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**The Role of E-Commerce and Mobile Applications in Empowering Push Cart Vendors at Jamshoro Phattak, Sindh, Pakistan**

**Syed Fateh Muhammad Shah<sup>1</sup>, Shuja Ahmed Mahesar<sup>2</sup>, Jawad Hussain Awan<sup>3</sup>**

<sup>1</sup> Department of Media Sciences, SMIU, Karachi, [fatehmohammadshah4@gmail.com](mailto:fatehmohammadshah4@gmail.com)

<sup>2</sup> Director, Pakistan Study Centre, University of Sindh, Jamshoro

<sup>3</sup> Faculty of Engineering, Sciences and Technology, Iqra University, Karachi, Pakistan, [awanjawadhussain@gmail.com](mailto:awanjawadhussain@gmail.com)

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**Abstract**

This research discovers the issues and possible solutions for push cart vendors working at Jamshoro Phattak, Sindh, Pakistan, a significant urban place wherever these vendors play a dynamic part in the local economy. Notwithstanding their support to providing reasonable properties and services, push cart vendors aspect several problems such as insufficient infrastructure, imperfect admission to economic resources, lawful barriers, and healthiness and security risks. The research highlights the part of e-commerce and mobile applications in dealing these issues, offering possible solutions to progress vendor processes, increase their market scope, and boost financial enclosure. By investigative these challenges and solutions, the research purposes to offer a route for sustainable development for push cart vendors, leveraging technology and supportive strategies.

**Introduction**

Push cart vendors are vital to urban economies, particularly in areas like Jamshoro Phattak, wherever they deliver available and inexpensive goods to a various population. These sellers classically sell drinking, eating and essential items, presenting a different to traditional selling supplies. Though, the familiar landscape of push cart selling regularly principals to an absence of authorized appreciation, deprived organization, limited economic funds, and risky working situations. With the growth of ICT, principally mobile applications and e-commerce platforms, there is an important chance to authorize these sellers by highlighting few of their serious problems. This research purposes to examine the issues faced by push cart sellers at Jamshoro Phattak and discover how technology can deliver solutions to improve their living. These vendors are contributing broadly to the informal as well as the overall economy in conditions of employment and cheap accessibility of goods and provides for the human society. Their daily earned money hardly suffices for their family expenses. However, pushcart vendors have no contact to strict finance, and they mainly rely on money from friends and relatives. But. Street vendors have not accessed the strict Micro Financial Institutions (MFIs) that have come on board to fill the gap left by formal financial institutions. Since most MFIs use banks as collateral, effective group can provide collateral required by financial institutions. At the same time, working conditions of these vendors are very tough. The common observation shows that they leave their homes early morning to collect their goods and start vending early morning and. the distances travelled by these vendors to their workplace may be long. Alfie (2014) stated that poverty and

lack of useful employment in the rural areas and the smaller towns drive large number of people to the towns for work and their employment. These people usually own low skills and lack in the level of education required for better paid jobs in the formal sectors. And those who do not have economic powers and those who were left-out add on to the statistics of unemployment. Hence, in order for these individuals to survive in the competitive world, they sort working in the informal sector of the society. And one of the means of livelihood is pushcart vending, as it requires minor financial input and the skills involved are low'. A great deal of literature explored the case of street vending and other forms of informal economy. One of the issues addressed as seen in World Bank studies is the social protection of these vendors due to social risk arising out of the nature of the sector and the informality of their employment relationship (Barrientos and Barrientos, 2002, (Canajarah and Sethuraman, 2001, Holzmann & Jorgensen, 1999). Related studies also underscored the variety of constraints (i.e. technology, credit, capital, and education and training) that the informal sector faces (Scheinberg, et al., 2010, Blunch, (Canajarah & Raju, 2001) these studies pose challenge for policy makers to design policies which can systematically and consistently address these issues. As cited by Blunch, Canajarah & Raja (2001) one fact which is clear is that there are very few interventions which can address all or most of them at the same time. Most of the attention, however, has been directed at the fact that often the earnings and employment situation of informal sector workers is inferior to that of the formal sector workers as cited by Blunch, Canajarah & Raju (2001). This study attempts to investigate the practice of vending and its impact to the socio-economic life of the vendors around the vicinity of Jamshoro phatak in district Jamshoro.

