

Chapter 9. Urban Livelihood

Very Short Q&A:

Q1: Name an ideal state in India for setting up a textile factory.

Ans: Gujarat

Q2: The orders and payments from the shopkeepers are given to the _____.

Ans: Salespersons

Q3: Who are salespersons?

Ans: Salespersons travel to different parts of the city. They get orders from the shopkeepers and collect payments from them.

Q4: Name the international organisation that deals with labor issues.

Ans: International Labour Organisation

Q5: Raghu is pressurized to work for long hours by the employer, he is a _____ worker.

Ans: Temporary

Q6: Ram works in unorganized sector, he is a _____ worker.

Ans: Casual

Q7: The art of Zari work is famous in _____.

Ans: Bhopal

Q8: Name a new form of employment in the big cities.

Ans: Call centres

Q9: There is deduction in the salary of a permanent worker during medical leave.
True/False



Ans: False

Q10: Why Tribes are facing threat of loss of livelihood?

Ans: Tribes face threat of loss of livelihood because MNCs are taking over their land for setting up industries

Q11: What is a call centre?

Ans: Centralized office that deals with problems and questions that the customers have, regarding the services provided.

Q12: Wage labourers collect funds from agencies. True/False

Ans: False

Q13: Which of the two have insecurity of job- Permanent worker or temporary worker?

Ans: Temporary worker

Q14: What kind of threat a temporary worker has?

Ans: threat of being fired by the employer

Q15: Permanent employees in India are not entitled to _____ holidays of other countries.

Ans: National

Q16: Give an example of micro-entrepreneur.

Ans: marketing manager in a private company

Q17: A textile factory must have _____.

Ans: Workshops

Q18: What is Provident Fund?

Ans: Provident Fund is a particular form of retirement savings.

Q19: Who are casual workers?

Ans: Workers who is employed by a factory only when the employer needs him/ her.

Q20: List a common problem in markets due to urbanization?

Ans: parking chaos

Q21: Street vendors are forced to pay _____.

Ans: bribe

Q22: Why factories are located on the outskirts of the city?

Ans: To avoid pollution and commercial congestion.

Q23: List the various mediums through which a showroom gives advertisement.

Ans: newspapers, cinema halls, television and radio channels

Q24: What do you mean by "Labour Chowk"?

Ans: Place where daily wage labourers assemble and wait for work.

Q25: People working in government departments get _____.

Ans: regular salary

Q26: What is the full form of FORPI?

Ans: Federation of Rickshaw Pullers in India

Q27: Name the organisation of rickshaw pullers in Delhi.

Ans: Delhi Federation of Rickshaw Pullers.

Q28: The secretary of Gram Sabha is responsible for _____.

Ans: calling meetings of the Gram Sabha

Q29: Call centres demand knowledge of _____ and _____.

Ans: computer and English

Q30: Who prevents the panchayat from misusing money?

Ans: Gram Sabha

Q31: A dentist falls in the category of _____ sector.

Ans: Service

Q32: People who set up small and medium businesses independently are categorized as_____.

Ans: Self employed

Q33: In which year the National Policy on Child Labour was formulated?

Ans: 1987

Q34: Who offers license to the Urban street vendors?

Ans: Superintendent of police

Q35: Why does Hawkers form committees?

Ans: retain their source of livelihood

Q36: State one similarity between street vendors and those who sell in the shops.

Ans: both are self-employed

Q37: Give examples of people working in organised sector.

Ans: Banking, hotel and travel services, energy and power etc.

Q38: How can migration from small towns and villages to cities can be reduced?

Ans: By developing infrastructure and opportunities in towns and villages

Q39: Business for shop owners has changed in the past twenty years due to coming of _____ brands

Ans: Foreign

Q40: Why the role played by the hawkers in the economy needs to be given credit?

Ans: Because they provide affordable goods and services



Short Q&A:

Q1: What are the working conditions of the non-permanent workers?

Ans: The working conditions of the non-permanent workers are very depressing. They are given very minimum pay for their work and if they complain about their pay, they are asked to leave the job. There is no job security or protection if there is ill treatment. They are also expected to work very long hours. For example in the cloth mill units the workers work on day and night shifts, with each shift lasting 12 hours. One worker works on one machine for 12 hours and then is replaced by another on the same machine for the next 12 hours.

Q2: Describe the living conditions of workers who come to the labour Chowk?

Ans: Most of the workers at the labour Chowk cannot afford permanent lodging and so sleep on pavements near the chowk, or they pay Rs. 6 a night for a bed at a nearby night shelter run by the Municipal Corporation. To compensate for the lack of security, local tea shops functions as banks, moneylenders and safety lockers, all rolled into one. Most workers leave their tools at these shops for the night for safekeeping, and pass on any extra money to them. The shopkeepers keep the money safely and also offer loans to labourers in need. Hence, the living conditions of the workers are very poor and depressing.

