

"Encroachment of Mall Culture in Hawker's Economy"

- It's Pros & Cons.....

Earning money for livelihood by an un-educated or an illiterate by way of running a retail shop was quiet easy before or is quiet easy now but, if you pay attention towards changing market's scenario and glimpses of newspapers, then you will discover that it will be not so easy in near future. The way in which our government has opened this sector of Retail Trade for multinationals and the pace of their progress, itself depicts, that time is not far away, when social and economic imbalance will become an unmarkable identity of our Indian economy and the sole reason for this will be large scale unemployment, whose only reason will be our multinational companies.

India is a country with large scale illiteracy, diverse unemployment and growing population. In such a situation a person can easily survive by way of running a retail shop, whatever of it may be- Kirana, Vegetable or Confectionary. There may be several reasons for this; some of them might be unemployment, low investment, illiteracy or non availability of appropriate vacancies etc. People facing all such hindrances can easily run such a retail shop with low investment but now when all big multinational companies have stepped into retail market, all these small retails have to quit which led them to the step of unemployment. There are many reasons for this. One of them is the buyer's tendency; the buyer used to make perpetual comparison amongst various sellers, their services, their products, their quality etc., they always hold the seller in the comparison basket and makes comparison amongst the available alternatives. Multinational companies has massive marginal money to invest, specialized technical and educated staff, their products are relatively cheaper due to bulk purchases, they render good after sales service and provide state of art infrastructure, these all facilities make them distinct from small retailers, which leads to mobilization of customers. Due to this, sales of small retailers are getting affected and finally they have no other option other than to shut down respective firms.



Few months ago local vegetable hawkers and vendors in many small towns like Indore, Nagpur, etc. have agitated against opening of multinational retail stores in their town since, with the entrance of these companies in retail sector, many of their customers had switched over from them to those stores. Now, is this issue is observed from the layman's view point then those vendor's aggression and agitation seems fair, since retail trade was only source to them through which they earn their livelihood and it was like stealing their livelihood. India is a wide spread and diverse nation. Population has been one of the vital national problems since many years and even today. As time has passed government has achieved success to a certain extent to overcome this problem, it has reduced to great extent in urban areas and to some extent in rural areas. In Indian rural areas, education is not given due importance, as a family comprises of number of children, their parents do not want to waste any money and their time on education, besides they utilise their children's time to earn money. Now when children of such families with, low investment capabilities, illiteracy and education, migrate to urban areas, they used to earn their livelihood by doing some retail trade, since it is the only available alternative to them. By doing some sort of retail trade like selling vegetables, opening shops etc. they earn sufficient money so as survive, now we can very well imagine that in such a situation, if any multinational company with high capabilities will compete them then how come they will be able to stand firm before them, they will

immediately collapse and they will have no other option other than to quit their shops. Thus, not only they but also their families will have to suffer as their entire livelihood was dependent on their retail trade.

On the contrary, if this issue has been observed from nation's view point then evolution of mall culture is a positive sign for our economy. It depicts that our idle funds are being mobilised and invested in all avenues. Development of retail sector by multinational will provide good pace to our economy, bring large scale employment, develop big entrepreneurs and will create world class infrastructure in our nation, which will indirectly enhance and magnify our socio-economic growth at a multiplied rate.

The only thing we want is perfect harmony amongst its pros and cons (as we have already discussed). This could be done only if unorganized retail sector makes an attempt to develop themselves, they must change themselves and give cut-throat competition to organized sector by providing quality goods at cheapest possible price, providing after sales service, maintaining good customer relationship system, providing services like home delivery, e-shopping etc. Besides this government must also help such un-organized retailers by providing them loans at low interest rates, by liberalising trade policies from them and by all possible ways and means. All that we want to develop is such an India where socio-economic un-biased ness and unity becomes our nation's unmarkable identity.



“Saare Jahan Se Accha Hindustaan Hamara”

-Anshul A. Agrawal

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