### **Review of Literature**

Bhowmik (2009) defined vendor as a person who offers goods for sale to the public without having a permanent built-up structure from which to sell. In addition, Agnello (2003) and Pizali (2010) said that vendors may be stationary in the sense that they occupy space on the pavements or other public and private spaces or, they may be mobile in the sense they move from place to place by carrying their wares on push carts or in baskets on their heads. Pizali (2010) identified the activities in the informal sector into two categories- the self-employed and casual labor. A major of the self-employed work as street vendors. Moreover, Vanzi (2001) said that the rise in the number of street vendors is largely due to the lack of employment in other sectors but it is also directly linked to the expansion of the informal sector in Asian countries. Sekar (2010) stipulated that street and vendors form a substantial proportion of the informal sector who earns their livelihood through vending. They have flexible vending hours ensuring the economic viability and dynamism of the city. It also creates employment thereby alleviating the hardships of employment. Further, Alabanza (2004) revealed that an increase in vending is a global urban phenomenon, lack of gainful employment in the formal economy pushes workers to search for alternative livelihoods and vending is one of the most viable option. Roever (2012) also defined vendors which include all those selling goods or services in public places. They may refer to vendors with fixed stalls such as kiosk: vendors who operate from semi-fixed stalls, like folding tables or wheeled pushcarts that are removed from the streets and stored overnight: vendors who sell from fixed locations without a stall structure; or mobile vendors who walk or bicycle through the streets as they sell, Further. Broomly (2000) identified types of public places where vendors work. These are regulated street markets or hawking zones, natural market areas, transportation hubs, big establishments and churches, and schools and universities' vicinities. Moreover, (Garcia Bolivar (2006) said that vending usually characterized by ease to entry, low resource base, family ownership, labor intensive, and informal processes for acquiring skills. Pena, S, (1999) identified that merchant organizations performed in the main two central functions: (1) Organizations as negotiators or

dealers: street vendor's value more highly to become members of those organizations as a method to beat procedure or complicated bureaucracies. (2) Organizations as managers of social assets; organizations limit membership and excess to informal markets and manage conflicts among vendors. The study identified that social capital, family, friends, etc., play a very important role among street vendors whenever access to stalls within the informal market is at stake. This article pointed out those future policies have to be compelled to be designed in such the simplest way that government and social establishments, like street merchant organizations, share responsibilities for the sleek functioning of informal markets. Harlan Dimas, (2008) found that Street Vendors are perpetual problem for street and sidewalk users in most Indonesian cities. The overflow business onto roadways is the source of traffic blocking. Their informal location and business refuse (garbage) cause unpleasant urban vista. For instance, the two-way traffic on four lanes of Oto Iskandar Dinata street in Bandung was condensed to one lane, forcing unidirectional traffic. This paper suggests they obstruct foot and vehicle traffic,) due to their infringement of sidewalks/ pavements and roads. They are unsightly, due to their slap-dash shelters or booths. Their booths and shelters also reduce air flow and sun rays. They are dirty and uncontrollable, however none of these problems defy fixing, if people really want to fix them. Nana Yaa GyaneBoakye, (2009) found out health problems related to street vending like constant fatigue, tiredness, catarrh and sore throat. A few respondents declared that they face economic issue like not being able to save. The researchers suggested deciding the places that are convenient to set as hawkers" markets.

Research on push cart vending has highlighted various challenges and opportunities for improvement. According to Sharma et al. (2018), push cart vendors often operate in informal settings where they lack legal protection and face harassment from authorities. A study by Desai (2017) emphasized that lack of infrastructure, such as proper vending spaces and access to sanitation, is a key barrier to the growth of street vendors. Additionally, Gupta and Ranjan (2020) found that access to credit and financial services is a major issue for informal vendors, limiting their ability to expand their businesses. Technological advancements, however, offer solutions to these problems. Bhattacharya and Rani (2019) highlighted how mobile payment systems and e-commerce platforms have improved the accessibility of financial services for small vendors, allowing them to manage transactions more efficiently. Vasquez and Khan (2020) focused on how mobile applications for inventory management and customer engagement have helped vendors increase their sales and customer base. However, despite these advancements, vendors still face challenges in adopting these technologies, primarily due to lack of digital literacy and limited access to resources. Chadha (2021) argued that training programs and affordable technology solutions are necessary to bridge this digital divide and help vendors fully leverage ICT.

### **Challenges to Push Cart Vendors**

Insufficient Infrastructure, Issues reflected by Regulatory and Legal Bodies, Health and Security Anxieties, Economic Barriers, E-Commerce and Market Competition are the major challenges to push cart vendors, and also shown in figure no.1.



Figure no. 01 Challenges to Pushcart vendors

### **Insufficient Infrastructure**

Push cart sellers in Jamshoro Phattak often effort in crowded, unfettered places without access to uncomplicated infrastructure such as fresh water, hygiene, and appropriate waste removal conveniences. This dearth of infrastructure restrictions the vendors' capability to sustain cleanness values, which can undesirably affect their corporate and public strength.

### **Issues reflected by Regulatory and Legal Bodies**

The dearth of recognized appreciation of street vending resources that various push cart seller's aspect issues related to licenses, certificates, and legal defense. Sellers are regularly stressed by local establishments or required to reimbursement bribes for the accurate to activate, important to financial insecurity and uncertainty.

