CAG
Citizen consumer and civic Action Group

FROM BAZAAR TO BUILDING

THE RIPPLE EFFECT OF PONDY BAZAAR'S PEDESTRIANISATION

SEPTEMBER 2024

Author: Divya Senthil - CAG

Acknowledgements: We would like to express special thanks to the volunteers Ranjith Kumar, Priya U, Udayakumar S, led by our consultant Mohan M, who supported us with data collection by deploying the survey across Pondy Bazaar.

Disclaimers: The information in this document has been obtained in good faith from sources that are believed to be reliable, but any potential interpretation of this report as making an allegation against a specific company or companies named would be misleading and incorrect. The authors accept no liability whatsoever for any direct or consequential loss arising from the use of this document or its contents.

Suggested citation: Citizen consumer and civic Action Group. "From Bazaar to Building | The Ripple Effect of Pondy Bazaar's Pedestrianisation | CAG 2024
https://www.cag.org.in/database/

About CAG

Citizen consumer and civic Action Group (CAG) is a 38-year-old, non-profit, non-political, and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes including transparency, accountability, and participatory decision-making.

Contents

Executive Summary

The Study

In 2019, the Greater Chennai Corporation, under the Chennai Smart City initiative, launched the Pedestrian Plaza project in Pondy Bazaar, a popular shopping destination in Chennai. To make way for pedestrian-friendly spaces, street vendors were relocated to a dedicated multi-storey complex designed to provide a structured environment for their trade. CAG surveyed 350 customers and 170 of the relocated vendors to understand the impact of moving street vendors into the shopper's complex.

After relocating to the complex, nearly 94% of vendors reported that their earnings were impacted by the move. Among these vendors, 64% saw an increase in their earnings, while 36% experienced a decline compared to their previous income on the streets. Despite the changes, many vendors still preferred the flexibility of street selling, with about 51% continuing to engage in some form of mobile vending. Interestingly, an overwhelming 98% of the vendors expressed comfort with their new environment in the complex.

Among customers who shopped with street vendors, the reasons for doing so varied, but nearly 94% (317) cited low prices as their primary motivation. This was followed by the ability to bargain, favoured by 87% (292), and ease of access, mentioned by 70% (234). These top two commonly cited reasons highlight that for most customers, the decision to buy from street vendors is largely driven by cost rather than convenience alone. Among customers while 71% viewed the relocation positively, 29% indicated that they miss the street shopping experience.

Recommendations

The transformation of Pondy Bazaar into a pedestrian-friendly zone by relocating street vendors into a dedicated complex (and restructuring the road-layout) aimed to enhance the shopping experience while prioritising pedestrian safety. However, this move raises questions about its actual impact, as customer preferences suggest a mixed response. While 71% of customers viewed the relocation positively, a significant 94% still preferred shopping on the streets. This indicates that the relocation may have inadvertently affected foot traffic, undermining the intended benefits of the project. To address these issues, short-term recommendations include improving visibility, accessibility, and facilities within the complex, while engaging the community through events and ensuring safety and sustainability measures.

For future projects, long-term strategies should focus on creating more inclusive infrastructure that supports all vendors and customers, including differently-abled individuals. Incorporating spaces for community events and considering **covered markets** or **market pavilions** could preserve the vibrant street market atmosphere while offering flexibility and cost-effectiveness. Most crucially, conducting social impact assessments before implementing such changes is essential to understanding the needs of all stakeholders, including street vendors, to ensure that projects meet their objectives without compromising livelihoods or community dynamics.

Introduction

Street Vendors and the City

Street vendors have been a cornerstone of urban life for centuries, with street markets, or "bazaars," serving as defining features of cities. Historically, these markets were not just trading hubs but also centres of social, cultural, and political activity. Even today, Indian cities are renowned for their vibrant street markets, attracting both tourists and locals. These bustling marketplaces offer a diverse array of products, allowing people to explore local culture, tastes, and traditions. Vendors provide easy access to goods and services ranging from fresh produce and clothing to crafts, electronics, and prepared food, all within the public spaces of cities.

Street vendors play a crucial role in the urban economy, offering accessible and affordable goods to a broad segment of the population. They contribute to the vibrancy and diversity of city life, cater to the daily needs of low- and middle-income residents, and create job opportunities. As part of the informal economy, street vendors support the livelihoods of millions, particularly in developing countries. Their presence sustains local economies, fosters community interactions, and preserves cultural traditions, making them an indispensable part of urban life.

Legal provision for Street Vendors

The Street Vendors Act 2014[1], came into force in May 2014, under which each state and urban local body was supposed to frame its own schemes, rules and by-laws in order to implement the Act, keeping in mind the local specificities of street design and livelihood practices. The Act attempts to legalise and regulate the business of street vending, and protect these businesses from evictions, seizure of goods, unfair penalties and fines, and loss of dignified employment. Following the Act in 2014, Tamil Nadu Street Vendors (Protection of Livelihood and Regulation of Street Vending) Rules 2015[2] was published on November 2, 2015.

It mandates the creation of the Town Vending Committee (TVC), which in turn issues certificates of vending and identity cards to street vendors based on a survey. The TVC also has the authority to declare vending and no-vending zones in the city and prepare street vending plans. Vendors can be relocated to other vending zones if the holding capacity (vendors can be a maximum of 2.5% of the population of the city, zone or ward) is exceeded.

In August 2016, the civic body sent a proposal to the government seeking to form smaller TVCs. A government order mandating this was issued, and thereafter, 15 TVCs for each of the city's 15

[1] Ministry of Law and Justice (2014) *THE STREET VENDORS (PROTECTION OF LIVELIHOOD AND REGULATION OF STREET VENDING) ACT, 2014*. New Delhi: The Gazette of India. Available at: https://mohua.gov.in/upload/uploadfiles/files/StreetVendorAct2014_English(1).pdf

[2] Municipal Administration and Water Supply Department (2015) *Tamil Nadu Street Vendors (Protection of Livelihood, Regulation of Street Vending and Licensing) Scheme, 2015.* Chennai, Tamil Nadu: Tamil Nadu Government Gazette. Available at: https://mohua.gov.in/upload/uploadfiles/files/5(1).pdf

zones were formed. The formation of the TVCs and the subsequent surveying and issuance of ID cards did not take place in 2015 or 2016 owing to the floods and the May 2016 assembly election, keeping the corporation occupied. The first enumeration was completed in 2017, identifying 27,195[3] vendors. The latest enumeration (which happens every 5 years) identified 35,588[4] street vendors in Chennai across zones.

As of August 2024[5], the Greater Chennai Corporation's (GCC's) town vending committee has approved 776 designated vending zones and 491 non-vending zones for streamlining the vendors in the city. The street vendors from Pondy Bazaar fall into zone 10 (Kodambakkam) along with the other street vendors in Thiyagaraya Nagar amounting to more than 3000[6] street vendors.

Pedestrian Plaza

Pondy Bazaar has been one of Chennai's most popular shopping destinations, best experienced on foot. In fact, a 2016 traffic study revealed that nearly 5000[7] people stroll down this bustling stretch per hour during peak periods. However, the area began deteriorating over the years with narrow, uneven footpaths and parked vehicles inconveniencing pedestrians. In order to restore and enhance the unique shopping experience that Pondy Bazaar is known for, the Pedestrian Plaza project was conceived, aiming to reclaim public space for the shoppers.

The Special Projects Department, Greater Chennai Corporation and Chennai Smart City Limited established the Pondy Bazaar Pedestrian Plaza of around 700 m length at Thyagaraya Nagar (T Nagar) in 2019. This Plaza transformed one of Chennai's busiest and car-centric shopping streets into a pedestrian promenade by prioritising people over vehicles, providing new ways for citizens to experience their streets.

As part of this project, on November 6, 2013, Chennai Corporation implemented a Madras High Court Order and shifted over 90 street vendors / hawkers into a multi-storey complex in Pondy Bazaar. Also referred to as the Corporation Shopper's Complex, it was designed specifically for street vendors, intended to offer a dedicated space that combines convenience, safety and

---

[3] *The New Indian Express* (2022) 'Chennai corporation enumerates 30,000 street vendors', 5 September. Available: https://www.newindianexpress.com/states/tamil-nadu/2022/Sep/04/chennai-corporation-enumerates-30000-street-vendors-2494969.html (Accessed: 30 August 2024)

[4] *The Times of India* (2024) 'GCC to provide chip-based IDs to vendors to cut fake cards', 15 August. Available at: https://timesofindia.indiatimes.com/city/chennai/gcc-to-issue-chip-based-ids-to-street-vendors-to-combat-fake-cards/articleshow/112535480.cms (Accessed: 30 August 2024).

[5] *The Times of India* (2024) 'Chennai Corporation to streamline 35K street vendors in 776 locations'. Available at: https://timesofindia.indiatimes.com/city/chennai/chennai-corporation-to-streamline-35k-street-vendors-in-776-locations/articleshow/112298095.cms (Accessed: 29 August 2024).

[6] Greater Corporation Chennai (2023) *List of street vendors, Zone 10*. Available at: https://chennaicorporation.gov.in/gcc/pdf/Zone%2010.pdf

[7] C40 (January, 2021) 'Chennai's Pondy Bazaar Pedestrian Plaza - Case Study'. Available at: https://www.c40.org/case-studies/chennai-s-pondy-bazaar-pedestrian-plaza/

accessibility. The aim was to ensure that the bustling energy of Pondy Bazaar thrives within a structured environment without disrupting traffic and pedestrian space.

Built by the Greater Chennai Corporation, the complex aimed to enhance the livelihood of street vendors by providing them with permanent, well-equipped stalls, while also improving the shopping experience for residents and visitors. This shopkeeper's complex was designed to accommodate 629[8] street vendors. However, many shops at the time of this survey remain closed and/or underutilised.

Figure 1: An image of the corporation complex in Pondy Bazaar, Source: CAG

[8] *The New Indian Express* (2019) 'T Nagar Pedestrian Plaza project delights walkers but leaves shopkeepers sour', 14 November. Available at: https://www.newindianexpress.com/cities/chennai/2019/Nov/14/t-nagar-pedestrian-plaza-project-delights-walkers-but-leaves-shopkeepers-sour-2061455.html (Accessed: 27 August 2024)

Objectives & Methodology

Objectives

The intention behind this study was to understand the following:

- The demographics of the shoppers and the shopkeepers
- The impact of the move on vendors' earnings and comfort levels.
- The impact of the move on the customers' comfort level, shopping frequency and perceived product pricing.
- The initiatives and measures that need to be considered to upgrade/improve street vending.

Methodology

CAG surveyed both the street vendors and their customers to gain perspectives from both sides. To better understand the effect of moving street vendors into the shopper's complex in Pondy Bazaar, a survey of 170 shopkeepers in the shopper's complex and 350 customers visiting these shops was conducted. Before the survey, formal consent was obtained from participants. The participants were chosen from all age groups, genders, and socioeconomic levels.

The questionnaires are attached as annexures.

The surveys were carried out by trained volunteers over two weeks in June 2024. Volunteers approached vendors/shopkeepers located in the shopper's complex and the customers in and around the complex. Additionally, CAG also conducted an impromptu visit to the Corporation building to see the place and talk to the vendors in person.

Results & Discussion

Street vendors in the shopping complex

Street Vendor Demographics

The survey saw an almost even split between male (86) and female (81) respondents.

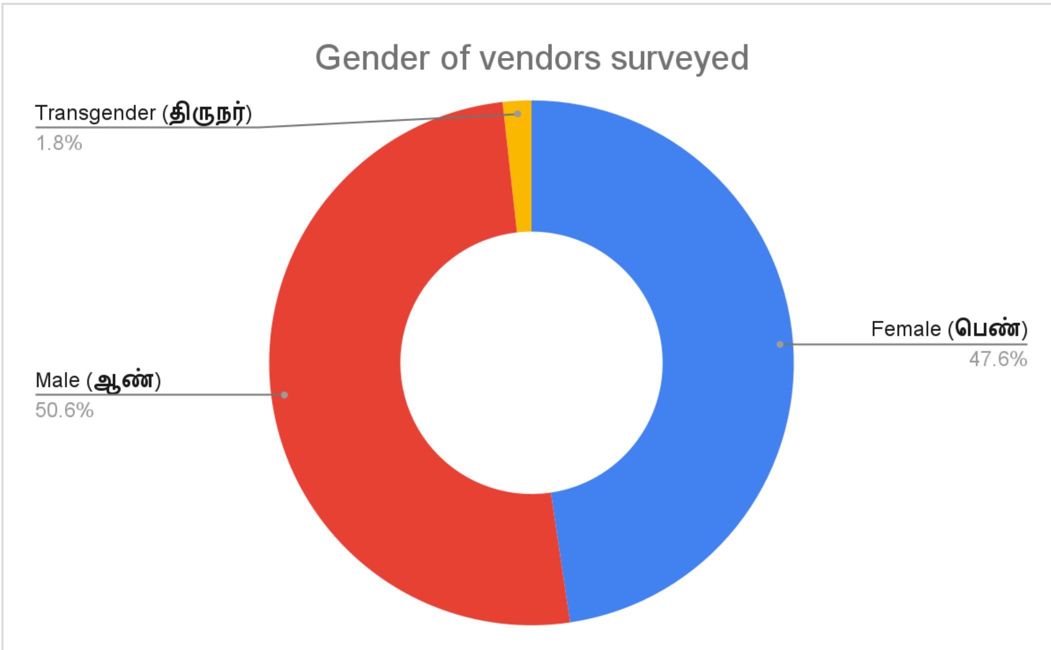

Figure 2: Gender split of vendors surveyed in the shopping complex, n=170

The gender distribution across the different age groups remained almost evenly split except for the below 20 age group where the male shopkeepers (60%) were a majority. Majority of the shopkeepers were from the 21-30 age group (46%), followed by the 31-40 age group (19%). The distribution of male and female shopkeepers also followed a similar trend, with 48% and 46% of the female and male shopkeepers in the 21-30 age group.

As per the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act 2014, Greater Chennai Corporation (GCC) had issued certificates/ cards of vending to street vendors. In a bid to regulate the street vendors better, these cards will include personal details of the vendors, nature of business and their respective vending zones among other details. Almost 96% (164) of the vendors we surveyed had cards issued by GCC.

