



International Journal of Home Science

ISSN: 2395-7476

IJHS 2020; 6(2): 442-447

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www.homesciencejournal.com

Received: 19-04-2020

Accepted: 24-05-2020

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Management practices of fast food street vendors of Jorhat District of Assam

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Abstract

The present investigation was carried out to study the existing management practices of Fast Food Street Vendors of Jorhat district of Assam. The registered fast food street vendors of Jorhat district were purposively selected for the present study. A total of 111 respondents were randomly selected for the present study, which was 50 percent of the total population. An interview schedule was constructed for collection of data. Appropriate statistical methods were used such as frequency, percentage, mean, factor analysis and intensity index. The data from the finding of present study was revealed that the fast food vendors of Jorhat district had different management practices pertaining to financial, social, family, maintenance of hygiene and administration. Some suggestive measures directly influencing the health status of the people in large through street food vendors need to be planned meticulously. A training programme to inform the fast food vendors regarding health and hygiene is the need of the hour. Local administration may be approached to sponsor such a training programme to prepare a training kit containing apron, head cover and gloves. Moreover, the local administration may be requested to make it mandatory to use this hygienic kit by all fast food vendors and become a proud pioneer to show case a step towards popularising the healthy fast food centres in Jorhat district thereby attracting the unemployed educated youth to start fast food centres as a good start up. Government can also provide minimum facilities in appropriate places for the street food vendors, since major economic return from this sectors are more in a developing country like India.

Keywords: Practices, present investigation, Fast Food

Introduction

Technological development and rapid growth of urbanization have tremendous impact on people life style. Eating outside the house is commonly visible in small and big cities. Selling of food particularly fast food is becoming a good source of livelihood for economically backward section of people.

Due to the changes taking place in people's life styles have caused the habit of eating outside to evolve. Now a day's people particularly working class as well as youth do not have time for cooking at home. Moreover the taste of youth is changing from homemade food to spicy as well as variety of food prepared in roadside centres in a faster rate. Eating food outside not only satisfies their taste but it allows the consumers to interact with fellow consumers with variety of topics. Eating food outside is becoming a fashion rather than only a need. The consumption habits of the society, cultural interactions, fast living, and the contribution of women to work life are influencing and changing the nutrition style in crowded cities (Cuneo, 1998; Madran, 1999) ^[1]. In today's world, people prefer to buy food sold on the streets to meet their nutrition needs outside home. Street foods are being prepared and sold at places like streets, schools, train stations, bus terminals, entertainment and festival areas where people are crowded.

Street food also appeals to tourists looking for cuisine culture and different tastes and this supports a country's tourism. As they provide income to the sellers, they are also important in generating employment. These foods are highly demanded both by the sellers and consumers because of their tastes, easy availability, low cost, cultural and social heritage connection, and being nutritional (Barro *et al.*, 2002; Buscemi *et al.*, 2011; Kok and Balkaran, 2014) ^[2, 3, 4].

In the today's world preparing and selling food on the streets provide a constant income for millions of uneducated people.

However, during the selling of food on the streets, some risks arise. Some of these risks are causing accidents on busy traffic, being fined because of occupying the pavements, doing sales illegally, or employing children as workers (FAO, 2011) [6]. Street foods are preferred by people in many countries because of their verity, cheapness and availability. So the consumption of these foods is common around the world. It is seen that although the food sold in the open may not be produced and sold under appropriate conditions; people cannot give up consuming them. Especially it is seen that students think that food sold in the open are unhealthy and nutrition wise low, but that they prefer them because they are cheap and quickly served.

Now a day, millions of people catch diseases originating from food sources and thousands of deaths occur in world (Pilling *et al.*, 2008). One of the reasons for spreading of diseases originating from food sources is that street food sellers do not have sufficient information about food safety. Besides, in various researches made in some countries, insufficiencies were found out relating with application of hygiene and sanitation, preparation of food, food safety rules and knowledge of street food sellers. Poor hygiene, difficulty in obtaining drinking water, not removing wastes and similar environmental problems and the fact that street food are exempt from legal legislations, all these factors increase risks in ensuring food safety.

