

JEEVIKA: LAW, LIBERTY & LIVELIHOOD CAMPAIGN

A BLUEPRINT OF STREET VENDING IN RAJASTHAN, INDIA



Insiders Look

A comprehensive overview of the Jeevika: Law, Liberty & Livelihood Campaign's street vending program in Rajasthan. View insights based on the Campaign's four-pronged approach to bring recognition and legal protection to street vendors, by effectively implementing the revised Street Vendors Bill of 2009 and introducing policies and market principles that encourage designated vending spaces and opportune business for the enterprising poor.

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ABOUT US



Jeevika is an award winning effort aimed at eradicating market entry barriers to promote livelihood freedom for street entrepreneurs (i.e. street hawkers, cycle rickshaw pullers and artisans.) Jeevika is founded on the principle that quality of life is intrinsically related to the pursuit of livelihood, and that the pursuit of a livelihood of choice is more valuable for those at the bottom rung of the economic ladder. This entails the removal of various counter productive licenses, laws, rules and regulations under which citizens live.

Through research, advocacy and innovative outreach programs on the ground, CCS campaigns for the review, revision and removal of regulatory barriers that condemn the enterprising poor to undue harassment, extortion, and lifelong illegality and poverty.

Jeevika: Law, Liberty & Livelihood Freedom Campaign is also the noted recipient of the 2005 Templeton Award for market solutions to poverty.

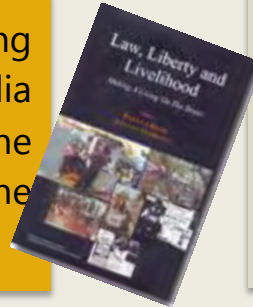
The Centre, ranked amongst the top 51 think tanks globally, aims to bring about an intellectual revolution that encourages people to look beyond the obvious, think beyond good intentions and act beyond activism. The organisation seeks to promote choice, competition and community based policy reforms. Through research, advocacy and outreach, the Centre is reinvigorating civil society and rightsizing political society.



ABOUT US



2003 The Centre focused on gathering information on livelihood barriers in India that documented challenges facing the poor pursuing a livelihood of choice in the informal sector markets.



2005 The Centre published Law, Liberty & Livelihood—Making A Living On The Street, a path breaking study giving insight on state and municipal regulations ailing the urban poor.

2007 In partnership with SDTT and Centre for Public Policy Research (CPPR), CCS extensively studied livelihoods in 63 cities running the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) and created **www.livelihoodfreedom.in**. The study intended to unveil the laws applicable to entry-level professions for categories like street hawkers/vendors, shops and establishments and transportation. The report effectively drew public attention to the issues faced by the entry- level professions in the informal sectors.

2009 Based on the success and findings of the studies, CCS partnered with Sir Dorabji Tata Trust (SDTT) to formally launch the Jeevika: Law, Liberty, & Livelihood Campaign, a nation-wide effort to reform the informal sector in India and bring freedom to the enterprising poor.

2010 Jeevika entered in an Ashoka Changemakers and Omidyar Network competition on Property Rights: Identity, Dignity & Opportunity for All and later became a finalist. Jeevika proved itself to be an innovative program with a key focus on policy reform, with reachable impact to bring economic freedom to the informal Indian working class.



UNDERSTANDING THE FIGHT



**LIVELIHOOD
FREEDOM**



Respect Property Rights of Street Entrepreneurs

Unlicensed street entrepreneurs do not have any right over the means of their livelihood. They are faced with the constant threat of eviction or unwarranted seizure of their private property. This is because most are operating without recognition and livelihood protection due to the limitations imposed by the government, and various policy weaknesses. It is not true that hawkers free ride on public space.



UNDERSTANDING THE FIGHT



In most urban areas, residents and visitors have an ill-perceived notion of the enterprising poor in the country. Though they often turn to street vendors for quick, reliable jobs and goods, whether it be shoe-fixing, crisp ironing or an emergent supply of dairy goods (such as milk and eggs), street vendors are too often treated as 'litter' through the city's urban corridors.

At CCS we champion the **Freedom Struggle for the Poor**, with our belief that the enterprising poor are an invaluable asset to our society, providing essential goods and services through an efficient and effective distribution channel between the producers and consumers. Their presence ensures a larger variety of product and service choice at competitive prices and signifies greater convenience for all.

The enterprising poor teach us one valuable lesson: do for yourself what the government has been unable to do for you. Take poverty by the chains and create economic opportunity which offers a certain measure of financial security and the space to become a key participant in the market.

“The need for the enhancement of livelihoods arises because the current overall endowments of the factors of production, distribution of productive assets and productive abilities are grossly out of alignment with what is needed. The economy is not in a position to automatically generate livelihoods for all those who seek it.”

– S J Phansalkar, Sir Dorabji Tata Trust (SDTT)

NATIONAL OVERVIEW OF STREET VENDING

More than 90% of the workforce in our country is involved in the informal sector which contributes about 63% to the country's Gross Domestic Product. As per the National Association of Street Vendors of India (NASVI), out of approximately 10 lakh (10,00,000) vendors only a small fraction (about 4%) have legal licenses which allow them, by the state, to work as self-employed individuals in the labour force.

Introduction of the National Urban Street Vendors Policy 2009

The Act was introduced as a promising gesture by the Government of India (GOI) to formally recognise the positive role of street vendors in providing essential and basic goods and services to people at affordable competitive market prices at the customer's convenience. The Act was also designed to push designated 'Restriction-free Vending', 'Restricted Vending' and 'No Vending' zones based on certain objective principles. This Policy also bared the rights of street vendors to exercise the profession, occupation, trade or business of their choice; and the duty of the State to secure their livelihood.

Despite the introduction of this policy and the optimism it was founded upon, the implementation across states and monitoring and enforcement on the national level has been poor. Governments have thus adopted overbearing regulatory conditions and implemented a licensing system stifling the informal sector market and compromising the ability of self-employed professionals to access their choice of livelihood without undue harassment and extortion.

