

DEMOGRAPHIC PROFILE OF TENDER COCONUT VENDORS

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ABSTRACT

Tender coconut water vending is a common street vending business here in India. It was observed that most of the coconut based research concentrated on commercial or dried coconut processing ignoring the tender coconut processing. Tender coconut vending is observed to be a risky and messy job which is prone to a lot of injuries. Therefore this study was conducted to gain knowledge on the demographic profile of tender coconut vendors. The study was conducted on 30 local tender coconut vendors in Guntur city. The results showed that the tender coconut vendors aged between age 28 and 45 years have a minimum experience of 5 years in tender coconut vending. Most of the local tender coconut vendors and all are literates. The business is either carried out by an individual alone or by family. It was observed there are sixty percent of the respondents were selling 124.06 to 279.6 coconuts per day and their income is Rs 2,000 to Rs 20,000 in a month. The mean family income was found to be Rs 19,933.3 with a standard deviation of Rs 11,157. The socio-economic status of most of the tender vendors are lower middle class and only a few are in the upper lower class. Most of the musculoskeletal pains are experienced in their upper limbs and shoulder region. And slight discomfort in neck and back areas. Therefore it was concluded that there is a need for designing new tools for tender coconut vendors to reduce the risk of occupational disorders.

KEYWORDS: *Demographic Profile of Tender & Coconut Vendors*

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