Street food safety is influenced starting from the quality of raw materials to food processing and storing and similar steps in the process. Besides the fact that raw materials used in these products are of poor quality, these foods are stored under wrong and unsafe conditions for a long time. Selling points of street food have a limited infrastructure as regards to clean drinking water, toilets, freezing-ice creams, disinfection, hand washing, and removal of wastes. In most cases, since water does not come from taps constantly, water storage is required and this kind of water is not appropriate for hand or dish washing, cooking, or drinking, and contamination factors occur. Besides, street food is subject to the contact of insects, rodents, domestic and other animals and unfavourable environmental conditions like air pollution (Hanashiro *et al.*, 2005; Lucca and Torres, 2006) [12].

However, number of researchers conducted studies on fast food street vendors. The studies on street vendors reflected the factors, issues and challenges, financial accessibilities etc. These street food vendors need methodical training to upgrade their trade to a desirable level for which a based line study on their management pattern is felt necessary to study.

Looking into the unfiltered consumers towards street food points or centres, it is observed that almost every day a new street fast food vendor is seen in the fast growing city of Jorhat. Among all the consumers youth are seen to be attracted more toward these fast food streets vendors Youth are the resources of a country, under no circumstances we can allow to play game on their health in order to run a business like street food by unorganised sectors or vendors. Hence, the present researcher has shown his interest to do a systematic research study to collect some base line data on their management pattern so that some kind of intervention programme by some competent authority can be planned in future to regulate these vendors. The base line data will include various management activities like financial management, social management, family management and

management of quality control. This will give a strong platform for some planners in future to plan a need based interventional programme to be implemented for the direct benefit of the fast food street vendors and indirect benefit for the general people in large and youth in specific.

Therefore, the researcher is proposed to take up a study on "The existing management practices of Fast Food Street Vendors"

Research Materials and Methods

The study was conducted in Jorhat district of Assam. The highly populated commercial areas of Jorhat subdivision were selected for the present study using random sampling method. Out of 222 registered fast food vendors, the densely populated fast food street vendor's localities were selected for the present study. A total of 16 densely populated fast food localities were identified. 7 respondents from 15 and 6 respondents from one locality were randomly selected for the present study comprising of 111 respondents to get 50% of the total registered fast food street vendors. In the survey of the present research, a structured interview schedule was administered in 16 different fast food street vendors' locality concentrated in different wards of Jorhat city. The selected fast food centres were 'Gar ali', 'J.B Road', 'Thakurbari Road', 'Nimal Chari ail', 'K.B. Road (Das and Co. Region)', 'Old Public Bus stand', 'Na-ali Road (Boganal Pukhuri Region)', 'Na- ali Road (Lichubari region)', 'Babupatty', 'Railway station Road', 'Lahoti Road (Vishal Supermarket region)', 'K.B. Road (Prince of Wales institution region)', 'D.C.B Road', 'Baruah Chari ali', 'Jail Road' and 'K. B. Road (Big Bazaar region)'. From each of the selected localities 7 respondents were randomly selected from 15 and 6 respondents were selected from one locality to make the total respondents fifty percent of total registered vendors. Thus the total respondents selected for the present study was 111.

Finding and Discussion

A total of 12 variables were selected under five subgroups such as "financial management, social management, management concerning hygiene, family management and administrative management. The data under these heads were calculated by using simple number, percentage and factor analysis.

The variables under financial management were nature of source of money, where they invest the profit and how much they manage to spend their earning which they obtain from their business.

The variable under social management includes whether they meet the demand of the different customer as well as the society during festivals and during marriage or other events, kind of donation given to the local people and whether they provide their product at a cheaper rate than other vendors.

The variable under management concerning hygiene includes about the procedure of maintaining the hygienic and sanitation facilities of their business.

The variable under family management includes where and how much do they spend their earning in running their family maintenance.

The variable under administrative management includes about how they balance the local administrative authority.