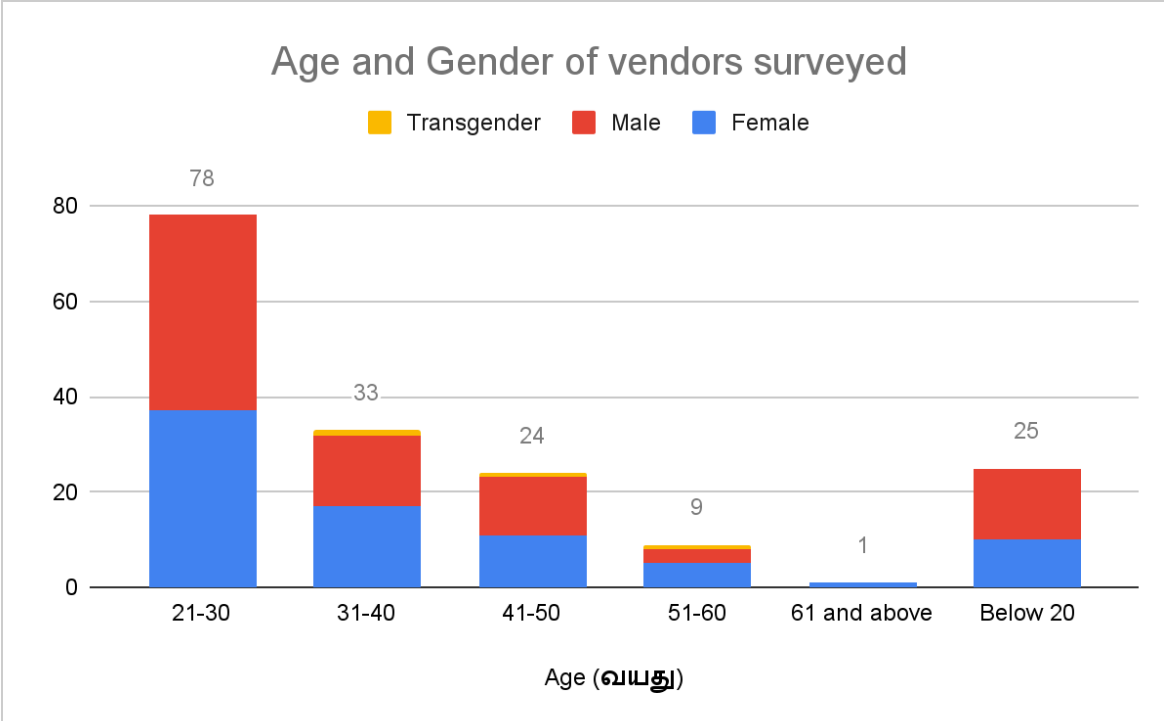

Figure 3: Age groups of the vendors surveyed stacked by gender, n=170

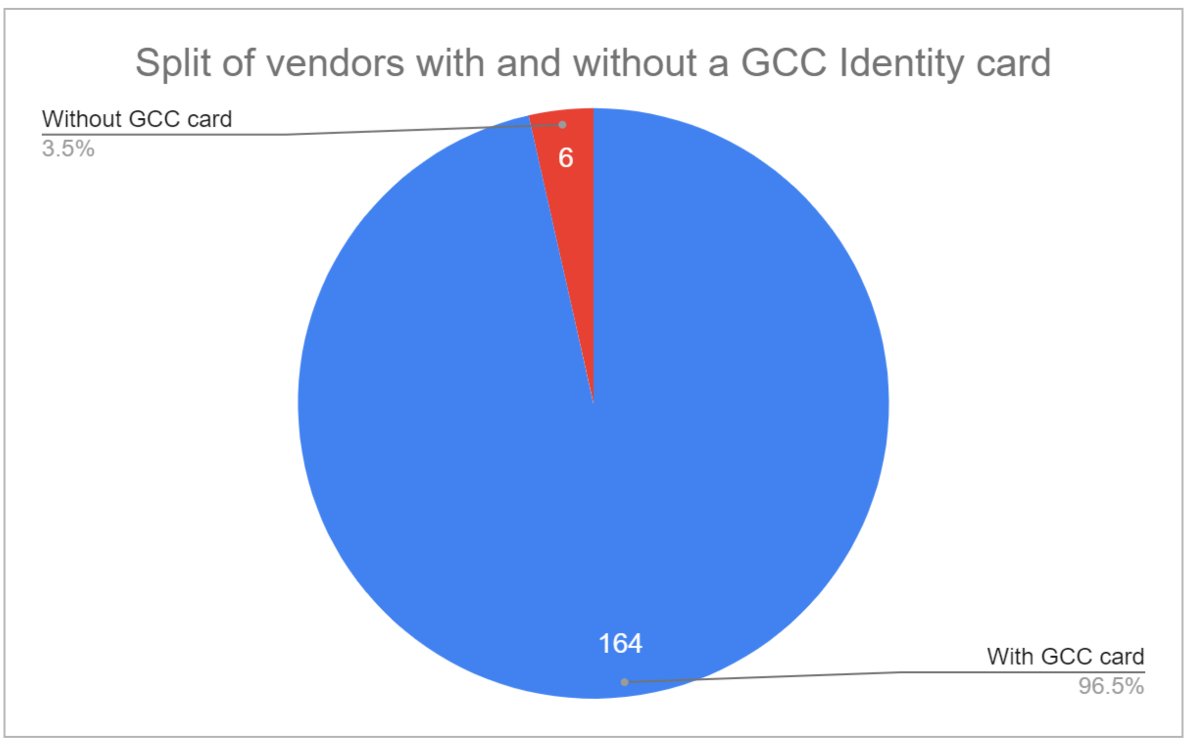

Figure 4: Split of street vendors with and without a GCC issued street vendor identity card, n=170

Most of the shopkeepers surveyed sold multiple products in their store ranging from consumables like household items, toys, accessories and clothes. An impromptu visit conducted by CAG at the complex, showed that despite the many vendors inside the complex, there were still a few mobile vendors selling outside the complex and on the streets. Another interesting observation was the presence of tailor shops on the third floor of the complex, along with the clothes shops and flower shops on the ground floor, bordering the complex.

About 64% of the shopkeepers earned a monthly income below 20,000 Indian rupees. When split across each income category, 49% of the respondents earned 10,000 - 20,000, followed by 20,000 - 30,000 (~31%) and below 10,000 (15%). Only 5% of the respondents said they earned up to 30,000 or more.

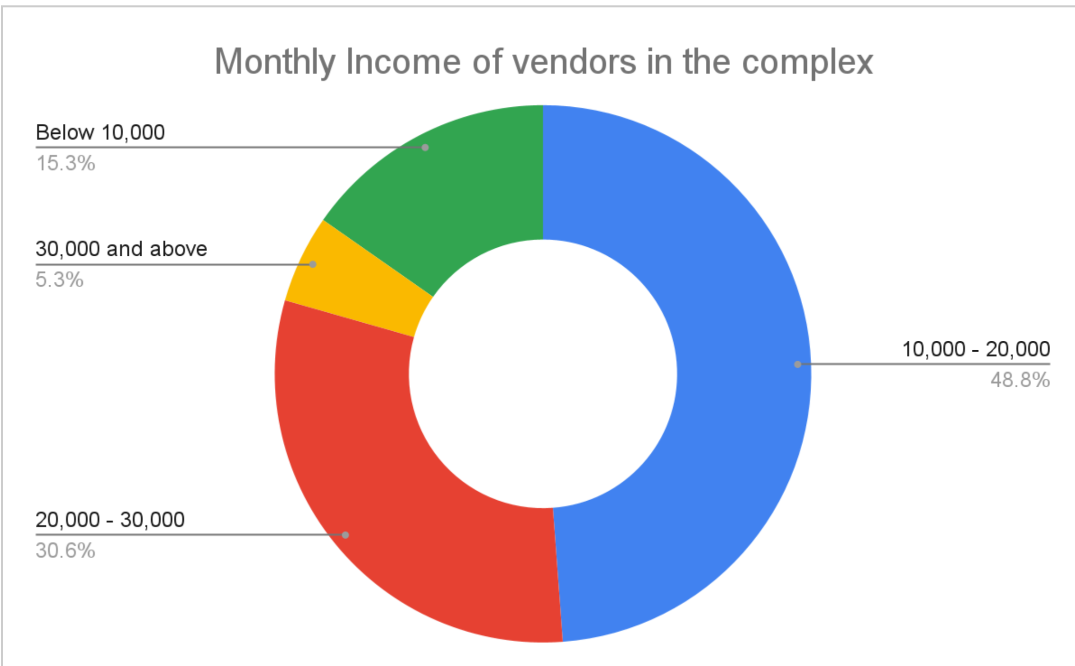

Figure 5: Monthly income of vendors surveyed in the shopping complex, n=170

Despite the move into the shopper's complex, the survey revealed that respondents still preferred to have the option of selling on the streets through some form of mobile vending (~51%). While 49% continued only selling through their shops inside the complex, some shopkeepers sold through both styles of vending (~28%) and the remaining through only mobile vending (~23%). Additionally, no connections or trends were found when comparing gender distribution and the nature of vending.

When comparing the monthly income and the nature of vending there were no clear trends suggesting a link between the two. However, when split by income category, two thirds of the shopkeepers sold their wares only through mobile vending in the income category of 30,000 and above. Comparing the monthly income and gender distribution of the shopkeepers revealed no trends indicating a connection between the two.

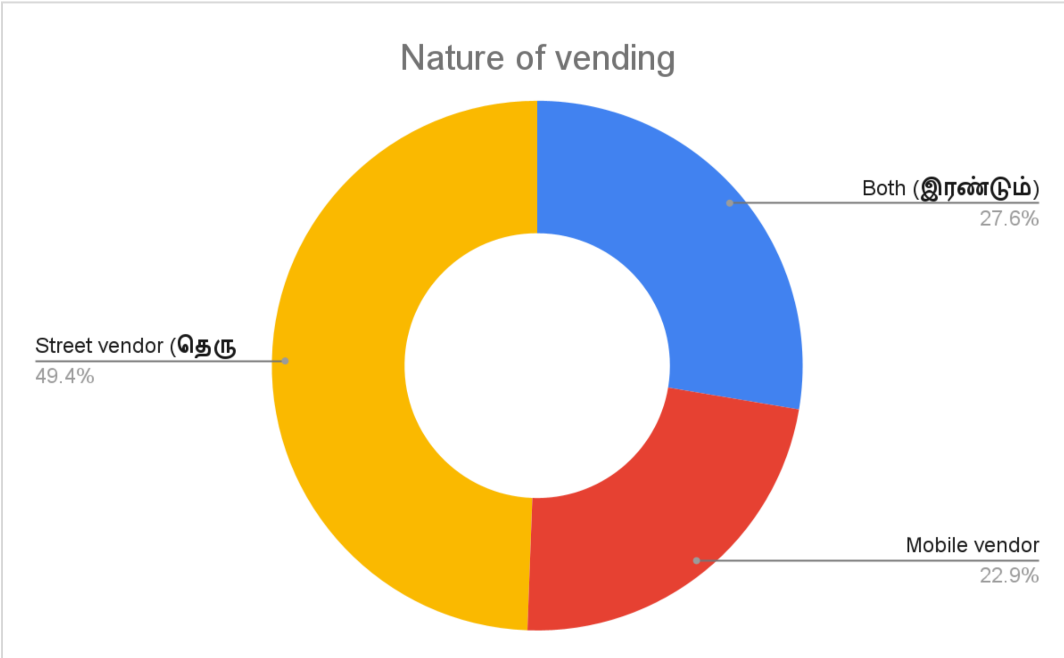

Figure 6: Nature of vending of the vendors surveyed in the shopping complex, n=170

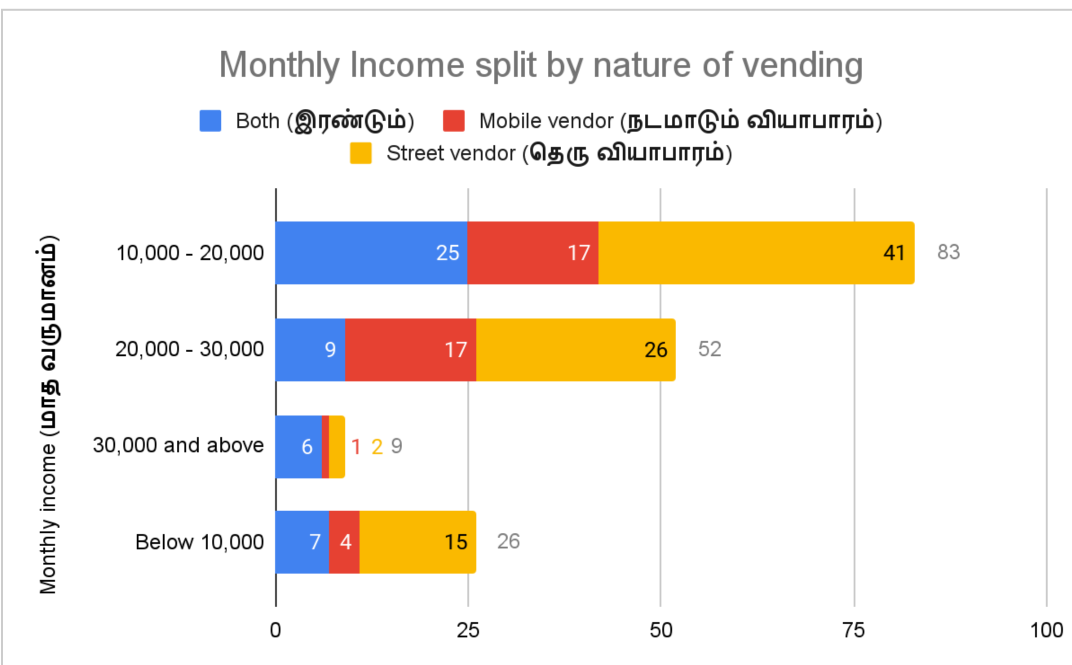

Figure 7: Monthly income split by nature of vending (mobile, street vs both) of vendors surveyed in the shopping complex, n=170

The survey revealed that about 57% of the respondents were new to vending with vending experience of less than 5 years. When compared with the monthly income of the shopkeepers there is a clear trend of vending experience having a positive effect on the income. Vending experience seems to be directly proportional to the monthly income for all income categories except the 20,000 - 30,000 income bracket.

During the impromptu visit to the corporation complex, many of the vendors spoke about how they or their family have been in the business of street vending for decades together. While the vendors may be young, it could be their family business handed down to them as many vendors claimed that their business has been around for a long time even before the move to the complex. Hence the data represented below, while indicative of the experience of the vendors surveyed, does not capture the history of the vending experience of each shop.

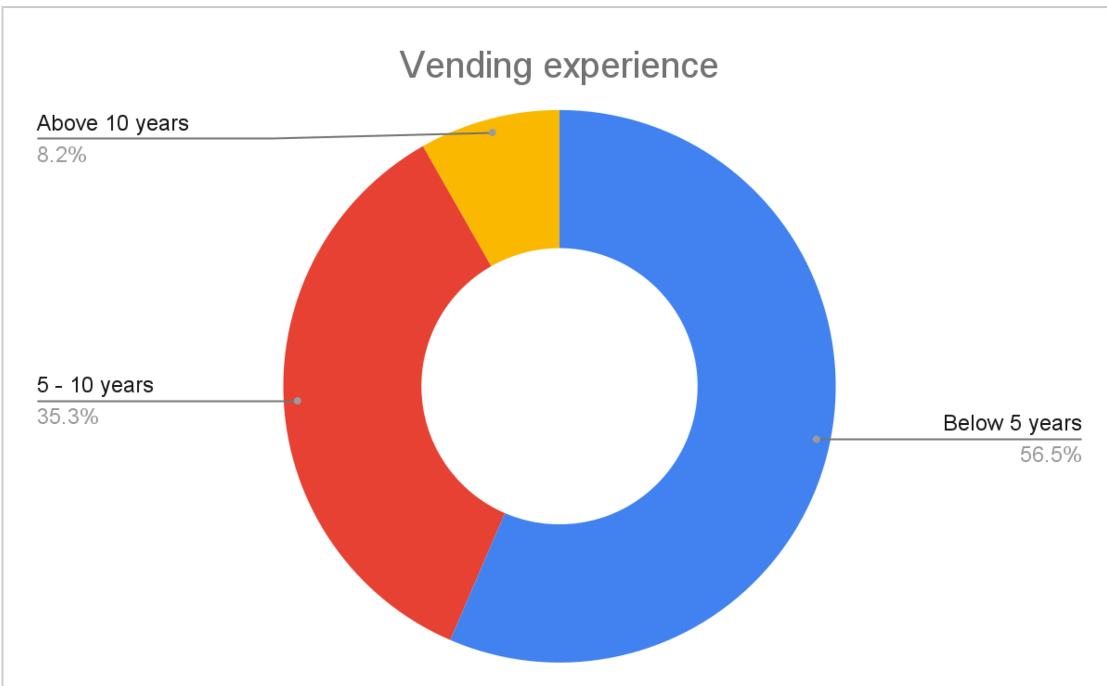

Figure 8: Vending experience distribution of the vendors surveyed, n=170

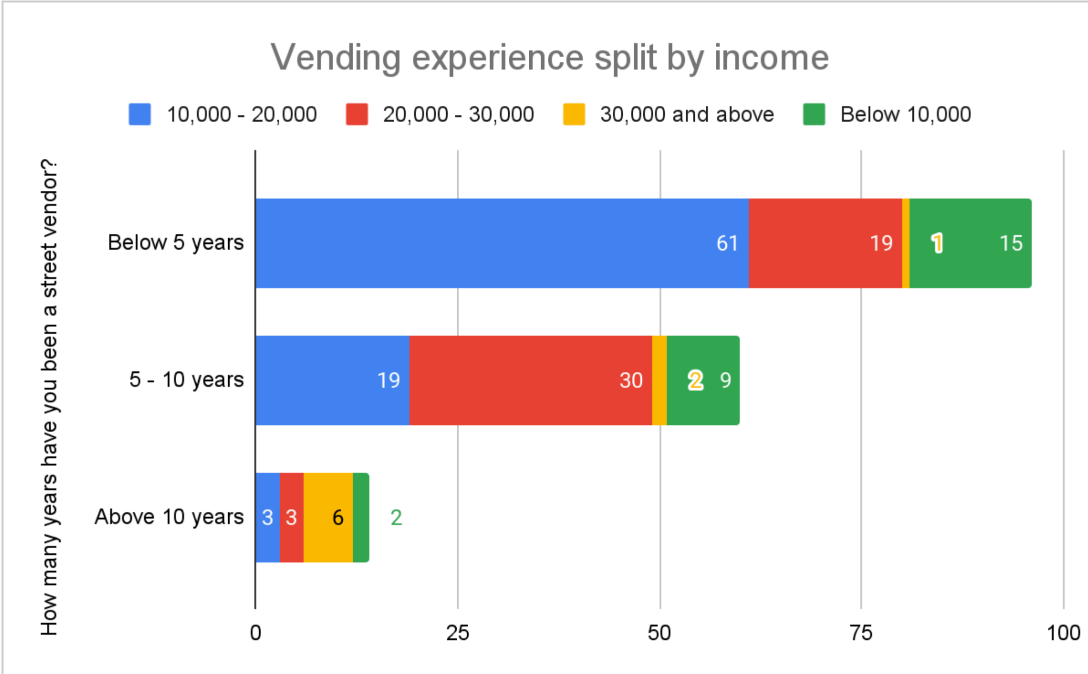

Figure 9: Relationship between vending experience stacked and monthly income of the vendors, n=170

As vending experience increases, the number of vendors with lower income levels decreases as evidenced by the graph below. The percentage split of vendors below 10,000 decreases from 58% to 8% and for 10,000 - 20,000, it decreases from 73% to 4%) Similarly, as vendors gain more experience, their numbers increase as evidenced by the 30,000 and above income group (growing from 1 to 6 across the three experience bands).

