

SOCIO-ECONOMIC CONDITIONS OF STREET FOOD VENDORS-WITH SPECIAL REFERENCE TO TIRUCHENDUR AREA

Mrs. C. Pappeswari,

Assistant Professors of Commerce,
Govindammal Aditanar College for
women, Tiruchendur, Thoothukodi
District, Tamilnadu, India.

Mrs. S. Rajalakshmi,

Assistant Professors of Commerce,
Govindammal Aditanar College for
women, Tiruchendur, Thoothukodi
District, Tamilnadu, India.

ABSTRACT

Street vending as a profession has been in existence in India since time immemorial. Some studies estimate that street vendors approximately 2% of the population of a metropolis. The total number of street vendors in the country is estimated at around 1 Crore. Urban vending is not only a source of employment but provide affordable services to the majority of urban population. The role played by the hawkers in the economy as also in the society need to be given due credit but they are considered as unlawful entities and are subjected to continuous harassment by police and civic authorities. This is reported to be continuing even after the ruling of the Supreme Court that "if properly regulated according to the exigency of the circumstances, the small traders on the sidewalks considerable add to the comfort and convenience of the general public, by making available ordinary articles of everyday use for a comparatively lesser price. An ordinary person not very affluent, while hurrying towards his home after a day's work can pick up those articles without going out of his way to find a regular market. The right to carry on trade or business mentioned in Article 19(1) of the constitution 1 on street pavements, if properly regulated cannot be denied on the ground that the street is meant exclusively for passing or re-passing and no other use". Street vendors provide valuable service to the urban population while trying to earn a livelihood and it is the duty of the state to protect the right of this segment of population to earn their livelihood this policy aims to ensure that this important section of the urban population finds recognition for its contribution to society, and is conceived of as a major initiative for urban poverty alleviation".

Keywords: *street food vendors, level of perception, purchase habit of the customer.*

Introduction:

Street vendors are the most visible section of the informal economy. Street vending as a profession has been in existence in India since times immemorial. In area of Tiruchendur, the large numbers of urban poor survive by working in the informal sector. Poverty and lack of gainful employment in the rural areas and in the smaller towns drive large numbers of people to the capital city for work and livelihood. These people generally possess low skills and lack the level of education required for the better paid jobs in the organized sector. Besides, permanent protected jobs in

the organized sector are very low in area. Hence even those having the requisite skills are unable to find proper employment. For these people, hawking/street vending is one of the means of earning a livelihood, as it requires minor financial input and the skills involved are low and also no entry level barriers in this job. These poorer sections are able to procure their basic necessities mainly through street vendors, as the goods sold are cheap. And also 2/3 of the total population depends upon these street vendors for their daily needs. In this way one section of the urban poor, namely, street vendors are taken as a problem in the development of city. Street vendors have been defined

in the National Policy of Urban Street Vendors, 2004 by Govt. of India "A street vendors is broadly defined as a person who offers goods 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 the 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 wares in moving trains, bus etc. In this policy document, the term urban vendor in inclusive of both traders and service providers, stationary as well as mobile vendors and incorporates all other local/region specific terms used to describe them, such as, hawker, pheriwalla, rehri-patri walla, footpath dukandars, sidewalk traders etc."

Statement of the Problem:

Street vendors constitute an important segment of the urban population. Street vendors are those who are unable to get regular jobs in the remunerative formal sector on account of the low level of education and skills. Street vending provides a source of self-employment, and thus acts as a measure of urban poverty alleviation without Government intervention. It is also acts as investment to provide affordable as well as convenient services to a majority of urban population. Street vendors are likely to have upward trend. It is vital that these vendors are enabled to pursue their livelihoods in a congenial and harassment free atmosphere. Considering the significant contribution made by street vendors to the urban society. Street vending business to avoid congestion in sidewalks and to ensure free flow of traffic in roads by a legislative framework to enable street vendors to pursue a honest living without harassment.

Review of Literature:

The present study is based in the following review.

- Keith Hart (1970)¹, their article entitled "Informal Income opportunities and Urban Employment in Ghana" stated that, the problem in developing economies was not so much one of unemployment or of under employment but rather of low productivity of the work carried on by large number of people. The understanding of the dimensions employment has been enhanced through the large number of studies under taken in specific branches of economic activity".
- Illy, H.F (1988)², their article entitled "Regulation and Evasion" stated that, the compliance of the regulatory measures of street vending in minimized if they ignore the harsh socio-economic realities of a particular cultural environment. In such a situation the regulation remain not only purely

symbolic and ineffective but also allow a climate of harassment and extortion.

