

Challenges faced by women selling fruits and fresh vegetables at Bomba along Kwekwe-Gokwe Highway, Zimbabwe

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Abstract

The study intended to investigate the challenges faced by women who sell fresh fruit and vegetables. This qualitative study used a case study research design so as to get the necessary details on challenges faced by women selling fresh fruits and vegetables at Bomba. The study utilised interviews and observations. Opportunity sampling was used to select members of the public who participated in this study. Qualitative data were analysed using thematic frames. The study established that the women operated in make-shift stalls as they did not pay any fees to the district council. The women lacked funding to boost their businesses. They sold similar commodities; hence they competed seriously amongst themselves. Members of the public viewed the vendors with suspicion because they thought they duped their customers. As a way forward, the women vendors need training and capacitation. They also require funding and linkages with niche markets. They need to have well-constructed infrastructure to improve their hygienic conditions.

Key words: Bomba, vendors, fruits and fresh vegetables, poverty, empowerment

Introduction

Rural women have a central role in supporting their households in realising food security and nutrition, as well as in generating income from both farm and non-farm activities. In support of the preceding view, the United Nations (2012) regard women as powerful catalysts for sustainable development. The Food and Agriculture Organisation (FAO) (2012) adds some weight to this notion by saying that rural women have a significant role of ensuring food and nutrition security for their households

and communities. They also generate income and improve livelihoods and the wellbeing of rural communities. Although most rural households in sub Saharan Africa have a history of deriving their livelihoods from farming, peasant farming has of late failed to reduce poverty among rural communities (Hatskevich & Essilfie, 2013). This has forced the households to look for alternative sources of rural income. Hlabiso and Ngirazi (2016) are of the opinion that intense poverty in Africa is pushing women to find other entrepreneurial avenues of income. In Bangladesh women are breaking away from their traditional roles of being housewives into farm or non-farm labourers as a result of economic pressure (Chowdhury¹, Rashid, Ahmed & Sultana, 2009). However, low educational qualifications limit the extent and manner of their participation in economic activities (Maruzani, 2014; Munyanyi, 2014).

Rural women mostly operate under inadequate conditions in their endeavour to uplift their households and communities (Osita-Njoku & Chikere, 2015). Over the years, Zimbabwe has witnessed an advent of new forms of informal entrepreneurship which is mainly composed of fruit and fresh vegetable vendors (Matondi, 2013a). These operate on the roadsides in both rural and urban areas as a way of sustaining their families. Matondi and Chikulo (2012) observe that individuals who sell their merchandise by the roadside usually have plots that are located relatively close to or along the road. This necessitates roadside marketing through the use of wheelbarrows, scotch-carts, and bicycles as sources of transport.

The roadside markets are unhygienic since there are no shelters, and toilet facilities are inadequate (Matondi & Chikulo, 2012). The markets are located in open spaces which are susceptible to all forms of negative weather conditions, including dust and wind (Matondi, 2013b). Since in most cases the marketers do not pay any levies to the council, they cannot put up proper market stalls. Matondi (2013b) further says that the marketers simply place their commodities on upturned dishes and buckets where commodities are then arranged in either plates or 5 litre disused tins as they cannot afford proper tables. They also place their commodities in boxes as well as plastic bags.

According to Chifamba (2013), women with babies on their backs spend several hours waiting anxiously for potential customers to buy their vegetables and a variety of fruits along the major roads of Zimbabwe. Chimombe (2011) observes that women are seen selling weather-beaten fruits late at night even during the cold season. In most cases they compete to sell similar products, mainly fruits, such as bananas, mangoes, oranges and vegetables. Most of the rural women have a market restricted

to the rural roadsides, as their husbands do not allow them to go and sell their products to urban markets (Chifamba, 2013).

The vendors locate their business activities along highways as a deliberate move to target commuters and private vehicles using highways (Matondi, 2013b). These sites are strategic but risky. According to Matondi (2013b) and Chimombe (2011), the roadside fresh fruit and vegetable marketers along highways in Zimbabwe, are susceptible to accidents because they often jostle and run across so as to gain customers.