Overbearing regulations and laws that strait-jacket an entire economy (the informal sector) from freely, voluntarily engaging with one another is preventing the informal sector from reaping the benefits of globalised privatisation, technological advancements in manufacturing and production and various other services and properties than can benefit their source to earn an honest livelihood.

SELECTION & BACKGROUND: STREET VENDING

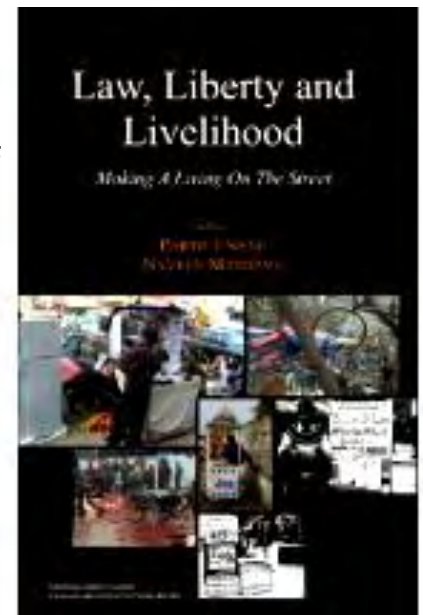
The Centre began its Street Vending assessment and work in Rajasthan mid 2009. Rajasthan was selected by the principle donor of Jeevika Campaign, Sir Dorabji Tata Trust (SDTT) along with CCS based on three distinctive observations and studies from:

- 1 The assessments gathered from a research study analysing 63 Indian cities identified for JNNURM
- 2 A detailed study performed by the National Commission on Enterprise in the Unorganised Sector
- 3 A detailed examination of street vending completed by NASVI in 1999-2000

The National Commission study revealed 2% of Rajasthan's urban population engaged in street vending. Given the state's population of 7 crore, there are roughly 10 lakh persons self-employed as street vendors in the both the rural and urban areas of the state.

Based on the existing studies conducted and Jeevika's on-field research, approximately 4% of street vendors are licensed. Despite being licensed, street vendors do not reap any of the benefits and/or state protections due to existing policies that are not implemented due to a poor monitoring and accountability system. Consequentially, many vendors do not feel the need to enlist themselves for the tiresome ordeal of getting licensed by the state.

Alongside the assessments of these reports and studies, the Centre reviewed the Street Vendors Bill (2011) to best understand the weaknesses of current policy and scope for reform and intervention.



RAJASTHAN STREET VENDOR BILL (2011)

The Urban Street Vendor Bill 2011 (*Nagar Path Vikreta Adhiniyam*) passed on 29 August 2011 is based on the Model Urban Street Vendor Bill prepared by MHUPA in 2009. The bill replaces the existing Rajasthan Street Vendor Policy, '*Pheriwalo Ka Sansar*' of 2007.

The Urban Street Vendor Bill 2011 aims to ensure regulatory conditions to protect the livelihoods of over 1 million Urban Street Vendors who live under the constant threat of losing their means to earn.

The Government of India enacted the National Policy for Urban Street Vendors in 2004. Pheriwalo Ka Sansar was an adaptation of the National Policy for Urban Street Vendors in 2007 by Rajasthan. Despite the efforts by various proactive street vendor organisations, the policy failed to reach ground-level implementation, making it ineffective and unknown to its immediate beneficiaries. In 2009 a model law was drafted by GOI and was sent to the State Government of Rajasthan for enactment. Some of the major provisions of the Bill include:

Provide legal status to street vendors

Create hawking zones

Offer access to basic facilities in street markets

Promote self-compliance amongst street vendors

Support street vendor unions

Grant social security to street vendors

Establish participatory mechanisms for orderly conduct of urban vending activities

Rehabilitate children engaged in vending/hawking

Based on the earlier assessments and studies, and after reviewing the provisions of the 2007 Bill, the Centre began to design the program based on certain perimeters.

PROGRAM DESIGN COMPONENTS

Time frame within the project period of SDTT

Regulatory hurdles of the occupation

Scale of impact of policy advocacy

Scope of policy streamlining

Scope of policy intervention

Uniqueness of the problem

Financial viability


Past experiences

Policy angle



STRATEGY: 3 YEAR PLAN FOR POLICY REFORM

Year 1 (2009-10)




Geographic Assessment
Researching selected profession
Developing local alliances and partnerships
Stakeholder outreach and mobilisation




Year 2 (2010-11)

Street vendor mobilisation
Capacity building
State-level advocacy
Facilitating workshops



Year 3 (2011-12)



Building collaboration amongst policy makers and street vendor market leaders
Demonstrations and rallies to build state pressure for policy reform



STRATEGY: 3 YEAR PLAN FOR POLICY REFORM

IN YEAR ONE, we focused on the assessment and study of the issues surrounding street vendors and built partnerships with allied organisations. We studied government policies and schemes for urban livelihood, and met with various stakeholder groups to understand the approach of local governments and civil society organisations. We developed a partnership with NIDAN in December 2009 and started giving concrete shape to our ideas. NIDAN has been active in working with street vendors for about 10 years and has invested considerable effort in establishing an understanding among vendors and market participants. The first year also focused on acquiring a bank of information that highlighted the policy failures and familiarised Jeevika with the impact of a license-quota-raj (LQR) on the enterprising poor.

IN YEAR TWO, we focused on mobilising the street vendor community and building their capacity to self-organise, facilitating different mass campaigns, and advocacy towards implementing the National Street Vendor Policy, and local level regulations. The campaign organised awareness building activities among street vendors, educating them about the model bill for street vending and the importance of having a collective set of demands that required policy reforms and effective implementation of the Street Vendor Bill.

IN YEAR THREE of the campaign, focus was to build alliances between street vendor market leaders and government officials who were in support of the Campaign's reform ideas and market solutions. The Campaign team continued to build state pressure for policy reform, and also pursued legal action to force the Jaipur Municipal Corporation (JMC) to respond to the queries and concerns communicated to them by the state government, vendor unions and civil society organisations.

SELECTING OUR PARTNER NGO - NIDAN



In 2009, the Centre finalised its partnership with NIDAN, a grassroots organisation based in Bihar working to bring freedom and protection to the working poor.