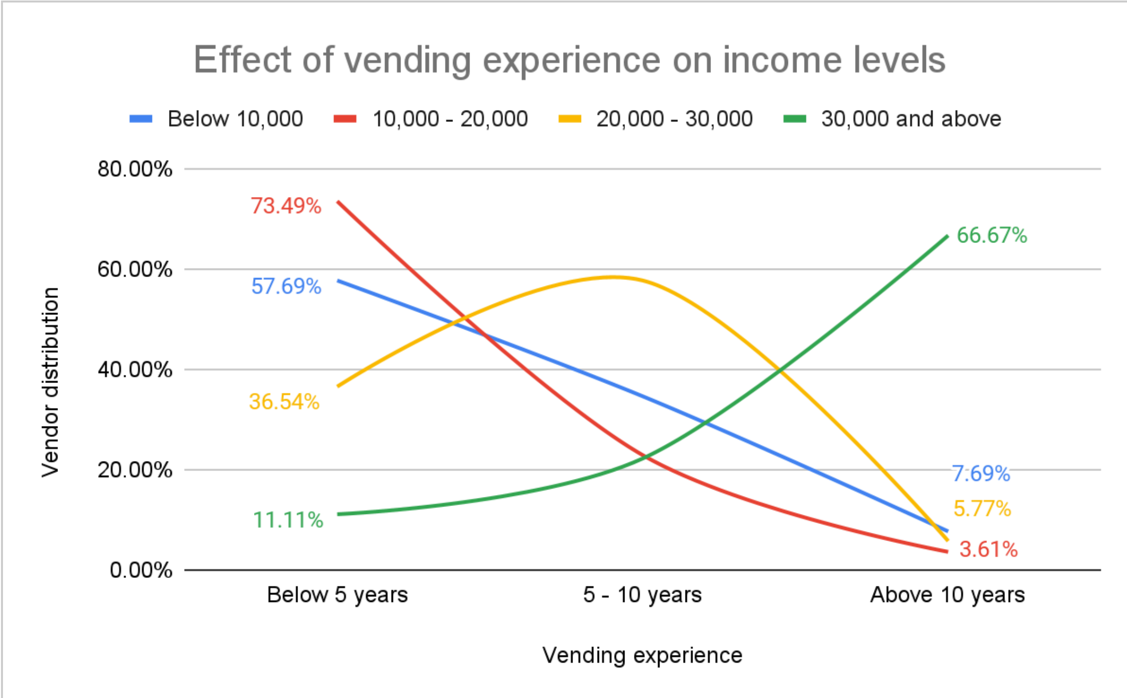

Figure 10: The effect of vending experience on shopkeepers' income levels, n=170

Irrespective of the income distribution, vending experience and nature of vending, about 95% of the vendors said they found the income earned through street vending to be sufficient.

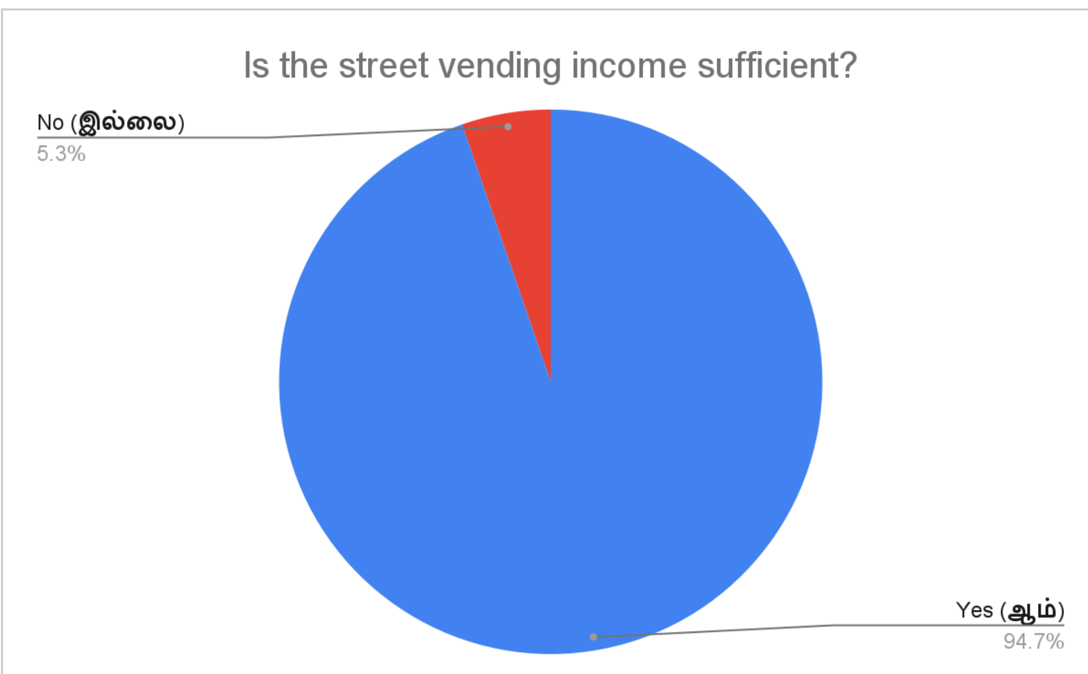

Figure 11: Vendor satisfaction on income level, n=170

Performance (changes in sales/customer footfall & profitability)

When questioned about the impact of the move on the vendors' earnings, the vast majority (94%) answered that there has been a change in their income. Among the vendors who had an impact on their earnings, 64% said their earnings increased while 36% reported lesser earnings than before.

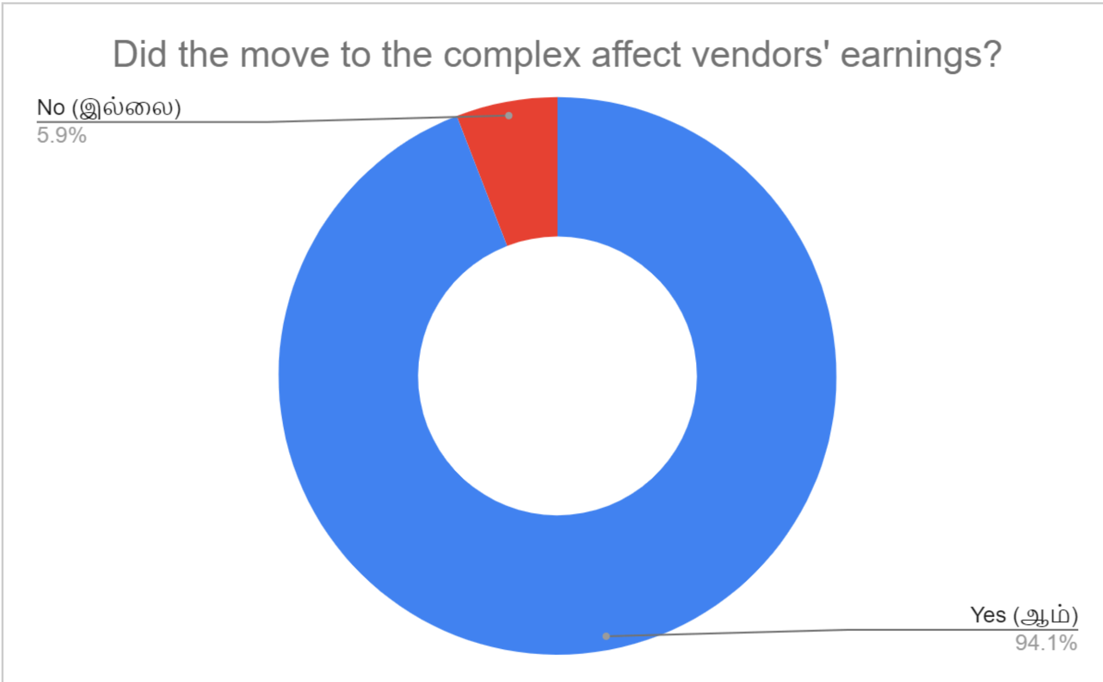

Figure 12: Vendor response on changes in earnings post moving to the complex, n=170

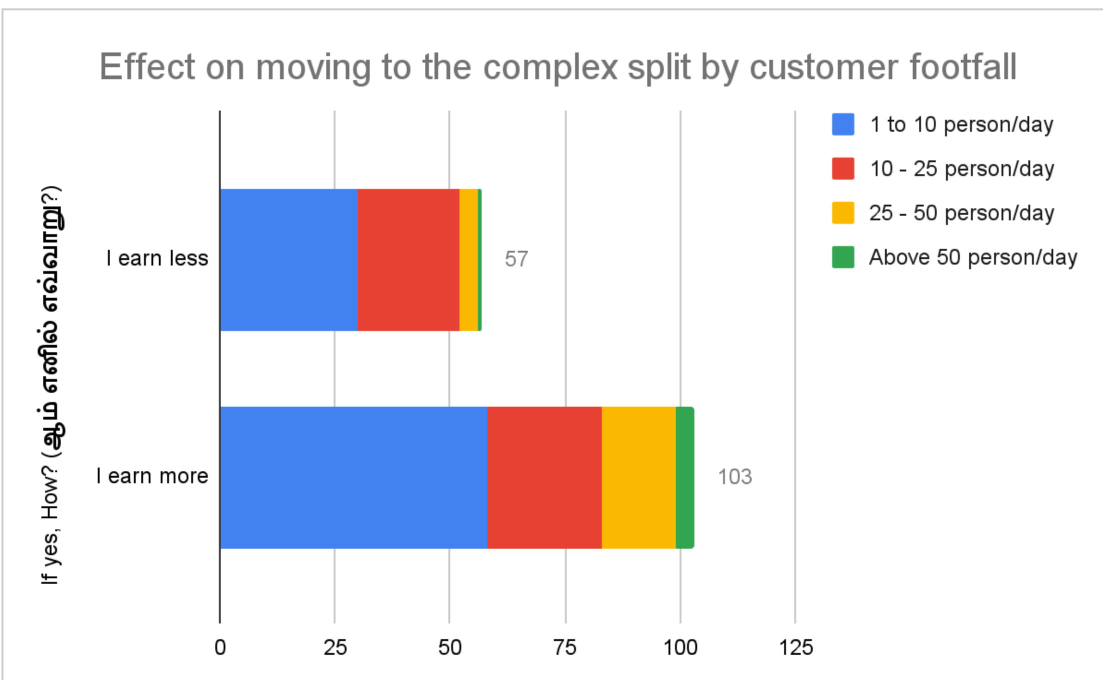

Figure 13: Changes in earnings by vendors after moving to the complex, n=160

When comparing reported customer footfall before and after the move, it was found that there has been an increase in customer footfall in the 1 to 10 (+21%) and 10 - 25 person/ day (+18%) categories while there has been a decrease in the 25 - 50 person/day (-33%) and above 50 person/day (-71%) categories. It can be inferred that this decrease was distributed among the shops indicating an increase in the lower footfall categories after the move.

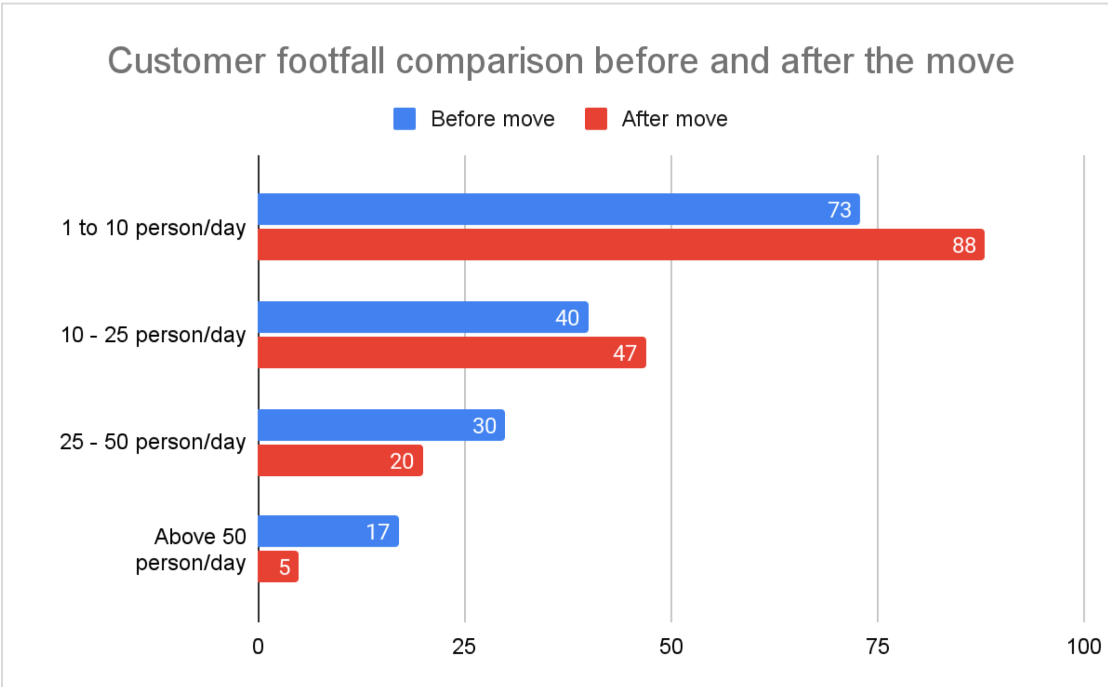

Figure 14: Comparison of customer footfall before and after moving to the complex, n=160

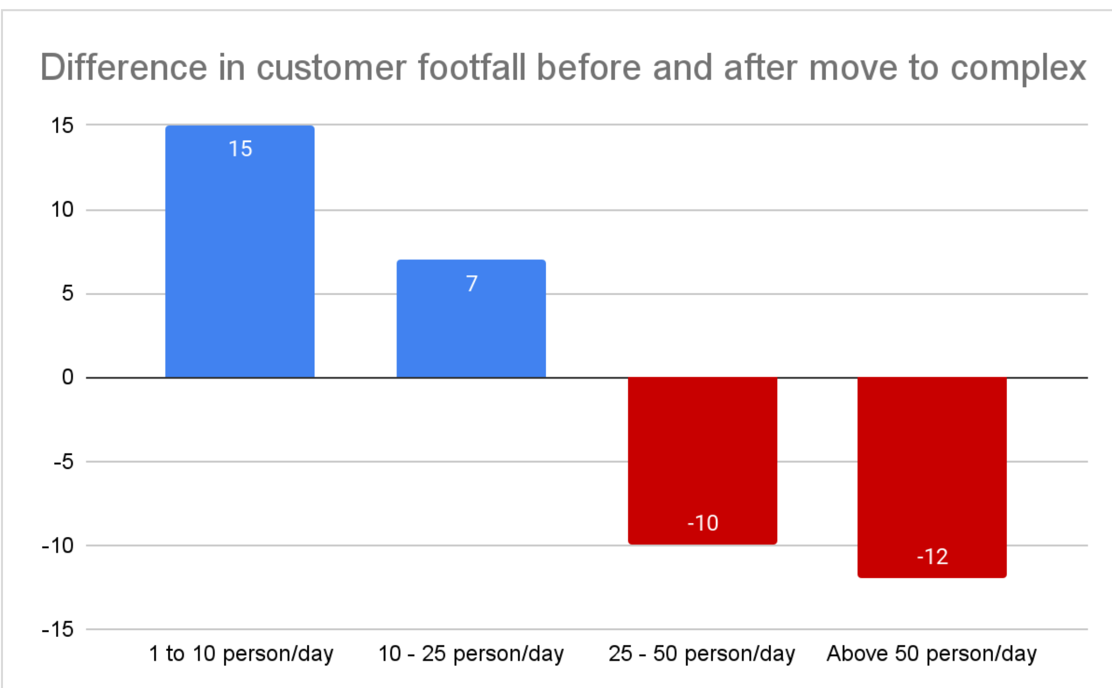

Figure 15: Changes in customer footfall after moving to the complex, n=160

Interestingly, among the vendors that said they earned more, there was no clear indication that it was due to increased customer footfall.

Satisfaction / Comfort (income, facilities, support & overall experience)

An overwhelming majority (98%) of the vendors said they felt comfortable after shifting into the new complex from the street.