According to FAO (2000), lack of information and knowledge on how to apply for credit were major obstacles in accessing funding. Lack of requisite education is the main factor behind this. Women practising horticulture in Nyanga face challenges in securing loans to start income generating projects (Chifamba, 2013). It is common knowledge that commercial banks and other formalised forms of finance demand some documentation in order to enter into a lending agreement with prospective borrowers (Mhishi & Kapingura, 2012; Chifamba, 2013). In most cases rural women do not have these; hence they are excluded from accessing the loans. For those who have the necessary documentation, banks take a long time to process loan applications and on top of that they charge exorbitant interest rates.

Having noticed the challenges in other parts of the world and Zimbabwe, this study sought to find out the challenges experienced by women selling fresh vegetables at Bomba. This is a business centre that focuses on the trade of fresh farm produce such as all forms of vegetables and fruits. It is located along the Kwekwe - Gokwe highway. It is about 25 km from Gokwe and 110 km from Kwekwe. Bomba is a small rural service centre with a few shops. The vendors took advantage of the produce from the farming activities from around the centre. and Bomba is now popularly known for the trade in fresh fruits and vegetables which is done all year round.

This study therefore, intended to find out the challenges experienced by women who eeked a living from selling fresh fruits and vegetables at Bomba along the Kwekwe- Gokwe highway in Zimbabwe.

Method

Research design

This qualitative study adopted a single case study research design. It is a qualitative research method used to examine contemporary real life situations (Magwa & Magwa, 2015). In this case the study was on women selling fresh fruits and vegetables at Bomba. It provided the researcher with an opportunity to be immersed in the study thereby obtaining perspectives of women selling vegetables and fruits. A case study involves the empirical investigation of a particular contemporary phenomenon within the real life context using multiple sources of evidence (Yin, 2003). In this empirical study, the researcher had an in-depth study of the challenges affecting women, since the researcher was where the selling of vegetables and fruits was taking place. This enabled the researcher to access the feelings and thoughts of women, and in the process develop an understanding of the meaning that the women ascribed to their experiences (Sutton & Austin, 2015). The use of qualitative methods presented the researcher with an opportunity to empathise with the women, thereby seeing the world of vegetable and fruit marketing from their perspective. The methods also provided the researcher with an opportunity to hear the voices concerning their challenges in selling fresh fruits and vegetables.

Sample and sampling procedure

Fifteen participants were purposefully sampled to take part in interviews. Purposive sampling was deliberately selected as it involved the identification and selection of individuals or groups of individuals that were proficient and well-informed with a phenomenon of interest (Etikan, Musa & Alkassim, 2016). This was therefore an appropriate sampling method as the women were deemed to have the requisite information on the challenges face by women selling fresh fruits and vegetables at Bomba. Opportunity sampling was used to select five members of the public. These were sampled as they visited the make-shift stalls.

Instrumentation

The study used in-depth interviews and observations. In-depth interviews were utilised to elicit information from women selling vegetables and fresh fruits. The interviews proved useful in getting the story behind challenges encountered in selling fruits and vegetables. Observations were conducted to obtain first-hand information on how the marketing activities of fresh fruits and vegetables progressed at Bomba. Observations also provided first-hand information on the environment surrounding Bomba.

Data Collection Procedures

Data collection for this study was done in three stages. The first stage was concerned with observations of what happened during the process of selling fresh fruits and vegetables at Bomba. Observations were made on how they interacted with their clients, how they carried out their business and also how they stored their commodities. The second stage focused on in-depth interviews. The researcher informed the participants on the intentions to conduct a study at Bomba, as well as getting their consent. Interviews for both members of the public and women selling fruit and vegetables were conducted until saturation stage was reached. This was reached after interviewing fifteen participants from the women selling vegetables and four members of the public. As soon as the saturation point had been reached, the researcher felt the study could not continue with the interviews. It was apparent that on the basis of the data that had been gathered from the interviews, there was nothing new that could emerge; hence there was no need for further interviews.

Data analysis

The thematic approach was utilised to analyse the data that was gathered in this study which was qualitative in nature. The approach was useful as it enabled the researcher to summarise the key features of this study and then structure the findings according to the themes generated by the study (King, 2004).

Ethical issues

Permission to conduct the study was sought from Gokwe South District Council as Bomba is within their jurisdiction. Respondents were asked for their consent before the commencement of the study. They were assured that the study was confidential and the anonymity of their identity was guaranteed (Saunders, Kitzinger & Kitzinger, 2015).

Results

The study established a number of challenges that were affecting women selling fresh fruit and vegetables at Bomba. These included long distances travelled by the women from their homes to their market, working long hours, lack of financial inclusion and negative perception from members of the public.

