SOCIO-ECONOMIC CONDITIONS OF AUTO-RICKSHAW DRIVERS -
A STUDY WITH SPECIAL REFERENCE TO VALPARAI REGION

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ABSTRACT

This article is attempted to know the living conditions, and social status of the auto rickshaw drivers. They work more but earn less. They are not able to satisfy the needs and wants of their family members because of low earnings. Some of the auto rickshaw drivers are not own basic things like fridge, washing machine, water heater, cooker and gas stove. The above mentioned problems are keenly analysed by the researcher and find solution to overcome the problems.

KEYWORDS: Competitive advantage, SWOT, Specialization.