Financial Management
Source of loan and investment

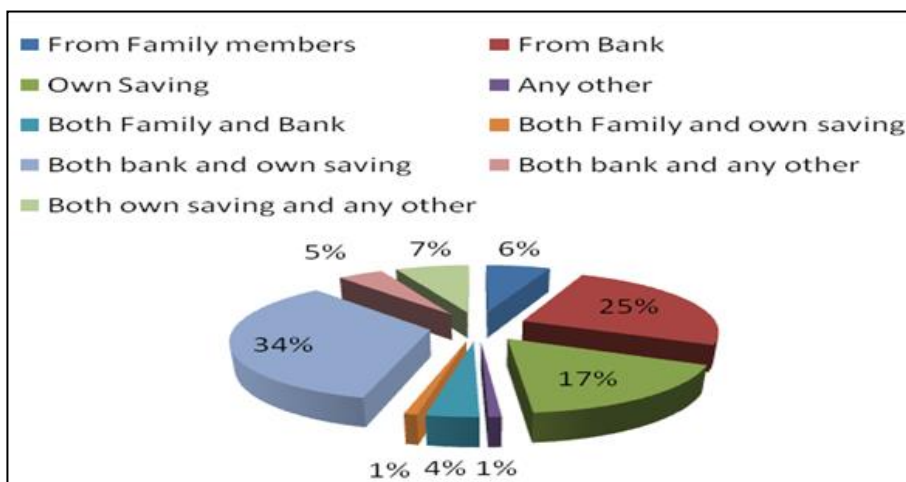


Fig 1: Distribution of the respondents according to their source of loan and investments

Fig. 1. shows that a large percentage (34 percent) of the respondents main source of money were from both bank and own savings, S followed by 25 percent of the respondents' source of money was from bank, followed by 17 percent respondents' source of money was from their own savings, followed by 7 percent respondents' source of money was from own savings and other source, 6 percent respondents' obtained their source of money from their family members, 5 percent respondents' source of money are from both bank and other source and while a negligible percentage of respondents (1%) obtained their source of income from other means and from both from their family members and own savings. From this finding, it shows that a large percentage (34%) of the respondents use to have their source of money to start these business from both bank and their own saving, which reflects their independence and self-reliance quality.

Investment made out of profit

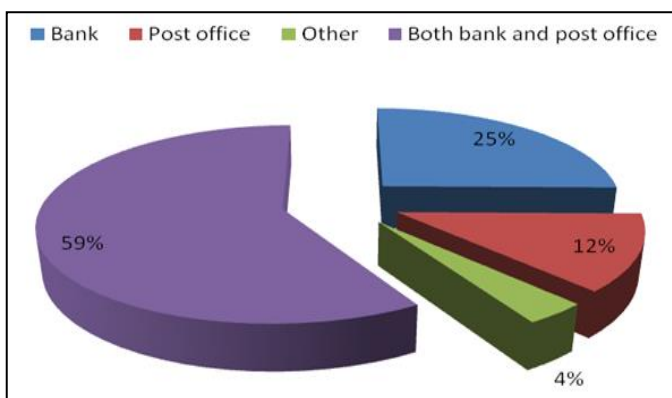


Fig 2: Distribution of the Respondents According To Their Investment Made Out Of Profit

Fig. 2. shows that large percentage (59%) respondents invested their profit on both bank and post office, followed by 25 percent invested in bank only, followed by 12 percent invested on post office only and 4 percent invested on other source. This finding reveals that most of the respondents were knowledgeable about where to invest their money by paying a low amount of tax. Moreover on bank and post office, they get varieties of scheme to invest their profit for their future security.

Earning and Spending in Different Heads of Financial Management

Table 1: Shows the Earning Spends in Differents Componets under Financial Management

Component	Total	% of Variance	Cumulative%
For buying raw materials	3.354	33.543	33.543
For buying utensil for making food items	1.731	17.308	50.851
For buying utensil for serving	1.316	13.160	64.011
For buying packaging material	.984	9.844	73.855
Paying salary of the staff	.656	6.560	80.414
Paying tax	.570	5.699	86.113
Meeting unexpected demand of the society	.511	5.105	91.219
Meeting the family expenditure	.428	4.285	95.504
Maintenance of the staff during their difficulties	.396	3.958	99.462
Maintenance of the stall	.054	.538	100.000

Table 1. shows that around 33.5 percent of the respondents earning were managed to spend for buying the raw materials, followed by 17.3 percent of the earning were managed to spend for buying utensil for cooking and serving of the food items, followed by 13.1 percent of the earning were managed to spend for buying utensil for serving. The remaining factors can be reduced as they were nearly equal.