Staying far away from their workplaces

The study observed that there were two categories of women selling fresh fruit and vegetables at Bomba. These were women from around Bomba. (Nyamazana Villages 1 and 2) and those from outside Bomba, who came from as far as Mapfumo and Ngondoma which were 6 and 9 kilometres respectively from Bomba. These two categories experienced challenges related to the location of their places of residence. Those from within the area often sold their goods during the day and retreated to their homesteads in the evening. They however, revealed that they risked being robbed as thieves could follow them on their way home. Those from further away places usually spent up to two weeks at Bomba and only returned to their homes after their goods had been sold out. From the interviews with the women it was established that these women slept in the open at the market. Some said they took this opportunity to sell their products to late night travellers. The following verbal quotes illustrate the above:

Some of us who stay more than 10 kilometres away from this place cannot commute from our homes on a daily basis. This is a major challenge on its own. We have to sleep at our stalls in the open. We have to brave the cold weather in winter and the rain during the rainy season (Woman participant 3).

We have to maximise on the late night customers as you can see that this is a busy road and people travel throughout the night. There is brisk business during the night, and to some a great extent this compensates for the time we spent away from the comforts of our homes (Woman participant 5).

Observations made during the study showed that there were no shelters at Bomba. The women were exposed to the harsh weather conditions as well as mosquitoes. Observations also established that women were busy selling their wares even late into the night.

Exposure to robbers

The study observed that although Bomba was a busy centre, there were no police details patrolling the area. The women operating at Bomba were therefore exposed to robbers as they always had some money on them. The study established that some women had actually been robbed of their money at the market late at night. The following verbal quotes demonstrate the above:

Recently some of our colleagues were robbed by three men who pounced on them late at night. They lost all their hard earned cash which they had collected over a number of days. We do not have a facility where we can deposit our money overnight.

Furthermore, this place is not protected at all, as you can see there are no police details. We are at the mercy of robbers (Woman participant 1).

These days it has become generally unsafe to stay with large sums of money on you. Lots of young people are not employed and they know very well that people like us who sell vegetables and fruits on a daily basis have money. We are therefore targeted by robbers. They can follow you after work and rob you of your daily takings (Woman participant 13).

The two quotations were indications that women were easy targets of robbers particularly when many people were unemployed and had limited opportunities of making money.

Exposure to vice

The study observed that women were selling basically the same type of goods at any given time; hence there was stiff competition for customers. Such kind of situation meant that some of the women failed to make any meaningful profit from their sales. In a bid to survive, some of them resorted to vice such as prostitution. The situation was exacerbated by the fact that some of the girls involved in selling vegetables were school drop-outs. The following quotes from women participants illustrate this:

There is stiff competition at this market place. We sell the same commodities and furthermore, not everyone is able to withstand the competition. Some women here fail to raise money to order fruits and vegetables. They therefore resort to prostitution to make ends meet. You should also realise that some women spend up to two weeks before going back to their husbands. It requires strength of character to avoid temptations. There is also a group that is here on the pretext that they are into selling fresh fruit and vegetables, yet they are into prostitution as this place is a hive of activity once it gets dark (Woman participant 2).

The situation here is a bit challenging. We have a number of very young girls who dropped out of school for one reason or another. They cannot withstand the difficulties associated with our trade. We at times fail to raise any profits from our sales. They lack the patients that most mature women have, to persevere until they realise a profit. They therefore, easily fall prey to the gold panners who seem to have a lot of money on them. These young girls are now into prostitution and they appear not to be ashamed of this. They are offending the moral standards of this place (Woman participant 4).

The observations made during the study were that the prevailing conditions at Bomba were not conducive for these young girls. The women and girls sold the same products

and competed for the same customers. Observations made by the researcher at night showed that there was serious prostitution going on at Bomba. A lot of young girls and a few women who participated in selling vegetables and fruit also doubled as prostitutes in the evening. They took advantage of the gold panners who appeared to have a lot of money to spend. This was corroborated by one participant who had this to say:

Prostitution is rampant at this service centre. There are a number of reasons why we have that situation. We have young girls who thought they could make easy money as vegetable and fruit vendors. This is no mean work. They cannot make ends meet hence they end up doubling as prostitutes. The situation is made worse because of the gold panners who flash money to attract the desperate girls. What is saddening is that even some women are also into prostitution as it appears it is an easy way to make money (Woman participant 15)

Working for long hours

The study established that women selling fruits and vegetables at Bomba worked for long hours and in most cases did not have a break during weekends. Observations made during the study showed that there were some who operated at Bomba round the clock. During visits made to the centre at night, it was realised that a number of women conducted their trade throughout the night. Their customers were those travelling by bus as well as other forms of transport.