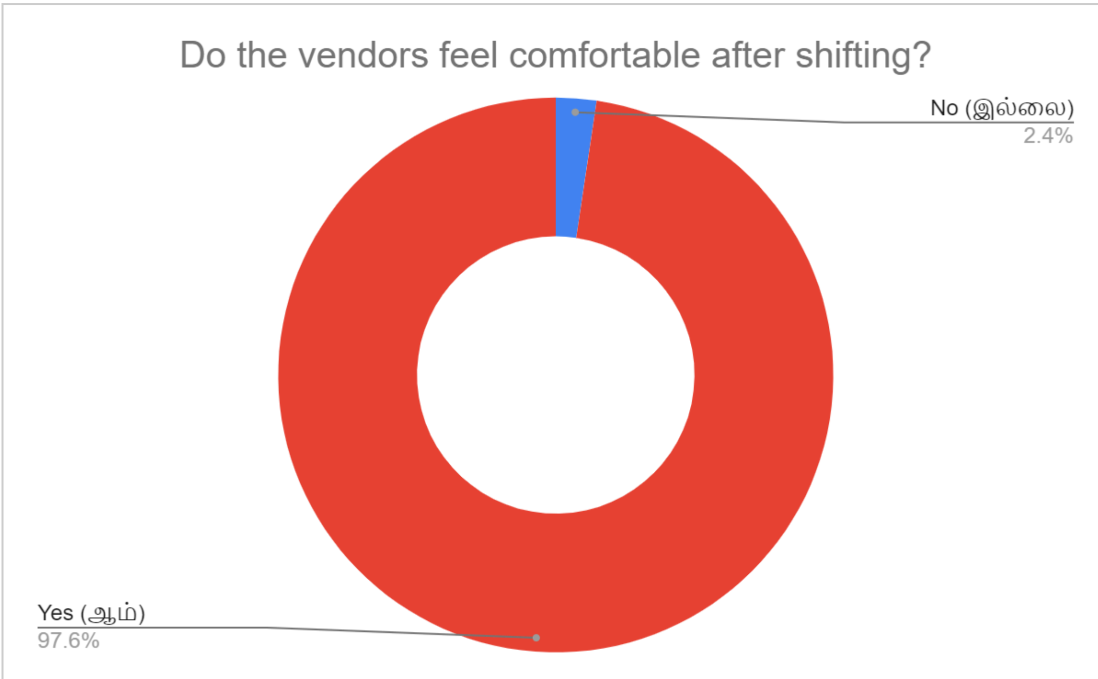

Figure 16: Vendor comfort level after moving to the complex, n=170

When enquired about the reasons pertaining to their comfort, safety of keeping their products inside the shop (39%) and increase in customer walk-in (37%) were the top responses provided by the vendors.

Being a multi-choice question, when the data was further analysed based on the total number of times the responses were chosen by the respondents, a similar trend is noticed with the safety of keeping their products inside the shop staying at 69% as the most cited reason among the respondents, followed by the increase in customer walk-ins (67%).

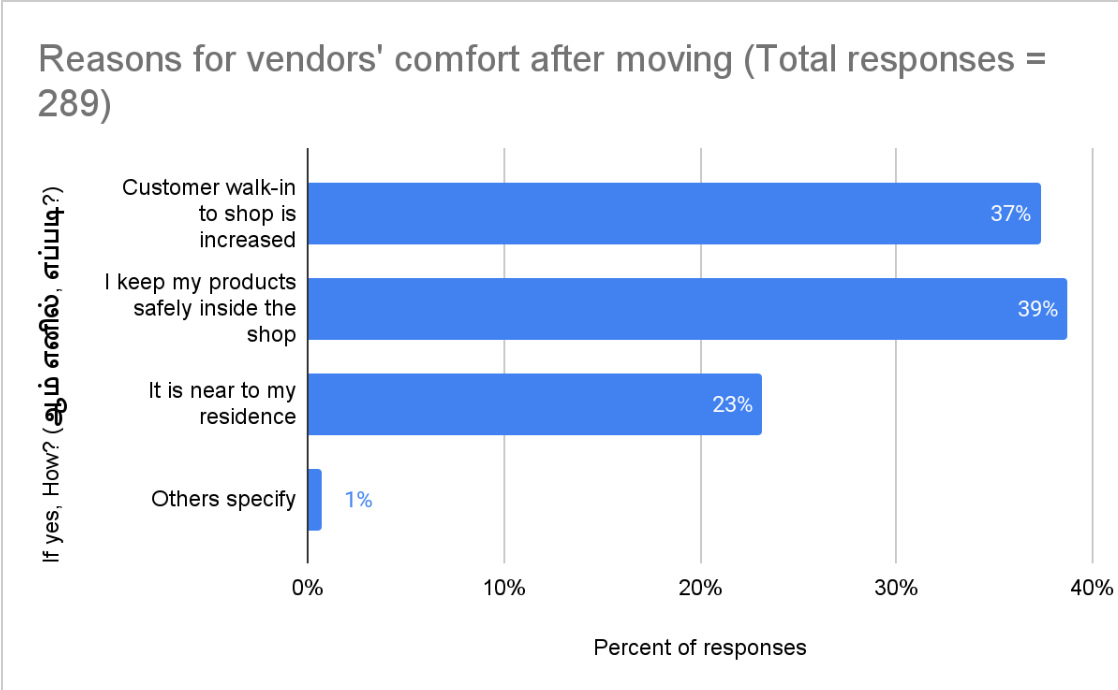

Figure 17: Distribution of reasons for vendor comfort after moving based on the number of reasons chosen by respondents, n=170

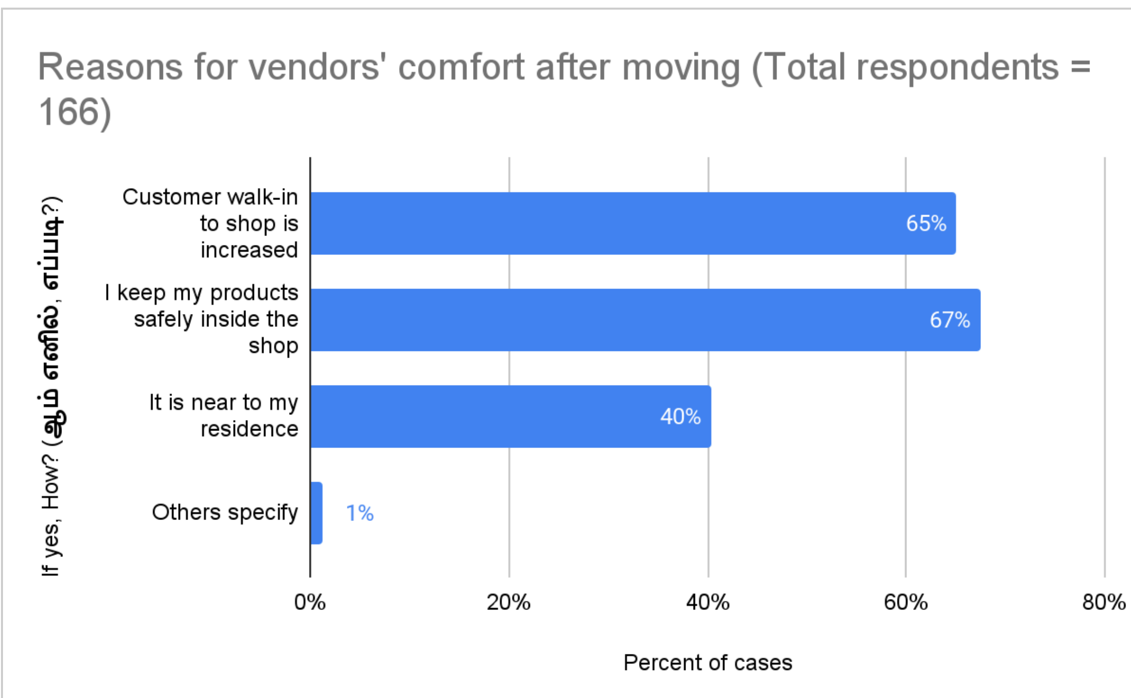

Figure 18: Distribution of reasons for vendor comfort after moving based on number of vendors surveyed, n=170

Supporting street vendors

Almost 58% of the vendors highlighted the need for the government to focus on and provide schemes for street vendors such as business loans at discounted interest rates, quotas for education seats for their children, subsidies on commercial rates of electricity bills, and affordable maintenance costs. This was followed by initiatives to bring awareness to customers (18%) and security (12%).

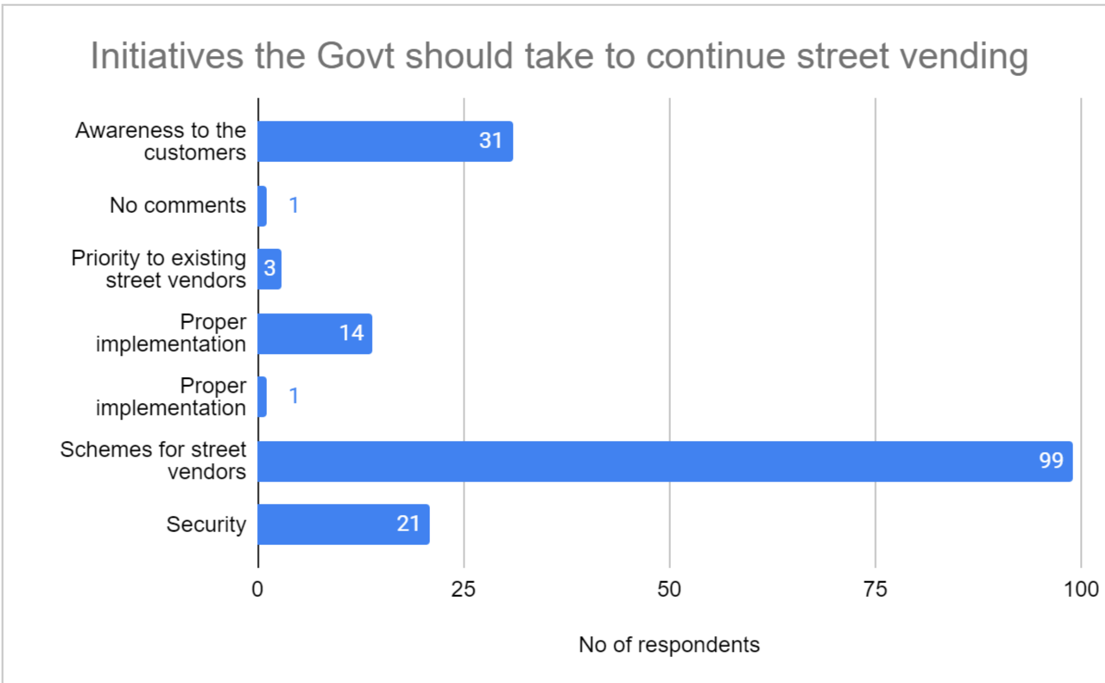

Figure 19: Initiatives suggested by vendors for the government to focus on to continue street vending, n=170

When questioned about the parameters the Government needs to consider before or while moving street vendors into a complex, almost 35% mentioned security followed by an opportunity to be heard (~21%) and an option for an alternative place for business (~11%). Almost 61% of the women vendors chose security as the top reason to be considered while moving street vendors.

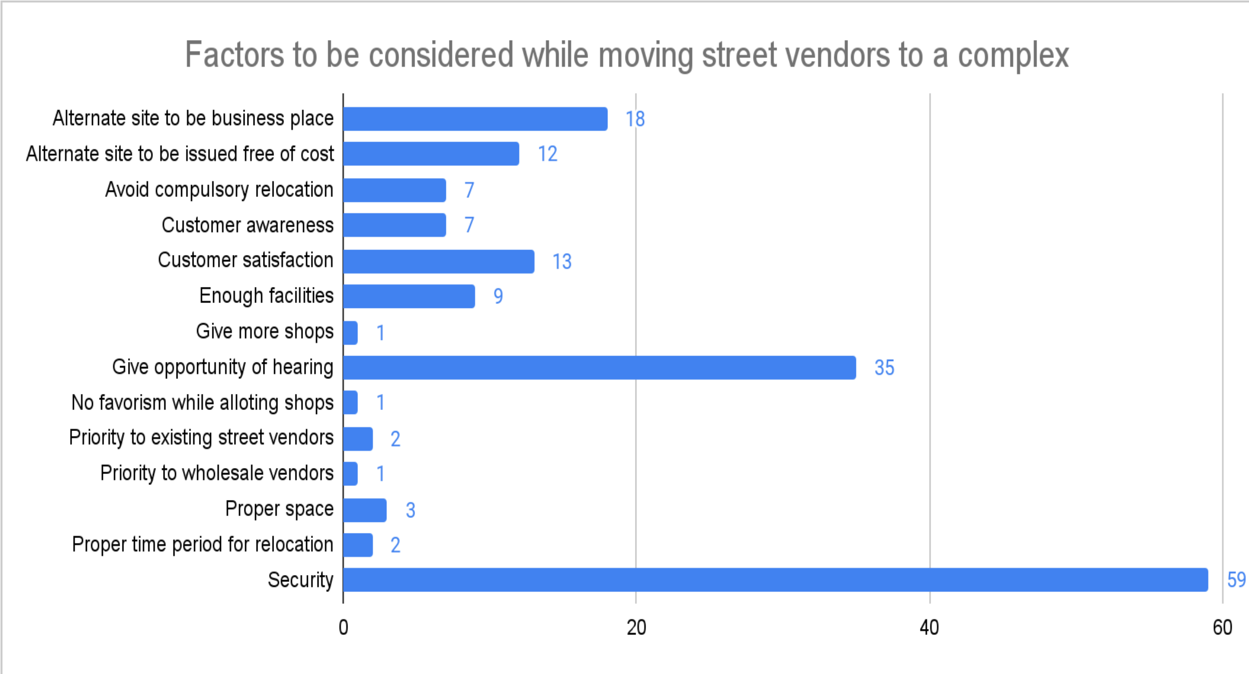

Figure 20: Factors to be considered by the government while moving street vendors, n=170

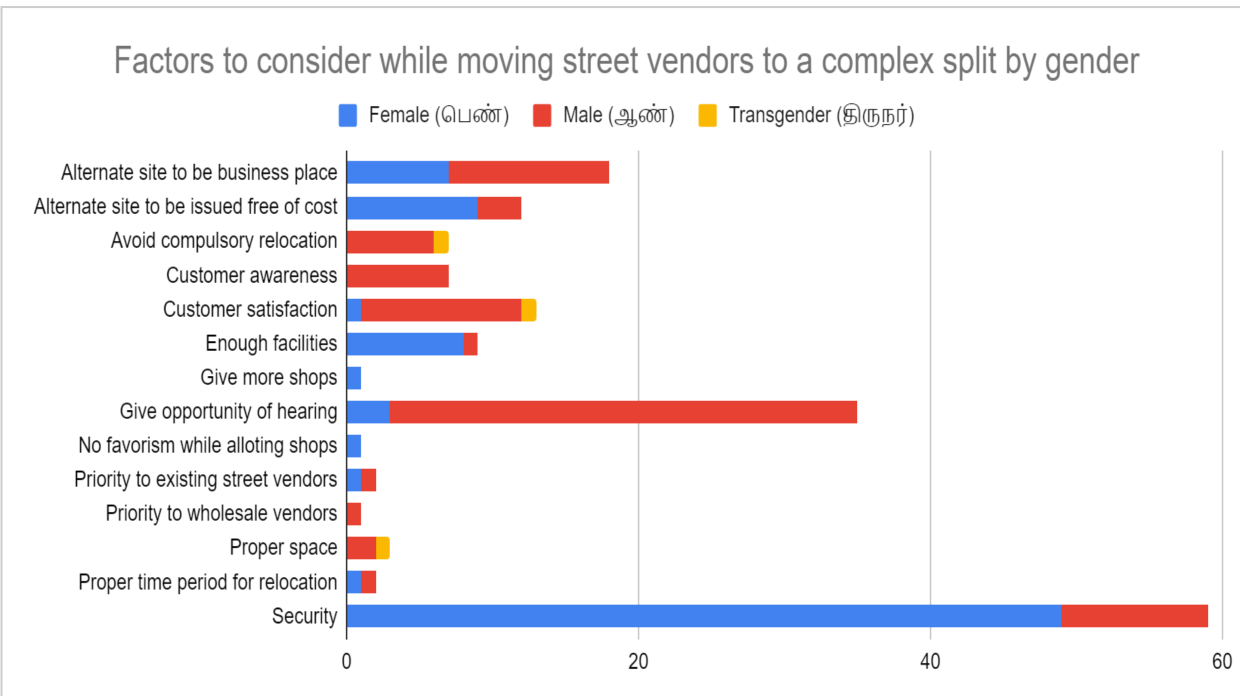

Figure 21: Factors (split by gender) to be considered while moving street vendors, n=170

While the shopkeeper's complex was designed to accommodate [629]street vendors, many shops remained closed and underutilised due to the lack of visibility and accessibility for vendors to reach their customers. During CAG's visit to the complex, many vendors who had shops that were a little inside, out of visitors' line of sight were sitting around the central area to invite people to come to their shops. Some of the shops had invested in name boards indicating directions to their shops and products they sold, while others have taken to social media to promote their stores to attract customers. Vendors resorting to such tactics could indicate a lack of visibility as an ongoing issue for vendors who have been allotted shops further inside.

When our team spoke with a member of the Chennai Street Vendors Association, we were told that many vendors have now shifted to Usman Road for selling their wares, while a few vendors from Usman road have also set up shop inside the Corporation complex. With the movement of vendors going both ways, it could also be assumed that vendors have chosen what works best for them based on their nature of business and priorities.

Customers Outlook

Demographics

Among the customers surveyed, there were more female respondents (197) than male (153).

