friendly waste bins and encourage waste segregation and composting.
 - Raise awareness on the environmental impact of waste disposal practices.
- e. Community and Market Promotion:
 - Promote Deomali Market through local fairs, tourism events, and social media to attract a broader customer base.
 - Encourage the sale of locally made or organic products through incentives and branding.

CONCLUSION

The socio-economic study of vendors in Deomali Market re-

veals a resilient and dynamic informal economy that supports numerous families in the region. Despite limited education, inadequate infrastructure, and minimal government assistance, vendors demonstrate adaptability, hard work, and community involvement. Their businesses are crucial not only to their survival but also to the vibrancy of the local economy.

However, challenges like seasonal vulnerability, poor infrastructure, digital exclusion, and lack of legal recognition continue to hinder their growth. Addressing these issues through policy reforms, infrastructure upgrades, and targeted training can empower these vendors and promote sustainable economic development in Deomali.

A collective effort from the government, civil society, and local community is necessary to uplift this vital yet overlooked segment. Recognizing the vendors' contributions and investing in their progress can lead to a more inclusive, robust, and equitable local economy.

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