



Skill Development: A Requisite for The Women Street Vendors of Puducherry

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ABSTRACT

India's 92 percent of work force are from informal sector. In that, women's population constitutes more in number. Women from informal sector require skill development. Street vending comes under the informal sector. The women street vendors of Puducherry take up street vending as a profession in order to fulfill their economic needs. They have taken up street vending because it requires very minimal investment with limited professional skill. The current paper aims to study the level of income earned by the women street vendors of Puducherry. It also aims to know the expectation of women street vendors in improving their skill in their concern trade and profession and also their expectations on government and non government organizations in improving their skills. The study is descriptive in nature. Data was collected among 50 women street vendors of Puducherry who produce and sell handicrafts.

KEYWORDS

Requisite, Skill Development and Women Street Vendors.

Introduction

The term skill development refers developing certain skills in a systematic way which gives the adaptability according to the time and sustainability in order to exist for a long run. Every entrepreneur needs the business to be in success. Achieving a great level of success requires a great level of skill. Developing certain skills in a business can certainly benefit the entrepreneur. Developing entrepreneurship skill doesn't always mean that concentrating in higher level such as corporate sector and IT sector. There are certain business which falls under the informal sector. In that, one among is street vending. Street vending is performed by vendors who sell consumable commodities in the street.

The street vendors basically hail from lower economic background. Street vending is such a profitable entrepreneurship for the people from lower economic background because it doesn't require any high level of investment and high level of professional skills. The street vendors invest a very meager amount of money in the business and they take in return with an average level of profit within the same day. There are certain businesses in street vending which definitely requires skill development in order to yield more profit out of it. Making terracotta is one of the trades which require some good level of skill.

What is terracotta?

The term Terracotta originated from Latin, it means baked earth. The artifacts which are made from the soil such as flower pots, water pots, bricks, sculptures and tiles are called terracotta products.

Types of terracotta

Terracotta- Brownstone

Brownstone terracotta was popular during the 19th century. It is in dark red or brown in colour with a hollow cast.

Terracotta- Fireproof construction

Fireproof construction terracotta is used between the metal I beam in wall and floors. It is a fireproof one which comes in a lighter weight. The price of these fireproof construction terracotta is moderate.

Terracotta- Ceramic veneer

The ceramic veneer terracotta is not hollow cast. It is ribbed in the back side for the purpose of attaching it in the wall.

Terracotta- Glazed architectural

The glazed architectural terracotta is cheaper in price when comparing with the stones. It is made with molds according to the desired shape and size (US General Service Administration, 2012).

Women street vendors- Terracotta makers

The women street vendors of Puducherry perform the making and selling of terracotta in the streets of Puducherry. Most of them carry on the trade as a family business which runs for many generations. They predominantly make artifact terracotta such as sculptures in different shapes. Apart from that they also make water pots and flower pots.

Need for skill development

Puducherry is a tourist place which attracts tourists around the globe. Especially the tourists from European countries show much interest in art and artifacts. This kind of attraction is an advantage to be considered by the women street vendors who produce and sell the terracotta artifacts. Developing the skills and increasing the production of artifacts such as terracotta jewels, home decorative and various other terracotta items can certainly improve the business and profit of women street vendors.

Review of literature

Bhingardive M D (2015) Conducted a study on skill development and human resource development on self help groups. The study states that the self help groups are providing skill development and human capital training to the members. Apart from the financial services provided by the banks and other agencies, the self help groups act an effective support system for the poor women.

Hemalatha A V (2012) conducted a study among the self help groups in Kerala about the skill development of micro entrepreneurs. The study states that the women should involve in high skilled work to get a higher amount of profit. The government must take initiatives to train and encourage the women of rural places. Ensuring a good platform for marketing the finished products of rural women shall encourage them. Apart from skill development and training the state must monitor and follow up in order to make sure that the resources are properly utilized.

Moraa O M, Mwangi S W and Bor E K (2014) conducted a study on role of youth self help groups in skill development.

The study states that the youths are equipped with skills but very few are able to use it in the concern field. The youth self help group members are not utilized in educating the skills to the members of the group. The study states that the self help group members must come up with new ideas which are according to the current demands.

Alexander P A and Khakhlari E (2014) conducted a study on expectations and awareness of women street vendors of Cuddalore. The study states that the women street vendors require skill development, training and financial assistance from the government and non government organizations. The skill development in concern business shall increase their profit.

