

HAQ SE HAWKER

Bridging the communication gap between Street Vendors and The Street Vendors
(Protection of Livelihood and Regulation of Street Vending) Act, 2014

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Faculties Feedback



I. Acknowledgement

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The support and understanding of my family during the course of this project is invaluable. Atlast I would like to extend my deepest gratitude for their unconditional love, faith and support for me and my interests.

Index

I.	Acknowledgement	01
II.	Introduction	03
III.	Problem Statement	04
IV.	Initial Research	05
	Street Vendors Act 2014: Summary of Policy	07
	Steps to Implement the Street Vendors Act, 2014	07
	Understanding Problem	07
V.	Field Reports	08
	Street Vendors Meeting (Lajpat Nagar)	09
	Attended TVC meeting at SDMC, Green Park	09
	Save Hawker Act & Constitution March/Rally	10
	Street Vendors Awareness & Education Meeting	10
	Location Scouting for Street Vending Activities	11
VI.	Communication Strategy	13
VII.	Building the Haq se Hawker	16
VIII.	Chosen Medium of Communication	18
	1. Radio Broadcast Ad	18
	2. Flex Banner, Flex Hoarding, Standee	19
	3. YouTube Channel	26
	3.1 Street Vendors Video Script	27
	3.2 Production	31
	3.3 Post Production	33
IX.	Conclusion	35
X.	References	37

II. Introduction

Street Vendors have been there since ancient times. In all civilizations whether ancient or medieval, one can easily find records of traveling merchants who not only sold their goods in town but also traded with neighboring countries. They were seen with greater importance during those times. But in today's modern times we can't find that street vendors are treated with the same dignity or pride. They are continuously harassed and targeted by police and municipalities in urban areas as migrants, encroachers, and illegal vendors. Not only this urban class constantly complains about the blocking of pavements and traffic jams. Although these middle-class people tend to buy there day to day goods from these vendors at an affordable price with quality at the premises of their homes.

Street Vending has become an essential part of every Indian street and locality as it provides affordable, essential goods and services to the public. Street vendors are often those people who are unable to get regular jobs due to their low level of education and skills. They try to work this by themselves indulging in street vending. Although people look down on them, they are the ones playing an important part in the distribution channel for a large variety of products such as fruits & vegetables, garments, shoes, household items, newspapers, magazines, and so on. Street vendors have to survive in hostile conditions though they are the biggest service providers.

Before settling on this, several distinct project concepts were considered. All of those concepts have to do with nature, livelihood, interpersonal communication, and personal difficulties. This idea was chosen after some time, with the help of my guides, even if it was not fully established at the time. Prof. Vishvajit Pandya and Prof. Madhumita Mazumdar made certain that the proposal was only implemented after I had thoroughly researched and comprehended it. Before beginning this project, I was told to conduct research and get insights that were critical in developing the final narrative.

III. Problem Statement

In India, the unorganized informal sector includes street vending which absorbs the majority of the urban unemployed workforce. Street vending creates a wide employment opportunity for the income generation of unskilled laborers especially those who have migrated from different rural areas. However, after many years of fight for vendor's rights, in 2014 Indian government has recognized Street Vendors as a part of economy and passed Street Vendors Act 2014. Under the act Vendors will be recognized, protected, and gain the freedom to work with govt. abiding rules and regulations.

Its been seven years since the Street Vendors Act passed, but the same harassment has been happening around from which they should be protected legally. It was found during the field visits that most Street Vendors are unaware of the Acts and policies passed for them. Many NGOs and organizations are working towards their awareness but at a very slow pace.

Questions

- Q1. What are the communicative difficulties faced by the Street Vendors?
- Q2. How do these communicative difficulties affect the day-to-day activities of Street Vendors?
- Q3. What interventions have been suggested in the Act to protect Vendors?
- Q4. What are the communication gaps between govt and Street Vendor?
- Q5. Why are Street Vendors unaware of the passed acts and policies for them.
- Q6. Which communication modes will help Vendors learn about their rights and avail benefits of the act.

IV. Initial Research

The idea arose from a simple conversation with a street vendor, who was asked about the issues he encounters on a daily basis. That leads to the conclusion that he is oblivious of whatever the Indian government has done to make his life easier. Then I did some research and discovered the Street Vendors Act, which was passed in 2014 to protect vendors' rights and enable them operate with dignity. Deeper research and field visits enable me to gain a better knowledge of their issues and gain a larger picture of the problem. The research for this project is summarised as follows:

As per the International Labor Organization's definition of informal sector statistics, independent street vendors, taxi drivers, and home-based workers, are all considered to be enterprises. About 50 percent of India's gross national product is accounted for by this informal economy.¹

Sociologist Sharit Bhowmik known for his expertise on the informal economy, estimates that about 2.5 percent of India's urban population is engaged in street vending.² Studies find that in Delhi, there are close to 3-4 lakh street vendors, but official (and outdated) lists only recognize not even half of these.

Vendors are considered "antisocial, anti-developmental, dirty, unaesthetic and unhygienic," despite being integral to the urban economy.³ They are frequently targeted, harassed and evicted by government officials and police. A study on street vendors found that they pay between 10 to 20 percent of their earnings in bribes.⁴

Manushi, a civil society organization, found that IND ₹50 crore is collected monthly as bribes or protection money from the street vendors and rickshaw pullers operating in Delhi alone.⁵

After years of struggle, Indian govt. has identified them as an important part of the economy and realized that they are facing problems of eradication and

corruption by local governing bodies. Which government worked for several years from 2004 and was finally the Protection of Livelihoods and Regulation of Street Vending Bill was signed into law in 2014. The Street Vendors Act came into force on May 1st, 2014 intending to protect the rights of all street vendors and regulate vending. While the Act defines the broad framework for vendors, state governments are required to notify rules and schemes to detail the specificities under the Act.

