



SOCIO-ECONOMIC EMPOWERMENT OF URBAN STREET VENDORS THROUGH PM SVANIDHI SCHEME IN MUMBAI REGION

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Abstract:

Street vendors play an important role in the urban informal economy by providing affordable goods and services and creating livelihood opportunities for economically weaker sections of society. However, they often face challenges such as irregular income, limited access to institutional credit, and financial insecurity. To support street vendors affected by the covid-19 pandemic, the Government of India launched the Pradhan Mantri Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) Yojana in June 2020 to provide collateral-free working capital loans and promote financial inclusion. The present study examines the socio-economic empowerment of street vendors through the PM SVANidhi Yojana in the Mumbai region. The study is based on both primary and secondary data. Primary data were collected from 380 street vendor beneficiaries through a structured questionnaire. The data were analysed using descriptive statistics and hypothesis testing through a One Sample T-Test at a 5 percent level of significance. The findings indicate that after receiving financial assistance under the scheme, vendors experienced improvement in income generation, savings, asset acquisition, and their ability to manage unexpected financial expenses. The study concludes that the PM SVANidhi has contributed to improving the economic conditions and financial stability of street vendors in the Mumbai region.

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Introduction:

Urban street vendors form an important part of India's informal economy by providing affordable goods and services while creating self-employment opportunities for a large section of the urban poor. Street vending serves as a major source of livelihood for migrants, economically weaker groups, and individuals who have limited access to formal employment. However, despite their contribution to urban economic activities,

street vendors often face several socio-economic challenges such as irregular income, lack of social security, limited access to institutional credit, and regulatory constraints. These difficulties became more severe during the COVID-19 pandemic, when lockdowns disrupted economic activities and significantly affected the livelihoods of vendors who depend on daily earnings. To address these challenges, the Government of India launched the *Pradhan Mantri*



Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) Scheme on 1 June 2020 under the Ministry of Housing and Urban Affairs. The scheme provides collateral-free working capital loans to street vendors to help them restart and sustain their businesses and promotes financial inclusion through access to institutional credit, digital transactions, and interest subsidies for timely repayment. In metropolitan cities like Mumbai, where street vendors constitute a significant part of the informal sector, the implementation of the PM SVANidhi scheme has created new opportunities for financial inclusion and economic empowerment. Therefore, examining the socio-economic empowerment of street vendors through the PM SVANidhi scheme in the Mumbai region is important to assess its impact on income generation, financial stability, and overall livelihood improvement.

Objectives of the Study:

- To examine the socio-cultural and economic background of street vendors who are beneficiaries of the PM SVANidhi Yojana in the Mumbai region.
- To analyse the impact of the PM SVANidhi Yojana on the economic development of street vendors in terms of income generation, savings, and asset accumulation in the Mumbai region.
- To evaluate the role of the PM SVANidhi Yojana in promoting financial inclusion and improving the livelihood conditions of street vendors in the Mumbai region.

Significance of the Study:

This study is significant as it examines the socio-cultural and economic background of street vendors who are beneficiaries of the PM SVANidhi Yojana in the Mumbai region. Street vendors form an important part of the urban informal economy, yet they often face challenges such as limited access to formal credit, unstable income, and lack of financial security. By analysing the impact of the PM SVANidhi scheme, the study helps in understanding whether the scheme has

contributed to improving the economic conditions of street vendors in terms of income generation, savings, and asset accumulation.

The findings of the study will also be useful for policymakers, financial institutions, and urban development authorities to assess the effectiveness of the scheme and identify gaps in its implementation. The study may provide valuable suggestions for improving government initiatives aimed at promoting financial inclusion and strengthening the livelihood opportunities of street vendors in urban areas, particularly in metropolitan cities like Mumbai.

Research Methodology:

The present study adopts a *descriptive and analytical research design* to examine the socio-economic empowerment of street vendors through the PM SVANidhi Yojana in the Mumbai region. The study analyses the socio-cultural and economic background of street vendor beneficiaries and evaluates the role of the scheme in improving income generation, savings, and asset accumulation. The study is based on **both primary and secondary data**. Primary data were collected from **380 street vendors** who are beneficiaries of the PM SVANidhi Yojana using a **structured questionnaire**, while secondary data were obtained from **research papers, journals, government reports, and policy documents**. A **convenience and snowball sampling technique** was used to select respondents. The collected data were analysed using **descriptive statistics such as frequency and percentage analysis**. To test the hypothesis regarding the economic development of street vendors, a **One Sample T-Test (Z-Test)** was applied at a **5% level of significance**. If the **p-value is less than 0.05**, the null hypothesis is rejected; otherwise, it is accepted. This analysis helps to assess the role of the **PM SVANidhi Yojana in improving the economic conditions of street vendors in the Mumbai region**.