Q3: Briefly describe the benefits enjoyed by the Marketing Manager.

Ans: The benefits enjoyed by the marketing manager are as follows:-

- a. Regular salaries and is a permanent worker with the company.
- b. Entitled for provident funds.
- c. Holidays and perks given to them from time to time.
- d. Medical facilities.

Q4: List some of the duties of the Marketing Manager.

Ans: Marketing managers perform numerous duties for companies like conducting market research, setting up of marketing strategy, sales, advertising and promotion of the products, pricing, product development, event management and enhancing public relations.

Q5: Who are casual workers?

Ans: The casual worker is a worker who is employed on a temporary basis with generally limited entitlements to benefits and little or no security of employment. The main feature is



the absence of a continuing relationship of any stability with an employer, which could lead to their not being considered 'employees' at all.

Q6: Write short notes on 'labour chowk'.

Ans: The 'labour chowk' is a place where daily wage labourers assemble to be hired by an employer; these labourers work as helpers to masons. They dig at construction sites, lift loads or unload trucks in the market, dig pipelines and telephone cables and also build roads. There are thousands of such casual labourers who work in a city.

Q7: Why do small workshops and factories need casual workers?

Ans: Small workshops and factories need casual workers for big profits and less investment. Casual workers are called for when the employer needs them. They are employed when the employer gets large orders or during certain seasons. If they complain about pay or working conditions, they are asked to leave any time. They are also expected to work very long hours. If there is the need to finish a work urgently then these workers are called for work even on Sundays. All these factors are in favour of small workshops and factories. Therefore they employ casual workers.

Q8: State the differences between marketing and selling.

Ans: Marketing emphasizes selling of satisfaction rather than selling a product or service. The basic objective is to find what the customer want and to ensure that they get the maximum possible satisfaction. Whereas, selling is concerned merely with the transfer of goods which the seller has already produced. Marketing focuses on the needs of the buyer, and selling, on the needs of the seller.

Q9: What is a Call Centre?

Ans: A Call Centre is a centralised office that deals with problems and queries of the consumers regarding goods purchased and services like banking, ticket booking etc. It has the ability to handle a considerable volume of calls at the same time, to screen calls and forward them to someone qualified to handle them.

Q10: What do you mean by the set-up of a Call Centre?

Ans: Call Centres are usually set up as large rooms with working stations that includes a computer, a telephone set and supervisor's stations. All computers are linked to a mother computer.

Q11: Briefly describe the consumer market.



Ans: Markets initially started as marketplaces usually in the hub of villages and towns, for the sale or barter of farm produce, clothing and day to day items. These kinds of street markets developed into a whole variety of consumer-oriented markets, such as shopping centers, supermarkets, or even online markets (internet).

Q12: Define Markets.

Ans: A market is a place where buyers and sellers meet to exchange their goods and services. The markets may be in one specific place like Khan market in South Delhi or do not exist physically at all like online shopping (Internet).

Q13: What are the main problems faced by the vendors?

Ans: The main problem vendor's faces are:

- a. Shops are usually temporary in structures.
- b. Dismantling of their shops any time by the police.
- c. They have no security.
- d. There are certain parts of city where these vendors are not allowed to enter.

Q14: On whom we depend upon for the fulfillment of our needs?

Ans: We need food, clothes, shelter and other facilities for our living. We cannot meet all our needs alone, so we have to depend on others such as our parents, neighbours, workers, traders etc. for the fulfillment of our needs.

Q15: What constitutes a family?

Ans: A father, mother, sister and brother constitute a family. This kind of family is called a nuclear family. In bigger families' grandmother, grandfather, uncles, aunts etc. also live with their children. This type of family is called a joint family.

Q16: Why it is important to live together?

Ans: Man is a social animal. He cannot live alone for all his needs as he depends on others. He has to seek cooperation from his father, mother, brother, neighbours friends and other people in the society. A man living alone cannot live happier, hence living together is important.

Q17: What are your duties towards your parents?

Ans: We should respect our parents. We should keep our house clean, should help our parents in household work, should participate in the decision making process of our family



and should abide the rules set up in our family.

Q18: Differentiate between a family and a community.

Ans:

Family	Community
<ol style="list-style-type: none">1. It is the smallest unit of a civic life.2. Consists of parents and children.3. Parents manage affairs.	<ol style="list-style-type: none">1. It is the biggest unit of civic life.2. Consists of people living in one place, district or country3. Here, local bodies manage their affairs.

Q19: Name the markets which provide goods on credit.

Ans: Weekly markets do not have permanent shops. They are set up only for a day. Therefore its not possible to buy goods on credit. Neighbourhood markets provide goods on credit.

Q20: Why goods sold in the permanent shops are costlier than the temporary shops?