NIDAN is a registered NGO working for the poor and marginalised sections of society. Nidan's mission is to facilitate directly and through networking, non-violent and peaceful collective action to create, replicate and activate structures and systems which cater to the need of the poor, eliminating exploitation and offering opportunities for growth.

◀◀ Dr Parth J Shah of CCS and Mr Arbind Singh of NIDAN

NIDAN has invested considerable effort in building relationships among vendors and market participants and an evidence-base for engaging in policy reform in Bihar. In Rajasthan, our model relies on higher-level advocacy and mass campaigning, supported by field research and activity documentation. The approach is geared towards securing our policy objectives within the 3 years mapped.

Our efforts are to simultaneously engage in partnerships with both government agencies and market unions to initiate a collaborate discussion for how to best implement and monitor the reforms in question and secure the protection and dignity of all street vendors.



INSIGHTS INTO OUR...

Research



Community Mobilisation



Stakeholder Engagement



Legal Action



FOUR-PRONGED APPROACH TO SOCIAL CHANGE

PRIMARY MARKET RESEARCH

CCS has done both primary and secondary research on street vending in Rajasthan. The purpose of primary research was to consolidate detailed and documented assessment studies of 25 street markets in the city to better understand the geography and environment.

The organisation's main objective was to preliminary assess the informal economy in Rajasthan and document all the existing street markets in the capital city of Jaipur.

Prior to Jeevika's studies, no study had been conducted in the region on understanding the challenges and complex issues of natural or organised markets in Rajasthan, and how present conditions impact the livelihoods of street entrepreneurs.

Primary research involved scoping all 72 wards in Jaipur and the geographies of each market within all districts. Each street market researched had a minimum of 20 street vendors in a concentrated area, where goods and/or services were being sold.

The study of each market required approximately 2 full weeks. After obtaining the required data, Jeevika moved forward to analyse how the campaign can best address the market challenges, along with the leadership complexes through policy reform.

Why Only Research Jaipur Street Markets?

When the state government is planning to revise an existing policy, or introduce a new policy to address an economic demand or community request, policy officials look to JMC and Jaipur as a 'model case' for how systemic problems, monitoring and implementation of policies are taking place.

Given so, Jeevika took a strategic decision to focus its time and resources in fully understanding the market conditions and stakeholder needs in Jaipur, to be in a better position to influence state policy reform.

A brief snapshot of each market study is available online at www.jeevika.org for public viewing.

PRIMARY MARKET RESEARCH

Basic Information

- ✓ How long has the market existed
- ✓ What services/goods are sold in the market
- ✓ What is the historic background
- ✓ What is the licensing process
- ✓ Is this a market organised by the JMC or a natural market
- ✓ How many street vendors are established
- ✓ How many have licenses

Local Problems [Market Specific]

- ✓ Challenges with the locality
- ✓ What resource complications exist
- ✓ Treatment by local police
- ✓ Market traffic
- ✓ Have street vendors formed unions or organised groups
- ✓ Is there a market leader (acquire contact details)
- ✓ Attachment to existing space

Documentation

Most of the documentation was performed by research interns. Each intern was instructed to interact with a minimum of 5 street vendors at each market in order to obtain information specific to the locality and best understand the nature of how the market was organised and operated by the vendors.

It was imperative for the research interns to communicate with the vendors as it provided Jeevika with personalised intelligence on how to engage the vendors with the campaign.

The interactions also served as fertile grounding to engage them in the community mobilisation and engagement activity scheduled throughout the year.

Along with the detailed assessments provided by the interns, they also wrote extensive papers on street vending in Rajasthan.

SECONDARY MARKET RESEARCH



[Socio-Economic study of women cobbler in Jaipur](#)

Jeevika conducted a field study on the female cobblers in the market area known as Tripolia bazaar in Jaipur, located along Badi chopper, the largest square in the old city. Tripolia Bazaar is Jaipur's most bustling. Women Cobblers have situated themselves here for over 10 years with the promise to earn a decent livelihood for their families. This study dives into the economic spectra of their livelihood and highlights the stories of these women, who are facing grave challenges to meet the financial plateau needed to sustain their family's survival.



[Ideas for Licensing Street Vendors](#)

Owing to rapid urbanisation and the flood of new roads, apartments, blocks and markets, the city has not been able to adapt its infrastructural requirements to address the congestion felt across city spaces. With a growing populous comes increasing number of street vendors immigrating to optimise on their business opportunity. Due to lack of adequate and designed space, the city's are faced with tremendous overcrowding within and around the unplanned old cities, which, by the virtue of harbouring natural markets since the colonial times, accommodate the immigrant, low-skilled population of a rural background, who take to street vending. This research paper analyzes the situation further and offers alternative methods to the State Planning Committee to construct 'designated' street vending zones to manage and maintain overcrowding, while providing vendors the legality, space and opportunity they deserve to earn the livelihood of their choice.

SECONDARY MARKET RESEARCH



[Space for Street Vendors](#)

Street vendors, argued by some to be 'litter' on our 'precious' urban corridors, are part of an efficient and effective distribution channel between the producers and end-consumers, delivering products and customised service at affordable prices, sometimes significantly lower than market-value. This research assignment provides an in-depth look into the overbearing regulations imposed on street vendors, and suggests unique 'vending models' to ensure them livelihood freedom.

[Livelihood Regulation Study in Jaipur & Patna](#)



Millions of enterprising men and women from economically weak sections of India are stifled by the License Permit Raj (LPR). Overbearing regulations and laws that strait-jacket an entire economy (the informal sector) from freely, voluntarily engaging with one another is preventing the informal sector from reaping the benefits of globalised privatization, technological advancements in manufacturing and production and various other services and properties than can benefit their source to earn an honest livelihood. The Livelihood Regulation Study documents the regulations and barriers in the informal sector. It was conducted in 63 cities across India where the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) is being implemented. The report aims to expose the extensiveness of the regulations imposed on informal sector entrepreneurs, strengthening our advocacy for economic freedom and legal recognition for the poor.

COMMUNITY MOBILISATION

The objective of mobilising certain groups is to create an encouraging environment for collective action, building pressure on regulatory agencies to address the needs and livelihood challenges of the informal sector.