- ¹ Hart.K., "Informal Income opportunities and Urban Employment in Ghana", *Journal of Modern African studies*, 1973, pp.61-89.
- ² Illy.H.F., "Regulation and Evasion", *Street Vendors in India policy Science*, Vol.19, 1998 pp.61-81.
- ³ Breman.J (1995)³, their article entitled "The Informal sector Reconsidered" stated that, the fall in self-employment and the stagnation or even relative decline in formal working arrangements indicate the great and growing significance of wage dependency in informal sector employment.
- Santapparaj.A.S(1996)⁴, their article entitled "The socio-economic profile of the street vendors, the entrepreneurial background, status of trade, it competitiveness and problems have also been studied. The pattern of job search of migrants in urban labour market, and the influence of demographic, social and economic characteristics of the migrants on their job attainment and earnings is demonstrated in some of the research work".
- ³ Berman.J., "The Informal Sector Reconsidered", *The Indian Journal of Labour Economics*, vol.38 No.3, July to September 1995.
- ⁴ Santapparaj.A.S., "Job search and Earnings of migrants in urban labour market: A study of Madurai metropolis", *The Indian Journal of Labour Economics*, vol.39 No.2 April to June, 1996.
- Nair.S.T., (1998)⁵, their article entitled "Meeting the credit needs of the Micro " stated that, host of other factors, other than credit like marketing, technology, training, physical health and general well being of the poor have been affecting the viability of enterprises at the micro level other than the credit.
- Kundu.A and Lalitha.N (1998)⁶, their article entitled "Informal Manufacturing centre in Urban India" states that, other studies have also made a care for developing a support system for the informal sector with accessibility to land, credit and support from public agencies for better performance. The available of credit is a crucial factor for their purchasing capital equipment or hiring it for use.
- The relationship between knowledge, attitudes and behaviour is often explained through the KAP model (Simelane, 2005). Knowledge accumulates through learning processes and these may be formal or informal instruction, personal experience and experiential sharing (Glanz & Lewis, 2002). It has been traditionally assumed that knowledge is automatically translated into behaviour (Glanz & Lewis, 2002). However behaviour change theorists and experiences in the HIV field, have indicated

that knowledge alone does not translate into appropriate behavior modification (UNAIDS 2004, Shisana & Simbayi, 2002, Glanz & Lewis, 2002).

➤ Knowledge however is not insignificant and it is found to be vital in the cognitive processing of information in the attitude-behaviour relationship (Simelane, 2005).

⁵ Nair.S.T., "Meeting the credit Needs of the Micro Enterprise Sector: Issues in focus", *The Indian Journal of Labour Economics*, vol.41, No.3, July to September, 1998.

⁶ Kundu.A & Lalitha.N., "Informal manufacturing centre in urban India; Sectoral Trends and Interdependencies", *The Indian Journal of Labour of Economics*, vol.41, No.3, July to September 1998.

Scope of the Study:

The study has been undertaken mainly to highlight the perspective about street vending in Tiruchendur. This study includes the street food vendors and their level of perception, only individual street food vendors and their level of perception have been taken and others are excluded from the study.

This study is made to bring awareness of street vendors at the time of selecting the street vending business.

The purchase habit of the customer of Tiruchendur about the street food vending has been tested with the help of the number of street food vendors.

Objectives of the Study:

- To understand the working life of the street vendors in terms of level of income, accessibility of finance and working hours.
- To explore the issues concerning their working conditions and rights at work.
- To understand the role of collective bargaining in formulating and realizing their demands for basic rights at the work place.
- To better inform policy makers in the ration able of street food vending.
- To understand the relationship between government and street food vendors.
- To find out how traders make their choices on trading location.

Methodology:

This section describes the methodology which includes collection of data, construction of questionnaire, F-test, Garrett ranking, Karl person's co-efficient of correlation rank, field work and frame work of analysis.

Collection of Data:

The study is based on both the primary and secondary data. The primary data were collected from respondents directly with the help of interview schedule. Secondary data were collected from journals and websites.

Construction of Interview Schedule:

The interview schedule was constructed by the researchers themselves. The variables to be included were identified by the researcher in the pilot study. The variables identified are converted into appropriate questions and they are included in the interview schedule.

It is circulated few academicians and research scholars. In the light of recommendation from them the interview schedule was modified.

Sampling Design:

The sample was selected from Tiruchendur which was considered to be urban, semi urban, and rural area. The sample size was selected as 125. They were selected at random by applying convenience sampling.

Field Work and Data Collection:

The researcher carried out her field work for the study during the period from June 2013 to October 2013. The required information is collected through interview schedule.

Framework of Analysis:

A Master table was prepared for entering response of each respondent and small cross tables were made from the master table for analysis.

