

FDI PERCEPTION IN RETAIL BUSINESS OF FOOD ITEMS IN THE CAPITAL OF MANIPUR, INDIA.

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Abstract

Though FDI plays a pivotal role in Food production, seed operation, fertilizer preparation, food marketing and super markets in developed countries, it's still less important vehicle for the improvement of food products sector in most of the developing countries. To attract Greenfield subsidiaries of multinationals, countries have to provide grants to create more job opportunities. If FDI is operated in this sector, a fear of unemployment occurred due to introducing new technologies into the production process. It is in this context that this paper tries to examine whether multi brand retail scenario after FDI is allowed will push up farm incomes and thereby kick start the rural economy of Manipur. The government's move to allow FDI is expected to bring competition to the retail industry, however space exists for all players to compete as the Indian retail market is huge. Referring to the FDI decision, there are 50 million people in unorganized retail sector, "Where will these people go? It has not been sustainable even in the west." Approving FDI in the retail sector is certain to hurt the common people as multi-brand companies would be dictating terms on various consumer items, though Chief Minister of Manipur O. Ibobi Singh and some Congress-ruled States have endorsed UPA's decision on FDI. Clearly nothing profiles a State than clearer than economic policies adopted by Delhi. While the Ibobi Singh led Government has not said a word on FDI, in the face of the Centre making it clear that it would be left to left to the prerogative of the state governments to decide on FDI, it is more than likely that FDI in multi-brand retail will only have the least, impact in Manipur. Opening the door to foreign investors can only be a policy. Actually attracting the investors is what matters at the ground level. Law and order situation is an alibi that has been bandied about for the convenience of the political class and the babudom to cover up for the utter lack of infrastructure, the dismal power supply scenario being the most prominent of all the failures. Manipur comes nowhere near attracting foreign investment with even Indian companies keeping shy of making any substantial investment in the State. On this front, the people of Manipur may not have to unduly worry about India throwing its doors open to foreign investors in the retail segment. This paper focuses to capture the same.

Keywords: FDI, Unemployment, Opportunities, Multi brand retail, Food product sector.

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1. INTRODUCTION:-

Food items include those foods which are essential for healthy living such as cereals (rice, wheat, and coarse cereals), pulses (Bengal gram, red gram, green gram, black gram, lentil, and others), tubers (potato, etc.), sugar, edible oils, fruits, vegetables, milk, eggs, and fish. Here net production (production less seed, feed, and wastage) is considered as a proxy for net availability at the state level.

Table 1.1: Consumption Spending In India

Segment	% contribution
Food	62.0
Fashion	9.5
Leisure and entertainment	7.9
Fashion accessories	5.5
Consumer durables	4.0
Health, Beauty and Paramedical	3.8

Source: Pantaloon Retail analyst report

Rural retailing is now the focus for many retailers. It is observed that the rural regions of India registered consumption growth even during the economic slowdown. This holds especially well during a normal/excess Monsoon Years. As it is, rural India accounts for 2/5th of the total consumption in India. With increased income, the rural consumption levels will also go up. This will help in spending to increase which in turn will generate its own eco-system in the rural areas of our country. Better facilities like access to quality education and medicine will also follow leading to the overall uplift and welfare of rural India. Of course, FDI in retail is not an unmixed blessing. But then considering the benefits it can bring to our rural brethren, it is worth a try.

A survey all over the states on impact of globalization and FDI on food items production, consumption, and trade and government policy suggested that FDI still a negligible instrument for the same particularly in the fields of food and agriculture sectors are concerned. Local producers are afraid of the fact that due to the process their lands may be handed over to MNCs. For the higher price compare to local product price, foreign products are still not welcomed as such by the low-and-middle income groups here.

2. LITERATURE REVIEW:-

According to Tomu Francis (2006), organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc basically involving the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other

hand, refers to the traditional formats of the retail industry involving example, the local kirana shops the corner stores, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. The latter involves a large majority of the Indian populace that is involved in the retail industry.

The Sangai Express (18/09/2012) readied under the caption of ‘Will not allow FDI in Bihar’, that Bihar Chief Minister Nitish Kumar said he was not in favour of allowing FDI in his state and added that farmers would not benefit at all from the UPA government’s decision to open up the multi-brand retail market to FDI.

NABARD issue (2011) stressed that the Indian economy is witnessing a rapid change since 1990s with the adoption of economic liberalization. The last 7 years have registered impressive growth (except 2008-09 and 2009-10) where real GDP has grown over 9%. The last decade has seen the advent and growth of organised retailers in various sectors including food.