Jeevika organises and hosts demonstrations and rallies to inform the citizenry of the challenges and abuse faced by street vendors and build local pressure groups to advocate for providing a safe working environment for street vendors, void of unnecessarily eviction, harassment and extortion.

Demonstrations: Mobilising Street Vendors

Congregating street vendors and street vendor market leaders together has done to deliver an integrated approach to raising awareness about the Street Vendor Bill and the implications effective and ineffective policy has on individuals and their market.

WHEN

Demonstrations are best performed during time of high impact, and therefore are proven to be most effective when organised as an immediate response to a policy decision made by the Jaipur Municipal Corporation (JMC) or the state.

HOW

Jeevika team members work with the street vendor market leaders and allied local organisations to congregate vendors from multiple markets scattered across Jaipur. To increase exposure and impact of the demonstration on policy officials, Jeevika also aims to team up with union members of the Legislative Assembly who are supporters of the reforms CCS advocates.

WHERE

Demonstrations are one of the strongest modes of communication and outreach. Jeevika organises demonstrations in both private and public spaces, keeping in mind the licenses and allowances of the select venue.

COMMUNITY MOBILISATION



More than **2000 street vendors** across Jaipur congregate to demand implementation of the Rajasthan State Urban Street Vendor Policy, and protection from eviction and abrasive confiscation of private property by local officials.

As a result of mass mobilisation and publicising the voice of street vendors, **CEO of JMC banned the eviction** of street vendors, provided public roads and areas maintain cleanliness and convenience for society members.



COMMUNITY MOBILISATION

Rallies: Gearing Up Street Vendor Support

Rallies, similar to demonstrations, allow for street vendors to come together and voice their support and pressure for policy reform. Rallies have been used as an important engagement tool providing a platform for vendors to 'shout' their demands and actively encourage residents of their community to lend their support. Over the course of 3 years, rallies have led to independent efforts by street vendors and market leaders to speak up about property violation, extortion and harassment by the police. The objective of rallying street vendors is to pressurise JMC and state officials to meet with them and discuss collaborative opportunities to improve market conditions.

WHEN

Rallies are organised especially when the government is being irresponsible to the requests made and/or is refusing to accommodate certain reform ideas. Rallies are an immediate way to build pressure on the government by publically 'shaming' their ill-performance.

HOW

Jeevika team members work with the street vendors and local lobbying groups to build crowds and unionise the voice and call-to-action by the street vendors. The rallies are led by CCS and affiliated organisations like NASVI and/or NIDAN and/or vendor unions.

WHERE

Rallies are typically organised in front of the JMC or high-traffic, public areas, like shopping complexes or bustling markets. The rallies usually begin in the morning or during peak hours in the early afternoon. The purpose is to create as much noise and get as much publicity to get more of the public involved and in support of the working poor.

COMMUNITY MOBILISATION

Rath Campaign

With great support from NASVI, Jeevika organised a 15-day Bus Tour of the Rath throughout Rajasthan to make hawkers aware of the National Policy on Urban Street Vendors. The objective was to make street vendors across the state conscientious of their rights and build a foundation of stakeholder support to participate in future rallies and demonstrations to pressurise the Rajasthan government to work towards liberal policy reform.



APPROACH: Jeevika held a meeting for leading activists and leaders of street vendor groups to establish a comprehensive program for the 15-day tour.



ORGANISING THE MOVEMENT: The bus stopped at markets en route to Rath in major cities, including Jaipur, Udaipur, Bikaner, Kota, Jalore, and Ajmer to bring awareness to street vendors about their rights and economic freedoms .



Date	Location
15 September	Launch in Jaipur
16-17 September	Ajmer
18 September	Udaipur
19-20 September	Jodhpur
22-24 September	Bikaner
25 September	Sikar
26 September	Jaipur
27-30 September	Several mass meetings in Jaipur
30 September	Rally and Mass Demonstration

COMMUNITY MOBILISATION



Thousands of street vendors from across Rajasthan marched to State Secretariat in Jaipur on 30 September 2011 demanding passing the Bill on Urban Street Vendors to grant the legalisation of street vendors in the state. The bill would ensure protection of livelihood of more than **1 million urban street vendors**, effectively regulating street markets of Rajasthan.

Rahima Sheikh of SEWA partnered with Jeevika to mobilise the muslim women, wives, and mothers to the street vendors in Rajasthan, to participate in the Rally.

Hundreds of street vendor unions from Jaipur, Udaipur, Bikaner, Kota, Jalore, Ajmer and other cities of the state closed their market and participated in the event.



Setting impact through strong alliances and shared vision for freeing the working poor.

The Rally was addressed by Mr Arbind Singh from NASVI, Jaipur street vending market leaders, Mr Nathu Singh Rathore and Mr Omprakash Devda, Former MLA of Jaipur, Mr Uday Singh, and Mrs Raheema Shiekh from SEWA, along with many more street vendor leaders and supporting civil society groups.

COMMUNITY MOBILISATION

Activating Civil Society

To involve the citizenry in Jeevika's Freedom Struggle For The Poor, the campaign organises various street activities to bring civil society agents together, including community leaders, young professionals and students, to urge the government to protect the honest livelihood of the poor working in the informal sector by granting them legal status and offering the same economic opportunities and conditions offered to formal sector workers.

WHEN

The community is mobilised throughout the course of the program. Often it is in response to the municipal and state administration, otherwise to revitalise the urgency and demand for liberal policy reform during a lull period.

HOW

Campaign members work with a host of civil society organisations as well as community leaders from a select district and/ or locality to seek participants for the activities. Jeevika also focuses on building crowds of supporters by organising street performances and drama to gain publicity.

WHERE

The community is organised to congregate in selected public, open spaces. Such places offer a large enough area for people to interact and participate and corresponds to our efforts to make the program a cause for the community and not just for the Centre and street vendors.

One of our most successful community mobilisation efforts was when we collaborated with Great India Dream Foundation, Pravah Jaipur Initiative, AIESEC, Rajasthan Abhyudaya Sanstha, National Association of Street Vendors of India and Jaipur Mahanagar Thdai Thela Footpath Vyawasayi Union to create a Human Chain—a united group of social agents joining hands for the legalisation, security and freedom of street vendors.