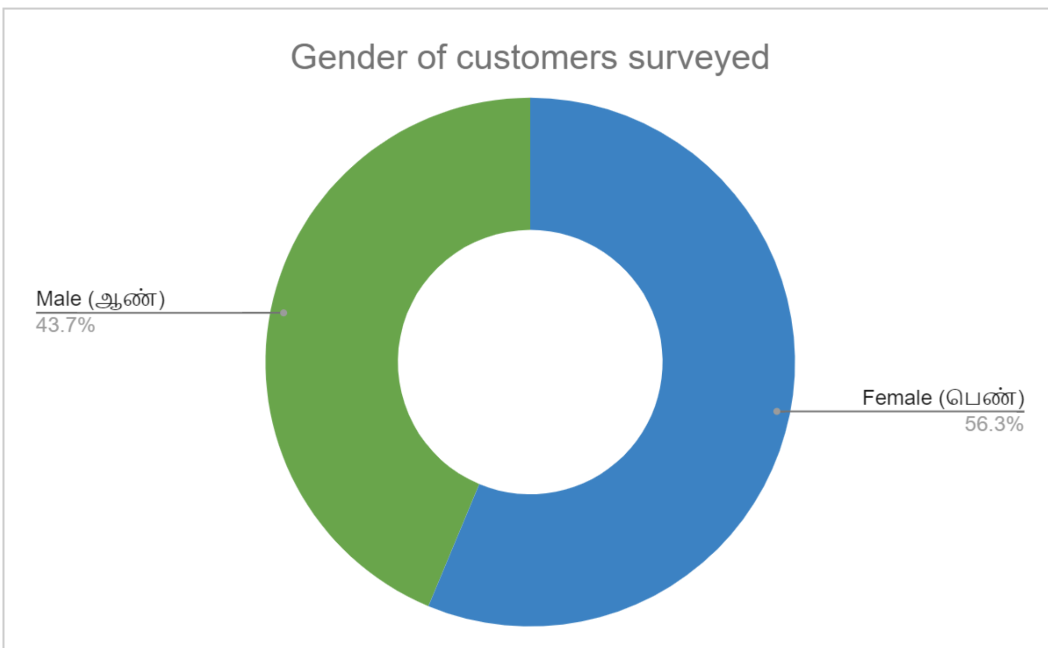

Figure 22: Gender split of customers surveyed, n=350

A similar gender distribution is seen across all age groups with a higher proportion of female respondents, with the 61 and above category being the only exception.

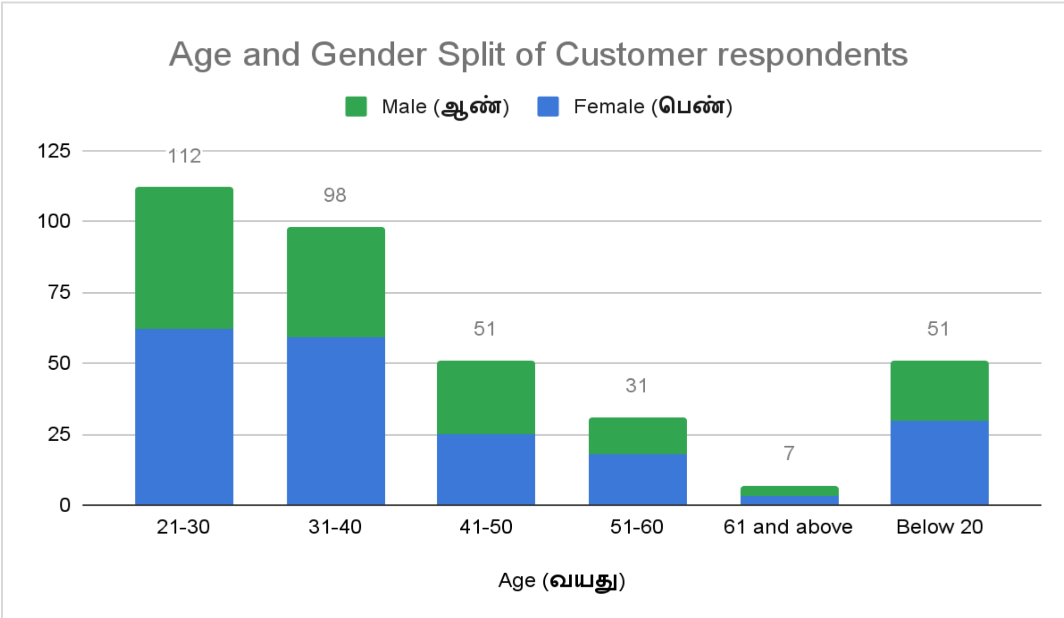

Figure 23: Age and gender split of customers surveyed, n=350

Among the customers surveyed, homemakers and private sector employees shared the top spot at 22% each, followed by daily wage labourers at 16%.

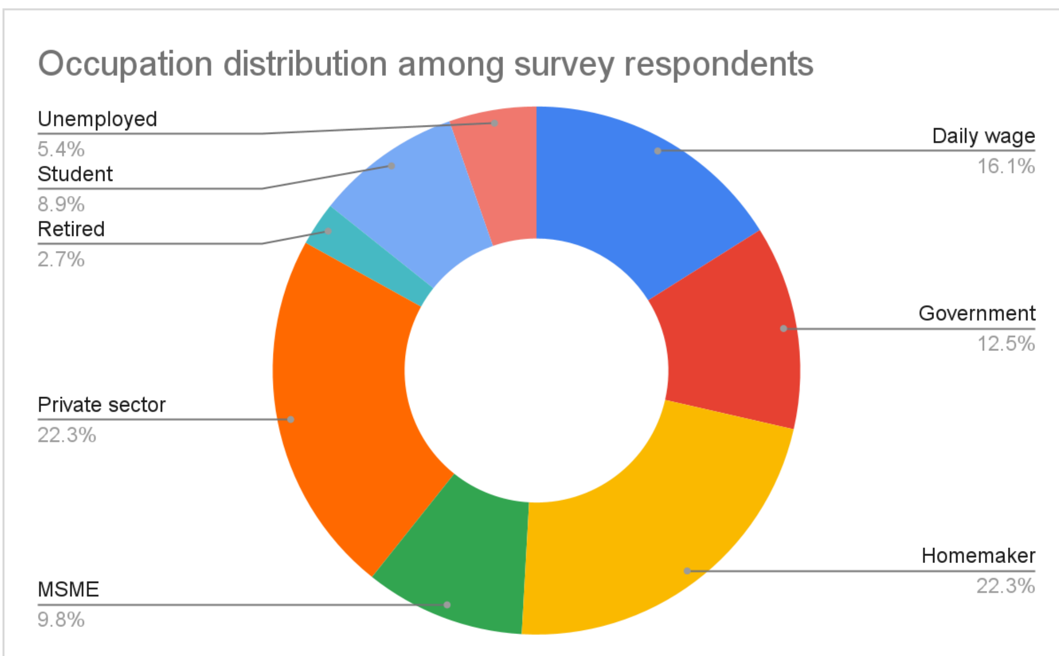

Figure 24: Occupation distribution of customers surveyed, n=350

Almost 50% of customers surveyed had no income as they were homemakers, retired, students or unemployed, followed by the 10,000 - 30,000 income group at 30%. Among the customers that had no income, almost 77% were women of which 44% (87) were home makers. There was no correlation between age and monthly income.

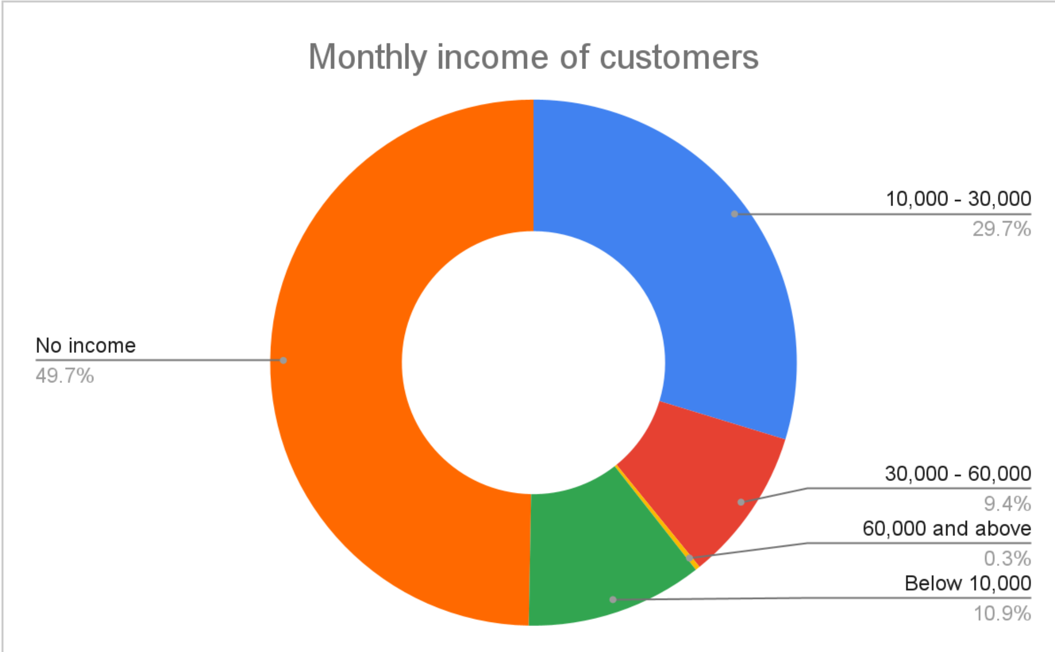

Figure 25: Monthly income split of customers surveyed, n=350

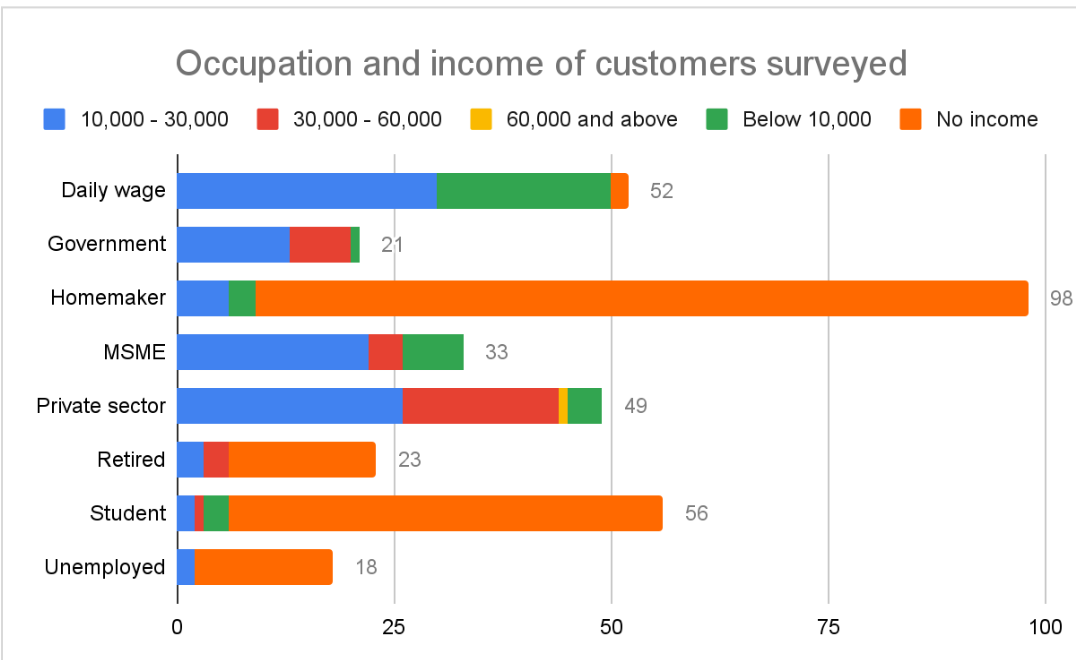

Figure 26: Occupation of customers surveyed split by income, n=350

Customers' shopping habits

When asked about buying from street vendors, most of the respondents (96%) answered in the affirmative.

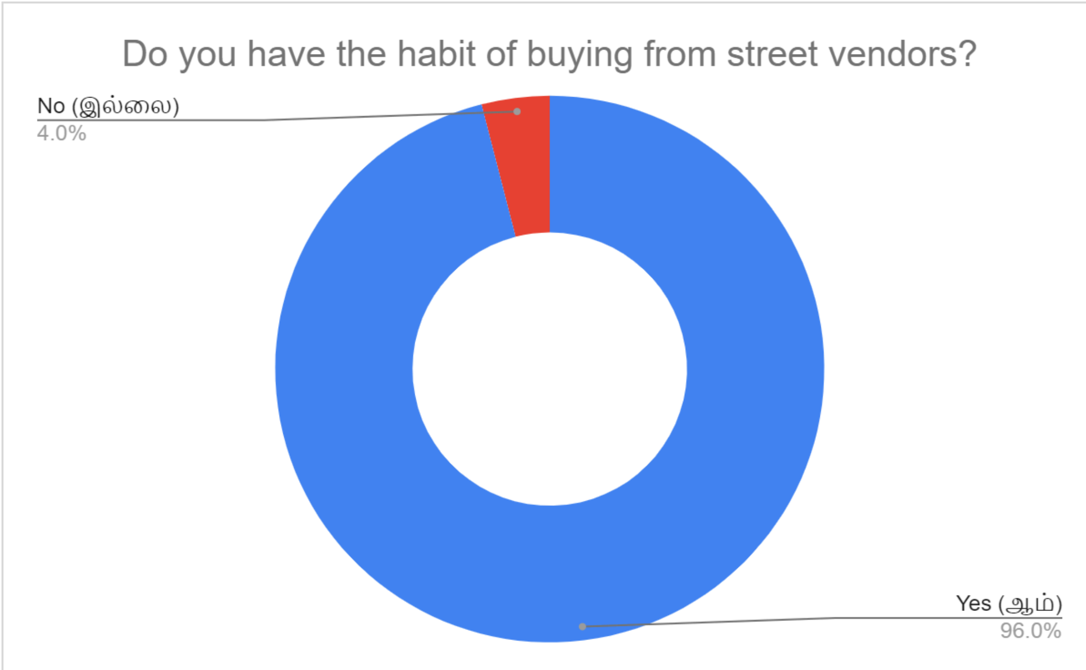

Figure 27: Customers' buying habit, n=350

Among those that answered yes, the majority of the respondents (91%) shopped more than 5 times per year. There was no correlation between the frequency of shopping annually and the monthly income based on the customer responses.

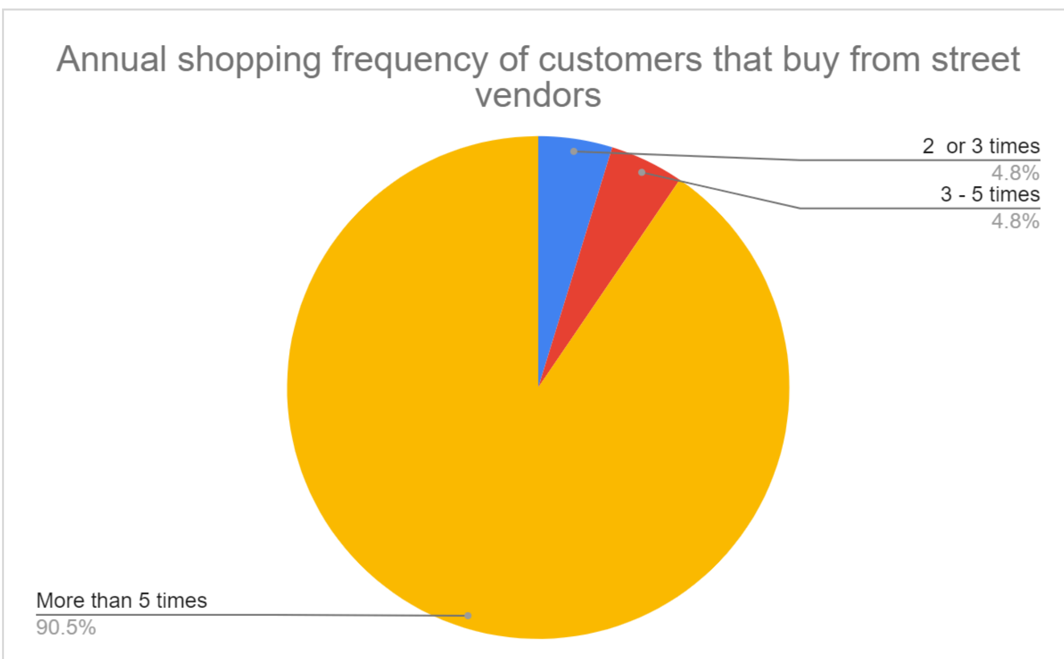

Figure 28: Annual shopping frequency of customers that buy from street vendors, n=336

However, the distance between the vendors' location and the customers' place of residence had a significant effect on the frequency of annual shopping.

