

No Objection Certificates Cobblers  
Dhaba Owners Rickshaw Pullers State Planners  
Medical Fitness Certificates Municipal Town Planners  
Central Planners Tehbazari Licenses

**Who Do We Work For?**

**93% of India's Workforce**

Extortion Rs. 10 Crore Rupees Humiliation  
Harassment Street Vendors 99,000 Licenses  
150 Meter Line Private Mafia Urban Beauty  
Property Rights Confiscation Entry Barriers Deformation





## Livelihood Freedom for the Enterprising Poor

Jeevika: Law, Liberty & Livelihood Campaign is an initiative of Centre for Civil Society (CCS), a public policy think tank advancing personal, social, economic and political freedoms.

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





## Campaign History

In 2003, Centre for Civil Society (CCS) directed focus to gathering information on livelihood barriers and laws in India to document the challenges facing the poor. This led to academic publications and launch of Jeevika Documentary Festival.

In 2009, CCS in partnership with Sir Dorabji Tata Trust launched Jeevika: Law, Liberty, & Livelihood Campaign, a nation-wide effort to reform the informal sector in India and bring freedom to the enterprising poor.



## About Jeevika: Law, Liberty & Livelihood Campaign

Jeevika is an award winning effort aimed at eradicating market entry barriers to promote livelihood freedom for street entrepreneurs (i.e. street hawkers, cycle rickshaw pullers, small shop owners and artisans.)

Jeevika is founded on the principle that quality of life is intrinsically related to the pursuit of livelihood, that the pursuit of a livelihood of choice is more valuable for those at the bottom rung of the economic ladder. This entails the removal of various counter-productive licenses, laws, rules and regulations under which citizens live.

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

## Identifying the Problem



1. Despite the 1991 reforms, the poor are still struggling to earn an honest livelihood under the License Permit Quota (LPQ) Raj and overbearing government regulations.
2. As unlicensed professionals, street entrepreneurs have no property rights to protect their source of income, subjecting them to defamation, confiscation of property and extortion.
3. Illegally operating hawkers and rickshaw pullers, unable to seek adequate legal defense, are often evicted, harassed and subjected to hefty bribes by local law enforcement.
4. Urban development plans have not been inclusive to accommodate poor street entrepreneurs despite rapid urbanisation and increased migration of the poor in search of income opportunities.

# Campaign Objectives

The campaign aims to achieve legal recognition for informal sector entrepreneurs to enable them to focus on their livelihood activities, without undue harassment and humiliation at the hands of public authorities and private mafia.

Jeevika develops public policy measures to clear the path for free enterprise, and shift the terms of public debate in favour of deregulation of market exit and entry barriers.

## The objectives of the campaign are:

- ❖ Regulate and legalise informal sector occupations such as street vending;
- ❖ Empower street entrepreneurs to achieve all the legal protections and the support the formal sector enjoys, like property rights over space, machinery and equipment, access to formal banking system and insurance options;
- ❖ Equip local governing bodies with the process and machinery to identify problems, ensure genuine public participation and evolve local solutions;
- ❖ Promote local governance in cities especially in the management of public spaces and facilities; and
- ❖ Develop proper vending spaces using a Dilli Haat model (completely new area for vending) or Seva Nagar Market model (refurbishing existing vending space)



We are building a knowledge centre and a lasting body of work around livelihoods in India.

# Research, Analysis & Documentation

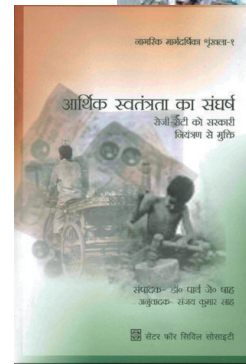
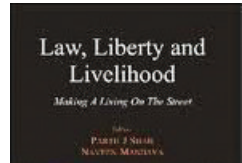
Jeevika has done in-depth research to study the occupations in the unorganised and unskilled sector in India. We brought forth an initial publication titled, Law, Liberty and Livelihood: Making A Living On The Street, on what ails the urban poor.

The book details the laws, trials and tribulations of informal sector workers based on the absence of economic freedom. To better understand their economic conditions we documented the livelihood regulations and entry level barriers governing informal sectors in the 63 Indian cities identified for Jawaharlal Nehru National Urban Renewal Mission (JNNURM).

Based on the data gathered, we concentrated on cycle rickshaw pullers, street vendors and artisans in Rajasthan and Bihar to advocate with assisting state governments in giving legal recognition to informal sector workers.

93% of India's workforce is from the unorganised sector.  
Eg. over 100,000 rickshaw pullers currently operate illegally.  
The informal sector contributes to 63% of India's GDP.

Over the course of the campaign, we have also conducted ground level research on street vending and rickshaw pulling in the states of Delhi, Rajasthan and Bihar to understand the socio-economic hindrances in attaining an honest livelihood.