500 People came together to form the human chain at Jal Mahal, Jaipur



LIVELIHOOD
FREEDOM
FOR THE
POOR



STAKEHOLDER ENGAGEMENT

Street Vendor Engagement

Jeevika facilitates learning and training sessions with street vendors and market leaders to strengthen their association and build their collective understanding on the Street Vendor Bill in Rajasthan. The aim is to enable them through sharing knowledge on their right to economic freedom, and to assist their efforts in improving their collective action to pressurise the JMC to implement the street vending policy in Rajasthan.

WHEN

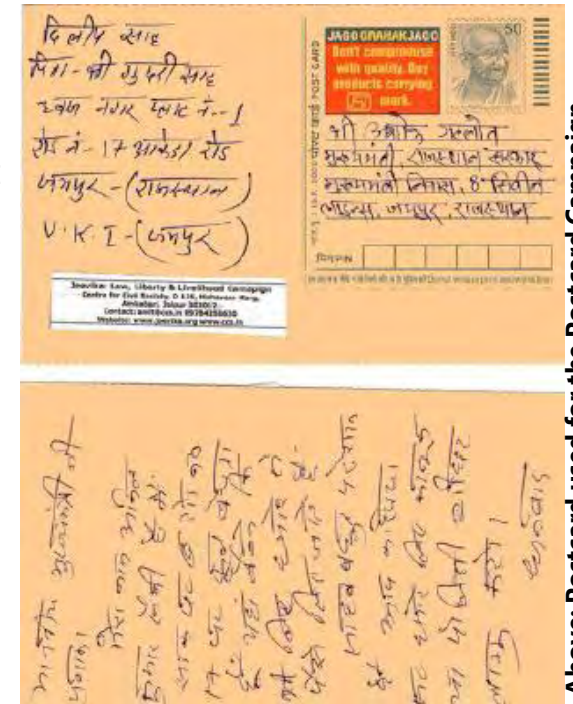
The Campaign conducts various training and information sessions throughout the course of the program. Workshops and conferences are held particularly when Jeevika requires street vendors to agree on a plan of action to address the State Secretariate and/or mobilise more vendors in the community.

HOW

Jeevika coordinates with street vendors and market leaders to assert when and where it would be most suitable for them to congregate. The team sends 1 or 2 members into the markets to identify major challenges and concerns, helping construct an appropriate agenda for discussion and deliberation. If required, Jeevika liaises with NIDAN or street vendor unions to finalise and deliver the sessions.

WHERE

Jeevika hosts such sessions in both private and public spaces. Popular convening public spaces are used when Jeevika is addressing a large number of vendors from various markets. Private spaces like the Jeevika office and homes of vendors are also used to address the group.



Above: Postcard used for the Postcard Campaign

STAKEHOLDER ENGAGEMENT



Postcard campaign

Jeevika designed a Postcard Campaign in 2011 to build pressure on the state government to implement the Street Vendor Bill. This initiative was a cheap, direct, and effective method of active campaigning, involving all 75 natural street vending markets in Rajasthan. Prior to vendors writing their posts, a workshop is conducted to educate vendors about the Street Vendor Bill and strategise their efforts to put local pressure on Municipal Corporation to implement the policy in the city. **More than 100 street vendors attend** workshops at each opportunity.

Each street vendor got the opportunity to voice their personal challenges and tribulations by writing a postcard to the Chief Minister of Rajasthan urging him to write a Bill for the legalisation and protection of Street Vendors and implement it as soon as possible. Jeevika has submitted over 2500 hand-written postcards to the Chief Minister, bringing the economic barriers faced by the vendors straight to his doorstep.

STAKEHOLDER ENGAGEMENT

2011 Rajasthan Street Vendors Conference

In 2011, Jeevika coordinated a state-wide conference for approximately **1,000 street vendors from all 72 markets** to discuss the major provisions of the bill. This was an initiative taken by the organisation to ensure our commitment in our second year of operation to aggressively mobilise the vendors and also build their awareness and address their concerns and challenges in an open and engaging forum by policy influencers and community leaders.

This brought awareness about the recently passed bill and celebrated the state recognising street vendors as legitimate contributors to the state's economy and communities. The discussions and talks geared toward empowering the vendors to think critically to help plan the campaign's onward strategy to push the local government to start implementation of the bill.

"Our government is committed to work for poor of the state. Street vendors play important role in local economy but still they were illegal so far. This bill recognises the positive contribution of the street vendors and gives them legal identity."
— **Member of Legislative Assembly, Mr Pratap Singh Khachriyawas**

The conference was also addressed by Mr Uday Singh Rathore, former MLA, Mr Sanjay Garg, and all the street vendor representatives.



STAKEHOLDER ENGAGEMENT

Policy Officials Engagement

Jeevika approaches policy officials and government officers as they are directly linked to ensuring (i) the government changes its mindset and treatment of street vendors and, (ii) revision of policies that limit the business of the working poor. To involve them in the program to liberalise the market for vendors and bring them adequate protection and dignity to attain the livelihood of their choice, Jeevika organises workshops and conferences for select individuals to share market insights, existing policy implications and suggestions for policy reform at the state level.

WHEN

The Campaign conducts various training and information sessions throughout the course of the program. Workshops and conferences are held particularly when Jeevika wants to share recently conducted market studies and analyses, or when the program is facing traction and needs the JMC and state government to revisit the policy reforms drafted by the campaign.

HOW

Jeevika coordinates with the state and municipal administration agencies along with existing supporters within the government who have previously been receptive to the campaign's on-field activity. Collaborating with the administration and existing supporters allows the campaign team to set the agenda for the meet and finalise the list of invitees and participants. Dates are chosen based on availability of the officials and select venue.

WHERE

Jeevika hosts such sessions typically at a private venue or at a conference hall booked by the campaign team. The private venues can also be the offices and meeting rooms of the JMC and state government.