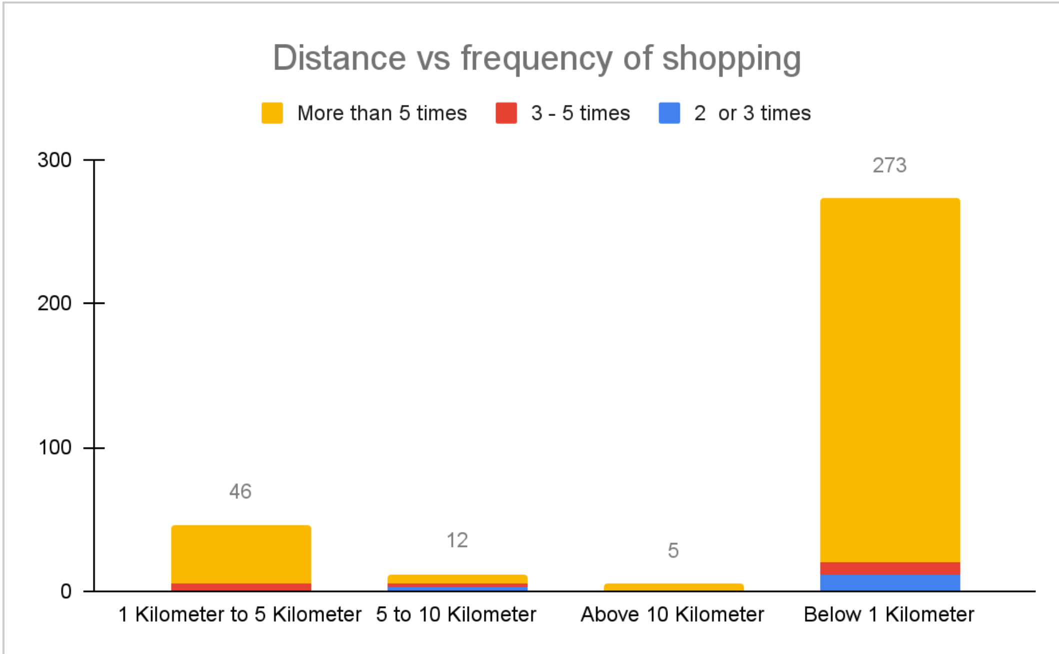

Figure 29: Annual shopping frequency of customers vs distance between vendors' location and customers' place of residence, n=336

Among the customers that shopped with street vendors, while the reasons varied among those that answered yes, almost 94% (317) of the respondents said they buy from street vendors due to low prices, followed by the option to be able to bargain at 87% (292) and ease of access at 70% (234). The top two reasons also indicate that for customers the reasons are predominantly price driven and not just based on convenience alone.

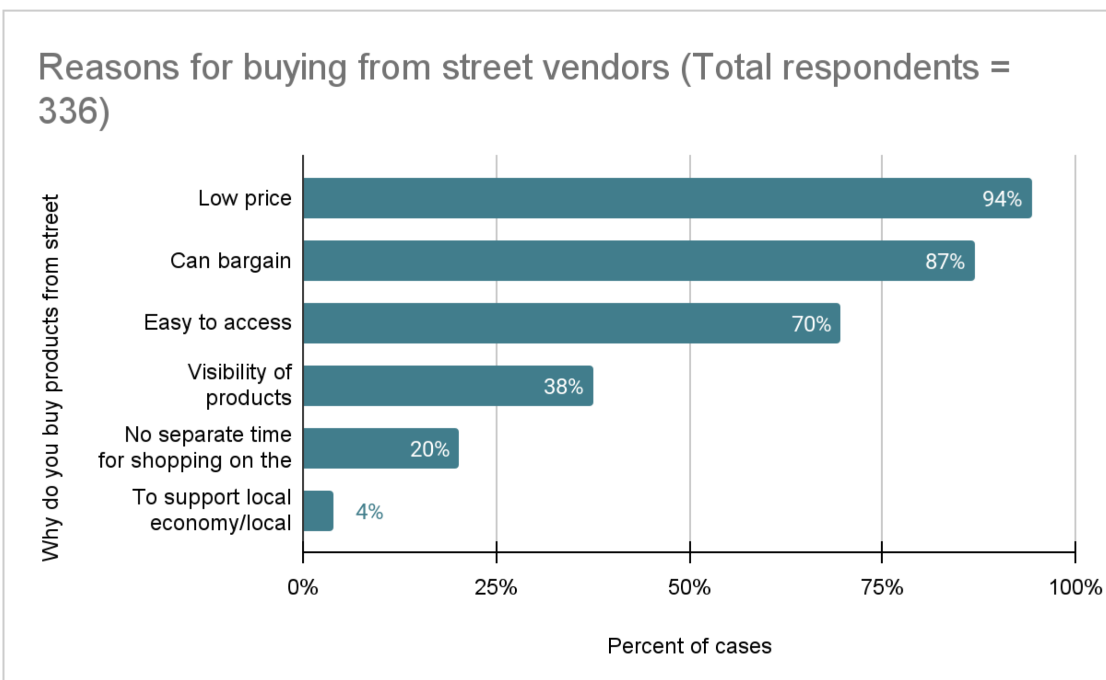

Figure 30: Customer reasons for buying from street vendors based on number of respondents surveyed

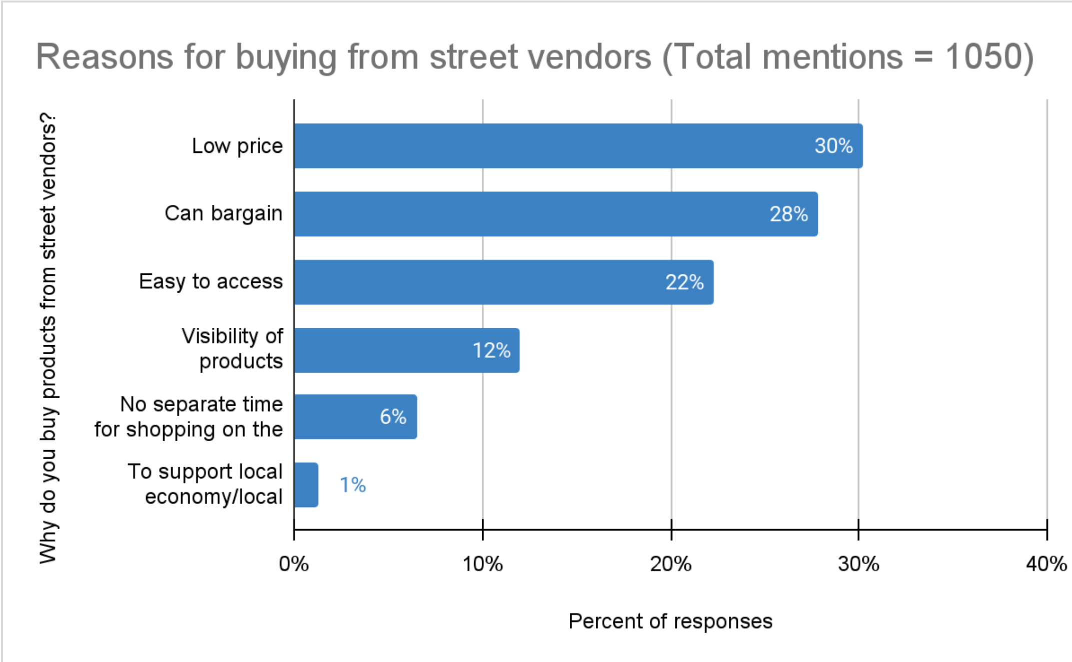

Figure 31: Distribution of customer reasons for buying from street vendors based on the number of reasons chosen by respondents

Changes observed after vendors shifted to complex

To understand the effects of the vendors' move into the complex on the customers that shop from street vendors, a set of questions were asked on the shopping frequency, pricing changes and customer comfort. Almost 94% (317) of customer respondents said that there has been a change in their shopping frequency after the move.

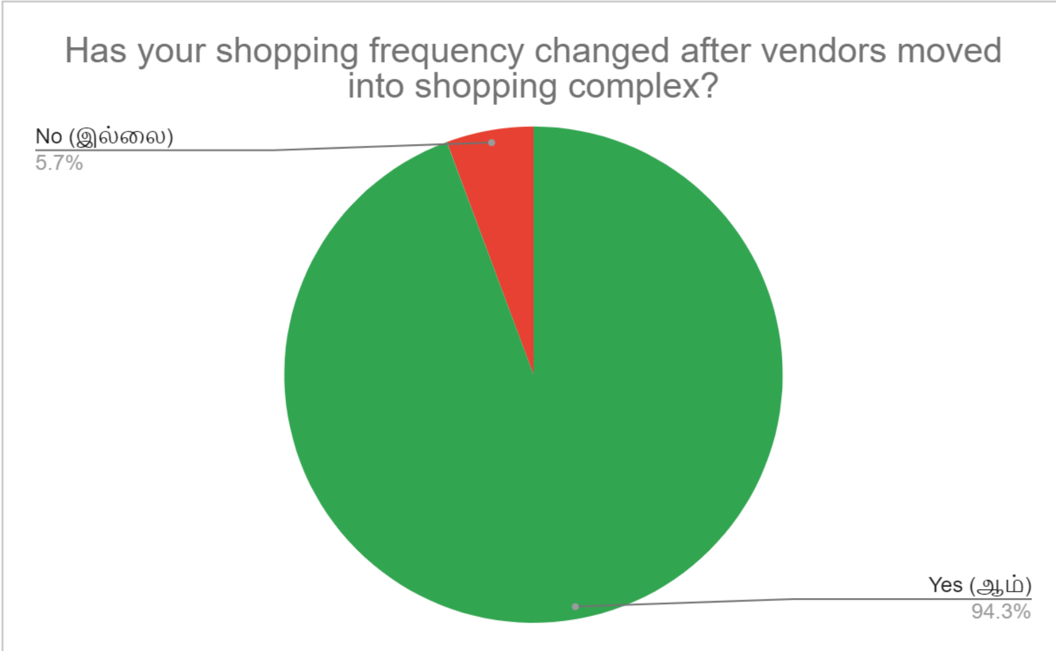

Figure 32: Customer shopping frequency changes after vendors moved, n=336

Among them, 86% mentioned that their shopping frequency has increased due to increasing family needs. However, among the respondents where the shopping frequency reduced (14%), it was because of the increase in purchase rate.

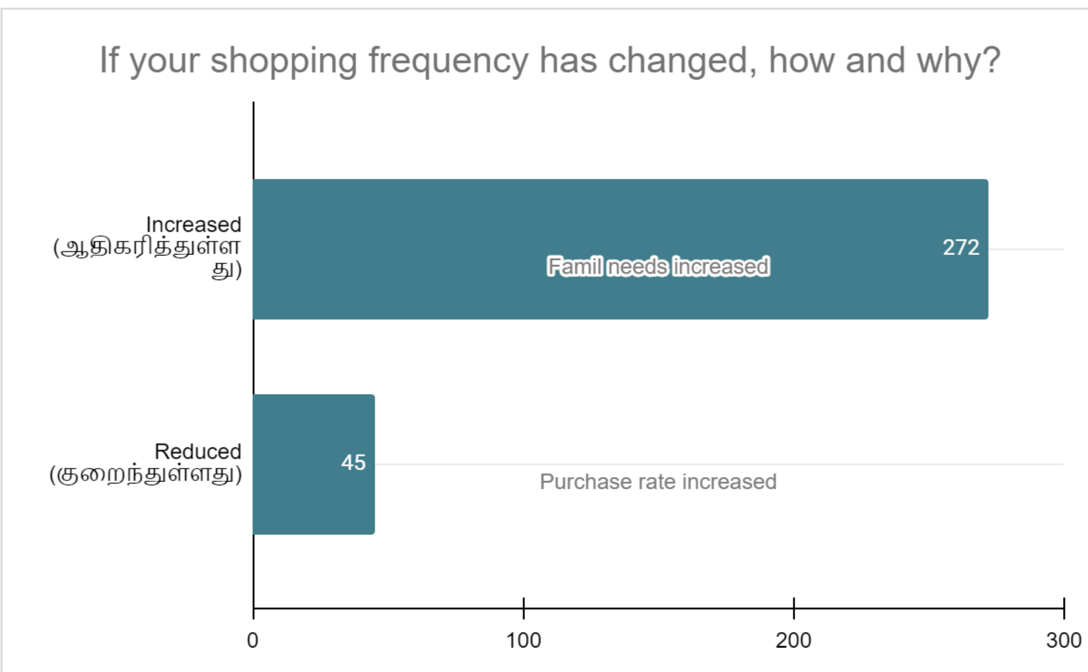

Figure 33: Reasons for customer shopping frequency changes after vendors moved, n=317

More than half the respondents (57%) felt that the prices of products have increased after the vendor moved into the complex, while 41% felt that it has stayed the same.

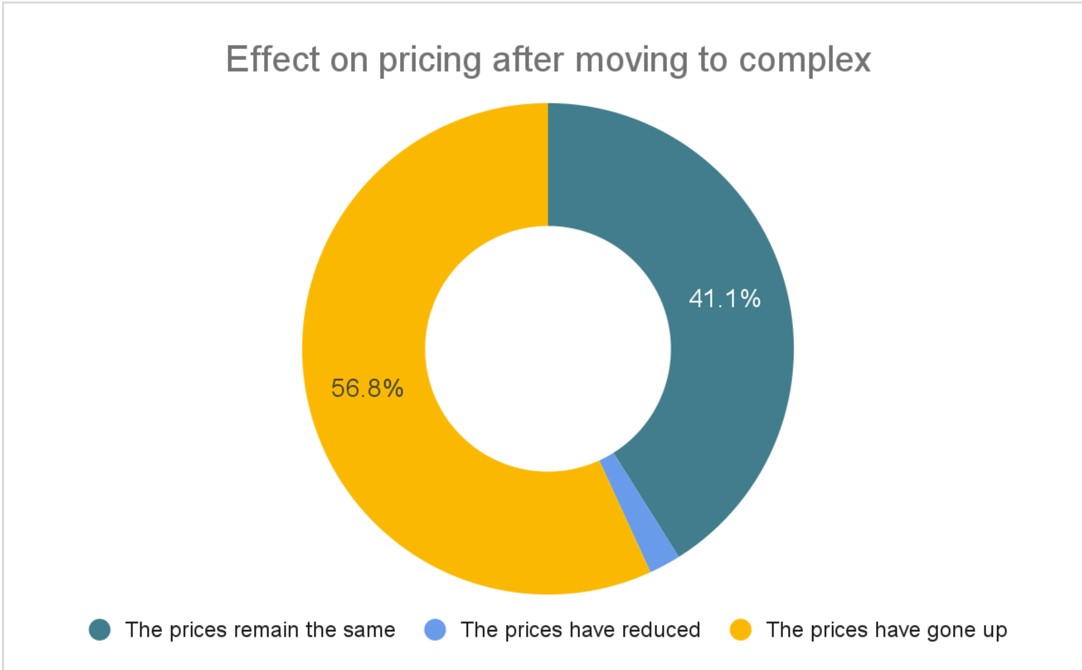

Figure 34a: Customers' perceived effect on pricing after vendors moved into the shopper's complex, n=336

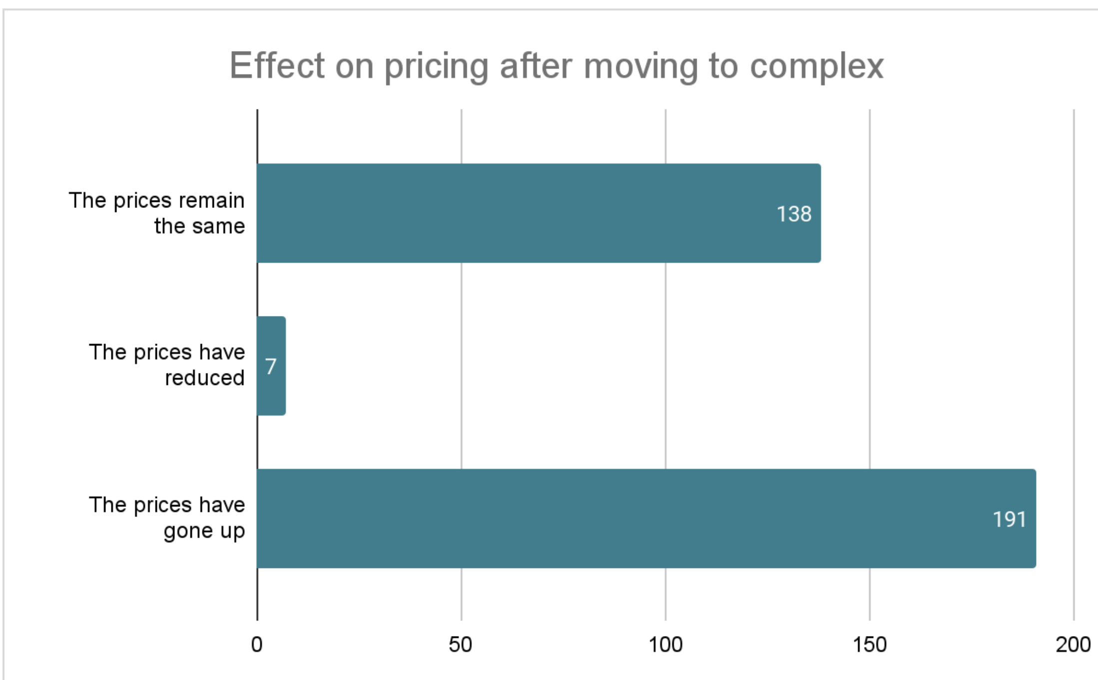

Figure 34b: Customers' perceived effect on pricing after vendors moved into the shopper's complex, n=336

Among those that shop with street vendors, 96% of them said they feel comfortable shopping on the streets (316) while only 6% chose the complex shops.