Tools for Analysis:

Data were analyzed with the help of table and percentage. Karl Pearson's co-efficient of correlation were used to the factors that influenced to go for that particular of street food vending regarding the attitude of respondents from their most importance to least importance.

F-test was used to analyze the relationship between the level of perception of the respondents, and socio-economic profile of the respondents like gender, age, marital status, size of family, type of family, level of education and nature of house.

Hypothesis:

The following hypotheses were formulated

- There exists no significant relationship between gender of the respondents and their level of perception.

- There exists no significant relationship between age of the respondents and their level of perception.
- There exists no significant relationship between marital status of the respondents and their level of perception.
- There exists no significant relationship between nature of family of the respondents and their level of perception.
- There exists no significant relationship between size of the family of the respondents and their level of perception.

Limitations of the Study:

- Some people reluctant to give me the necessary information due to suspicions that the information may be used against them for illegal purposes.
- It was a challenge to find the former market traders as they were scattered in different places.
- It was time consuming for me because I had to move from one vendor to the other arriving if they were in the market.

Data Analysis and Interpretation:

Expectation Level of the Respondents in Street Food Vending-Pearson’s Product Moment Correlation:

The relationship between the influential factor and the expectation level of the respondents in street food vending were analyzed with the use of Pearson’s product moment correlation. The null hypothesis is framed for this purpose is the influential factors of the expectation level of the respondents in street food vending not significantly related with the overall expectation level of the respondents.

Table 1: Expectation Level of the Respondents in Street Food Vending-Pearson’s Product Moment Correlation

S N	Factors	Financial factors	Legal factors	Environmental factors
1	Financial factors	1	-0.42	-0.26
2	Legal factors	-0.42	1	-0.97
3	Environmental factors	-0.26	-0.97	1

From table 1, it was clear that all the influential factors namely ‘financial factors’, ‘legal factors’ and ‘environment factors’ were significance with the expectation level of the respondents.

Thus, the null hypothesis was rejected and concluded that the various influential factors of expectation level of the respondents in street food vending were

significantly related with the overall expectation level of the respondents.

Table 2: Level of Perception

S.No	Level of perception	No. of Respondents	Percentage
1.	High	51	41
2.	Medium	29	23
3.	Low	45	36
	Total	125	100

Source: Primary Data

It was clear from above table 2 that, out of 125 respondents, 51 (41 percent) respondents comes under the category of high level perception, 29 (23 percent) respondents come under the category of medium level perception and 45 (36 percent) respondents come under the category of low level perception.

Relationship between Gender and Level of Perception:

Table 3 shows the genders of the respondents are classified on the basis of their level of perception.

Table 3: Gender and Level of Perception

S N	Gender	Level of Perception			Total
		High	Medium	Low	
1.	Male	43 (84)	22 (76)	35 (78)	100
2.	Female	8 (16)	7 (24)	10 (22)	25
	Total	51	29	45	125

Source: primary Data

It was noted from table 3 that, out of 51 respondents with high level perception hence 43 (84 percent) respondents were male, while the remaining 8 (16 percent) respondents were female. Out of 29 respondents with medium level perception hence 22 (76 percent) respondents were male and 7 (24 percent) respondents were female. Out of 45 respondents with Low level perception hence 35 (78 percent) respondents were male and 10 (22 percent) respondents were female.

H₀– There is no significant relationship between the gender and the level of perception.

H_a – There is significant relationship between the gender and the level of perception. The results of ANOVA are given in table 3(I)

Table 3(I): Gender of the Respondents and Their Level of Perception – Results of ANOVA

Source of Variation	Sum of Squares	Degrees of freedom	Mean sum of squares	Ratio of ‘F’	Table Value
Between level of perception	100	2	50	1	19.00
Between gender	937.5	1	937.5	18.75	18.51
Error	100	2	50	-	-

It could be seen from the table 3(I) that, they obtained ‘F’ value was less than the table value 19.00 at 5% level of significant. Hence, the null hypothesis, “There is significant association between gender of the respondents” was accepted. As such, it is concluded that the level of perception of different gender group of the respondents do not differ significantly.

F value 18.75 was more than the table 18.51 at 5% level of significant. Hence, the null hypothesis, “There is no significant association between the level of perception” was rejected. As such, it is concluded that the level of perception of different Gender of the respondents do differ significantly.