STAKEHOLDER ENGAGEMENT

Workshop on Street Vendor Policy to Rajasthan Government

Jeevika partnered with the Directorate of Local Bodies and City Managers' Association of Rajasthan to conduct a workshop for state officials on *Best Practices for Implementation* of the Street Vendor Policy. The workshop focused on identifying the challenges that the local bodies continued to face, and plan how to best implement the bill, so that the impact of the policy is realised and felt by the informal sector workers.



Vinod Simon from NASVI shared the model work to execute the policy in different cities, after Vivek Kalia from Apni Awaz shared problems of street vendors in Rajasthan. Chief Executive Officers and Commissioners of all Municipal Corporations and Municipal Councils of Rajasthan discussed their plan to bring legal recognition to street vendors, and ensure vending sites and protection from undue harassment and extortion from local police. The workshop was chaired by the Director, Directorate of Local Bodies.

The workshop hosted **40 policy officials** who represent both the municipal corporation and state government. Jeevika also brought speakers from the media and market to exercise their voice on the existing market barriers and limitations, preventing street entrepreneurs from economic prosperity.

STAKEHOLDER ENGAGEMENT

Workshop for Jaipur Municipal Corporation

Jeevika organised a workshop for members of the JMC on the *Urban Street Vendor Policy and Road Map for Jaipur* in March, 2011. The participants of the workshop were the top officials of Jaipur Municipal Corporation who would work on implementation of policy in the city. After the participants were further informed about Jeevika and the work CCS was pursuing to bring freedom to India's working poor, particularly the enterprising poor in the informal sector markets across our states. Rajesh Kumar Yadav, CEO of JMC, accepted the need of legalising street vendors and executing the provisions of state policy on street vendors.

"The street vendors provide door to door goods and services to people at cheap price, but we need to train them on maintaining the space where they vend. The vendors need to keep their push cart and the surrounding clean and hygienic. They should also be educated on health issues. There is also a need of developing model push carts which is more suitable and has more facilities than the usual push carts we see today on the streets especially for street food vendors." —**Rajesh Kumar Yadav, CEO of JMC**



STAKEHOLDER ENGAGEMENT

Captivating Media Interest and Support

Great effort has been put toward informing and engaging opinion writers, editors and field reporters from leading local media stations in Rajasthan, as well as the leading national news establishments. The objective is to encourage opening current policy discourse to liberal viewpoints and alternative methods of governance and influence the media to highlight more livelihood issues to assist the Centre's efforts in bringing social change for the enterprising poor by liberalising public policy at the state and national level.



WHEN

The Campaign conducts various workshops and press meetings based on CCS Academy's calendar and when there are not too many other events of high media attention. Press meetings are usually organised when CCS has released a publication or is building hype for an upcoming mass campaign exercise or prior to the Annual Jeevika: Asia Livelihood Documentary Festival.

HOW

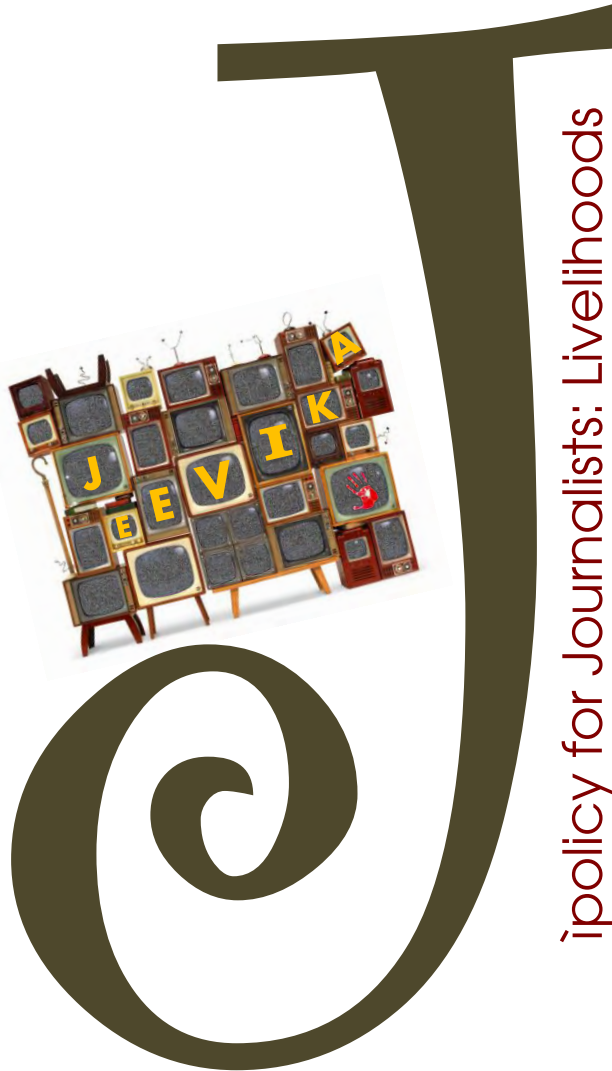
Based on our database of media professionals, Jeevika sends out invitations to workshops and press meetings to gain support and awareness. Workshops on livelihood issues and critical journalism are also open to those who wish to apply. Through CCS Academy's rigorous selection process, media professionals are then selected to participate.

WHERE

Jeevika hosts such sessions typically at a private venue or at a conference hall booked by the campaign team. The private venues can also be the offices and meeting rooms of the JMC and state government.

STAKEHOLDER ENGAGEMENT

Captivating Media Interest and Support



Centre for Civil Society held a 3-day residential course for journalists to equip them with tools to better understand and evaluate the effects of public policies on individuals, including those operational in the informal sector market.

Most recently, over 25 journalists from the Indian press such as Dainik Jagran, Dainik Bhaskar, Rajasthan Patrika, Sahara Samay, ZEE News and The Sunday Indian attended the course in July 2012 to familiarise themselves with public policy implications on the market, while learning key skills to develop a competitive edge to their reporting, adopting unconventional angles and story ideas.