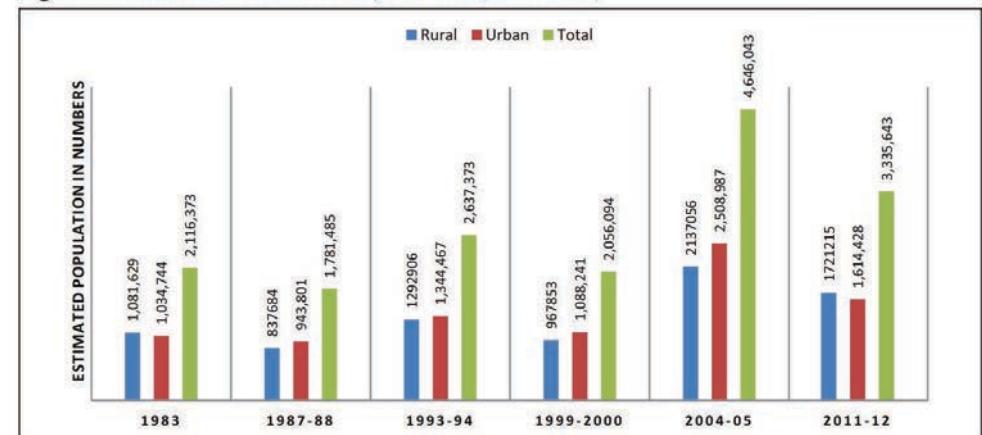
Keeping in view Delhi govt. worked on scheme for vendors and came in to action in 2019 which is called The Government of National Capital Territory of Delhi Street Vendors (Protection of Livelihood and Regulation of Street Vending) Scheme, 2019.

The Study on Street Vending in Ten Cities in India, from SEWA Bharat's street vendor affiliation, NASVI, revealed that:⁷

- 30 % of vendors are in the age group of 21-30 years and 51% in the age group of 31- 50 years. It also has higher percentage of older street vendors with 12% being in the age group of 61-80.
- 40 % of street vendors are illiterate.
- 71.5 % of vendors are stationary vendors.
- 82% of vendors sell perishable goods. Fruit sellers constituted 29%
- 92.5% of the vendors reside within 5km,
- 65.5% of vendors store their goods at home, whereas only 33.5% store them at their vending place. One per cent use rented space.
- 65 % of vendors use their own saving for business activities.

- 70.5% of the vendors spend between 8-12 hours plus two hours for cleaning and display.
- Around 60 to 70% of the vendors in all cities paid bribes to the authorities on a regular basis. The highest bribe was paid by vendors who sell shoes or clothes in the Sunday market. Most vendors pay between Rs. 500 to 700 for the day.

Figure 1: Number of street vendors, all-India (1983-2012)



Source: NSSO data. Subject coverage: Employment & Unemployment of 1983 (Round 38), 1987-88 (Round 43), 1993-94 (Round 50), 1999-00 (Round 61), 2004-05 (Round 61) and 2011-12 (Round 68).

With more urbanisation likely to happen across India, the number of street vendors is likely to rise substantially. Given the ambiguity in available official data, this brief takes the figure of 10 million hawkers as per the Street Vending Act as the credible benchmark, without challenging the accuracy of the NSSO data

Street Vendors Act 2014: Summary of Policy

The act was aimed at providing social security and livelihood rights to street vendors. This act is established to manage the activity of street vending for minimizing their harassment and relieving them from constant evictions, threats from the authorities. This act involves registration of Street vendors rather than Licensing and also the responsibility of registration is endued with on the native municipal authority and not on the vendors.

- The formation of TVC means “Town Vending Committee” in each and every ward of the authority.
- TVC comprises 40% of the members elected from street vendors and a few other members nominated by the government.
- This Committee has to hold the responsibility for conducting street vendors’ surveys underneath their areas of jurisdiction and it is compulsory to repeat the survey every 5 years.
- The vending certificate is issued to the person who is above 18 years of age and the certificate once issued cannot be transferred. A vendor certificate is mandatory and the person without a certificate will be penalized.
- Vendors are allowed to do business in properly designated vending zones only and all street vendors are accommodated in such zones.
- If any vendor breaches the conditions of the act, his/her certificate may be canceled.
- Relocation of vendors is specified if the existing working zone of street vendors is declared as no vending zone.

- If any vendor refused to relocate in the specified vending zones, the authority has the right to the seizure of goods of such vendor.
- Each vending zone will accommodate street vendors as 2.5% of the population of the ward or town.

Steps to Implement the Street Vendors Act, 2014

- | | |
|---------|--|
| Step 01 | State government to draft and notify the rules for implementing the Act |
| Step 02 | State government to draft and notify the scheme for implementing the Act |
| Step 03 | State government to form the Grievance Redressal Committee |
| Step 04 | State government to form the TVC |
| Step 05 | Election for vendor representation in the TVC |
| Step 06 | TVC to conduct a survey of vendors |
| Step 07 | TVC to issue identity cards to vendors |
| Step 08 | TVC to earmark vending zones |
| Step 09 | Local authority to draft and publish a street vending plan |
| Step 10 | TVC to publish the street vendor charter |
| Step 11 | Local authority to assign office space to the TVC |

Understanding problem?

Street Vendors are facing problems of eradication and corruption by local governing bodies. Even, though our government passed the following :

- Street Vendor (Protection of Livelihood & Regulation of Street Vending) Act, 2014
- Street Vendor (Protection of Livelihood & Regulation of Street Vending) Rule, 2017

- Delhi Street Vendor (Protection of Livelihood & Regulation of Street Vending) Scheme 2019
- Hon'ble Supreme Court and High Court Orders with regard to Street Vending

V. Field Reports

Aside from what was discovered during early investigation, to gain a deeper grasp of the issues. I began conversing with street vendors that passed by my neighbourhood on a daily basis. I continued asking them numerous questions to have a better understanding of their situation. At first, they were hesitant to tell me about their troubles and disguised the truth behind their smiles. But after the first month, they began to respond, and now I know when they start work, where they obtain their vegetables and fruits, where they reside, and other minor facts about their daily life.



Raju Kumar | 29yrs | Vegetable Vendor | 10 yrs experience | 2016-2022 (present)



Arun | 32yrs | Vegetable Vendor | 15 yrs experience | 2014-2022 (present)



Chiraguddin | 24yrs | Vegetable Vendor | During Lockdown | 2022 (present)

Street Vendors Meeting (Lajpat Nagar)

I was able to attend a street vendors meeting in Lajpat Nagar thanks to the National Hawker Federation (NHF). I was surprised to learn that the Street Vendors Act has been in effect for seven years and that these people are still trying to have their surveys completed. During the meeting, it was discovered that the market association, MCD, and local police are all opposed to them and continue to view them as encroachers. These are also the first vendors I've encountered who are aware of their rights and are fighting for them with the support of NHF. Not only this I was astonished to know that one of the female vendor was representing them in TVC.



Street Vendors meeting in Lajpat Nagar

Attended TVC meeting at SDMC, Green Park

Another day of observation has arrived. I had the opportunity to attend a Town Vending Committee (TVC) meeting at SDMC Green Park. There are representatives from various sectors present, as well as several vendors who have been elected to represent street vendors. I was sitting there observing the meeting and noticed that the conversations were ineffective, that obscure things were being discussed that had nothing to do with street vendors, and that the vendors' representatives were self-centered.