Methodology

The field of study for the research is Puducherry town. The study is descriptive in nature. Data was collected from 50 women street vendors of Puducherry town. Quota sampling was adopted for the study. A structured interview schedule was used to collect data from the respondents.

Objectives of the study:

To study the level of income earned by the women street vendors of Puducherry.

To know the expectation of women street vendors in improving their skill in terracotta trade.

To know the expectation of women street vendors on government and non government organizations.

Analysis of the study

The following are the analysis of the study

Figure: 1 Daily Income of the respondents

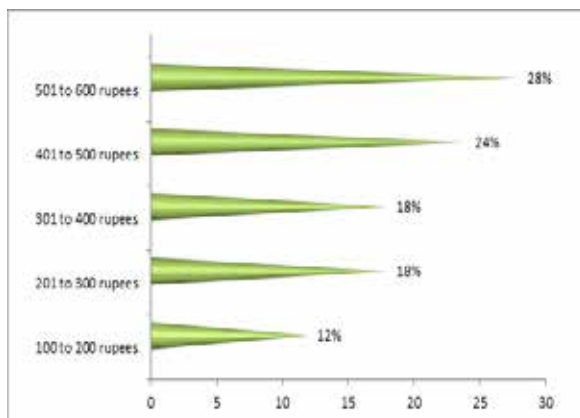


Figure: 2 Expectation of respondents from government and NGOs

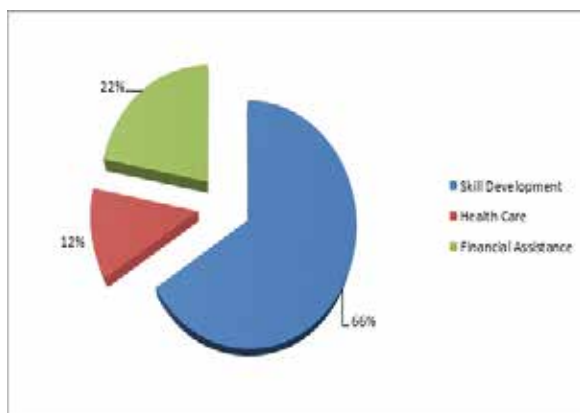
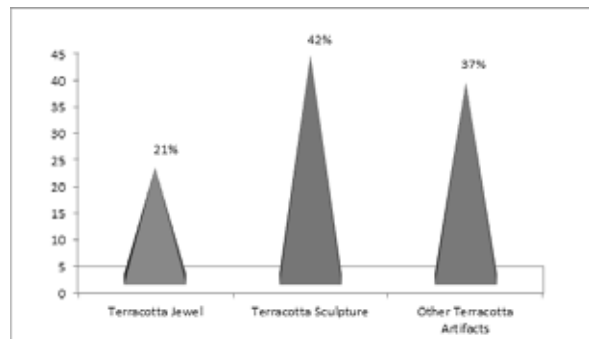


Figure: 3 Response on skill development



Findings of the study

The study has found that 28 percent of respondents are earning around 501 to 600 rupees per day.

Around 24 percent of respondents earn rupees 401 to 500 per day.

It is found that 18 percent of respondents earn 201 to 300 and 301 to 400 rupees per day.

Around 12 percent of respondents earn rupees 100 to 200 per day.

The respondents who said that they require skill development are 66 percent.

The respondents who require financial assistance are 22 percent.

Around 12 percent of respondents require health care.

It is found that around 42 percent of respondents require skill development in making terracotta sculpture.

Around 37 percent of respondents require skill development training in other terracotta artifacts.

The respondents who require skill development training in terracotta jewel making are 21 percent.

Suggestion

Most of the terracotta making women street vendors requested for skill development training programs. Interested non government organizations and government bodies shall take initiative in conducting skill development workshops and training sessions. It can be conducted in regular basis and expertise from foreign countries shall be invited. This enables the street vendors to know about the need of the foreign market. Importance shall be given more to terracotta jewel making and artifacts because these have a good value in both Indian and foreign markets.

Conclusion

Skill development is the major requirement for the terracotta making women street vendors of Puducherry. The concern government organizations and non government organizations must take initiatives to develop the skills of these street vendors. The central ministry of skill development and entrepreneurship has an important role to play in Puducherry in developing the skills of terracotta makers. The development in certain skills would improve their socio economic condition. The study strongly suggests skill development as the need of the hour for the terracotta making women street vendors of Puducherry.

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