Variable	Category	Frequency	Percentage
Gender	Male	185	48.7%
	Female	195	51.3%
	Total	380	100%
Area	City	173	45.5%
	Suburbs	207	54.5%
	Total	380	100%
Age Group	25–39 years	31	8.2%
	40–59 years	290	76.3%
	60 years & above	59	15.5%
	Total	380	100%

Review of Literature:

- Nagaradona Vijayabhaskar & Arun Kumar** analysed financial inclusion among street vendors with reference to PMJDY. The study found that although banking access improved, utilisation of institutional credit remained low due to financial illiteracy, irregular income, and procedural delays, indicating the need for stronger awareness initiatives.
- Debdulal Saha (2015)** has studied in his research paper titled, “Conditions of Decent Working Life of Street Vending in Mumbai” where the study aims to understand confusion of working life of street vendors in Mumbai while considering the different facilities available for them provided by different organisations and institutions available in Mumbai specifically working for Street Vendors. The study also aims to explore the social security benefits such as maternity benefits, medical facility, children’s education facilities in the absence of government assisting facilities. The study has collected the data of over 200 respondents from Mumbai using explorative technique and also have interviewed those providing social security to street vendors of Mumbai. Therefore, the study concluded that there is deficit in the working life of street vendors of Mumbai.
- Parikshit Chakraborty, Samarpita Koley (2018)**, have studied in their research paper titled, “Socio-Economic view on street vendor: A Study of Daily Market at Jamshedpur” with the aim of finding socio-economic view of street vendors near Tata Agar railway Station, Jamshedpur by illustrating their demographic view. Descriptive methodology has been used using convenient sampling technique to collect data using observation method, interview methods using structured and unstructured questionnaire. Also, the data has been collected using group discussion and analysing various cases. The study reveals that male street vendors enjoy income with surplus benefits and facilities as compared to female street vendors living in Mumbai.
- Monika Yadav (2015)**, studied in her research paper titled, “Economic Conditions of House Construction Workers”. The researcher has focused by finding the working and living conditions and its impact on health of workers. The study concluded that the working conditions of street vendors along with their health have lots of scope for improvement. Also, the study reveals that street vendors are not aware about various schemes and policies, programmes introduced by the Government of India, therefore more significance should be given in implementation process.
- Sharma B. and Rajendra Prasad T. (2019)**, have examined in their research paper titled, “The Socio-Economic Status of Unorganised Migrant Construction Labourers in Karnataka: A Case Study in Bangalore.” The main objective of the study is to examine and analyse the food, health and education related facilities of migrant labourers and to compare the economic status of labourers before and after migration. The researchers have collected



the data of 100 samples from Bangalore city. Secondary data were also reviewed from various published books and journals etc., The study concluded that the contribution of migrant workers to economic growth of any country is immense in nature but is hardly identified due to informal sector and no proper workings of it. The migrant

construction workers should be given safes and secured working condition. The research study proposes certain suggestions as the awareness should be created among these workers recording the health camps, daily and necessary nutrition and food intake and about the significance of immunisation campaigns.

DATA ANALYSIS & INETRPRETATION:

Table 1

Educational, Occupational and Business Profile of Street Vendors

Variable	Category	Frequency	Percentage
Education	Primary	123	32.4%
	Secondary	192	50.5%
	HSC	65	17.1%
	Total	380	100%
Work Experience	4–6 years	7	1.8%
	6–8 years	116	30.5%
	More than 8 years	257	67.6%
	Total	380	100%
Goods Type	Food	99	26.1%
	Beverages	4	1.1%
	Clothes	130	34.2%
	Accessories	121	31.8%
	Household	26	6.8%
	Total	380	100%

The table presents the educational, occupational, and business profile of street vendors in the Mumbai region. It is observed that 50.5% of vendors have completed secondary education, while 32.4% have studied up to primary level and 17.1% have completed higher secondary education. In terms of work experience, the majority of respondents (67.6%) have more than 8 years of experience in street vending, indicating that vending is a long-term and stable occupation for many individuals. With regard to the type of goods sold, 34.2% of vendors sell clothes, followed by 31.8% selling accessories and 26.1% selling food ite Only a small proportion of vendors sell household goods (6.8%) and beverages (1.1%). This shows that clothing and accessory vending dominate the street vending business in the study area.