TVC meeting in SDMC

Save Hawker Act & Constitution March/Rally

I've never been in a situation where every other individual in the crowd is either fighting for their rights or showing sympathy for street vendors. I had no idea about the magnitude of the gathering of vendors from all across Delhi. I've seen a lot of demonstrations and marches where there's a lot of nuisance, but this was different because it was such a well-organized protest, and the vendors' voice was clear: they want the Street Vendors Act to be implemented as soon as possible. During my engagement with them, I discovered that they all came at their own expense to raise their voices about issues that would not exist if the Act were executed.



Street Vendors Awareness & Education Meeting

Vendors from all around Delhi converged to learn more about the Street Vendors Act and their rights. They were all instructed how to get a vending certificate, what paperwork are required, and how to resist if the police or MCD authorities came for an eviction drive, and they all have the support of the NHF, which is fighting on the ground for the act's implementation.



Location Scouting for Street Vending Activities

It took me a week to scout the entire Krishna Nagar area and identify the places where street vendors are primarily harassed. What are the high-conflict zones and weekly bazaar areas? The most popular hotspots were discovered to be natural marketplaces, public crossings, adjacent metro stations, and areas near hospitals, well-known markets, and easily accessible areas.



Location : Krishna Nagar, East Delhi

I discovered that street vendors in my neighbourhood are completely oblivious of zones. As a result, I went back over the Street Vendors Act 2014 and Scheme 2019, which states:

1. There are three types of vending zones: Restriction Free Vending Zone, Restricted Vending Zone, No Vending Zone.
2. Any existing market or natural market as identified under the survey shall not be declared as a no vending zone.
3. Declaration of no vending zone shall be done in a manner that displaces the minimum percentage of vendors.
4. Till such time as the survey has not been carried out and the plan for street vending has not been formulated, no zone shall be declared as a no vending zone.

“Please get down to some real work. Enough of politics. Where is the (street vending) plan?... Unfortunately, we are saying with a lot of pain that you people are not acting in the manner the Street Vendors Act was framed. People are taking advantage of it,” said a bench of justices Vipin Sanghi and Jasmeet Singh.⁸

It seems govt. is aware of the implementation status, and pushing NDMC (New Delhi Municipal Council) to correctly implement it on the ground.

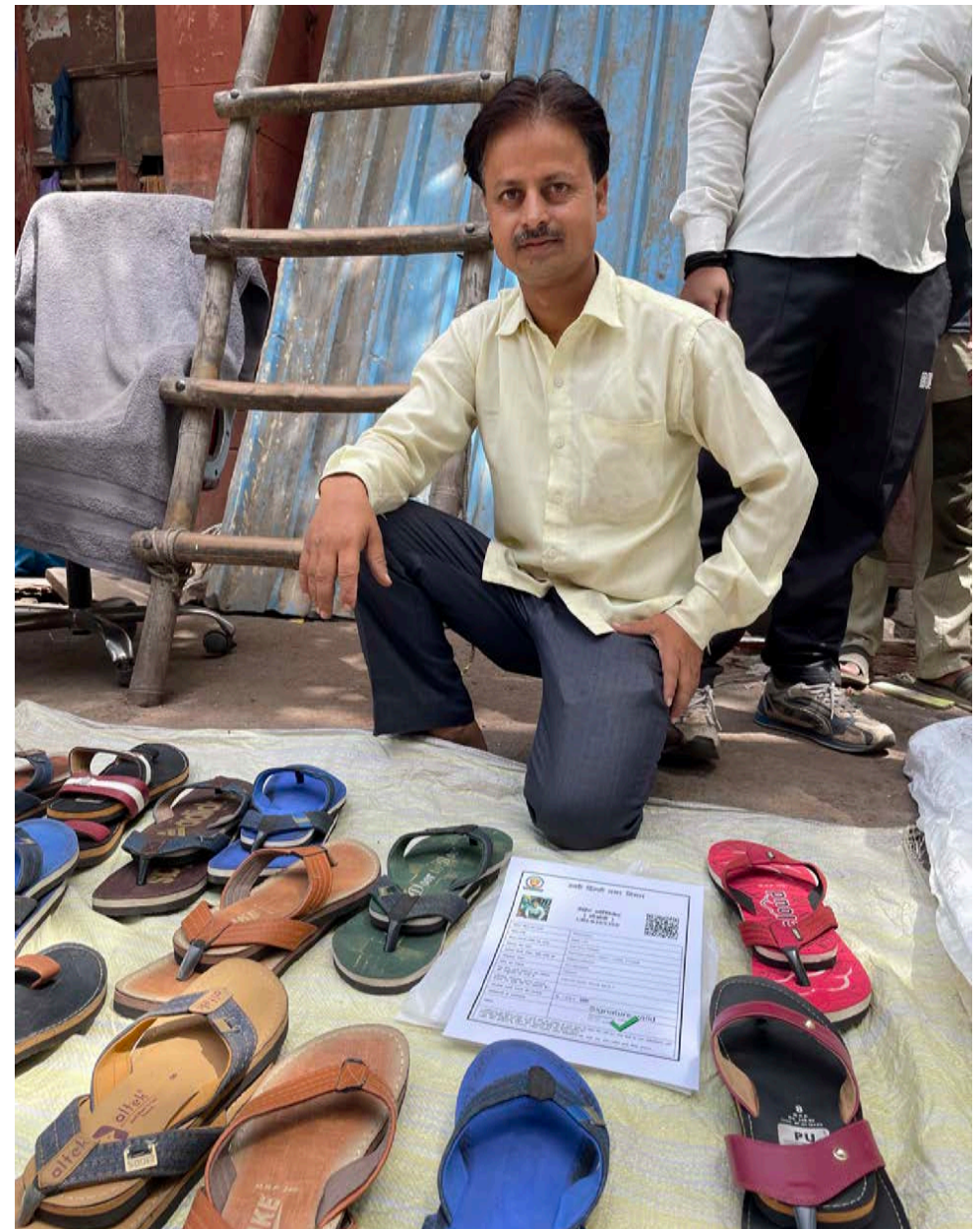
Findings and Observations during field visits:

1. Change in Street Vendor’s perspective and acceptance towards the act.
2. Gain empathy from daily consumers of street vendors.
3. Detailed benefits of the act and scheme are shown in pictorial ways.
4. Low literacy rate amongst the Street Vendors
5. Lack of Unity and Self Centred People working in TVC
6. Corruption can be seen in Govt. officials
7. All surveys to be done by TVC

8. Declaration of Vending Zone and Non-Vending Zone to be done by TVC
9. Right now there are only temporary TVC's working
10. Unawareness about Act, Rules, Scheme for Local Street Vendors Members
11. Political Parties interference
12. Survey is being hampered by a market association and a committee.
13. An important part of the survey is the location
14. Private Company Organising Surveys with help of TVC
15. No Public awareness about Street Vendors Problems

The Street Vendors Act went into effect on May 1, 2014. The act aims to provide street vendors with social security and livelihood rights. However, because to a lack of education, poor communication, and a fear of paperwork, the majority of street vendors are uninformed of the schemes and rules that are available to them.