### **Health and Security Anxieties**

Several sellers, particularly those selling nutrition, aspect important health and security cyber risks. These contain insufficient nutrition storage, experience to unhygienic situations, and the dearth of health accreditations or exercise. Customers also aspect the danger of overwhelming polluted goods due to unfortunate sterility.

### **Economic Barriers**

Push cart sellers naturally work on constricted resources and dearth access to formal economic facilities. They aspect problems in safeguarding advances or retrieving credit, making it rigid to advance in business growth, inventory running, or infrastructure developments.

### **E-Commerce and Market Competition**

The development of official trade businesses and operational stages has increased competition for push cart sellers. These seller's aspect issues in charming customers due to the suitability and diversity accessible by recognized vendors, which regularly have further properties.

## Solutions to Challenges faced by Push Cart Vendors

Growth of Infrastructure, Support of Legal and Regulatory, Integration of Technology, Accessibility of Economic Services, Training for Health and Security Awareness, and Vendor Alliance and Partnership are the better solution for facing the highlighted challenges, and also shown in figure no.2.

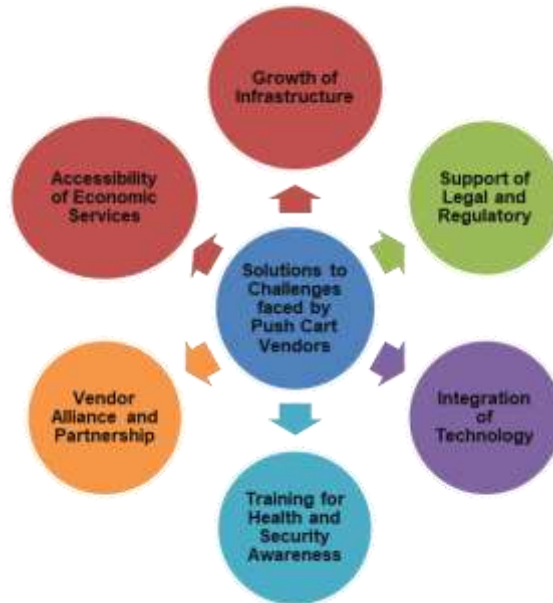


Figure no. 02 Solutions to Challenges faced by Push Cart Vendors

### Growth of Infrastructure

Local government establishments can progress the infrastructure obtainable to push cart sellers by making chosen selling regions with access to hygiene, power, and liquid. Urban development enterprises should comprise harmless places for sellers that are unrestricted from pestering and safeguard appropriate excess management systems.

### Support of Legal and Regulatory

Governments should identify and control street selling as portion of the formal budget. This could comprise providing certificates, defensive sellers from removal, and confirming they are not theme to coercion by local establishments. Strong, clear rules and strategies should be executed to defend their privileges.

### Integration of Technology

E-commerce platforms and mobile applications can deliver sellers with tools to recover business processes. For example, solutions for mobile payment like JazzCash or EasyPaisa can allow cashless dealings, increasing safety and customer suitability. Inventory management and collation systems via mobile applications can benefit sellers improved accomplish standard and diminish consumption. Social media advertising can also benefit sellers develop their buyer base and recover brand perceptibility.

### Accessibility of Economic Services

Providing push cart sellers with access to digital payment and microfinancing applications can benefit them shape acclaim and achieve their funds more professionally. micro-lending and Mobile banking applications, reinforced by NGOs or government enterprises, can deliver small advances to sellers, allowing them to capitalize in business growth.

## **Training for Health and Security Awareness**

Sellers should be provided with awareness training programs that effort on food security, cleanliness performs, and professional health. Resident governments or non-governmental organizations (NGOs) can cooperate to proposal these plans, safeguarding sellers encounter health values and decrease the risk of foodborne illnesses.

## **Vendor Alliance and Partnership**

Sellers can procedure helpful relations to exchange improved contracts with providers, portion information, and deliver shared provision. These systems can also benefit sellers together supporter for improved circumstances and strategies that provision their businesses.

## **Conclusion**

Push cart vendors aspect a variety of issues that delay their possible for development and sustainability in Jamshoro Phattak, Sindh, Pakistan. These challenges include insufficient infrastructure, authorized barriers, financial restraints, and health and security anxieties. Though, the incorporation of e-commerce and mobile applications proposals talented solutions to various issues. By allowing sellers to accomplish their business processes further efficiently, progress customer appointment, and modernize financial businesses, ICT can authorize sellers to overwhelmed traditional barriers and improve their livings. Alongside technical solutions, infrastructure growth, authorized provision, and inclusion of financial are essential to form a further sustainable and helpful situation for push cart sellers. With the right strategies and tools, push cart sellers can flourish, paying more efficiently to the local budget and culture.

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