A Study on Prospects of Unorganised Retail Sector in Tuticorin District

Dr S. Krishnasamy

Introduction

The Word ‘retail’ is derived from the French word ‘retaillier’, which means to cut off a piece or break bulk. Retail is the final stage of any economic activity. Retail may be defined as a dealer or trader who sells goods in small quantities or one who repeats or relates. Retail industry is the largest industry in India, with an employment of around 8 per cent to over 10 per cent of the country’s Gross Domestic Product (GDP). Retail industry in India is expected to rise 25 per cent yearly being driven by strong income growth, changing life styles, and favourable demographic patterns. Unorganised retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner-manned general stores, paan/beedi shops, convenience stores, hand-cart and pavement vendor. They have lot of prospects in their sector. This paper analyses about the prospects of unorganised retail sector.