The aim of this project is to raise awareness about the Street Vendors Act of 2014 and the Delhi Street Vendors Scheme of 2019, so that the intended Street Vendors can be successfully enrolled in the scheme and receive a COV (Certificate of Vending), allowing them to earn a living cheerfully.



Mohd. Razi | 41yrs | Certified Vendor | URI: 6165398

VI. Communication Strategy for Implementing the Delhi Street Vendor Scheme,2019

Effective communication enables delivering scheme objective and communicate the impact of the scheme to the wider audience.

Communication Objectives:

- Create awareness about Street Vendors Act 2014 and Delhi Street Vendors Scheme 2019 so that the desired Street Vendors are successfully enrolled under the scheme and get COV (Certificate of Vending).
- Creating awareness about Street Vendors among the general public as they are directly or indirectly involved in building favourable public opinion for Vendors.

The communication strategy is based on the following principles:

- Communication through most appropriate culturally sensitive media for targeted community.
- Tailored to audience (local language, and understandable references)
- Jargon-free simple language
- Budget friendly (communication activities should be made in such a manner that resources are optimally utilized)

Key Stakeholders

For any communication to be effective, it is important to identify target group, different stakeholder and the behaviours expected from them so that the communication can be tailored to their needs. Also relevant are the challenges and barriers at ground level implementation of the act such as markets, communities, market associations, survey problems and harassments.

Advocacy and communication strategies for Delhi Street Vendors Act, 2019 are focused on key stakeholders who need to be engaged and empowered with information, knowledge and skills on the various components of Street Vendors Act.

Primary stakeholders: These are those who are being directly addressed to enroll as Street Vendor and get Certificate of Vending, also their buyer's.

Secondary stakeholders: These are those whose behaviours or actions strongly influence primary stakeholders' behaviours. They come from the cultural and social environment of the primary audiences/stakeholders. E.g., Team Leader, TVC, Local Spokesperson, MCD representatives and consumers who directly purchase from Street Vendors.

Tertiary stakeholders: These are the ones whose actions directly or indirectly impact other stakeholders. For example: NGO's, Media, Govt. Support Groups, Policy Makers, Political Leaders

Some effective communication means / activities

1. Printed IEC Materials
 - a. Pamphlets & Flyers
Catchy and Crisp Information because it has no shelf life and should be printed in A5 or A4 size.
 - b. Posters (distribution and pasted)
Appropriate Headline, Effective Punch line and clear call to action in size of A2- A3. Identification of locations where these posters may have some life.
 - c. Flex banners
Scheme benefits with effective visual representation on sizes of 6X4, 3X4. To be placed in location which has greater visibility and the banner can remain displayed for longer period.
2. Public Announcement via Local Transport such as Auto Rikshaw and e-rikshaw
3. Advertisement FM Channels
4. Flex Hoardings
Locations with good visibility and daily route of vendors can be displayed with flex hoardings in size of 10X20, 10X5.
e.g important crossings, gathering points, dispensaries, weekly markets, daily markets.
5. Advocacy with community based Leaders
6. Advertisement Through Wall Paintings
Wall paintings have longer life span and thus longer visibility can be utilized in appropriate places

7. Kiosks for Survey and information distribution
Effective and fast reaching medium towards Street Vendors. Setup in different markets and weekly bazaars.
8. Awareness Camps & Rallies
To create a larger impact with the huge participation from Street Vendors different camps and rallies can be organised to generate awareness.
9. Social Media: Youtube Channel

VII. Building the Haq se Hawker

Building favourable public opinion about the Street Vendors Act is directly related to raising awareness among the targeted audience and the general public. This demands a systematic and methodical strategy in order to create a trustworthy face. Furthermore, as the face of the Scheme's implementation on the ground, the Haq se Hawker can assist in building a positive picture of the Scheme among street vendors and the wider population. Based on the foregoing, the Haq se Hawker should engage in branding initiatives, which will help to convey a positive overall picture of the Scheme and Act.

One of the most significant aspects of the Haq se Hawker's communication initiatives is raising awareness about the Street Vendors Act in order to encourage target beneficiaries. Building a strong brand for Haq se Hawker requires consistent branding throughout both outdoor and other print material.



Haq se Hawker Logo Explorations

Logo Keywords

Street Vendor, Squatter, Hawker, Peddler, Basket, Sunlight, Movers, Problems, Eviction, Bribing, Challan, Survival, Right to Livelihood, Vending, Awareness, Protection, Haq, Eco-friendly, Umbrella, Shadow, Blood and Sweat, Vegetables, Fruits, Farmers, Pushcart, Mobile Vendors, Growth, Vikreta and Fight.



Haq se Hawker Logo Final

VIII. Chosen Medium of Communication

1. Radio Broadcast Ad

Why Radio? Most of the street vendors live in rural areas which lack access to timely and reliable information and means of communication. These vendors have access to radio for their day-to-day entertainment where we can provide them with relevant information related to Street Vendors Act 2014 and its implementation.

Radio Ad Script (45secs)

Define the problem faced by Street Vendors, introduce the solution briefly, benefits, and call to action.

Script

एंकर: क्या हुआ राजू इतना परेशान क्यों है?

राजू: ये रोज़ रोज़ की रेड़ी लगाने की झिंक झीक, दुकानदार के ताने और पुलिस के डंडे। कसं तोह क्या कसं?

एंकर: बस इतनी सी बात, आज ही रजिस्टर कर वेंडिंग सर्टिफिकेट के लिए।

राजू: ये वेंडिंग सर्टिफिकेट क्या होता है?

एंकर: वेंडिंग सर्टिफिकेट यानी दिल्ली पटरी विक्रेता स्कीम 2019, के तहत दिल्ली सरकार द्वारा आपको अपना व्यवसाये निष्चिंत तौर पर करने का अधिकार और पहचान दोनों देती है।

एंकर: और अधिक जानकारी के लिए आज ही डेल करे टहलफ्री नो. 1800014006 और जाए हमारे यूट्यूब चैनल हक से हकर्स पर।

एंकर: अब हर पटरी विक्रेता होगा समझदार,

वेंडिंग सर्टिफिकेट से मिलेगा सुरक्षा का अधिकार।

एंकर: दिल्ली सरकार द्वारा जनहित में जारी।

2. Flex Banner, Flex Hoarding, Standee

Locations with good visibility and daily route of vendors can be displayed with flex hoardings in size of 10X20, 10X5. e.g important crossings, gathering points, dispensaries, weekly markets, daily markets.

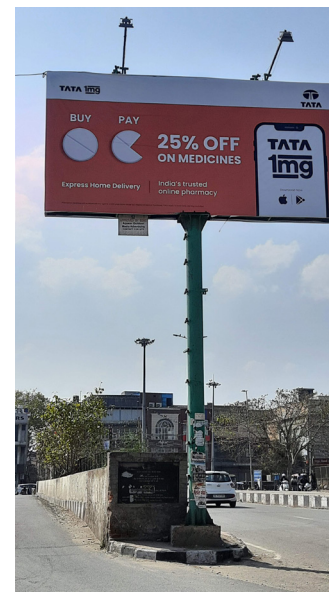
Scheme benefits with effective visual representation on sizes of 6X4, 3X4. To be place in location which has greater visibility and the banner can remain displayed for longer period.

Street Vendors dialy take same routes and work in a particular location. So it is easier for them to have greater vvisibility of Street Vendor Act.

Content:

- Brief information about Delhi Street Vendors Scheme 2019
- Contact Information: Helpline no., website, NGOs, TVC, NDMC, etc.

Identification of Places where Hoardings, Flex Banners, Posters can be placed to create awareness about Street Vendors Act and Scheme 2019.









Hoardings, Flex, Standee for Delhi Street Vendors (Protection of Livelihood and Regulation of Street Vending) Scheme, 2019



आवासन और शहरी कार्य मंत्रालय
भारत सरकार

दिल्ली स्ट्रीट वेंडर्स स्कीम

स्ट्रीट वेंडर्स की पहचान और सुरक्षा के लिए स्कीम

अब हर पटरी विक्रेता होगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा सुरक्षा का अधिकार।



सभी पथ विक्रेताओं का
पंजीकरण



निश्चित रूप से काम
करने का अधिकार



पंजीकृत विक्रेताओं को अन्य
सरकारी योजनाओं के लाभ



उत्पीड़न से बचाव

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें
या विज़िट करें WWW.HAQSEHAWKER.COM



Option 1

HAQ SE HAWKER

आवाहन और शहरी स्वयं मंचालय
पल्लव संस्थान

दिल्ली स्ट्रीट वेंडर्स स्कीम

स्ट्रीट वेंडर्स की पहचान और सुरक्षा के लिए स्कीम

अब हर पटरी विक्रेता होगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा सुरक्षा का अधिकार।

- सभी पथ विक्रेताओं का पंजीकरण
- निश्चित रूप से काम करने का अधिकार
- पंजीकृत विक्रेताओं को अन्य सरकारी योजनाओं के लाभ
- उत्पीड़न से बचाव

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें
या विजिट करें WWW.HAQSEHAWKER.COM



Option 2

HAQ SE HAWKER

आवाहन और शहरी स्वयं मंचालय
पल्लव संस्थान

दिल्ली स्ट्रीट वेंडर्स स्कीम

स्ट्रीट वेंडर्स की पहचान और सुरक्षा के लिए स्कीम

अब हर पटरी विक्रेता
होगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा
सुरक्षा का अधिकार।

- सभी पथ विक्रेताओं का पंजीकरण
- निश्चित रूप से काम करने का अधिकार
- पंजीकृत विक्रेताओं को अन्य सरकारी योजनाओं के लाभ
- उत्पीड़न से बचाव

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें
या विजिट करें WWW.HAQSEHAWKER.COM



Standee Option 2

HAQ SE HAWKER

आवाहन और शहरी स्वयं मंचालय
पल्लव संस्थान

दिल्ली स्ट्रीट वेंडर्स स्कीम

स्ट्रीट वेंडर्स की पहचान और सुरक्षा के लिए स्कीम

अब हर पटरी विक्रेता
होगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा
सुरक्षा का अधिकार।

- सभी पथ विक्रेताओं का पंजीकरण
- निश्चित रूप से काम करने का अधिकार
- पंजीकृत विक्रेताओं को अन्य सरकारी योजनाओं के लाभ
- उत्पीड़न से बचाव

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें
या विजिट करें WWW.HAQSEHAWKER.COM



Standee Option 3

HAQ SE HAWKER

आवाहन और शहरी स्वयं मंचालय
पल्लव संस्थान

दिल्ली स्ट्रीट वेंडर्स स्कीम

स्ट्रीट वेंडर्स की पहचान और सुरक्षा के लिए स्कीम

अब हर पटरी विक्रेता होगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा सुरक्षा का अधिकार।

- सभी पथ विक्रेताओं का पंजीकरण
- निश्चित रूप से काम करने का अधिकार
- पंजीकृत विक्रेताओं को अन्य सरकारी योजनाओं के लाभ
- उत्पीड़न से बचाव

अधिक जानकारी के लिए नगर निगम कार्यालय में सम्पर्क करें
या विजिट करें WWW.HAQSEHAWKER.COM



Option 3

Mock-ups of Hoardings, Flex, Standee in indentified locations.



3. YouTube Channel (talks, interviews, films, voices of the vendors, current scenario, act simplified versions)

YouTube is the 2nd largest search engine next to Google. Video is the most popular content format and it's regularly shared via social media. The information related to the Street Vendors Act 2014 can be explained in videos, interviews of vendors, activists, NGOs, current scenarios, short videos on benefits, films on acts and policies. All this can be accessed by the Street Vendor. This Channel on YouTube can be one access point to all information about Street Vending.

Name of Youtube Channel: **Haq Se Hawker**

Video to include:

- Story of Street Vendors: who are street vendors, how do they manage their life, how important they are in day-to-day life to people, problems faced due to eviction, police bribing, MCD raids, and current covid scenario.
- Benefits of Delhi Street Vending Scheme 2019.
- What is Town Vending Committee (TVC)?,
- Functions of TVC, Elections of TVC,
- Composition of TVC?
- What is a survey and why it is very important?
- Interview of Person who has secured a Vending Certificate and taking benefits from it.
- Process of Registration (Kagzi-Karwahi)

3.1 Street Vendors Video Script

PART I

FADE IN

SCENE 1. INT. STUDIO

Introduction(Hook)

क्या आप लोग पटरी विक्रेताओं से खरीदारी करते हैं?
क्या आप लोग स्ट्रीट वेंडर से रोजाना फल और सब्जियां खरीदते हैं?
अगर हां तो वीडियो को अंत तक जरूर देखें।

CUT IN

SCENE 2 CHANNEL INTRO-

The only revelation of the logo is Haq se Hawker.

FADE IN

SCENE 3 INT. STUDIO

स्ट्रीट वेंडर या पटरी विक्रेता कौन है
स्ट्रीट वेंडर एक ऐसा व्यक्ति है जो रोजमर्रा के उपयोग की वस्तुएं जैसे फल सब्जी कपड़े से लेकर इलेक्ट्रॉनिक्स तक सब आम आदमी तक पहुंचाता है और उसकी सेवा में लगा है, गली गली में कहीं पेड़ की छाया में फुटपाथ के पास मंदिर के किनारे हॉस्पिटल के बाहर या किसी अन्य सार्वजनिक यह निजी क्षेत्र पर टेंपरेरी जगह बना कर यह एक जगह से दूसरी जगह जाकर अपनी आजीविका कमाता है इनमें होकर पेडलर क्वार्टर पटरी विक्रेता फेरीवाला रेडी पटरी वाला आदि सभी शामिल है

SCENE 4 INT. STUDIO

Facts and Positive Attributes about Street Vendors?

तो आपको यह जानकर हैरानी होगी कि भारत की कुल आबादी में से 2.5% लोग जो है वह स्ट्रीट वेंडिंग करती है और ज्यादातर स्ट्रीट वेंडर्स माइग्रेंट्स है जोकि बिहार झारखंड उत्तर प्रदेश जैसे जगह से दिल्ली शहर काम करने आते हैं

एक करोड़ से भी ज्यादा सीट वेंडर भारत की 50% सेविंग और 63% जीडीपी में योगदान करते हैं

एआईएलएसजी द्वारा अनुमान लगाया गया है कि दिल्ली में लगभग 4 से 500000 रेडी पटरी वाले और फेरीवाले काम करते हैं।

वहीं दूसरी तरफ दिल्ली स्ट्रीट हॉकर्स सर्वे के डाटा में मात्र 76311 विक्रेताओं की पहचान हुई है।

कुछ तो गड़बड़ है।

तो आप समझ रहे हैं के कहां तो 4 से 500000 और कहां मात्र 76000

सरकारी आंकड़ों में हो या सड़कों पर पटरी विक्रेताओं को असामाजिक विकास विरोधी अस्वाभाविक और अस्वच्छ माना जाता है। उन्हें सरकारी अधिकारियों और पुलिस द्वारा अक्सर परेशान और बेदखल किया जाता है

स्ट्रीट वेंडर्स की एक स्टडी के दौरान यह पता चला कि स्ट्रीट वेंडर्स अपने रोजाना की कमाई का 10 से 20% रिश्त में देते हैं

एक दिल्ली जैसे शहर में ₹500000000 हफ्ता वसूली और रिश्तखोरी में स्ट्रीट वेंडर्स और रिक्शा वालों से हर महीने वसूले जाते हैं।

स्ट्रीट वेंडर्स बहुत ही निराशाजनक परिस्थितियों में काम करते हैं। उन्हें शहरों में अपने अस्तित्व के लिए रोज संघर्ष करना पड़ता है। उनके पास ना काम करने की जगह, ना पीने का पानी, काम के दौरान भोजन शौचालय बिजली आदि जैसी सुविधाओं तक नहीं है।

वो लोग आज भी वंचित है स्वास्थ्य आवाज और शिक्षा जैसी सुविधाओं से इसके अलावा उन्हें मौसमी कठिनाइयों का भी सामना करना पड़ता है उदाहरण बरसात के मौसम में उनके व्यवसाय को बहुत नुकसान होता है क्योंकि उनके पास कोई स्थाई ढांचा नहीं है जो उन्हें और उनके सामान को बचा सके।

स्ट्रीट वेंडर्स लंबे समय तक काम करते हैं जो प्रतिदिन 8 से 12 घंटे तक जाते हैं

सुबह सवेरे थोक बाजार से सामान लाने से लेकर उनका काम शुरू हो जाता है उन्हें बेचने की व्यवस्था करना और फिर दिन में उसको बेचना और रात में अगले दिन की तैयारी करना। कम आए होने के कारण वह किसी को मदद के लिए काम पर नहीं रख सकते उनकी मदद उनके परिवार के सदस्य करते हैं।

स्ट्रीट वेंडर्स की संख्या प्रतिदिन बढ़ती जा रही है जैसे-जैसे अधिक से अधिक लोग वेंडिंग व्यवसाय में प्रवेश कर रहे हैं बाजारों को संचालित करना कठिन होता जा रहा है।

SCENE 5 INT. STUDIO

कैसा लगेगा हमारा शहर और आपका जीवन बिना स्ट्रीट वेंडर्स के? ये कमेंट्स मैं जरूर बताइए।

SCENE 6 INT. STUDIO

यह तो बात हुई स्ट्रीट वेंडर्स की समस्याओं की लेकिन इसका सलूशन क्या है। समाधान

इसका एक ऐसा समाधान है जो वादा करता है पथ विक्रेताओं की सभी समस्याओं का समाधान करने का और उनके जीवन को और बेहतर बनाने का।

क्या है वो सॉल्यूशन। जानेंगे अगले वीडियो में, हो अगला वीडियो देखना न भूले।

PART II

क्या है वो सोलशन जिससे पथ विक्रेताओं की सभी समस्याओं का समाधान होगा और जीवन बेहतर?

सालों के संघर्ष के बाद केंद्रीय सरकार ने स्ट्रीट वेंडर्स की आजीविका को पहचानने के लिए और उन्हें उनकी रोजी-रोटी का हक दिलाने के लिए स्ट्रीट वेंडर्स (प्रोटेक्शन ऑफ लाइवलीहुड एंड रेगुलेशन ऑफ स्ट्रीट वेंडिंग)एक्ट 1 मई 2014 को लागू किया गया जिसके अंतर्गत स्ट्रीट वेंडर्स को विनियमित करना और उनके अधिकारों की रक्षा करना है।

स्वतंत्र भारत के इतिहास में इस एक्ट ने पहली बार स्ट्रीट वेंडर्स को अवैध से वैध में परिवर्तित किया

एक्ट की 5 बातें महत्वपूर्ण है

1. वेंडर्स को उन निर्णयों में शामिल करना जो उनकी आजीविका को प्रभावित करते हैं
2. सर्वे के बिना किसी भी प्रकार का इन्विजन/बेदखली निषेध करना
3. रीलोकेशन को अंतिम उपाय बनाना और
4. वेंडिंग जोन में नेचुरल मार्केट को प्राथमिकता देना।
5. पथ विक्रेताओं की शिकायतों को सुनने के लिए एक स्वतंत्र निवारण समिति का प्रावधान किया गया है

स्ट्रीट वेंडर्स एक्ट में कहा गया है कि सभी राज्य सरकारों को नियम और योजनाएं तैयार करनी होंगी और टीवीसी यानी कि स्थानीय नगर विक्रय समिति का गठन करना होगा जिसका काम एक्ट को अमल में लाना होगा।

स्ट्रीट वेंडर्स को एक्ट के क्या फायदे हैं?