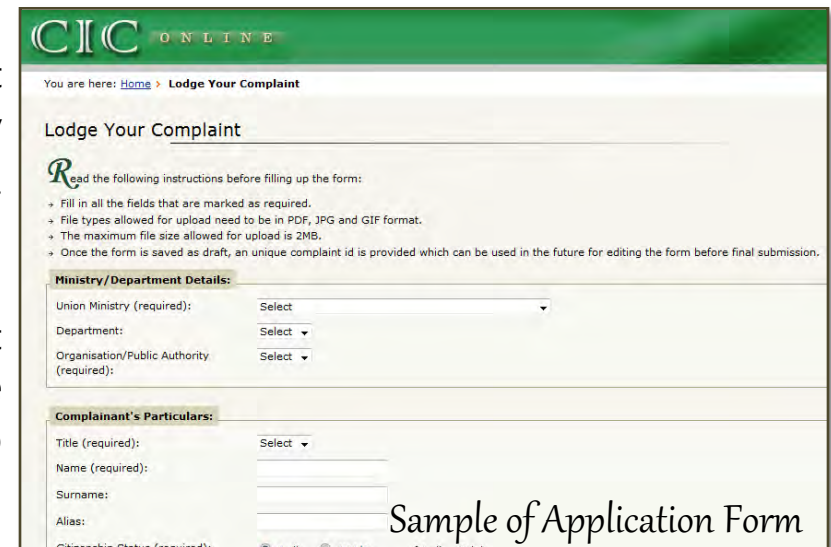


LEGAL ACTION

Jeevika is committed to bring its research and market based solutions to the forefront of policymaking for improved market performance and livelihood freedom for the enterprising poor. Jeevika resorts to specific legal aid to seek the judiciary's intervention to ensure equal access to market opportunity to informal sector workers, with the same protections and permissions granted to formal sector workers.

The Right to Information (RTI)

Filing applications under the RTI Act has been one of the most beneficial and successful measures of the Campaign's advocacy efforts, **filing over 100 RTI applications** since 2009. The Centre filed an RTI when seeking additional information about existing legislature and market conditions imposed on informal sector workers. The aim was to acquire information that ought to be publically accessible, review and define it for the public, while using the intelligence gathered to commit to actionable next steps for the campaign.



The screenshot shows the 'CIC ONLINE' website interface for lodging a complaint. The header is green with 'CIC ONLINE' in white. Below the header, a breadcrumb trail reads 'You are here: Home > Lodge Your Complaint'. The main heading is 'Lodge Your Complaint'. A red 'R' icon is followed by the instruction: 'Read the following instructions before filling up the form:'. Below this are four bullet points: 'Fill in all the fields that are marked as required.', 'File types allowed for upload need to be in PDF, JPG and GIF format.', 'The maximum file size allowed for upload is 2MB.', and 'Once the form is saved as draft, a unique complaint id is provided which can be used in the future for editing the form before final submission.'. The form is divided into two sections: 'Ministry/Department Details:' and 'Complainant's Particulars:'. The first section has three dropdown menus: 'Union Ministry (required):', 'Department:', and 'Organisation/Public Authority (required):'. The second section has four text input fields: 'Title (required):', 'Name (required):', 'Surname:', and 'Alias:'. At the bottom of the form, there is a 'Citizenship Status (required):' dropdown menu. To the right of the form, the text 'Sample of Application Form' is written in a cursive font.

4 Steps to Follow

Submit RTI
Application

Follow Up to
build Pressure

File Appeal on
Unsatisfactory
Answers*

Attend Hearing
of Appeal

* If applicable

LEGAL ACTION

Public Interest Litigation (PIL)

The right to earn livelihood can also be claimed from court in the absence of any specific legislative framework. PILs are one of the ways to take the livelihood challenges faced by the enterprising poor to court to expand the benefit of court's decision to a large number of people.

Filing a PIL was kept as a motion of last resort for CCS to pressurise the government and local agencies responsible for the implementation of market laws and protection of street vendors. CCS believes it is more effective to work collaboratively with local and state authorities to assist achieve livelihood freedom for the poor, rather than aggressively pressurising the state to comply. CCS filed a PIL in Year 3 of the program when it became clear that the authorities were not working on executing the Street Vendors Bill, orders issued by the high court or the promises made to the Jeevika team during policy meets. The campaign filed a PIL in May 2012 when local authorities chose to evict street vendors without due reason or explanation, going against the legislation passed by the state assembly. Our objective was to intervene and put a stay order.

Why a Last Resort?

Act of confrontation against the government

Expensive legal and consultation fees

4

Steps to Follow

Inform Street Vendors of legal action

Street Vendor addresses Court for rights

Hire consultant to strategise course of action

Hire lawyer to file PIL

CAMPAIGN RECOMMENDATIONS

On National Urban Street Vendors Policy 2009



1

Establish a Central Empowered Committee (CEC) to help State Governments, Union Territories and Local Authorities ensure effective implementation of the 'National Urban Street Vendors Policy



2

Exempt Street Entrepreneurs from Section 283 and 431 of Indian Penal Code and Section 34 of the Police Act to protect them from undue extortion and property confiscation

CAMPAIGN RECOMMENDATIONS

Details on Recommended Role of Central Empowered Committee

- 1** Help issue a Gazette Order to implement the Street Vendor Bill. The Gazette Order should provide directions to all the concerned departments for effective implementation of the policy within an identified time frame.
- 2** Work with State Governments and Union Territories to come up with a 'Bill on Street Vending' for their respective geographies. Reference to the 'Model Street Vendors Bill 2009 drafted by the Ministry of Housing and Urban Poverty Alleviation.
- 3** The central government should issue guidelines on how empanelled, credible NGOs and institutions experienced in addressing issues of street vending can be engaged in advocacy for policy reform and stakeholder engagement.
- 4** Facilitate local authorities to establish Town Vending Committees founded on democratic values and 'Ward Vending Committees' in 'A1' and 'A' class cities.

CAMPAIGN RECOMMENDATIONS

Details on Recommended Role of Central Empowered Committee

- 5 Facilitate State Governments and Union Territories various in addressing and delivering effective implementation of the policy by providing consultation on space management and demarcation of land etc.
- 6 Organise an Annual National Conference for all the Municipal Commissioners, Mayors and police authorities to discuss developments to enforce the street vendor bill. A progress report should be created based on the discussions such as 'Annual Journal on Street Vending for public discourse.
- 7 Employ tools of mass media to bring awareness among street vendors about the National Urban Street Vendors Policy 2009.



