

MAJOR CHALLENGES OF ORGANIZED RETAIL SECTORS IN INDIA

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ABSTRACT:

As the country is developing from underdeveloped to pre developed country, India is still in the verge of deficient in the field of manufacturing and good servicing compared to the other developed countries. The excess of population, the growth of poverty, the inherent genetic and epidemic disease in the country have led the country to rank behind the developed countries and also few developing countries. Hence the national income of the country has suffered in the hands of good governance and dirty politics have made India to stand in the row of lest developed country. The economic liberalization in the country have led for the suppress of domination of localization and has given the opportunity for liberalization, privatization and globalization which later resulted in the growth of organized sectors. These organized sectors has taken a major role in the developing the country in the better way. It has given the account for the government in the form of good tax payer and also in the form of customer favorite in doing the justified business and with good customer care with after service in some situation. But main problem lied in the organized sectors is the sole and core administration which was done by the foreigner in some cased and also heavy competition from the side of unorganized sectors. Hence this paper has highlighted the major problems and challenges faced by the organized sectors in India and the solution and methodology to overcome these problems.

KEYWORDS: Organized sectors, MNCs in India, Unorganized sectors.

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