Social Management
Demand of the different customers

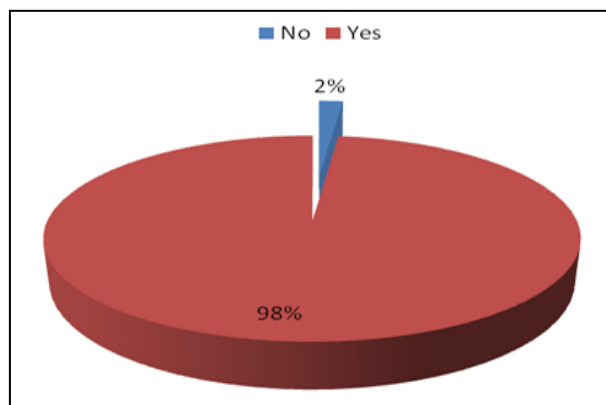


Fig 3: Distribution of the respondents according to demand of the different customers

Fig 3. shows that majority (98 percent) of the respondents fulfil the demands of the different customers, while only 2 percent of the respondents did not fulfil the demands of the customers. This finding indicate that most of the respondents started street fast food vendoring to fulfil the demands of providing delicious food product to all types of customers. And their main aim was to meet the demands of the existing customers of Jorhat city.

Meet the demands during festivals

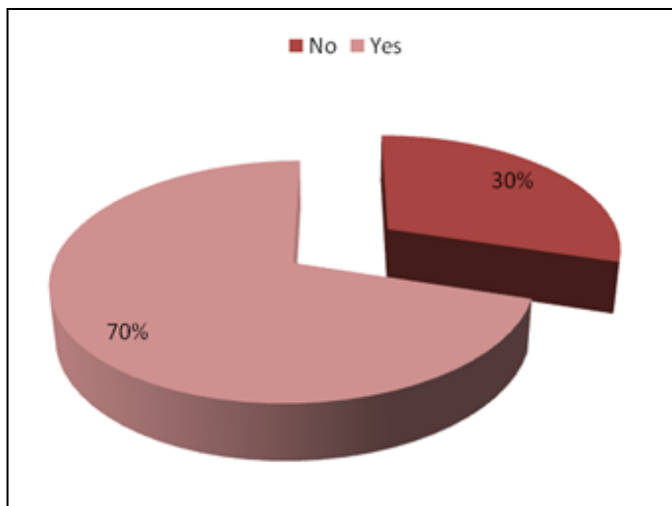


Fig 4: Disribution of the Respondents According to the Demads Meet during the Festivals

Fig 4. shows majority (70%) of the respondents meet the demands of the society during festival, while only 30 percent of the respondents did not meet the demands during festivals. This finding indicates that most of the respondents provide their services during festival which not only help them to increase their earning but also helped in getting more customers. The other 30 percent of the respondents who could not meet the society during any festival was mainly because during festival season they generally go to their home place to celebrate the festival with their family members.

Meet the demands during marriage or other events:

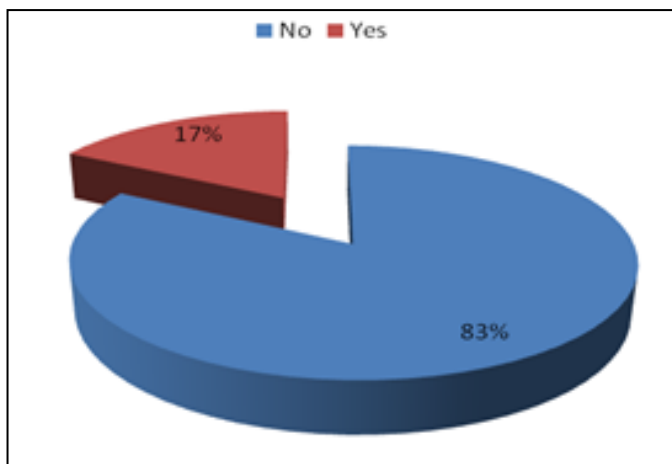


Fig 5: Distribution of the Respondents According To Meeting the Demands during Marriage or Other Events

Fig 5. shows majority (83%) of the respondents did not meet the demand of the society during marriage or other events, while a small percentage (17%) of the respondents meet the

demands of the society during marriage or other events. This finding reveals that the respondents cannot earn much profit while going to meet the demands during marriage or other events. But in the modernization of the living standards, it is becoming a trend of obtaining street fast food as a meal in marriage or other social functions. Since opening a stall during marriage or other social function was felt not profitable compared to daily sale probably less percentage of respondents (17%) colud sell in these events.