3. NEED OF THE STUDY:-

This study was conducted to understand the level of understanding of the local unorganized retailers with respect to FDI, more particularly towards multi-brand FDI, its affects, and to gauge their perception towards Government’s decision. This study will help to identify the level of genuineness of the fact that all unorganized retail players, were against its FDI decision. It will help in adopting measures to increase the level of awareness and minimize inflated concerns of the affected.

4. STATEMENT OF THE PROBLEMS:-

Now the question arises as to whether one can expect Wal-Mart come to a town as a good neighbor to small retailers who have served the neighborhood for generations. Wal-Mart is not a charity or a social service organization intent to maximize its profits by exploiting farmers, consumers and destroying local retailers. During its existence it has driven 80 % farmers out of their holdings in the US, fleeced its customers, rendered millions of small retailers jobless, and underpaid its employees.

5. OBJECTIVES OF THE STUDY:-

- a. To study the awareness level towards FDI
- b. To analyze the respondent’s knowledge of Multi-Brand FDI, its effects.
- c. To suggest positive measures to build consensus among respondents and avoid negative concerns.

6. RESEARCH METHODOLOGY:-

The study is based on both primary and secondary data. The required information was collected through the following sources.

PRIMARY DATA-

A non-probability, convenience sampling technique was used to administer the questionnaire. A structured questionnaire was prepared identify awareness level about FDI, Multi brand and Single Brand FDI, the response of the unorganized retailers towards the govern of information of FDI. The questionnaire was administered in local (Manipuri) language.

SAMPLE SIZE-

The initial data was collected from 100 unorganized retail players. However for getting the meaningful and reliable insights the aware of FDI, (80) were evaluated on other parameters. Sampling survey is empirical in nature.

TOOLS AND TECHNIQUES-

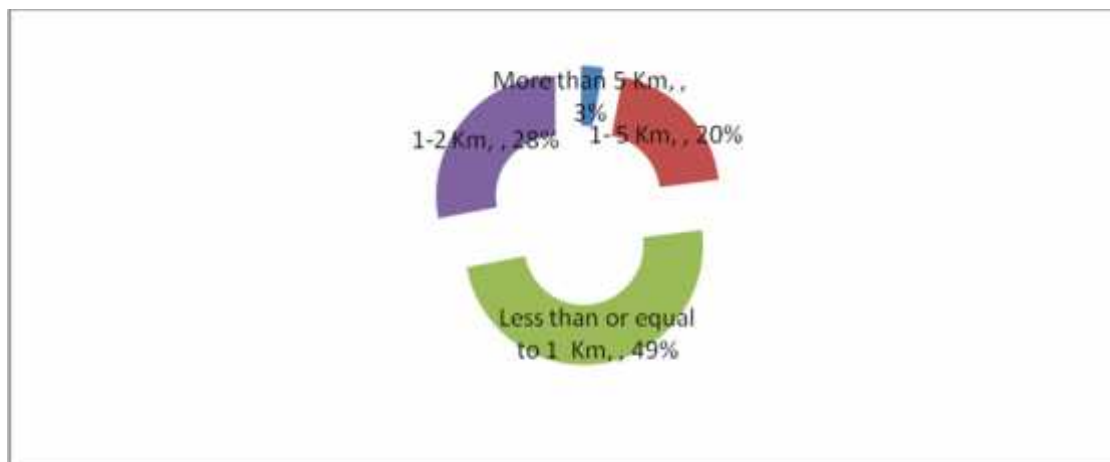
The data collected through questionnaire were tabulated and analysed by using pivoting methods in excel.

DATA ANALYSIS AND INTERPRETATION-

The data analysis showed that 80% of the respondents had heard of FDI previously, questionnaire of the responds that were aware of FDI in India were analysed further to gain deeper insights.

SCOPE OF THE STUDY-

Distribution of sample of unorganized retailers by distance from nearest organised food retailer (B and C class City; categorized by NABARD)



