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THE STUDY OF RURAL RETAIL SECTOR IN INDIAN

Prof. V.S Kshirsagar

Late. SKJ Mahila College, Parbhani.

Introduction:

Indian retail industry is one of the biggest industry in India, The population of India as per 2011 census is 1210000000 (one hundred twenty one corer). After the china the second biggest country as population, so there is more scope of increase this sector.

The study of retail sector of rural India in compare to urban areas retailing, in present time both retail sectors are unorganized and it is 94% in all over the India.

Retailing in Rural India:

Rural India is a big family of people with homogenous features. As per state region and area they show similar but there are so many Varity as per their food, dressing, whether, atmospears, traditions, languages etc near about 6 lakh villages in India

- Rural and urban population in India

Census	Area	Population	Percentage
2011	Rural	8,33,74,9000	68.8
	Urban	3,77,106,000	31.2

Sources: Population: Economic survey of Maharashtra 2014-2015

Percentages: census India govt.in

There income mainly depend upon agriculture crops they divided only in religion and caste system from last one deked tremendous change in communication system through the internet the rural culture diverse rapidly as like people in view of education awareness.

Economics experts opinion are the factors growth are subsidies and scheme of government of India for energy , fertilizer and foods, ,ore provision for agriculture and their basic facility like road, irrigation, godwon, system in budget of central government.

As per the survey of rural India at present more than 50% of motor cycle use,

more than 70%of toilet soap,, more than 50%of cold drink sale in rural Indi, and also fast moving consumer goods sector growth by 10% in volume and 12% in value in rural markets.

As per the famous book b shri.C.K Prahlad "the fortune of the bottoms of the of the pyramid "

Rural retail market scenario/ format :

- Village kirana stores : in the every village there are four to five and more kirana stores for good solds of village needs, they are good purchase form urban area and sold in village
- Weekly Bazzar : around the 10 or 20 village in a one big village or suitable for transport for all villages the weekly bazzar market is available for full day in a particulars day of week. Small appliances vegetables', garment, masala foods kirana goods even cows, buffaloes, sheep, goats sold their transaction made on bargaining is a main characteristic of this market
- Rural fairs and meals : As per annual phenomenon, religious programs annually phenomenon, religions programs annually arranges fairs and meals at some places year by year for 8 to 15 day continuous in hat fairs various Navas, festival and all types of shop of goods are available the main feathers of the market is the shops can comes here forms all of the India
- Farmer markets : one common market established in market yard in a big village or panchayat for purchase and sale of food grains o farmers
- Corporate Market :
 - i. Choupal Market : in the names of choupal, choupal bazzar, choupal sagar ,

choupal fresh and run by it in various states in India there are sold daily need to tax goods luxury goods and purchase foods grains from farmers

- ii. Adhar retails : it market situated particularly in panjab, hariyana and Gujarat known as Adhar wholesale market and it is run by a group “ future group and godrej agrover limited “
- iii. Hariyali kirana bazaar : DCM shriram consolidated hariyali kirana bazaar for customers loyalty program helps to rural costumers first ever is point based and card based to earn and burn points. 275 stores across 8 states in India to run his services now new program launch hariyali first.

• **Analysis and findings :**

All the introduction and retails markets available in rural discussed in paper as above the most of population 68.8% lived in India are a top customer population in compare to urban areas. In last 10 year rural India to change all over likes urban people to aware about the education, life style and living standard.

The same time the pressure of demand of develop rural area and increase their income of people last 6 to 7 year central budget the most of provision for agriculture and allied activities the results the use of technology and machinery and changes in crop systems and start so many supporting small activity and business which run through the helps of agriculture a new class of create the more

income groups and create the purchase power of him.

Conclusion:

The study of as various angles of rural retailer market in rural area in India is a very bright future. The Various changes in education, life style, changes in technology in agriculture, increase in their incomes and results the increase purchase power of their people and demand more and more for consumable goods in retailing and it is increasing continuously

Advantages :

- i. To help in development of rural area.
- ii. To helps the employment available at home level.
- iii. To increase the revenue income of government.
- iv. to establish the equality in rural and urban people on their income group level.

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