

▪ **ABSTRACT**

As a result of the lack of studies conducted on roadside/street vending this research project highlights the characteristics of roadside vendors and the major contributions they make to customers by selling agricultural commodities in Barrackpore, Debe and Penal that are considered agriculturally dependent and rural in nature. Questionnaires were used to collecting data from vendors and customers that were randomly chosen from main roads in the area of study. The study showed that women dominated this informal sector as a means of being independent by stemming out from the agricultural heydays while continuing their domestic job of a housewife. Marketing agricultural commodities through roadside vending proves the inelastic demand by customers and perfect competition does exist for agricultural produce. Marketing strategies are also used by vendors that determine their position with customers. Sanitation and proper domestic supplies are demanded by both vendors and customers who see it as a stepping stone in enhancing this activity and offering more advantages as opposed to conducting trade in a farmers market.