

Women Roadside Vegetable Selling in Kilimanjaro
The Relationship Between Demography, Income Generation and Employment Creation
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Abstract

This study sought to investigate whether there is a relationship between demographic characteristics and income generated from women vegetable vendors on roadsides. The study also ventured to examine the role of vegetable vending on income generation and employment creation. A cross-sectional survey of 100 women; 50 from Moshi Rural district and another 50 from Hai district was conducted in 2010. Convenient sampling procedure was adopted in selecting respondents. Data collection was mainly through the use of questionnaires, focus group discussions and documentary reviews. Data were analyzed through descriptive statistics. The study concluded that there was a positive, though not strong, correlation among demographic characteristics and income generated from vegetable vending. This implies that there could be other factors that influence income generation. In addition, women roadside vegetable vending plays an important role in employment creation and income generation. Lack of knowledge, poor working environment and lack of capital are among challenges affecting vegetable vending. Provision of a conducive working environment through education about working in groups to enable women access various sources of capital which borrowers to organize themselves in groups could be one of the solutions.

Keywords: women, vegetable vendors, roadside vending, Hai district, Moshi Rural district, Employment, Poverty alleviation and income