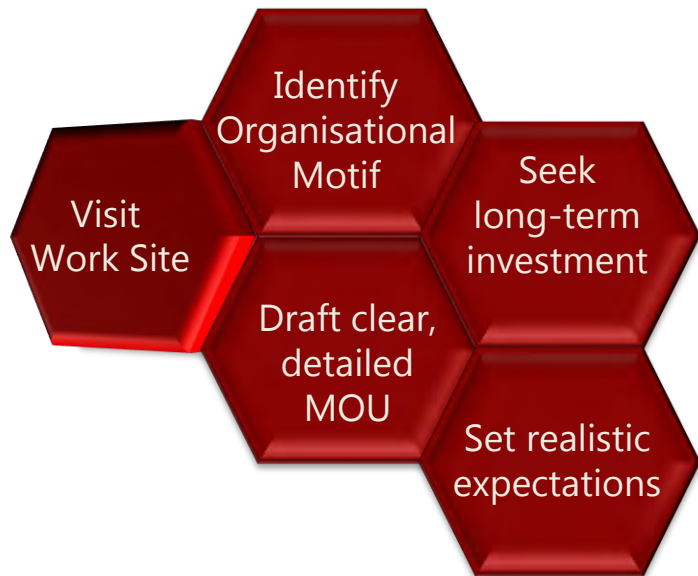
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PRINCIPLE LEARNINGS 2009-2012

Throughout the course of our work, the Campaign has learnt many lessons in regards to partnership development, community mobilisation and how and when best to engage and organise policy officials, street vendors and community members for livelihood freedom, using approaches that are both cooperative and collaborative.

Partnership Development

Consolidating a partnership with one or multiple organisations sets the framework for various aspects of work (i.e. time frame, responsibilities, budget accounts, resource management etc...) Once a select number of organisations have been short-listed based on an alliance in vision and ethics, selecting the final 2-3 organisations which will graduate to the interviewing stage should be considered based on a few factors.



As the climate of livelihood work is subject to unforeseeable change, seek organisations looking to invest in a long-term partnership versus a project-specific engagement, providing flexibility for the project metrics and expectations. Developing a relationship beyond projects proves broader alignment between said 2+ parties and offers both financial and cooperative security for all involved.

Commit to drafting a detailed Memorandum of Understanding (MOU) specifying the terms and conditions of the relationship, along with required deadlines. The MOU must be detailed to prevent ambiguity in the partnership. Avert from setting strict timelines when benchmarking deadlines for advocacy efforts and anticipated milestones. Allow for flexibility.

PRINCIPLE LEARNINGS 2009-2012

Stakeholder Engagement

When planning activities to inculcate the voice and participation of street vendors, market leaders, residents and policy officials, the Campaign had to adopt diverse practices rooted in sensitivity to ensure the integrity of existing market relationships, alongside individual opinion and demands were considered.

Street vendors

During the first phase of the program, the team learned that, initially, street vendors are very apprehensive towards those probing for personal details on their profession and encounters with the law. This often led to difficulties in engaging them in policy workshops and community discussions that involved them to share personal matters and encounters with law enforcement.



To comfort vendors toward sharing their identity and tribulations, it is essential to work with the natural order of the market and the social conditions they have practiced and adopted. This meant working with the pre-existing chain of command set in natural markets, and developing a sensitive plan of action to engage vendors with other community members. Bringing market leaders in one place proved to be a failed exercise as they were unwilling to congregate. Each had their status and refuted sharing their 'space of power' with other market leaders. Though all were leaders of their own local markets, each felt that the other was not as senior.

Jeevika then began setting meetings for the 2nd and 3rd tier market leaders. They then took their learning's and questions back to their respective market leaders who corresponded with the campaign staff.

PRINCIPLE LEARNINGS 2009-2012

Advocacy Exercises

Advocacy as an approach to gear up social change is trusted to build a support network. Some of the more promising activities, such as facilitating workshops and organising mass demonstrations, allow for the organisation's idea's to best penetrate the masses.

When facilitating workshops, it is important to pay attention to the course of the program and be equipped with all resources required at the start of any interactive session. Maximizing time and having materials to share with participants are basic conditions to deliver a message successfully.

Though planning is critical to the success of an event, Jeevika required preparation for the spontaneous. During the first year of the program, it became evident that the decisions that were being made at the state and district levels needed our immediate attention and response. To be ready at a moment's notice, Jeevika designed all advocacy activities ahead of time based on several understood and recognised factors.



Gherao JMC!

Gherao JMC was in response to the state government's lack of response toward please to remove market entry barriers for informal sector workers. Street vendor unions in Jaipur congregated to overthrow the JMC on 5 January 2012.

The demonstration ended after the JMC committed to:

- ✓ Protect Street vendors from eviction.
- ✓ Enforce police officials to expedite the immediate return of all vendor personal property
- ✓ Effectively implement the street vendor policy

MAJOR TAKEAWAYS 2009-2012

Have to work with established power architecture in natural markets

Never over commit - work more and commit less to keep trust

Organise mass demonstrations and rallies to apply pressure on irresponsible local bodies

Market leaders from different localities do not want to congregate

Vendors are initially untrustworthy of outsider intervention

To influence the masses, leverage media interest from prominent media houses

At start, plan all advocacy and mobilisation activities for the year

Engage 2nd and 3rd tier market leaders to penetrate natural markets

Have a clear ask during each advocacy activity to each stakeholder

What Questions Should You Be Asking?

What is the core issue?

Who are the stakeholders and what are their main concerns?

Is there a policy solution to the identified problem to achieve long-term sustainable change?

What policy and social measures are required to empower informal sector workers to be self-reliant?

What can be the most natural way of working towards solving an identified problem?

LEARN MORE ABOUT

THE FREEDOM STRUGGLE OF THE POOR



Visit Jeevika.org and help usher in India's Second Freedom Movement.