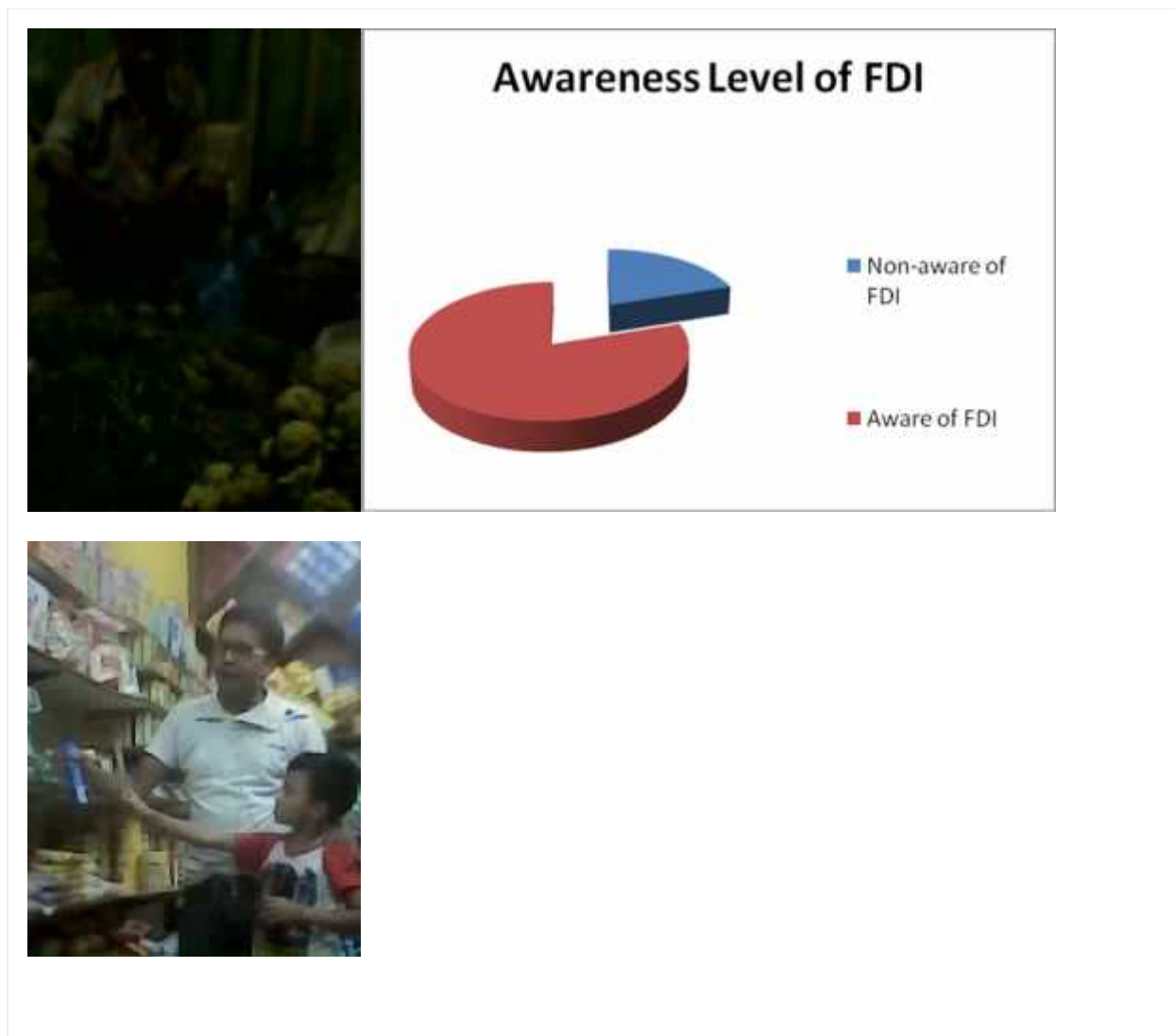
The distribution of the unorganised retailers reveals that more retailers who were located closer to the organised retail outlets were covered in the study.

7. RESULTS & DISCUSSIONS:-

On 19th September, stating that the 'Bharat Bandh' to be imposed by the NDA is against the anti-people measures of the UPA Government, the State unit of BJP has appealed to all concerned to support the strike. Most organized food retailers in India are regional and use single formats such as conventional stores, super markets, hypermarkets, etc. In contrast, most international retailers have multiple format models.

8. FINDING OF THE STUDY:-

Last year, after the government approved 51 percent FDI in multi-brand retail, the Opposition and many other political parties including UPA's own allies Trinamol Congress put against the government's efforts to open the multi-brand retail sector to foreign investment, in the cold-storage. Later it was decided that the policy would be put on hold till it reaches a mutual consensus by all parties and states. Post it, the Department of Industrial Policy & Promotion, Government of India wrote to all the state governments on June 19, 2012 asking for support. Till date, the governments of NCT of Delhi, Manipur, and the union territories of Daman & Diu and Dadra and Nagar Haveli have sent a written communication indicating support for FDI in multi-brand retail trade. As per extant policy, FDI, up to 100 per cent is permitted, with prior government approval, for single brand product retail trading. FDI is not permitted in multi brand retail. Data relating to single brand retail trade operations in the states is not centrally maintained. This information was given by the minister of state for commerce and industry, