

## **FDI IN MULTIBRAND RETAILING IN INDIA – A SWOT ANALYSIS**

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### **ABSTRACT**

The flow of FDI in developing countries during 1990's was a prominent source of external financing and has become key component of economic development in these countries. India considered to be most potential land for FDI. Initially the government of India allowed FDI in various sectors on selective basis with the impressive results achieved, the government of India introduced the policy of allowing 100% FDI in retail sector and upto 51% in multi brand retailing through the government approval route. The government's decision has evoked strong opposition not only from political parties but also from various farmer's and trader's organizations as well. In this background the present paper attempts to make a SWOT analysis of FDI in multi brand retailing in India.

**KEYWORD:** FDI, Economic development.

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