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IMPACT OF ORGANISED RETAIL ON UNORGANISED RETAIL IN INDIA

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ABSTRACT

The Indian retail industry has grown 10.6% between 2010 and 2012 and is poised to increase to 750 to 850 billion USD by 2015. Retail industry is a flourishing sector of the country and encompasses activities from sourcing, SCM, Inventory management, merchandise management, store management, HRM, ERM, ERP, sales promotion, advertisement, CRM and after-sales service. The organized retail constitutes 8% of the total retail market and is expected to grow at 20% by 2020. It is likely to greatly impact businessmen, entrepreneurs, investors and to a great extent the real estate sector. There is great hue and cry that FDI will to a great extent make the small retailers shut the business and opt for alternate employment. The paper focuses on the impact of organized retail on the unorganized sector in Indian retail market.

KEYWORDS

Organized retail, unorganized retail, Indian retail sector.

INTRODUCTION

According to the Global Retail Development Index 2012, India ranks fifth amongst the top 30 emerging markets for retail. India is one of the most promising retail destinations in the world. Retailing includes all the activities involved in selling goods or services directly to the final consumer for personal use. It is the final stage in the distribution process. The recent announcement of allowing 100% FDI in single brands and 51% FDI in multi-brand, has changed the business dynamics in the country. The paper discusses the impact of organized retail on the unorganized sector in India. Small retailers are concerned about this new development and are changing their strategies to succeed in the current context.

OBJECTIVE OF THE STUDY AND METHODOLOGY

The objective of the study is to analyse the current retail scenario in India and the impact of organized retail on the small retailers in the unorganized sector. The paper is based on case studies, statistical data, a thorough analytical and logical understanding of various research papers, books, reports, journals, newspapers and online material.

INDIAN RETAIL SECTOR- CURRENT SCENARIO

According to Deloitte Report Jan 2013- Indian Retail Report Opening more doors, the Indian retail industry has grown 10.6% between 2010 and 2012 and organized retail constitutes 8% of the total retail industry with 92% constituting the unorganized retail. The Indian retail is divided into 2 categories- organized and unorganized retail. Organized retail refers to trading activities by licensed retailers, who are registered for sales tax, income tax and includes retail chains and large privately owned retail businesses. On the other hand, unorganized retail constitutes the traditional formats of low cost retailing, convenience stores, hardware shop at the corner of the street selling everything from bathroom fittings to paints and small construction tools, mom and pop shops, local kirana shops, pan and beedi shops, hand cart and pavement vendors and street hawkers.

CATEGORIES OF TRADITIONAL RETAILERS

- Fruits & Vegetable sellers- sells fruits and vegetables
- Food stores- bakery products, dairy and processed food & beverages
- Non-vegetable store- sells chicken & mutton
- Kirana I -Sells bakery products, dairy and processed food, home and personal care and beverages
- Kirana II -sells categories available at Kiran I shop plus cereals, pulses, spices and edible oils
- Apparel sells- menswear, womens wear, inner wear kids and infant wear
- Footwear- sells men's wear, women's wear and kids wear
- Consumer durables & IT- sells electronics, durable & IT products
- Furnishing- sells home linen and upholstery
- Hardware- sells sanitary ware, door fitting, tiles
- General merchandise – includes lighting, toys, gifts and crockery

CHARACTERISTICS OF UNORGANIZED RETAIL

Small store(Kirana) retailing is one of the easiest ways for generating self-employment as it requires limited investment in land, labor and capital. It is generally family run business, lacks standardization and the retailers who run the store lack education, experience and expertise.

Unorganized retail is still predominating over organized retail in India. The reasons are

1. In smaller towns and semi-urban areas, there are many traditional retailers, which are family business running for more than one generation.
2. These kirana shops have their own efficient management system and have understood their customers' better and are able to satisfy the customers. They are able to efficiently cater to the needs of the customers, which is a very strong point for their existence in spite of threat from organized retail.
3. A large number of working class in India are daily wage earners, who procure from the small retail shop small quantities for their supper. They totally rely upon these small shops for their food items.
4. Also the seasonal workers, during the period of unemployment purchase from kirana stores on credit and clear their dues when they get paid. This credit facility is a great boon for these class of workers.
5. Another important characteristic of unorganized retail is the proximity of the store. It is the convenience store for the customer.

6. These stores operate mostly from their own premises and thus save on rental payment.
7. These stores are family run business and hence the labor cost involved is minimal.
8. As they operate from their home they can pay for the utilities at residential rates.
9. Unorganized retail supports a large chunk of population, providing direct employment to 39,500,000 individuals. There is no way government can ignore this foundation stone of the Indian economy.