In interviews with a number of women participants the following quotes illustrate some of the challenges related to working long hours the women experienced:

We work for very long hours and we do not have time for our families. The infants join us here and they grow in this environment. We have to maximise on the available time, otherwise if we do not do that we risk losing the vegetables and fruits as they are perishable commodities. (Woman participant 7)

We have very little time to rest. A number of women here complain of fatigue, backache and sore legs. Personally, I have challenges of hypertension which I attribute to this kind of work. However, I have no option, but to soldier on (Woman participant 6).

This road is very busy, buses and all sorts of vehicles going up and down. We have customers even at night. So one cannot really afford to have some sound sleep as we try to catch those late travellers and provide them with the goods they require (Woman participant 14).

At this place we do not have operating hours. Anytime is business time. It is work and work all the time. We have our meals as we work. We do not have time to cook so we buy from ladies who are in the business of selling meals (Woman participant 15).

Working in the open

The study observed that the stalls did not have any wind breaks to protect them from the wind. They also did not have any roofs to protect them from the rains and the sun. Observations made showed that they had vacated the stalls built by the district council which were 100 metres from the roads. This was because their customers were travellers using the main road. The women did not pay any fees to the Gokwe District Council at their present location; hence the latter could not assist them. The women therefore sold their fruits and vegetables in the open, as there were no well-built stalls at the roadside at Bomba.

During interviews the participants the district council once a while sent its workers to remove them from the roadside. The women said that they lost their goods during such times. They also revealed that lack of protection from bad weather conditions resulted in huge losses to their goods. In interviews some of them revealed that they had also to brave the winter nights as they waited to sell to travellers who passed through Bomba. The following verbal quotes illustrate the above:

We are operating in the open because we have abandoned the stalls that the council built for us. A number of us have our stalls that we actually rent from council. It does not make any economic sense to remain at the stalls as customers are found here by the roadside. At this location we are treated as illegal vendors as we are not paying any rentals to council: hence the council will never provide us with properly constructed stalls (Woman participant 8).

The situation is quite tough especially during winter. We sleep here in the open as we have to sell to those who pass through this place late at night. We make some fire to keep ourselves warm. This is really tough but we have limited options so we soldier on (Woman participant 10).

We lose a lot of our commodities to the heat and rains. We have no option as money is here and not at the stalls. We will continue the cat-mouse game with council as they do not want us to operate from this place. They need to understand our plight. (Woman participant 9).

Lack of ablution facilities

The study observed that there were no ablution facilities dedicated to women selling fruits and vegetables at the service centre. Those available were put up by shop owners and were definitely inadequate for people who frequented the fruit and vegetable market. In any case the shop owners kept their toilets locked, and only made them available to their clients. Due to the lack of toilet facilities at the market place, it was apparent that in the evening people relieved themselves in the long grasses nearby the market. The human waste together with the putrescible vegetables and fruits created a conducive environment for disease outbreak. The women participants in this study, however, denied that they used the nearby area to relieve themselves. They argued that the blame for the human waste could not be apportioned to them as the place was visited by several people including revellers who patronised the business centre especially at night. The following quotes illustrate the views above:

It is true that there is human waste in the grasses around this place. Why is it that the blame is passed onto us? How can we pollute the environment that we work in? There are so many people who pass through this place. Council should build toilets as this place is busy (Woman participant 10).

The lack of toilets at this place has negative impacts on our business. Some people prefer to buy from places where ablution facilities are available. It is unfortunate that we are operating from an illegal place (Woman participant 13).

Threat of accidents

The study revealed that most of the stalls were barely 2 metres from the road. As they jostle for customers some vendors may fail to notice vehicles that will be speeding along the highway. Interviews with participants showed that women selling fruits and were exposed to accidents. The following quote illustrates the above:

It is true that vehicles along this road travel at high speeds. Some drivers seem not to realise that this is market place. Once in a while there are fatal accidents that involve either some of us or our customers. We will appreciate if the authorities take some precautionary measures to make this place safe from accidents (Woman participant 4).

As you can see, all the people here are selling the same products, and this creates serious competition for customers. Whenever a car or bus stops to drop off passengers, there is serious jostling as we try to be the first to get to the customers. In the processes some of the women do not take precautions not to encroach onto the road. This can result in accidents (Woman participant 9).

Bomba is a hectic place. There are so many of us here fighting for the same customer. There is so much pressure and more often than not once a car or bus stops here for whatever reason we all swarm around it. We spend a lot of time running up and down and in most cases we are not very careful to check on the vehicles on the roads

(Woman participant 12).

Lack of funding

Information obtained through interviews revealed that respondents lacked regular funding. Respondents said that they struggled to raise enough money to sustain their activities. They revealed that they had never received a loan to support their businesses. The money they used came directly from the produce they sold. Although they have heard of organisations that lent money to small enterprises like their own they had never come across them. They also revealed that they did not have adequate knowledge of how borrowing transactions were conducted. When further probed, they went on to say they were willing to borrow so as to grow their business ventures. They also revealed that they were sceptical of getting loans to support their businesses. They were unsure of what would happen if they failed to repay the loan. This was illustrated

in the following quotations:

Most of the women here fund their own businesses. I reinvest the profits into my business activities. I have never borrowed money to boost my business. I have no idea of banks or organisations that lend money to people like us (Woman participant 11).

I have heard that it is possible for us to borrow money from financial organisations but I am afraid that if I fail to repay the loan they will end up taking all that I own. This may destroy my family. It is better to continue in this fashion without depending on a funds from outside as long as I am able to make ends meet (Woman participant 10).

I have heard about these organisations that lend money to small enterprises like we have here. My challenge is that I am not able to read and write. So how will I process the applications? I cannot have someone to do that on my behalf. If that person cheats me, how will I know? (Woman participant 12).

The above sentiments show that the women experienced a number of challenges concerning access to funding. It was clear that there was a dearth of information concerning the issue of micro-financing. They were also sceptical of the lending organisations. They were therefore prepared to continue operating at their current levels.

Negative perceptions from members of the public

The customers visiting Bomba had mixed perceptions about the women vendors. There was a group that viewed them as hard working people. They felt the vendors worked under very difficult conditions to provide for their families. According to one male participant the vendors provided a range of commodities that suited different categories of people. He went further to explain that they made it possible for customers to buy fresh fruits and vegetables. This was not, however, the case with the other group that felt that the vendors were desperate to make profit and often duped unsuspecting customers. The worst affected were those travelling by bus at night as they were sold substandard products. They accused them of taking advantage of darkness. Participants had this to say:

These women are crooks. They usually sell substandard products to people travelling by bus. They normally pick their victims at night because they know the buyers will only realise that they have bought poor products after leaving Bomba. The other victims are those customers who appear to be in a hurry. They will always be sold poor quality products. I have made it a point that I will never buy anything from this place because every time I do so I find myself at the losing end (Member of the public participant 1).

The traders here temper with the containers holding the products especially tomatoes and sweet potatoes. Customers always get the impression that they are getting the correct quantities yet in real terms they are getting less than what they have actually purchased (Member of the public participant 2).

These women are very dishonest and members of the public treat them with suspicion. They are losing customers because of that and personally I prefer buying from Craft Market Centre at Gokwe Town (Member of the public participant 3)

However, there were some members of the public who had different views concerning the operations of the women selling fresh fruits and vegetables. They viewed them as honest people who carried on their activities like any other person in that trade. The following quotes from two members reflect those sentiments:

The views that women selling vegetables are dishonest are misplaced. There may be one or two such characters and it is normal to have such misfits in community. To generalise that women selling vegetables are cheats is unfortunate and gender insensitive (Member of the public participant 4).

Member of the public participant 5

These women are genuine vendors are trying to make an honest living through selling vegetables. I have been buying different commodities from here for a very long time and I have not experienced any form of cheating from them.

Discussion

The mere fact that women selling fresh fruits and vegetables stayed far away from Bomba Business Centre, their place of work, presented a number of challenges. This was a threat to the stability of their marriages, as couples stayed apart from each other for long periods. As women, they were supposed to take care of their husbands and children, but were now failing to do so as they were away attending to their businesses. This is in agreement with observations made by Reddy, Vranda, Ahmed, Nirmala and Siddaramu (2010) that Indian women who worked to augment family income had high chances of work-family conflicts as they often failed to fulfil their roles at home.

The women who slept in the open at the makeshift stalls risked being robbed or raped. They generally lack protection as there are no police details policing the area. Furthermore it is easy for the thieves to disappear into the dark once they have committed the crimes. Ayodele (2015) contends that most of the crimes occur at night in markets in Oyo in Nigeria as the environment was conducive for criminals. The thieves took advantage of the dark as it was difficult for their victims to identify them. They would also disappear into the darkness without trace.

The roadside market at Bomba was very unsafe as it exposed the women to accidents. Their stalls were located very close to the road making them vulnerable if vehicles veered off the road. They were also exposed to accidents as they ran across the road apparently oblivious of the dangers posed by the fast vehicles that used that road. The United Nations Development Programme (2016) in a study in Uganda revealed that vendors who operated their businesses along busy high ways were in constant fear of being hit by speeding vehicle. There were no road signs or speed humps or pedestrian crossings and this increased the risk for women who conducted their business while minding their children. This was the exact situation that prevailed at Bomba, and this made it very risky in terms of accidents.

Lack of funding was viewed as one of the major obstacles that affected the women at Bomba. The lack of access to funding due to lack of information of where to get the funds, as well as lack of collateral were major challenges. This will continue to stifle their growth; hence they will continue to operate at the subsistent levels. This situation was consistent with what obtained in Uganda where women operating on roadside markets experienced serious funding challenges. According to the United Nations Development Programme (2016) women got capital to finance their businesses from relatives, simple savings, proceeds from sale of family items and using agricultural produce from their family farmland. This could not guarantee the growth of their businesses.

Those who commuted on a daily basis faced challenges of being mugged as robbers thought the women always had money on them. It was also tiresome walking a total of five kilometres on a daily basis. This obviously had a toll on their health either immediately or in the long run.

Working long hours without rest, can subject the women to serious health challenges. This is consistent with observations by Bannai and Tamakoshi (2014) that working long hours is associated with depressive state, anxiety, sleep condition, and coronary heart disease. Shankar, Syamala, and Kalidindi (2010) are also of the view that lack of rest trigger health problems such as, obesity, heart diseases, high blood pressure and diabetes. These are health problems that could impact seriously on the lives of vendors at Bomba, as they might not have enough resources to meet the costs required at medical institutions.

The study revealed that working in place without ablution facilities has many challenges. Besides posing serious health threats this also tends to scare away potential buyers who are particular about hygiene. Such environments get negative publicity during times when there are outbreaks of diseases such as cholera, typhoid and dysentery. Members of the public are comfortable buying from places that do not unnecessarily expose them to health threats. This is consistent with finding by Matondi (2013a) in study on women entrepreneurship in fresh fruit and vegetables who established that women worked in places with inadequate infrastructure that lacked water, and had dysfunctional toilets.

The study observed that dishonest practices such as selling products that had turned bad especially at night, although not rampant were phenomena practised by some of

the women at Bomba. It is always a huge challenge as business people to be associated with unscrupulous practices which include cheating on customers. Although this practice was done by a few individuals at Bomba, it tarnished the image of the place. This scared away potential buyers who found it better to do their business at Craft at Gokwe Town or other smaller places along the highway. This is consistent with the finding by Talaga (2008) in a study on food markets in Ukraine. Customers always had a perception that sellers cheated them, yet on average sellers did not cheat customers.

Conclusion

The study drew a number of conclusions in relation to the challenges faced by women involved in selling fresh fruit and vegetables at Bomba. The women operated under very difficult conditions which entailed walking long distances, staying away from their families for long periods as well as working long hours. Some members of the public viewed them with suspicion because some of them were dishonest. They have not been able to forge important linkage with critical stakeholders such as supermarkets and the caning industry. Lack of funding is also a major hindrance to the development of operations at Bomba.

Recommendations

The study made the following recommendations:

- There should be a deliberate effort by all stakeholders involved in vending at Bomba to construct adequate and relevant infrastructure.
- The responsible authority, that is Gokwe District Council, should put in place some legislation dealing with the operation in the fruit and fresh vegetables at Bomba to protect the health of the consumers as well as affording the council an opportunity to get some revenue.
- The Bomba fruit and fresh vegetable market could do well by having the Public and Private Sector Partnerships.

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