Relationship between the Age and Level of Perception:

The age wise classification of the respondents on the basis of their level of perception towards street vending is shown in table 4

Table 4: Age and Level of Perception

S. N	Age	Level of Perception			Total
		High	Medium	Low	
1.	Below 20 years	7 (14)	7 (24)	5 (12)	19
2.	20-40 years	19 (37)	8 (28)	15 (33)	42
3.	40-60 years	17 (33)	9 (31)	15 (33)	41
4.	Above 60 years	8 (16)	5 (17)	10 (22)	23
	Total	51	29	45	125

Source: Primary Data

Table 4 reveals that, out of 51 respondents with high level perception, 7 (14 percent) respondents belong to the age group of above 60 years, 19 (37 percent) respondents belong to the age group between 20-40 years, 17 (33 percent) respondents belong to the age group between 40-60 years and 8 (16 percent) respondents belong to the age group of below 20 years. Out of 29 respondents with medium level perception, 7 (24 percent) respondents belong to the age group of below 20 years, 8 (28 percent) respondents belong to the age group between 20-40 years, 9 (31 percent) respondents belong to the age group between 40-60 years and 5 (17 percent) respondents belong to the age group of above 60 years. Out of 45 respondents with low level perception, 5 (12 percent) respondents belong to the age group of below 20 years, 15 (33 percent) respondents belong to the age group between 20-40 years, 15 (33 percent) respondents belong to the age group and 10 (22 percent) respondents belong to the age group of above 60 years.

Ho – There is no significant relationship between age and the level of perception. The results of ANOVA are given in Table 4(i)

Table 4(I): Age of the Respondents and their Level of Perception - Results of ANOVA

Source of variation	Sum of Squares	Degrees of freedom	Mean of squares	Ratio of ‘F’	Table value
Between level of perception	60.67	2	30.34	3.07	5.14
Between Age	124.91	3	41.64	4.21	4.75
Error	59.34	6	9.89	-	-

It could be seen from the table 4(I) that, they obtained ‘F’ values 3.01 and 4.21 were less than the table values (5.14 and 4.75) at 5% level of significance. Hence, the null hypothesis “There is no significant association between age and level of perception” was accepted. As such, it is concluded that the level of perception of different age group of the respondents do not differ significantly.

Relationship between the Marital Status and Level of Perception:

Marital status – wise classification of the respondents on the basis of their level of perception towards the street vendor is shown in table 5

Table 5: Marital Status and Level of Perception

S N	Marital Status	Level of Perception			Total
		High	Medium	Low	
1	Married	36 (71)	21 (72)	25 (56)	82
2	Unmarried	15 (29)	8 (28)	20 (44)	43
	Total	51	29	45	125

Source: Primary Data

Table 5 reveals that, out of 51 respondents with high level perception, 36 (71 percent) respondents were married while the remaining 15 (29) respondents were unmarried. Out of 29 respondents with medium level perception 21 (78 percent) respondents were married while the remaining 8 (28 percent) respondents were unmarried. Out of 45 respondents with low level perception, 25 (56 percent) respondents were married while the remaining 20 (44 percent) respondents were unmarried.

Ho – There is no significant relationship between marital status and the level of perception. The results of ANOVA are given in Table 5(i)

Table 5(I): Marital Status of the Respondents and their Level of Perception – Results of ANOVA

Source of Variation	Sum of squares	Degree of freedom	Mean sum of squares	Ratio of 'F'	Table value
Between level of perception	64	2	32	1	19.00
Between marital status	253.5	1	253.5	7.92	18.51
Error	64	2	32	-	-

It could be seen from the table5(I)that, they obtained 'F' values 1 and 7.92 were lower than the table values (19.00 and 18.5) at 5% level of significance. Hence, the null hypothesis "There is no significant association between marital status of the respondents and their level of perception" was accepted. As such, it is concluded that the level of perception of different marital status of the respondents do not differ significantly.

Relationship between type of Family and Level of Perception:

Table 6 shows the type of family of the street vendors and their level of perception.

Table 6: Type of Family and Level of Perception

S.No	Type of family	Level of perception			Total
		High	Medium	Low	
1.	Nuclear	39 (76)	17 (59)	25 (56)	81
2.	Joint Family	12 (24)	12 (41)	20 (44)	44
	Total	51	29	45	125

Source: Primary Data.

It was noted from the above table 6, reveals that, out of 51 respondents with high level perception, 39 (76 percent) respondents were living in nuclear family and the remaining 12(24 percent) respondents were living in joint family. Out of 29 respondents with medium level perception, 17 (59 percent) respondents were living in nuclear family, and the remaining 12 (41 percent) respondents were living in joint family. Out of 45 respondents with low level perception, 25(56 percent) respondents were living in nuclear family and the remaining 20(44 percent) respondents were living in joint family.

H₀ - There is no significant relationship between type of family and the level of perception. The results of ANOVA are given in Table 6(i).