सभी विक्रेताओं का पंजीकरण होगा, निश्चित रूप से काम करने का अधिकार मिलेगा पंजीकृत विक्रेताओं को अन्य सरकारी योजनाओं के लाभ जैसे pmsvanidhi और ई श्रम। उत्पीड़न, बेदखली और अधिकारियों की धमकियों से मुक्ति मिलेगी।

आज के वीडियो में इस्तेमाल हुए शब्द जैसे टीवीसी, वेंडिंग जोन, सर्वे, वेंडिंग सर्टिफिकेट के बारे में मई और ज्यादा जाने के लिए अगला वीडियो देखना न भूले।

PART III

टीवीसी, सर्वे, वेंडिंग जोन, वेंडिंग सर्टिफिकेट क्या है?

टीवीसी क्या है?

टीवीसी यानी टाउन वेंडिंग कमेटी एक ऐसी समिति है जिसका काम एक्ट को अमल में लाना है। यह टाउन वेंडिंग कमेटी वेंडर्स की पहचान करने के लिए वेंडर्स का सर्वे करवाती है और उन्हीं सर्टिफिकेट ऑफ वेंडिंग जारी करती है।

टीवीसी के गठन और कामकाज के तरीके को समझना जरूरी है कमेटी में 10% सदस्य सरकार द्वारा नामांकित किए जाते हैं जैसे मार्केट एसोसिएशन एनजीओस पुलिस यातायात पुलिस या आरडब्लू के प्रतिनिधि हो सकते हैं। कमेटी के सदस्यों में से 40% वेंडर्स के रिप्रेजेंटेटिव होने चाहिए जो। की इलेक्शन के जरिए चुने जा सकते हैं। चुने गए प्रतिनिधि में से एक तिहाई महिलाएं होनी चाहिए।

दिल्ली सरकार के नियमों के तहत हर टाउन वेंडिंग कमेटी को 5 साल के लिए काम करना होता है जिसके बाद दुबारा चुनाव होंगे।

दिल्ली सरकार के अंतर्गत टीवीसी में 30 सदस्य होते हैं जिनमें से 40% यानी कि 12 वेंडर्स के प्रतिनिधि होने चाहिए

दिल्ली के नियमों के अनुसार टीवीसी को हर 3 महीने में कम से कम एक बार मिलना चाहिए। टीवीसी का हर निर्णय को मीटिंग में मौजूद सदस्यों की सहमति से ही लिया जाना चाहिए और हर मीटिंग में कम से कम एक तिहाई मेंबर्स मौजूद होने चाहिए।

सर्वे क्या है और इसके जरिए वेंडर्स की पहचान कैसे की जाती है?

सर्वे का मतलब जानकारी इक्कठा करना। स्ट्रीट वेंडर्स एक्ट के अनुसार हर जोन की टीवीसी को दिए गए टाइम में अपने एरिया के मौजूदा वेंडर्स का सर्वे करना होता है। सर्वे के जरिए टीवीसी उस एरिया के मौजूदा वेंडर्स की पहचान करती है। सर्वे के दौरान जिस भी वेंडर्स की पहचान होती है उसे सर्वे पूरा होने पर वेंडिंग का प्रमाण पत्र और आईडी कार्ड देती है।

सर्वे की अहमियत क्या है?

1. सर्वे की बिना किसी भी वेंडर को उसकी जगह से नहीं हटाया जा सकता और ना ही किसी और जगह शिफ्ट किया जा सकता है।
2. सर्वे से पहले किसी भी जोन को नो वेंडिंग जोन घोषित नहीं किया जा सकता है। हर 5 साल में होंगे सर्वे

वेंडिंग जोन या विक्रेय जोन क्या है?

पथ विक्रेताओं के उपयोग की जगह जैसे फुटपाथ, सड़क का किनारा, पेड़ की छाया, या ऐसी कोई स्थान भी को वेंडिंग गतिविधियों और आम जनता को सेवाएं प्रदान करने के लिए उपयुक्त समझा जाए।

वेंडिंग का प्रमाण पत्र या सर्टिफिकेट ऑफ वेंडिंग क्या है?

जैसा कि नाम से ही जाहिर होता है ये एक ऐसा दस्तावेज है जिससे आपको वेंडर होने की पहचान और वेंडिंग करने का अधिकार मिलता है। इसकी कुछ शर्तें हैं जैसे आपको भारतीय नागरिक होना अनिवार्य है, आपकी उम्र 18से ज्यादा होने चाहिए, वेंडिंग की अलावा कोई और कमाई का जरिया नहीं होना चाहिए। वेंडर्स को अपने आस पास के जगह की सफाई रखनी होगी।

कोई भी स्ट्रीट वेंडर जो अपने वेंडिंग सर्टिफिकेट के नियमों और शर्तों के अनुसार स्ट्रीट वेंडिंग गतिविधियों को करता है, उसे किसी भी व्यक्ति या पुलिस या किसी अन्य प्रशासन द्वारा ऐसे अधिकारों का प्रयोग करने से रोका नहीं जाएगा।

हालही की बात है लाल किला के पास लिंक रोड़ परेड ग्राउंड में वेंडर्स को एक हादसे के बाद हटा दिया गया था और पिछले 6 महीने में काम करने नहीं दिया जा रहा था। लेकिन 9 जून 2022 को सर्टिफिकेट ऑफ वेंडिंग होने की वजह से पुलिस को वहां से जाना पड़ा और उनको अपना काम करने का अधिकार मिला।

अगर आपको अभी तक वेंडिंग सर्टिफिकेट नहीं मिला तो आज ही अपने नजदीकी एमसीडी ऑफिस जाकर आवेदन करे, या किसी संगठन से जुड़े और अब आप डिस्क्रीप्शन में दिए लिंक पर जाकर ऑनलाइन भी रजिस्टर कर सकते है।

<https://mcdonline.nic.in/ntvendor/web/citizen/info>

स्ट्रीट वेंडर्स कानून को समझना जरूरी है, इससे अपने दोस्तों, परिवार और वेंडर्स के साथ जरूर शेयर करे और सभी वेंडर्स तक पहुंचाने में सहायता करे।

अब मैं आपसे अलविदा लेता हूं।
अगली वीडियो में फिर मिलेंगे और कुछ इंटरैस्टिंग एंड इंपॉर्टेंट फैक्ट्स के साथ
और हां जाने से पहले एक बात
अपना हक लेना जरूर
क्योंकि अब हर पटरी विक्रेता बनेगा समझदार
वेंडिंग सर्टिफिकेट से मिलेगा सुरक्षा का अधिकार।

हक से हॉकर।

3.2 Production

Equipments

Canon 50D +18-55 mm lens, Samsung Mobile Camera, Boya Lapel Mic, Boya shotgun Mic, Godox SK400 II Studio Lights, One Sonia Light, One Fall ceiling light, Green Screen, Background Stands, Tripod, and Batteries.

