

Realities of Marketplace: An Enquiry on the Struggles of Naga Women Vendors in Urban Nagaland

Mhadeno Odyuo*

&

D.W. Thangkhiew**

Abstract

This article delves into the lives of the tribal Naga women as they navigate through the perils of earning a livelihood through informal vending activities. It is part of a larger research aimed at understanding the vulnerability of women in informal economic activities. With the help of simple quantitative tools, this paper attempts to provide insights into the basic nature and structure of the women's enterprise. Simultaneously, it also makes an attempt to unearth and analyze income inequality among the female vendors and the determinants of their income. Major findings of the study shows that the vendors are mostly in own-account enterprises and sell perishable food items. It also revealed that education level, type of enterprise and initial investment are some of the most significant determinants of vendor's income. To help mitigate the struggles faced by the Naga women, this article calls for an inclusive and humane urban planning and intensive grass- root dissemination of financial assistance programmes.

Keywords: Street Vendors, Informality, Livelihood, Own-account Enterprise