Table 6(I): Type of Family of the Respondents and their Level of Perception-Results of ANOVA

Source of variation	Sum of squares	Degrees of freedom	Mean sum of squares	Ratio of "F"	Table value
Between level of perception	161.33	2	80.67	1	19.00
Between type of family	228.16	1	228.16	2.83	18.51
Error	161.34	2	80.67	-	-

It could be seen from table6(I)that, they obtained "F" values 1 and 2.83 were less than the table values (19.00 and 18.51) at 5% level of significance. Hence, the null hypothesis "There is no significant association between type of family and level of perception" was accepted. As such, It is concluded that the level of perception of different type of family of the respondents do not differ significantly.

Relationship between Family Size and Level of Perception:

Table 7 shows the family size of the street vendors and their level of perception.

Table 7: Family Size and Level of Perception

S.N	Family size	Level of perception			Total
		High	Medium	Low	
1	Small	20(39)	15(52)	12(27)	47
2	Middle	17(33)	10(34)	23(51)	50
3	Large	14(28)	4(14)	10(22)	28
	Total	51	29	45	125

Source: Primary Data

Table 7 reveals that, out of 51 respondents with high level perception, 20 (39 percent) respondents having a small size of the family, 17 (33 percent) respondents having a middle size of the family and 14 (28 percent) respondents having a large size of the famil Out of 29 respondents with medium level perception 15 (52 percent) respondents having a small size of the family, 10 (34 percent) respondents having a middle size of the family and 4 (14 percent) respondents having a large size of the family. Out of 45 respondents with low level perception 12 (27 percent) respondents having a small size of the family, 23 (51 percent) respondents having a middle size of the family and 10 (22 percent) respondents having a large size of the family.

H₀-There is no significant relationship between family size and the level of perception. The results of ANOVA are given in Table 7(I)

Table 7(I) :Family Size of the Respondents and their Level of Perception Results of ANOVA

Source of variation	Sum of squares	Degree of freedom	Mean sum of squares	Ratio of "F"	Table value
Between level of perception	11.5	2	5.78	3.54	19.24
Between family size	94.88	2	47.44	2.32	6.94
Error	81.79	4	20.45	-	-

It could be seen from the table7(I) that, they obtained 'F' values 3.52 and 2.32 were less than the table values (19.24 and 6.94) at 5% level of significance Hence the null hypothesis "There is no significant association between family size and level of perception" was accepted. As such, it is concluded that the level of perception of different family size of the respondents do not differ significantly.

Findings:

This project was undertaken to find out whether the street vendors were satisfied with the services of food vending. As a result of the project, the followings were analysed.

- In gender wise classification 100 (80%) respondents were male.
- Most of the respondents were in the age group between 20 to 40 years.
- Regarding marital status, it was found that 82 (66%) respondents were married.
- 81 (65%) respondents were living in nuclear family system.
- Most of the respondents belong to the middle size of the family.
- Respondents were classified on the basis of their level of perception and it was found that 51 percent respondents were in the category of medium level perception, 45 percent respondents were in the category of low level perception and 29 percent respondents were in the category of high level perception.

Hypotheses were formulated to test the relationship between socio-economic background and level of perception. On testing the hypothesis it was found that.

The level of perception is independent of gender, age, marital status, type of family, family size.

The level of perception is dependent of gender.

Suggestions:

- Government have been introduced many schemes of informal sector especially for street food vending.

- Government makes to arrangement in redressal grievances forum and give resolution of disputes arise for street food vendors.
- Government should give proper ID cards to street food vendors.
- Government should take some actions against those people who harass them in their life.
- Promotional measures for making available credit, insurance and other welfare schemes of social security for the street vendors.
- Street vendors not to be prevented by any person or police or any other authority from exercising their right to vend when carrying on street vending in accordance with the terms and conditions of certificate of vending.
- Vendors should not obstruct thoroughfares.
- Vendors should wear clean attire and head co.

Conclusion:

Street food vending is a prevailing and distinctive part of a large informal sector in Tiruchendur area. It also serves as a guide to Government health worker and food dealers to be more careful with the risks associated with street food. Since street food is consumed by most people and 'all types' of people and socio-economic groups, including children and women, it can catalyze broad spectrum nutritional interventions. In this regard, continue nutrition education and social communication is essential for consumers to be at the front of the fight for the promotion of healthy food. Using factor analysis as a tool, critical areas are related to business operation, business knowledge, extortion and product production. Formal education, however, does not have any significant impact on business performance. Its palatability, affordability and easy accessibility make it highly popular across all the income and age groups in society and ensure it significant place in the society.

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