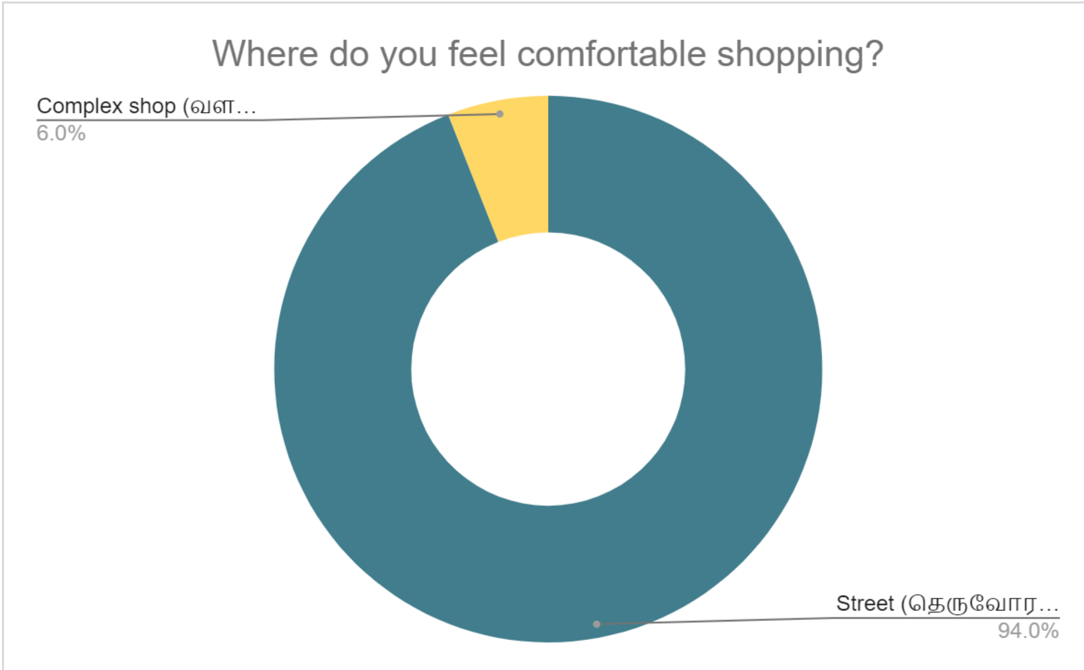

Figure 35: Customers' comfort on shopping after vendors moved into the shopper's complex, n=336

Customer's Opinion on Relocation

The majority of customers (71%) surveyed had a positive opinion on the relocation of the street vendors to the corporation complex. However, 96 respondents (29%) said that this was a bad decision as they lose out on the street shopping experience.

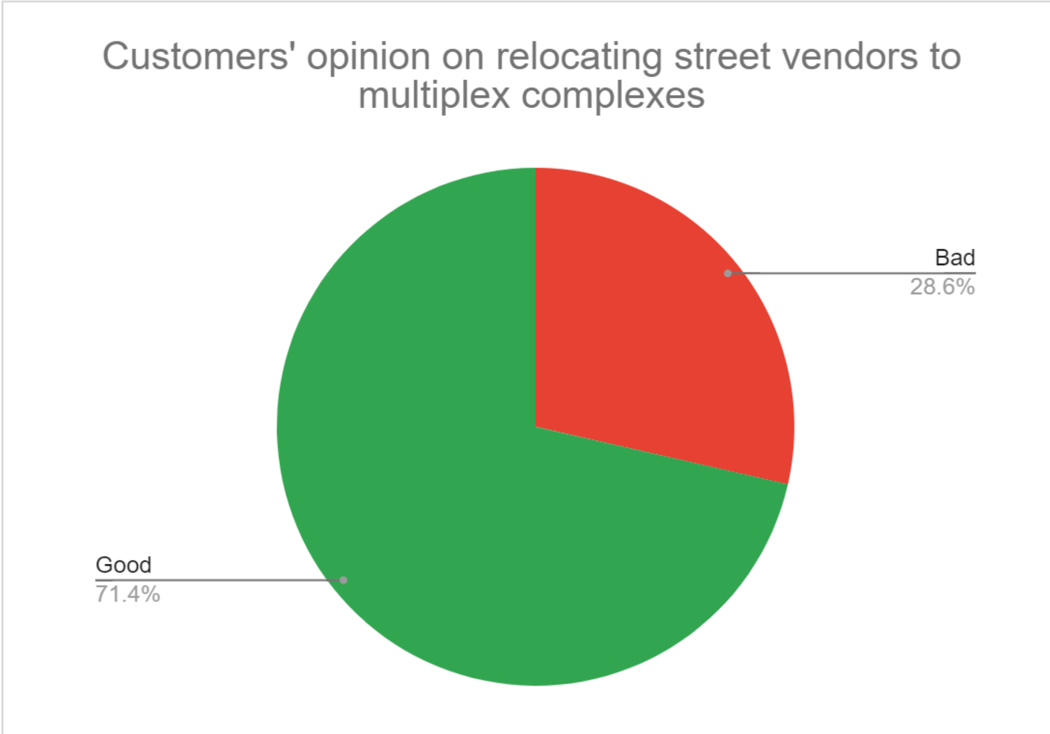

Figure 36: Customer opinion on vendors relocation to the shopper's complex, n=336

Among the customers that had a positive opinion on the move, 25% were of the opinion that it has helped reduce traffic congestion. The remaining 75%, while commending this as a good decision, pointed out places for improvement such as the importance of accessibility to shoppers (26%), providing a place to street vendors with facilities (17%) such as toilets, drinking water, security cameras and more and to avoid increasing the price (32%).

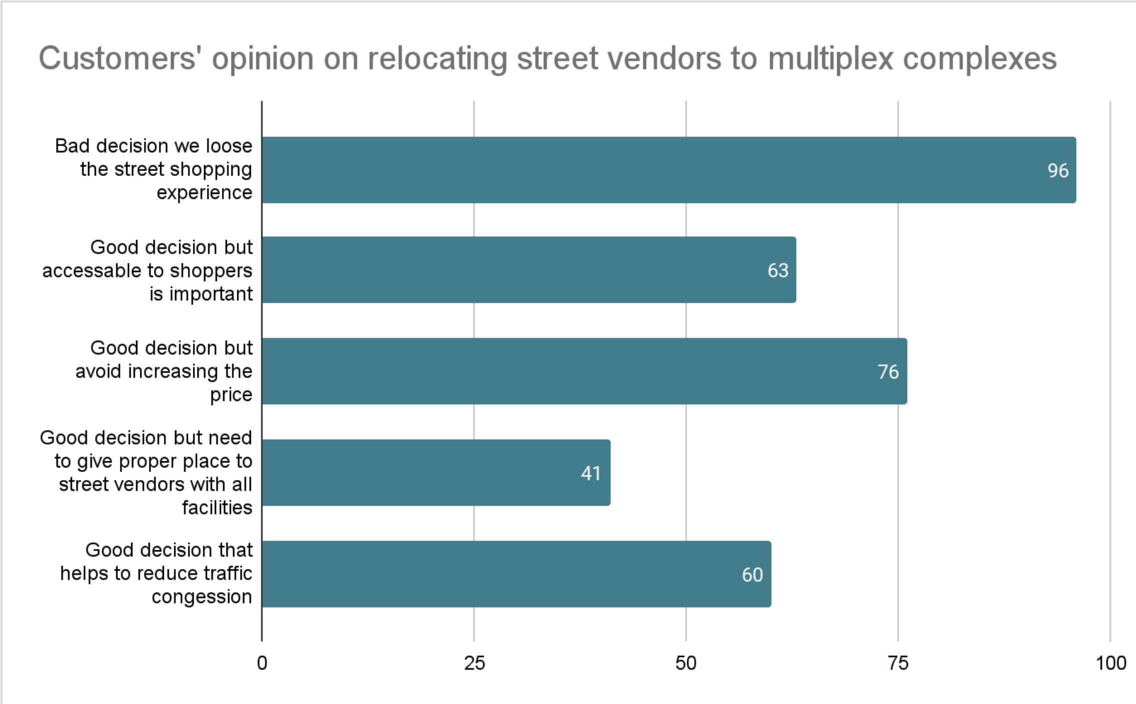

Figure 37: Customer opinion on vendors relocation to the shopper's complex, n=336

To upgrade street vending, almost 30% of customers surveyed highlighted the need for providing proper facilities to shopkeepers such as toilets, shutters, and more. This was followed by ways to create awareness about street vendors and to introduce more schemes for vendors to increase their revenue at 24% each.

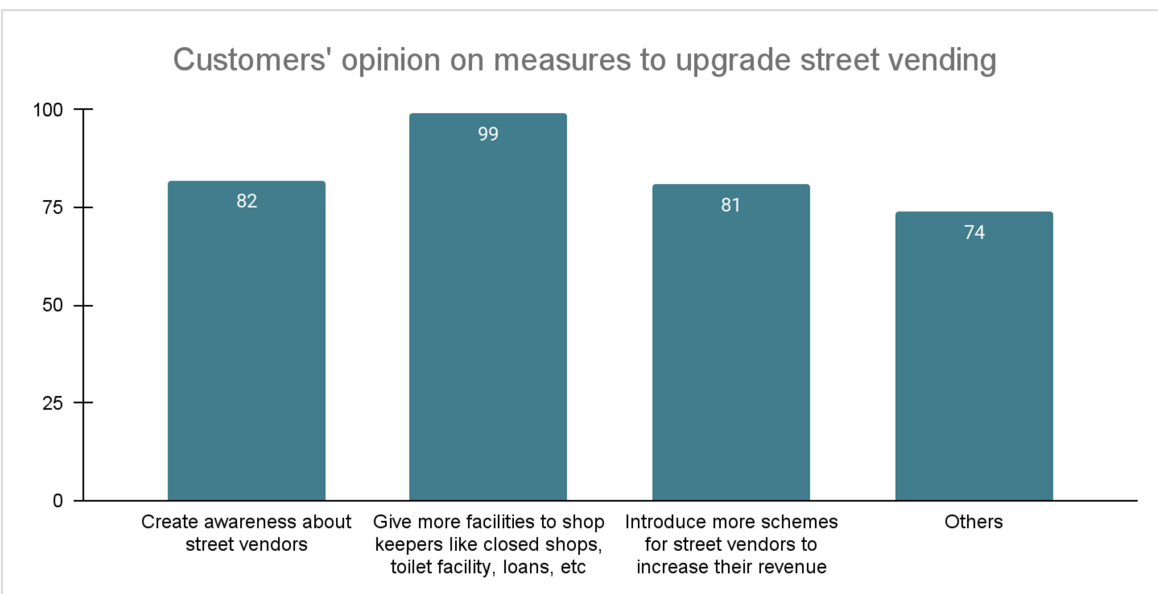

Figure 38: Customers' opinion on measures the government should take to upgrade street vending, n=336

Recommendations

Pondy Bazaar has been known for its street shopping vibe, sprawling with people from all walks of life, just strolling around, shopping or just spending time outdoors with a cup of sweet corn or an ice cream. While the intention behind moving the street vendors into a complex was to make this street more pedestrian friendly, this begs the question on whether it had a counter-intuitive effect on pedestrians. It then becomes important to evaluate if the number of pedestrians have increased or decreased after the move. This is also reflective of the customers' responses. While 71% have said that the move was a good decision, a significant 94% of customers still prefer shopping on the streets.

A few short-term improvements for the existing complex and long-term strategies for new projects of similar nature in the city are suggested below.

Short-term improvements (for existing complex)

Enhanced visibility and accessibility

- Ensure entrances are inviting and marked clearly to attract foot traffic.
- Improve signage and wayfinding throughout the complex to make it easier for customers to locate vendors / products

Improve Facilities

- Upgrade lighting, ventilation and cleanliness within the complex
- Provide sufficient restrooms, seating areas and water stations for both customers and vendors
- Ensure that there is ample parking space for customers and provide easy access to public transportation

Improve Community Engagement and Customer Footfall

- Organise events to draw more visitors to the complex
- Get the local community involved in planning and promoting these events to create a sense of ownership and pride in the complex

Improve Security and Safety

- Enhance security measures such as surveillance cameras, well marked emergency exits, to ensure a safe environment for all
- Conduct regular safety checks / audits and ensure compliance with fire safety regulations

Customer and Vendor Feedback and Satisfaction

- Implement a system to collect customer and vendor feedback and regularly assess satisfaction

- Use this feedback to make continuous improvements to the shopping experience

Sustainability Initiatives
- Encourage the use of eco-friendly packaging and promote other sustainability practices among vendors
- Implement waste management and recycling programs within the complex

Long-term strategies (for new projects/plans across the city)

Consistent street vendor surveys
Surveying street vendors for their opinions and collaborating over planned moves must be seen as essential to any successful transition. Vendors who are being relocated could be provided first preference for shop locations within the complex. If there are additional shops after allotting to vendors of that area, these can be distributed to vendors from other zones or localities. Additionally, conducting street vendor surveys every 2 to 3 years will keep the vendor cards updated, along with details of the type of vending / nature of business.

Better infrastructure and Facilities
The current shopper's complex does not support or provide facilities for differently abled vendors or customers. For future projects of similar nature, it is important to provide access for the differently abled, be it customers or vendors. The building plan has to take into account the importance of providing equal access to all the shops in the complex irrespective of where they are located inside the building. Eateries and drinking water facilities to be inbuilt with space and seating in the plan to allow people to shop, eat and take a break inside the complex itself. Proper facilities need to be planned and provided (such as toilets, loading and unloading areas, parking facilities, etc) to both the shopkeepers and the public that come to shop inside the complex.

The design needs to incorporate aspects of gender responsiveness and safety in public spaces, with adequate ventilation, lighting and space. To take it a step further, if the vendors are included in the design process itself, it would lead to more effective implementation of the facilities.

Space for Community Engagements and Events
Incorporating space for community events and engagement within a shopper's complex can enhance the social atmosphere, attract more visitors, and create a sense of belonging. Ensure that the new plan has sufficient space to organise events, such as cultural festivals, pop-up markets or live performances to draw more visitors to the complex. Such spaces can be incorporated through several ways such as through a central courtyard or plaza, community garden or green space within the complex, outdoor stage or amphitheatre, and flexible/ temporary pop-up spaces.

Incorporate an Open-Air Pavilion Market

An alternative to the closed vendors' complex are open-air pavilion markets that also preserve the street shopping vibrancy and layout. Open-air pavilion markets with covered roofs are commonly referred to as **covered markets** or **market pavilions**. These structures typically feature a roof that provides shelter while maintaining an open, airy environment, allowing for natural ventilation and a connection with the outdoors. They are also sometimes called **canopy markets**, **sheltered markets**, **arcade markets, bazaars** or **mercados**, depending on the region and design, but the key feature is the protective roof that offers shelter from the elements while preserving the open layout.

These markets offer enhanced social interactions, fostering a lively community-oriented atmosphere and are highly versatile, allowing for easy set-up and reconfiguration for different events, seasonal markets and special occasions. They are also known to be cost-effective with lower operational costs and are environmentally advantageous as they use natural light and ventilation. It also adds positively to customer experience with diverse product offerings, reflecting local culture and traditions.

A few examples of such markets around the World are provided below.

1. La Boqueria in Barcelona, Spain is referred to as a *Mercat* (Catalan for market), specifically a covered market.
2. Covent Garden Market in London, UK is an example of a historic covered market hall.
3. Grand Bazaar in Istanbul, Turkey is a famous example of a covered bazaar.
4. Queen Victoria Market in Melbourne, Australia features both open-air and covered sections, often referred to as a market pavilion.