R.Vaidyanathan(2010) in the article "our Kiranas deserve better including a ministry of their own has stated that more than 125 lakh kirana stores provide a source of livelihood to 16 crore people. The retail trade suffers from two major handicaps – one, non-availability of credit and another is the bribe one has to pay to the government babus. The perennial problem faced by the traditional retail trade is the "organized" dacoity by minions of the state. They need to bribe the cops, bribe the municipal authorities and other local goons. There is need for level playing with access to affordable credit and abolition of inspector raj in the form of harassment by various arms of the government.

The well established organized retail sector in India are Pantaloon retail, Shoppers' Stop, Spencers, Hypercity, Lifestyle, Reliance etc. Over 20,000 new retail outlets are expected to open within this segment.

According to the study conducted by ICRIER W.P. No. 222 (2008), (MATHEW JOSEPH & OTHERS) unorganized retailers in the vicinity of the organized retailers experienced decline in their business volumes and profit in the initial years. However, the negative impact weakens over time. It was also found that there was no evidence of decline in employment in the unorganized retail because of the entry of organized retailers. The rate of closure of traditional retail shops was 4.2 percent p.a., which is way lesser than the international rate of closure. The rate of closure on account of competition from organized retail is lower still at 1.7 percent per annum. A majority of unorganized retailers are keen to stay in the business and compete, while also wanting the next generation to continue like wise. It was also found that the traditional retailers were able to compete due to changed strategy especially through improved business practices and technology upgradation. However, only 12% of unorganized retailers have access to institutional credit and 37 per cent felt the need for better access to commercial bank credit. Most unorganized retailers are committed to remaining independent and barely 10% preferred to become franchisees of organized retail.

In a country with a huge population and high levels of poverty, it is appropriate that this model of retail democracy co-exist along with organized retail. These unorganized retail needs to be promoted so that they can organize and supply food to Indian consumer.

HOW TO PROMOTE UNORGANIZED SECTOR?

The suggestions might be

- Establishment of retailer co-operatives among retailers which is highly required for the sustenance of the unorganized retail sector.
- M & A (Mergers and Acquisitions) of weak retailers by strong retailers that would revive the small retailer.
- Setting up of franchisee organization, where the franchiser can exert control over the way retailing is done.
- There must be a good network connection between retail organizations, the suppliers and other channel members to use compatible technology so that they can build strong distribution set-up to satisfy the customers.
- Setting up more of non-store retailing centers would also ensure a strong retailing organization. Non-store retailing makes implementation of modern principles easier and less costly.
- Last but not the least, there must be a change in the mindset of the unorganized retailer. They have to understand, come forward and lead this change management for the sector to flourish.

CHANGING PHASE OF INDIAN CONSUMERISM

A great shift that ushered in the Indian Retail Revolution is the emergence of Malls across the regional markets. Today malls are changing the way common Indians have their shopping experience. It is imperative for the unorganized retail sector to restructure and reorganize to withstand the increasing competition and to meet the consumer expectations by keeping pace with the trends.

ROLE OF GOVERNEMENT

Countries like Singapore and Taiwan have initiated Hawker centres upgrading programme and upgrading programme of old wet markets respectively and are very much in favour of unorganized sector and support the same.

Few countries have made a special effort to come up with policies that help the unorganized small retailer to sustain in the economy. In India, there is no exclusive regulatory framework for the retail sector. Regulation of the retail sector is mainly in the domain of the state governments. Different state governments have taken different regulations to protect the small unorganized retailers from the big box retailers in the era of Retail Revolution. There is a need to formulate a comprehensive regulation at the national level, which will provide regulatory support continuously to all the weak players of this sector throughout the country.

The passing of Street Vendors (Protection of Livelihood and Regulation of Street Vending) bill, 2012 in Lok Sabha is a welcome move in this direction. The bill provides for security and protection of the livelihood of all street vendors who have a vending certificate, which will be issued by the Town Vending Committee. The bill approved by the Union Cabinet states that at least 2.5 percent of a city's population would be allocated vending Zones and it would be mandatory to form Town and Zonal Vending Committees in every city, with street vendors having 40 percent representation.

CONCLUSION

India is at the crossroads with regard to the retail sector. Experience of various developing countries have shown that they have reaped the benefits of modern retail and has also shown that both traditional and modern retail can co-exist. The traditional retailers have to evolve strategies to compete and flourish alongside organized retail. In this government policy plays a very vital role in as much as a time bound National programme protecting the interest of small retailers is launched. They should encourage setting up of modern large cash-and-carry outlets to kirana stores as well as to licensed hawkers at wholesale rates. Also, more credit should be made available at reasonable rates from micro-credit institutions for expansion and modernization of small retailers. The sooner we have a Ministry of Retail Trade to protect, preserve and enhance the capabilities and utilize the full potential of our kirana stores, the better it is for the Indian economy.

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