Table 2
Financial Profile of Street Vendors

Variable	Category	Frequency	Percentage
Monthly Income	Less than ₹10,000	178	46.8%
	₹10,000–₹20,000	201	52.9%
	₹20,000–₹30,000	1	0.3%
	Total	380	100%
Investment in Business	Less than ₹50,000	282	74.2%
	₹50,000–₹1,00,000	95	25.0%
	₹1,00,000–₹1,50,000	3	0.8%
	Total	380	100%
Annual Turnover	₹0–₹5 Lakhs	380	100%
	Total	380	100%
Growth Rate	Less than 5%	380	100%
	Total	380	100%

The table presents the financial profile of street vendors in the Mumbai region. The results show that 52.9% of vendors earn between ₹10,000 and ₹20,000 per month, while 46.8% earn less than ₹10,000, indicating that most vendors belong to the low-income group. Only 0.3% earn between ₹20,000 and ₹30,000 per month. In terms of business investment, the majority of vendors (74.2%) have invested less than ₹50,000, while 25% have invested between ₹50,000 and ₹1 lakh, and only 0.8% have invested above ₹1 lakh. Furthermore, all respondents reported an annual turnover between ₹0 and ₹5 lakhs, and the annual growth rate of their business is less than 5%. These findings indicate that street vending businesses operate on a small scale with limited capital and modest growth.

Table 3
Family Support for Business Activities of Street Vendors

Variable	Category	Frequency	Percentage
Family Help in Running Business	Yes	154	40.5%
	No	226	59.5%
	Total	380	100%
Family Financial Support	Yes	166	43.7%
	No	214	56.3%
	Total	380	100%
Family Support in Sourcing Raw Materials or Products	Yes	1	0.3%
	No	379	99.7%
	Total	380	100%
Family Takes Care of Household Responsibilities	Yes	198	52.1%
	No	182	47.9%
	Total	380	100%
Family Encourages and Motivates to Focus on	Yes	216	56.8%



Business	No	164	43.2%
	Total	380	100%
No Family Support for Business	Yes	134	35.3%
	No	246	64.7%
	Total	380	100%

The table presents the role of family support in the business activities of street vendors. It is observed that 40.5% of vendors receive family help in running their business, whereas 59.5% manage their business independently without such support. With regard to financial assistance, 43.7% of vendors receive financial support from their family, while 56.3% do not receive such support. The findings further reveal that almost all vendors (99.7%) do not receive family support in sourcing raw materials or products, indicating that vendors primarily manage procurement activities themselves. However, 52.1% of vendors reported that their family members take care of household responsibilities, which indirectly supports them in focusing on their business. Additionally, 56.8% of vendors stated that their family encourages and motivates them to concentrate on their business activities. On the other hand, 35.3% of vendors reported that they do not receive any form of family support for their business, while 64.7% receive some level of support from their family members.

Table 4

Socio-Cultural & Economic Background of Street Vendors Beneficiaries of PM SVANidhi Yojana

	Started street vending due to limited employment opportunities based on my caste/community background.	My family's socio-cultural traditions have influenced my decision to work as a street vendor	Migrated to this city primarily due to economic hardships in my native place	Believe that my educational qualifications are insufficient to get a formal job	My gender has influenced my choice and experience in street vending	Before enrolling in the PM SVANidhi Yojana, I was unable to save any money from my earnings.	My family's daily livelihood primarily depends on my street vending income.	I had no access to formal credit or banking services before becoming a beneficiary of PM SVANidhi Yojana	Cultural festivals and community norms affected my working hours and income.	I feel that my socio-cultural background limits my opportunities for business growth.
N	380	380	380	380	380	380	380	380	380	380
Mean	5.00	5.00	5.00	4.37	5.00	1.32	1.00	1.36	1.24	5.00
Std.	.000	.000	.000	.484	.000	.466	.000	.481	.430	.000

The table shows the responses of **380 street vendor beneficiaries** regarding the *socio-cultural and economic factors influencing their occupation*. The mean values are close to 5.00, indicating that most respondents *strongly agree* with the statements related to their background and challenges. The results suggest that *limited employment opportunities, migration to urban areas, and financial difficulties* played an important role in pushing individuals toward street vending. Many vendors also reported that *before availing benefits under the PM SVANidhi Yojana, they had limited ability to save money and depended mainly on daily vending income*. Overall, the findings highlight that *street vending is largely driven by economic necessity and limited formal employment opportunities*, emphasizing the importance of financial support schemes like *PM SVANidhi Yojana* for improving the livelihood conditions of street vendors.



Table 5

Economic Development of Street Vendor Beneficiaries through PM SVANidhi Yojana with respect to Income, Savings and Assets accumulation.