Figure 39: Mercat de la Boqueria, Barcelona and Covent Garden Market, London (Source: Google)

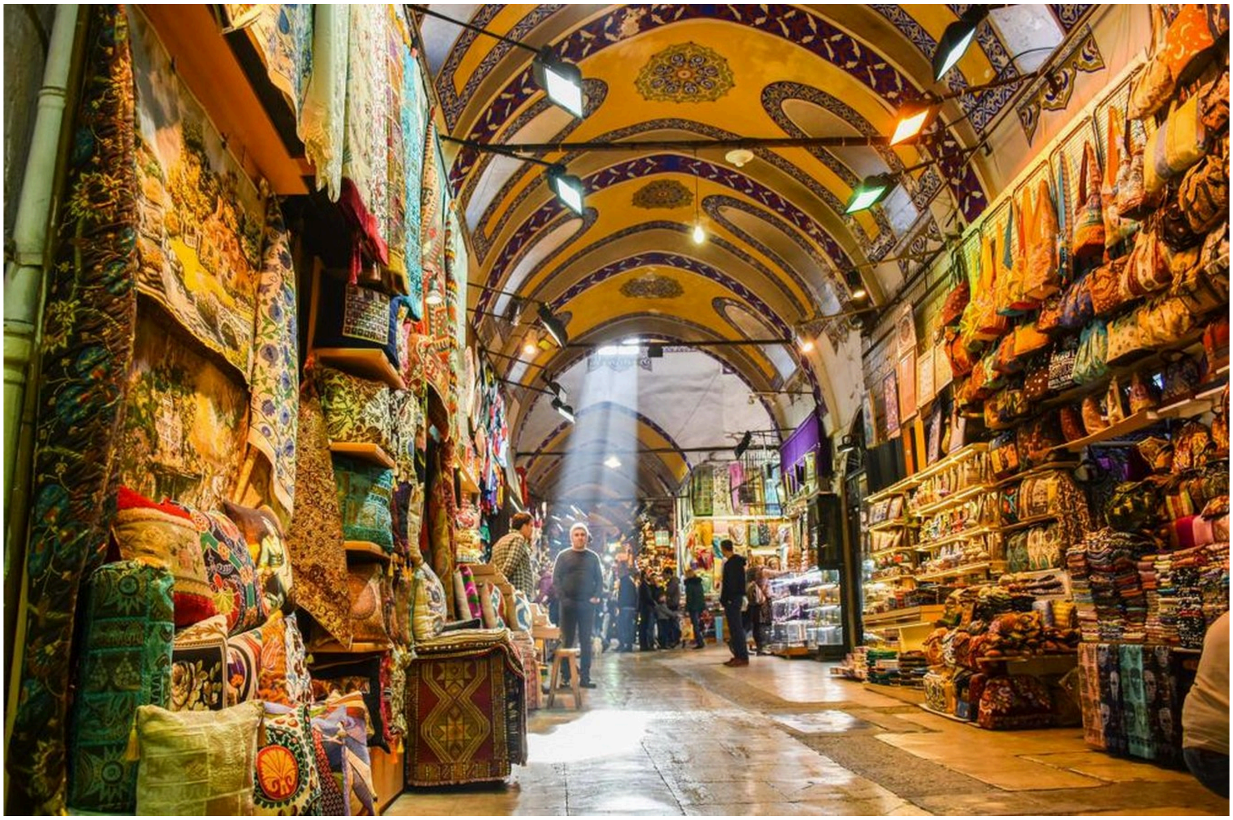

Figure 40: The Grand Bazaar in Istanbul, Turkey (Image Source: Google)

Social impact assessment before implementation
Most importantly, before implementation of such initiatives, it is critical to conduct a social impact assessment of all stakeholders involved. In this case, although the project prioritised pedestrians, it becomes vital to do an impact assessment of not just the pedestrians and the shopkeepers but also of the street vendors. The empty, unused shops within the shoppers' complex and the fact that almost 50% of the street vendors still chose some form of mobile vending are tell-tale signs that the move to the complex has not had the intended effect on the street vendors' livelihood. Despite the vendor's responses, their choice to move to the streets for their business, indicate poor visibility and customer footfall into the complex, directly affecting their income.

Conclusion

Street markets such as Pondy Bazaar have been instrumental in shaping the identity of the locality as the 'one-stop shopping hub'. The street vendors, with all assortments of affordable and interesting wares, attracted diverse groups of people looking for bargains. Instead of preserving this vibrant street market, the Corporation complex seems to have confined the very people that made Pondy Bazaar a thriving ecosystem.

The corporation complex seems to have missed the mark with respect to providing equal visibility and accessibility to all the street vendors, both important parameters for them to earn a livelihood.

Future projects that prioritise pedestrianisation such as the Mega Cities Project (now known as the Complete Streets Project) and Smart Cities Mission, while well-intentioned, must also account for the street vendors' livelihoods, either by preserving a part of their market space as a vending zone or by providing a better, well planned alternative place of vending to preserve their livelihoods.

Bibliography

1. Ministry of Law and Justice (2014) *The Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014*. New Delhi, The Gazette of India, https://mohua.gov.in/upload/uploadfiles/files/StreetVendorAct2014_English(1).pdf

2. Municipal Administration and Water Supply Department (2015) *Tamil Nadu Street Vendors (Protection of Livelihood, Regulation of Street Vending and Licensing) Scheme, 2015.* Chennai, Tamil Nadu: Tamil Nadu Government Gazette, https://mohua.gov.in/upload/uploadfiles/files/5(1).pdf

3. *The New Indian Express* (2022) 'Chennai corporation enumerates 30,000 street vendors', 5 September, https://www.newindianexpress.com/states/tamil-nadu/2022/Sep/04/chennai-corporation-enumerates-30000-street-vendors-2494969.html (Accessed: 30 August 2024)

4. *The Times of India* (2024) 'GCC to provide chip-based IDs to vendors to cut fake cards', 15 August. https://timesofindia.indiatimes.com/city/chennai/gcc-to-issue-chip-based-ids-to-street-vendors-to-combat-fake-cards/articleshow/112535480.cms (Accessed: 30 August 2024).

5. *The Times of India* (2024) 'Chennai Corporation to streamline 35K street vendors in 776 locations',https://timesofindia.indiatimes.com/city/chennai/chennai-corporation-to-streamline-35k-street-vendors-in-776-locations/articleshow/112298095.cms (Accessed: 29 August 2024).

6. Greater Corporation Chennai (2023) *List of street vendors, Zone 10*, https://chennaicorporation.gov.in/gcc/pdf/Zone%2010.pdf

7. C40 (January, 2021) 'Chennai's Pondy Bazaar Pedestrian Plaza - Case Study', https://www.c40.org/case-studies/chennai-s-pondy-bazaar-pedestrian-plaza/

8. *The New Indian Express* (2019) 'T Nagar Pedestrian Plaza project delights walkers but leaves shopkeepers sour', 14 November, https://www.newindianexpress.com/cities/chennai/2019/Nov/14/t-nagar-pedestrian-plaza-project-delights-walkers-but-leaves-shopkeepers-sour-2061455.html (Accessed: 27 August 2024)

Annexure

Shopkeeper Questionnaire

1) Name (பெயர்) [OPTIONAL] __________

2) Gender (பாலினம்)
- ☐ Male (ஆண்)
- ☐ Female (பெண்)
- ☐ Transgender (திருநர்)
- ☐ Do not want to disclose (வெளிப்படுத்த விருப்பமில்லை)

3) Age (வயது)
- ☐ Below 20 (20 வயதிற்குக்கீழ்)
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 61 and above (61 வயதிற்குமேல்)

4) Monthly income (மாத வருமானம்)
- ☐ Below 10,000 (10,000க்கும் கீழ்)
- ☐ 10,000 - 20,000
- ☐ 20,000 - 30,000
- ☐ 30,000 and above (30,000க்கும் மேல்)

Vending related question (வியாபாரம் சார்ந்த கேள்விகள்)

5) Nature of vending? (வியாபாரத்தின் தன்மை)
- ☐ Street vendor (தெரு வியாபாரம்)
- ☐ Mobile vendor (நடமாடும் வியாபாரம்)
- ☐ Both (இரண்டும்)

6) How many years have you been a street vendor? (எத்தனை ஆண்டுகளாக தெரு வியாபாரம் செய்கிறீர்கள்?)
- ☐ Below 5 years (5 ஆண்டுகளுக்கும் குறைவு)
- ☐ 5 - 10 years (5 முதல் - 10 ஆண்டுகள்)
- ☐ Above 10 years (10 ஆண்டுகளுக்கு மேல்)

7) Have you got enough income through this street vending? (தெரு வியாபாரம் மூலம் போதுமான வருமானம் ஈட்டுகிறீர்களா?)
- ☐ Yes (ஆம்)
- ☐ No (இல்லை)

8) What kind of products are you selling (என்ன வகையான பொருட்களை விற்பனை செய்கிறீர்கள்?)

- ☐ Vegetables (காய்கறிகள்)
- ☐ Fruits (பழவகைகள்)
- ☐ Toys (விளையாட்டு பொருட்கள்)
- ☐ Household items (வீட்டு உபயோக பொருட்கள்)
- ☐ Clothes (துணி வகைகள்)
- ☐ Newspaper, Books (செய்திதாள், புத்தகம் முதலியன)
- ☐ Accessories (like earrings, bags, slippers)
- ☐ Others specify (மற்றவை குறிப்பிடவும்)

9) What is the average number of customers walking to your shop per day before changing to a complex? (இடம்பெயர்வுக்கு முன்னர் தங்கள் கடைக்கு வந்த நுகர்வோர்களின் எண்ணிக்கை?)

- ☐ 1 to 10 person/day (1 முதல் 10 நபர்கள்/நாளொன்றுக்கு)
- ☐ 10 - 25 person/day (10 - 25 நபர்கள்/நாளொன்றுக்கு)
- ☐ 25 - 50 person/day (25 - 50 நபர்கள்/நாளொன்றுக்கு)
- ☐ Above 50 person/day (50 நபர்களுக்கு மேல்/நாளொன்றுக்கு)

10) Did you feel that the move to the complex affected your daily earnings? (வளாகத்திற்கு மாற்றியது தங்கள் தினசரி வருமானத்தை பாதித்துள்ளதாக கருதுகிறீர்களா?)

- ☐ Yes (ஆம்)
- ☐ No (இல்லை)

If yes, How? (ஆம் எனில் எவ்வாறு?)

- ☐ I earn less (நான் அதிகம் சம்பாதிக்கிறேன்)
- ☐ I earn more (நான் குறைவாக சம்பாதிக்கிறேன்)

11) If yes, what is the number of customers walkin to your shop at present? (ஆம் எனில் தற்போதைய வாடிக்கையாளர் எண்ணிக்கை?)

- ☐ 1 to 10 person/day (1 முதல் 10 நபர்கள்/நாளொன்றுக்கு)
- ☐ 10 - 25 person/day (10 - 25 நபர்கள்/நாளொன்றுக்கு)
- ☐ 25 - 50 person/day (25 - 50 நபர்கள்/நாளொன்றுக்கு)
- ☐ Above 50 person/day (50 நபர்களுக்கு மேல்/நாளொன்றுக்கு)

12) Do you feel comfortable after shifting? (இடம் பெயர்வு தங்களுக்கு வசதியாக உள்ளதா?)

- ☐ Yes (ஆம்)
- ☐ No (இல்லை)

If yes, How? (ஆம் எனில், எப்படி?)

- ☐ Customer walk-in to shop is increased (வாடிக்கையாளர் வருகை அதிகரித்திருக்கிறது)
- ☐ I keep my products safely inside the shop (எனது பொருட்களை பாதுகாப்பாக கடைக்குள் வைத்துக்கொள்கிறேன்)
- ☐ It is near to my residence (எனது தங்குமிடத்திற்கு அருகாமையில் உள்ளது)
- ☐ Others specify (மற்றவை குறிப்பிடவும்)

If No, How? (இல்லை எனில், எப்படி?)

13) What are the factors that the Government should consider while moving street vendors into a building complex? (இடம் பெயர்வின் போது அரசு என்னென்ன காரணிகளை கருத்தில் கொள்ள வேண்டும்?)

14) If you think street vending should continue, what are the initiatives the Government should take? (நீங்கள் தெரு வியாபாரத்தை தொடர நினைத்தால், அரசு வேறென்ன முயற்சிகளை எடுக்கலாம்?)

15) Do you own a street vendor identity card issued by GCC? (சென்னை மாநகராட்சி வழங்கிய தெரு வியாபாரிக்கான அடையாள அட்டை வைத்துள்ளீர்களா?)
- ☐ Yes (ஆம்)
- ☐ No (இல்லை)

Customer Questionnaire

1) Name (பெயர்) [OPTIONAL] __________

2) Gender (பாலினம்)
- ☐ Male (ஆண்)
- ☐ Female (பெண்)
- ☐ Transgender (திருநர்)

3) Age (வயது)
- ☐ Below 20 (20 வயதிற்குக்கீழ்)
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 61 and above (61 வயதிற்க்குமேல்)

4) Occupation (தொழில்)
- ☐ Government (அரசு பணி)

- ☐ Private sector (தனியார்)
- ☐ MSME (சிறு, குறு, நடுத்தர தொழில் முனைவோர்)
- ☐ Daily wage (தினகூலி)
- ☐ Student (மாணவர்)
- ☐ Homemaker (இல்லத்தரசி)
- ☐ Retired (ஓய்வு பெற்றவர்)
- ☐ Unemployed (வேலைதேடுபவர்)

5) Monthly income (மாத வருமானம்)
- ☐ Below 10,000 (10,000க்கும் கீழ்)
- ☐ 10,000 - 30,000
- ☐ 30,000 - 60,000
- ☐ 60,000 and above (60,000க்கும் மேல்)

6) Do you have the habit of buying products from street vendors? (நீங்கள் தெரு வியாபாரிகளிடம் பொருட்களை வாங்கும் வழக்கம் உடையவரா?)
- ☐ Yes (ஆம்)
- ☐ No (இல்லை)

7) Before shifting, how many times do you go shopping in a year? (இடம்பெயர்வுக்கு முன்னர் ஆண்டிற்கு எத்தனை முறை கடைக்கு செல்வீர்கள்?)
- ☐ 2 or 3 times (2-3 முறை)
- ☐ 3 - 5 times (3-5 முறை)
- ☐ More than 5 times (5 முறைக்கு மேல்)

8) Why do you buy products from street vendors? (தெருவியாபாரிகளிடம் பொருட்களை வாங்குவதற்கான காரணிகள்?)
- ☐ Low price (விலை குறைவு)
- ☐ Can bargain (பேரம் பேசமுடியும்)
- ☐ Easy to access (எளிதில் அணுகலாம்)
- ☐ Visibility of products (பொருட்களை காட்சிப்படுத்துதல்)
- ☐ No separate time for shopping, on the way i will buy (தனியாக நேரம் செலவிடாமல், போகிற வழியிலேயே வாங்கமுடியும்)
- ☐ To support local economy/local products (உள்ளூர் பொருளாதாரம்/உள்ளூர் பொருட்களுக்கு ஆதரவளிக்க)
- ☐ Others (மற்றவை)______________

9) How far is your residence to a street vendor's shopping complex? (தங்கள் இருப்பிடத்திற்கும் தெருவியாபாரிகள் இடம்பெயர்ந்துள்ள வளாகத்திற்கும் இடையேயான தொலைவு?)
- ☐ Below 1 Kilometer (1 கிலோமீட்டருக்கும் குறைவு)
- ☐ 1 Kilometer to 5 Kilometer (1 முதல் 5 கிலோமீட்டர்)
- ☐ 5 to 10 Kilometer (5 முதல் 10 கிலோமீட்டர்)
- ☐ Above 10 Kilometer (10 கிலோமீட்டருக்கு மேல்)

10) Has your shopping frequency with street vendors been affected after shifting the street vendors to the shopping complex? (தெரு வியாபாரிகளை வாளகத்திற்கு மாற்றியதற்கு பிறகு தாங்கள் தெருவியாபார கடைக்கு அடிக்கடி செல்வது பாதிக்கப்பட்டுள்ளதா?)
    - ☐ Yes (ஆம்)
    - ☐ No (இல்லை)

    If yes, has it (ஆம் எனில்)
        - ☐ Reduced (குறைந்துள்ளது)
        - ☐ Increased (ஆதிகரித்துள்ளது)

    Why? (ஏன்?)
11) How have the prices been after the vendors moved to the complex? (வியாபாரிகள் வளாகத்திற்கு மாறிய பிறகு விலை எவ்வாறு உள்ளது?)
    - ☐ The prices have gone up (விலை உயர்ந்துள்ளது)
    - ☐ The prices remain the same (விலையில் எந்த மாற்றமுமில்லை)
    - ☐ The prices have reduced (விலை குறைந்துள்ளது)
12) Where do you feel comfortable shopping? (தாங்கள் எங்கு பொருட்களை வாங்குவதில் வசதியாக உணர்கிறீர்கள்?)
    - ☐ Street (தெருவோர கடைகளில்)
    - ☐ Complex shop (வளாக கடைகளில்)

13) What is your opinion on relocating street vendors to multiplex complexes? (தெரு வியாபாரிகளை மாடி கடைகளுக்கு மாற்றுவது குறித்த தங்களின் கருத்து?)
14) What further measures can the government take to upgrade street vending? (தெரு வியாபாரத்தை மேம்படுத்த அரசு என்னென்ன நடவடிக்கைகள் எடுக்கலாம்?)

Citizen consumer and civic Action Group

No.103, First Floor,

Eldams Road, Teynampet,

Chennai - 600018.

Tamil Nadu,

India.

Phone Number

+91-44-2435 4458

+91-44-2435 0387

Email

helpdesk@cag.org.in