# Community Mobilisation & Legal Aid



Jeevika facilitates learning sessions with street vendor leaders of various markets to strengthen their association and improve their collective action, building pressure on regulatory agencies to implement the street vending policy in Bihar and Rajasthan.

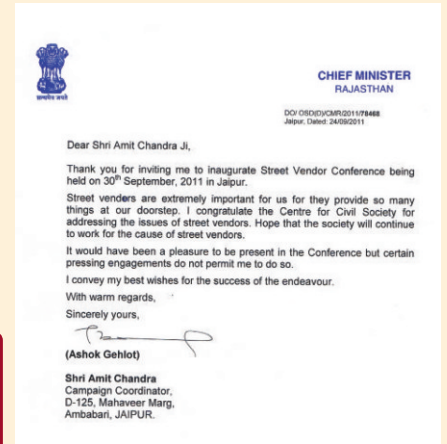
Jeevika collaborates with various civil society groups such as street vendor associations to build pressure on state governments for street entrepreneur deregulation. We help organise demonstrations and rallies to advocate for states to prevent informal sector workers from being unnecessarily evicted and create protective measures from harassment and extortion.



# Stakeholder Engagement

We cooperate with state governments and regulatory agencies of the state to draft effective policies for financial inclusion and legalisation of informal sector entrepreneurs. We also set efficient and transparent monitoring and evaluation to protect them from undue harassment, violation of their property and extortion.

Jeevika conducts several workshops with informal sector workers, policymakers and civil society to bring attention to the damaging effects of ill-conceived policy provisions. Jeevika organises seminars as an opportunity to share concerns and inform the public and government of the laws that are currently hindering economic fertility.



Demand and interest in our workshops has grown; the Chief Minister of Rajasthan has sent several letters to the Campaign acknowledging the credibility and value of the workshops.



# Policy Advocacy

With our local partners, we conduct sessions for local regulatory and state government officials, offering knowledge tools to implement best practices for securing rights of informal sector workers.

The sessions provide an opportunity to advocate to policymakers and implementers of the law to work to ensure livelihood freedom for the poor.



Our efforts are to engage government officials with market leaders to better advocate for economic freedom and strengthen the relationship and correspondence between civil society stakeholders and policymakers.

## ADVANTAGES OF LEGALISING INFORMAL SECTOR WORKERS

- ✓ Sustainable growth model
- ✓ Improve safety & security
- ✓ Revenue for local bodies
- ✓ Local art, culture and products
- ✓ Easy for government to plan welfare schemes
- ✓ Systematic vending = Beautiful city
- ✓ Employment scheme Vs right to livelihood
- ✓ Socio-economic-demographic situation



# Jeevika: Asia Livelihood Documentary Festival

To compliment our advocacy efforts, CCS hosts an annual Asia-wide documentary festival to capture the livelihood challenges faced by the rural and urban poor. The festival brings to light policies and regulations that limit livelihood freedom of the poor.

By encouraging documentary makers to find interest in livelihood issues and providing them a platform to share their experiences and creativity, Jeevika: Asia Documentary Festival hopes to strengthen the Freedom Struggle of the Poor and change the attitudes and the minds of many towards inclusive and sustainable development and to advocate for liberalisation at the bottom of the pyramid.

Over the years, the festival has won support from celebrities like Adoor Gopalakrishnan, Subhash Ghai, Deepti Naval, Nandita Das, Rahul Bose, and Shabana Azmi who have also been chief guests during our inaugural and award distribution ceremonies.



# Over a Decade of Impact

Bringing Livelihood Freedom to the Enterprising Poor

## **Bihar Government Constructs 29 Vending Zones:**

Bihar Government has committed to develop vending zones in 29 cities of the state for the protection and welfare of street vendors. The vending zones are to provide market arrangements and comply with the National Policy on Urban Street Vendors Bill 2009.



## **Jeevika Supports Jaipur Municipal Committee (JMC) for Street Vendors:**

In May 2012, the Supreme Court Empowered Committee of Jaipur requested Centre for Civil Society and the JMC to collaborate to ensure implementation of the Rajasthan Street Vendor Act 2011. The Centre is optimistic about JMC's efforts in drafting efficient rules for implementation.

## **Rajasthan Urban Street Vendors Act 2011 Now Effective:**

The 2011 bill passed by the Rajasthan Assembly for the Protection of Livelihood and Regulation of Street Vendors was officially put into effect 01 April 2012. Doing so, the state has officially recognised the contribution of street vendors in the economy and society. Major provisions being:

- ✓ Providing legal status and social security to street vendors
- ✓ Provisioning hawking zones in urban development/ zoning plans
- ✓ Promoting organisations of street vendors
- ✓ Rehabilitating children engaged in vending and hawking

With state governments more receptive to policy reforms that remove market entry barriers, Jeevika continues to grow, engaging both national and state governments to initiate policy reform that respects the choice of livelihood, space and property of the enterprising poor.

# Join the Freedom Struggle of the Poor.

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