Donation given to the local people

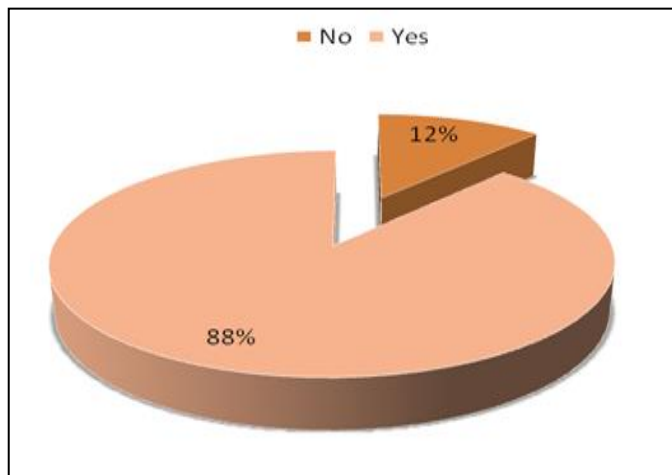


Fig 6: Disribution of the Respondents According To the Donation Given To the Local People

Fig 6. shows majority (88%) of the respondents used to give donation to the local people, while 12 percent respondents did not. From the finding it shows that most of the respondents gave donation to the local people in order to maintain a good social relationship with the prevailing society, where they live and also enable them to have a good image in the society, so that they will not be tortured later by some anti social groups.

Product provided at a cheap rate then other vendors:

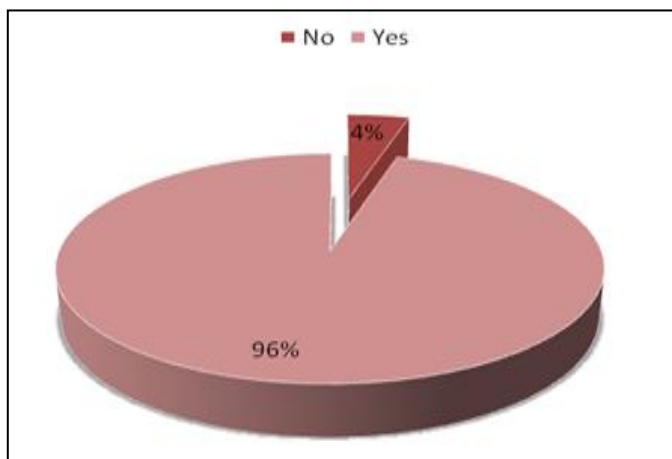


Fig 7: Disribution of the Respondents According To the Product Provided At Cheap Rate Then Other Vendors

Fig 7. shows majority (96%) of the respondents expressed that they provided their products at a cheaper rate compared to other vendors, while only 4 percent did not reduce their rate. This finding reveals that the respondents who provided their service at a cheaper rate than other vendors, in order to attract more customers.

**Management Concerning Hygiene
Hygiene and sanitation practices**

Table 2: Distribution of the Respondents According to Their Hygienic and Sanitation Practices (N=111)

Component	Use		Do not use	
	Frequency(n)	Percentage (%)	Frequency(n)	Percentage (%)
Water dispenser	80	72.1	31	27.9
Covered utensil	103	92.3	8	7.2
Spoon for serving	51	45.9	60	54.1
Gloves	1	1	110	99
Head covers	0	0	111	100
Aprons	2	1.8	109	98.2
Good quality of containers and spatula for serving	47	42.3	64	57.7
Good quality of Plates and Spoons for eating	86	77.5	25	22.5
Waste disposal bags/baskets	61	55	50	45
Portable washing basin	33	29.7	78	70.3
Napkin	71	64	40	36
Packing materials for delivering of food items	29.7	33	78	70.3

The above findings regarding the hygiene and sanitary practices adopted by Fast food street vendors of Jorhat district was not very encouraging. However in certain areas, it was found to be in better position. A large majority of the respondents used water dispenser (72.1%), covered utensil (92.3%). The respondents used spoon for serving (45.9%), good quality plates and spoon for eating (77.5%), napkin (64%), good quality containers and spatula for serving (42.3%) and packaging materials for delivery of food (33%). But a high majority of the respondents did not had most hygienic kit like head cover (100%), gloves (99%) and aprons (98.2%). Only 55 percent respondents used waste disposal bags and baskets. The above findings clearly indicates that lot of measures need to be taken to upgrade the hygiene and sanitation quality of the fast food vendors either through training intervention or mandatory work orders by the local authority. Studies of Abdussalasm. M. (1996), Raghuramaiah. B (2001) and Pooja Bajaj (2002) also reported similar findings as regarded to health and hygiene facilities of street food vendors.