Ans: Shops in permanent buildings incur a lot of expenditure - pay rent and tax, employ workers etc. In temporary shops, goods are stored at home only. Workers are not employed because they are helped by family members. Subsequently, goods sold in permanent shops are costlier than the temporary shops.

Q21: What are the rights guaranteed in the Indian Constitution to the citizens of India?

Ans: The Constitution of India guarantees to the citizens of India six fundamental rights: the right to equality, the right to freedom, the right against exploitation, the right to religion, cultural and educational rights and the right to constitutional remedies. These rights enjoy a special status. If any of these rights are violated, a citizen can approach either a High Court or the Supreme Court directly.

Q22: Why is the government thinking to modify the law related to vendors?

Ans: The government is thinking about modifying the law that banned street vendors, so that they have a place to work and that there is also a free flow of traffic and people. Hawking zones have been suggested for towns and cities. It has also been suggested that



mobile vendors should be allowed to move around freely. Hawkers need to be part of committees that are set up to take these and other decisions relating to them.

Q23: Describe the working conditions of a 'Call Centre'.

Ans: A Call Centre is a centralised office that deals with problems and questions that consumers/customers have regarding goods purchased and services like banking, ticket booking etc. Call centres are generally set up as large rooms with work stations that include a computer, a telephone set and supervisor's stations. India has become a major centre not only for Indian companies but also for foreign companies.

Q24: Name and explain the local bodies that look after the urban areas.

Ans: The local bodies that look after the problems of the urban areas are:

- Municipal Corporations
- Municipalities
- Town Area Committees

Municipal Corporations: These are the local governing bodies of big cities such as Delhi, Mumbai, Kolkata, Chennai etc. The main functions of the municipal corporations are providing public health and sanitation, making arrangement for vaccination, supply of safe drinking water, clearing and disposal of garbage, cleaning roads, drains and public toilets.

Municipalities: Smaller towns and cities with population ranging between 20,000-5,00,000 have municipalities as the local government body.

Town Area Committees: Municipalities and municipal corporations carry their day to day work with the help of a number of committees such as the education committee, the public health committee and the district planning committee.

Q25: Differentiate between a permanent or regular jobs and casual jobs.

Ans: Permanent or regular jobs are secure. People enjoying these jobs are secure and have a bright future. They have fixed working hours with fixed salaries. They are provided with facilities such as Public Provident Fund, medical facilities and can even enjoy holidays, i.e., Sunday, all national holidays and annual leaves. But Casual jobs are on temporary basis. People are employed on daily wages. These jobs are provided by private factories when their search is on full swing. The labourers are forced to do extra hours. But the future is not secured in these kinds of jobs.

Q26: Who makes rules and regulations in a civic life?

Ans: All human progress is the result of living and working together. Cooperation has helped humans towards progress and prosperity. As population increased and life became more complex, governments became more organised. They made laws to regulate and



control the activities of the people. We should cooperate with our government and abide by all the rules and regulations.

Q27: What problems are posed by urban poverty?

Ans: Urban poverty poses the problems of housing, water, sanitation, health, education, social security and livelihoods. Poor people live in slums which are overcrowded, often polluted and lack basic civic amenities like clean drinking water, sanitation and health facilities. Most of the people are involved in the informal sector activities where there is constant threat of eviction, removal, confiscation of goods and almost non-existent social security cover. These are some of the problems that are faced by the poor urban people.

Q28: What percentage of workers in Ahmedabad work on the street and what do they do?

Ans: In a survey of Ahmedabad city it was found that 12 per cent of all the workers in the city were people working on the street. They sometimes sell things or repair them or provide a service. They work on their own. They are not employed by anyone and therefore have to organize their own work. They have to plan how much to purchase, as well as where and how to set up their shops. Their shops are usually temporary in structures.

Long Q&A:

Q1: Why do people prefer working in an organised sector?

Ans: Unorganized sector is characterized by low wages, long hours of work and lack of job security. People prefer to work in an organised sector because of the following reasons –

1. Workers enjoy security of employment.
2. There are fixed number of working hours. If workers work more, they have to be paid overtime by the employer
3. Employees of the organised sector are entitled to medical leave, payment during holidays, provident fund etc.
4. Workers also get medical benefits and under the laws, factory manager has to ensure facilities like drinking water and a safe working environment.

Q2: Compare livelihood challenges faced by rural and urban women.

Ans:

Challenges faced by rural women –

1. Poor resource base and resource quality (small or no agricultural land and water)
2. Illiteracy and lack of skill



3. Lack of awareness on different government schemes and programmes
4. Lack of knowledge of disasters

Challenges faced by urban women –

1. Lack of employment and irregular jobs
2. Lack of job security and low wages
3. Lack of sufficient and timely credit support system for petty trade
4. Fear of eviction by police and civic bodies
5. Congested and hazardous working conditions