When I'm out in the field, I use both my phone and my camera to take the best shots so that I don't miss anything important. This video was shot using a camera on a tripod in front of a green screen, with two studio lights for the background, one key light on the character, and one fill light from the other side with a room tubelight. A lapel mic is utilised for clear audio.

Planning

I was learning more about green screen video production for the first time at this point. I must first determine what is necessary for shooting. I did this by watching a variety of YouTube tutorials on how to set up a green screen in a small space and how to edit in Premiere Pro to get the desired outcome. After gathering all the necessary information, I set about constructing a tiny studio because I knew it would take some time to produce a message-transmitting outcome. Making the appropriate background selection and post-production lighting adjustments.

Sample Output

I recorded a sample video of one minute in front of a green screen before entering the script recording session to evaluate my lights and output. I soon discovered that there were colour limitations and that I didn't have enough room to use the 50+mm focal length, which is perfect for shooting interviews and adding extra depth of field. And after a brief edit, I was able to completely eliminate the green from my film. I was pleased with how well all of my efforts were paying off.

Shooting

Since it was my first time in front of the camera, I found this to be the most challenging portion. I was unable to speak a single phrase in front of the camera, and I regularly mispronounce Hindi words. I rehearsed for the shoot for days in spite of this. I've been repeatedly recording the same video for the past four days.

I now realise how challenging it must be for an actor to learn the dialogues and deliver them with the correct voice and emotions.



Green Screen Setup at Home



Recorded Footage Sample in Front of Green Screen

3.3 Post - Production

Organizing Footage

Videos, photographs, and audio files made up the entirety of the information gathered over the period of field trips and studio recordings. Before beginning post production, the data needs to be sorted. As a result, all the data was divided into several files and subfolders based on the date. The data was imported in smaller portions as my video was being recorded in accordance with the script.

Editing

Since editing was the stage where all the efforts resulted into a solution that aimed to bridge the communication gap, it was the most difficult part of this project. I edited everything on my laptop at home. Fortunately, my laptop was able to function well throughout the editing phase, and the techniques I acquired in my videography courses were quite helpful. I truly appreciate Prof. Madhumita Mazumdar's patience in waiting for me to do my work for days before sharing for feedback.

Softwares used during editing: Adobe Premiere Pro, Adobe Media Encoder, Adobe Illustrator, Adobe Photoshop, and InShot Pro Mobile App.

The editing process included the following steps:

a. Assembly

The recorded clips put together in a sequence in accordance with the script. The shots are roughly marked and cut. Audio which is recorded separately is also merged with videos before any cutting begins.

b. Rough Cut

Copying the assembled sequence into new one and start fine tuning the clips and shots. Throughout the post-production phase, footage were trimmed, replaced, and removed in a way that complemented script the best.

c. Final Cut

Once the rough edit is finished, the same sequence is copied into a different timeline and work on the final structure according to the script begins.

To make videos look more effective, I started here with colour correcting and the chroma key effect. The process took a long time to complete. The background image is inserted and color-corrected. As soon as possible, I added the b-roll to the film, pictures, and graphic components as needed.

I had utilised the InShot mobile app for text and transitions because it allowed me to type in Hindi freely. After that, separate Intro and Outro sequences were made and added.

As soon as the pictures were corrected, I started editing the audio. There were two sources of audio: the first was from the camera, and the second was a lapel microphone recording. When compared to camera audio, the lapel mic audio was significantly clearer and noise-free. But it requires greater harmony, noise reduction, and amplification. To set the tone for a video, music is incorporated.

IX. Conclusion

“On its streets, India eats, works, sleeps, moves, celebrates and worships. The street is a stage that rarely sleeps”⁹

- Arjun Appadurai

India was the first nation to legitimise street vendors as a profession. The Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 is a powerful weapon for defending the rights and upholding the dignity of street vendors. The act aims to built an environment where street vendors can conduct their business in a respectable manner and is likely to assist in protecting the livelihoods of roughly 1 crore families.

The Street Vendors Act of 2014 has been in effect for seven years but the same harrasments are still happening with them from which they should be protected. The main reason why act haven't been able to influence the condition of street vendors is because the implementing officials' lack of sensitivity and awareness amongst Street Vendors. The TVC constituted under this act takes a lot of time in doing survey's and issuing the certificates which leads to more harassment of street vendors or hawkers under the hands of authorities.

I had the opportunity to connect with numerous street vendors while working on this project, and I was quite grateful that they shared their opinions and problems with me. But what I discovered was that each person is an entrepreneur in their own capacity, a great problem-solver with incredible management abilities, and they are not hesitant in learning new things that will improve their daily earnings. During my research it was found that the majority of street vendors are not aware of their rights or the existence of the Street Vendors Act at all.

The implementation of the act is being hampered by a number of factors, including politics, negligence, competing property rights, trust issues, reluctance to use digital platforms, the absence of street vendor training

camps, the creation of act-mandated schemes that are more concerned with how to regulate vendors, and a lack of regulatory accountability. For instance, evictions continue throughout cities despite the Act's clear prohibition of them under section 3(3) until a full survey of vendors is completed by TVC.

In the early stages of my research, I was unsure of the best way to bridge the communication gap between street vendors and the Street Vendors Act, 2014. Throughout my research phase, Prof. Madhumita Mazumdar continuously gave me feedback and guided me in coming up with design solutions. I believe the proposed solutions will raise awareness of the Street Vendors Act, 2014 and enabling the targeted Street Vendors to successfully apply for registration in the scheme and receive a Certificate of Vending (COV). Also, building a favourable public image of vendors.

The most significant lesson I have learned during the project is that no work is smaller if you have a family to feed, even though the project taught me many great lessons that I will surely apply to my life.

X. References

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