**Family management
Earning and spending in running their family maintenance**

Table 3: Shows the Earning and Spending In Managing the Family

Component	Total	% of Variance	Cumulative%
Food for the family	4.221	42.211	42.211
Education for the children	1.748	17.479	59.691
Entertainment for the family	.999	9.990	69.680
Saving for the family	.697	6.970	76.651
Medical for the family	.570	5.696	82.347
Shelter for the family	.556	5.558	87.905
Clothing for the family	.459	4.591	92.496
Festival	.318	3.175	95.671
Marriage or the events	.241	2.407	98.078
Assists for the family	.192	1.922	100.000

Table. 3. shows that, for running the family management, around 42.2 percent of the expenditure were used for food for the family, followed by 17.47 percent of the earning were used for the education of their children, followed by 9.99 percent of the earning were used for entertainment of the family and 6.97 percent of the earning were used for saving for the family. The remaining factors can be reduced as they are nearly equal. Hence, the respondents mostly use their

earning pertaining to family.

**Administrative Management
Maintaining the administrative management:**

Table 4: Shows the Respondents in Maintaining the Administrative Management

Component	Total	% of Variance	Cumulative%
Local administrative tax	2.213	24.588	24.588
Place/Location tax	1.456	16.175	40.763
Security tax	1.323	14.699	55.461
Police tax	1.025	11.384	66.845
Electricity Bill	.976	10.842	77.687
Water supply bill	.856	9.511	87.197
Broker tax	.520	5.780	92.977
Local gunda tax	.400	4.446	97.424
Rent	.232	2.576	100.000

Table 4. shows that, for maintaining the administrative management, around 24.5 percent of the respondents earning were used for giving local administrative tax, followed by 16.1 percent of the earning were used for giving place or location tax, followed by 14.6 percent of the earning were used for security tax and 11.8 percent of the earning were used for police tax. The remaining factors can be reduced as they are nearly equal. This finding shows that the street fast food vendors face lot of difficulties in administrative management because as they belong to the weaker section of the society they were forced to abide by the rules and regulation laid down by various administrative authorities.

Summary and Conclusion

This finding revealed that (34 percent) of the respondents main source of money were from both bank and own saving. Majority (98 percent) of the respondents invest their profit, out of which (59 percent) respondents invest their profit on both bank and post office. It was found that around 33.5 percent of the respondents earning were managed to spend for buying the raw materials. Majority (98 percent) of the respondents fulfil the demands of the different customers, out of which (70 percent) of the respondents met the demands of the society during festival. It was found that most of the respondents (83 percent) does not met the demand of the society during marriage or other events and (88 percent) of the respondents gave donation to the local people, (96 percent) of the respondents expressed that they

provide their product at a cheaper rate than other vendors. It was found that majority percentages (72%) of the respondents were concern with using water dispenser in maintaining the hygienic and sanitation facilities in their business, 93% of the respondents expressed in using covered utensil in their stalls, 54% of the respondents does not used spoon for serving, followed by (99%) respondents expressed of not using gloves while preparing and serving their food items to the customers. It was found that 100 percent of the respondents expressed of not using head cover while preparing and serving the food items to their customers, followed by (98 percent) of the respondents does not met the use of apron in their business, (58%) of the respondents expressed that they could not the use of good quality container, spatula for serving food. Majority percentages (78%) of the respondents expressed that they provide good quality plates and spoons for eating to their customers. More than 50 percentages (55%) of the respondents had waste disposal bags or basket to dispose their waste and maintain a clean and hygienic environment within their stalls because customers are much more attracted towards a clean and hygienic stall. 70% of the respondents express that they does not had a portable basin for washing hands. It was found that more than 50 percentage (64 percent) of the respondents expressed that they provide napkin to their customers. A large percentage (70%) of the respondents expressed that they could not able to provide good quality packing materials for delivery food items so they deliver the food items either in plastic bags or wrapped in newspapers, which is an unhygienic method of providing food to the customers. It was found that for running the family management, around 42.2 percent of the expenditure was used for food for the family and for maintaining the administrative management around 24.5 percent of the respondents earning was used for giving local administrative tax.

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