



<b>Project Title:</b>	<b>Finding a Sustainable Strategy to Help Improve the Lives of Street Vendors</b>
<b>Client Organization:</b>	<b>Nidan (<a href="http://www.nidan.in">www.nidan.in</a>) and NASVI (<a href="http://www.nasvinet.org">www.nasvinet.org</a>)</b>
<b>Location:</b>	<b>Jaipur, India</b>
<b>Period of Performance:</b>	<b>December 2008 – April 2009</b>

### **Problem Statement and Background:**

Street vending, one of the oldest professions in India, has faced significant challenges in recent years as globalization and domestic industrialization have uprooted long-established social and economic structures. Facing increased exploitation by contractors, extortion from racketeers, and eviction by the police, street vendors have found it difficult to continue on with one of the few viable alternatives to an oversaturated formal sector.

Founded by Arbind Singh in 1995, Nidan builds profitable businesses and ‘people’s organizations’ that are led by assetless, informal workers. A range of cooperatives, Self Help Groups (SHGs), trade unions, and individual and community businesses launched by Nidan have positioned unorganized workers as legitimate competitors in globalizing markets of India. Arbind Singh, Executive Director and the student team’s primary client point of contact, was named the Indian Social Entrepreneur of the Year in 2008 (<http://www.khemkafoundation.org/awards/social-entrepreneur-of-the-year/2008-finalists/arbind-singh-nidan>)

### **Project Objectives:**

- Develop recommendations and a plan for creating a sustainable, profitable street-vending business in Jaipur. The plan included steps to:
  - Gain access to a space for selling
  - Increase profit margins
  - Streamline the supply chain
  - Improve overall perception of street vendors
- Create a strategy for the implementation of these recommendations
- Gain experience in social entrepreneurship and field work in an emerging economy

### **Approach / Methodology:**

While in the field, the team conducted interviews and meetings with representatives from different NGOs and government agencies that are engaged in street vendor issues. They also visited with street vendors in the markets to learn more about their challenges and needs.

For the final deliverable for the client, the team presented a comprehensive PowerPoint report which included a summary of objectives, details of field work and research, specific findings and analysis, and recommendations for change implementation. For this crucial final segment, the objectives were broken into short-term and long-term goals, with a step by step reference guide for execution.

### **Sample Recommendations:**

1. **Partnerships:** Leverage vendor network to explore collaborations and partnerships including partnerships with wholesale supply stores; establishment of a community storage space; local market cooperative trainings on best practices for bargaining, transport, and storage; etc.
2. **Financial Tools:** Create more low-cost and convenient access points for vendors (mobile ATMs, ATMs located in the markets, micro-credit kiosks etc) and conduct financial literacy workshops to promote the importance of savings and access to capital.
3. **Street Vendor Blog:** Change deep-rooted negative perceptions of street vendors through education and empathy. "Street Vendor Blog" can personalize the lives of street vendors through detailed recording of their struggles, victories, and reflections.
4. **Preferred Buyer Program:** Create a Preferred Buyer program for NASVI members that enables them to purchase from select wholesalers at preferred prices. Program could also include shared transport to and from the markets.

### **Student Team:**

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