Statistics

	After receiving financial assistance under the PM SVANidhi Yojana, my average monthly income has increased compared to the period before the scheme.	I am now able to consistently save money from my earnings, which was not possible before receiving benefits under the Yojana.	With the help of the scheme, I have been able to purchase or upgrade my essential business assets such as vending equipment, stock, or storage materials.	My ability to manage unexpected expenses (e.g., medical, repairs, emergencies) has improved after receiving support from the Yojana.	Compared to my financial status before the PM SVANidhi Yojana, I feel that my standard of living and business stability have improved significantly.
N Valid	380	380	380	380	380
Missing	0	0	0	0	0
Mean	5.00	5.00	5.00	5.00	5.00
Std. Deviation	.000	.000	.000	.000	.000

The table presents the responses of *380 street vendor beneficiaries* regarding the economic impact of the *PM SVANidhi Yojana*. The mean value for all statements is *5.00*, indicating that the respondents *strongly agree* that the scheme has positively influenced their economic condition. The findings show that after receiving financial assistance under the scheme, vendors experienced *an increase in their monthly income, improved savings capacity, the ability to purchase or upgrade business assets, and better management of unexpected expenses*. Furthermore, respondents reported a *significant improvement in their standard of living and overall business stability* after availing benefits from the PM SVANidhi Yojana. This indicates that the scheme has played an important role in *enhancing the economic well-being of street vendor*.

Hypothesis Testing:

Null Hypothesis (H01): The PM SVANidhi Yojana has not played a significant role in bringing economic development with respect to income generation, savings, and assets accumulation of Street Vendors Beneficiaries of PM SVANidhi Yojana in Mumbai Region.

Alternate Hypothesis (H11): The PM SVANidhi Yojana has played a significant role in bringing economic development with respect to income generation, savings, and assets accumulation of Street Vendors Beneficiaries of PM SVANidhi Yojana in Mumbai Region.



One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Average of all statements of : Economic Development of Street Vendor Beneficiaries through PM SVANidhi Yojana with respect to Income, Savings and Assets accumulation'.	1516.692	379	.000	1.99821	1.9956	2.0008

Comment:

Since the significance value is $0.000 < 0.05$, hence we reject H_0 and accept H_1 i.e. we conclude that the PM SVANidhi Yojana has played a significant role in bringing economic development with respect to income generation, savings, and assets accumulation of Street Vendors Beneficiaries of PM SVANidhi Yojana in Mumbai Region.

Findings & Conclusion:

Findings –

- The demographic profile of the respondents shows that female vendors (51.3%) slightly outnumber male vendors (48.7%), and the majority of vendors operate in suburban areas (54.5%) of Mumbai.
- A large proportion of respondents (76.3%) belong to the 40–59 years age group, indicating that street vending is largely practiced by middle-aged individuals.
- In terms of educational qualification, 50.5% of vendors have completed secondary education, while 32.4% have studied up to primary level and 17.1% have completed higher secondary education.
- The majority of respondents (67.6%) have more than 8 years of work experience, suggesting that street vending is a long-term and stable source of livelihood for many individuals.
- Regarding the type of goods sold, 34.2% of vendors sell clothes, 31.8% sell accessories, and 26.1% sell food items, indicating that clothing and accessories dominate street vending activities in the Mumbai region.
- The income analysis reveals that 52.9% of vendors earn between ₹10,000 and ₹20,000 per month, while 46.8% earn less than ₹10,000.
- A majority of vendors (74.2%) have invested less than ₹50,000 in their business, demonstrating that street vending operates with limited capital investment.
- The findings show that all vendors reported an annual turnover of less than ₹5 lakhs and a growth rate of less than 5%, indicating that these businesses operate on a small scale with limited growth potential.
- With regard to family support, 56.8% of vendors receive encouragement from family members and 52.1% receive support in managing household responsibilities, although direct assistance in sourcing raw materials is very limited (0.3%).
- The analysis of economic development indicators shows that vendors strongly agreed that the PM SVANidhi Yojana helped increase their income,



improve savings capacity, enable asset purchase, and manage unexpected expenses.

- k) The hypothesis testing using the One Sample T-Test revealed that the p-value is less than 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis.

Conclusion:

Street vendors play an important role in the urban informal economy by providing affordable goods and services while generating livelihood opportunities for economically weaker sections of society. The findings of the study indicate that most street vendors operate with limited education, low capital investment, and modest income levels, making them financially vulnerable and dependent on daily earnings. The PM SVANidhi Yojana has emerged as an important financial support initiative for street vendors by providing collateral-free working capital loans and promoting financial inclusion. The study shows that the scheme has contributed to improved income generation, better savings capacity, acquisition of business assets, and enhanced ability to manage unexpected financial needs among beneficiaries.

Overall, the findings suggest that the PM SVANidhi Yojana has positively influenced the socio-economic conditions of street vendors in the Mumbai region by

strengthening their economic stability and livelihood security.

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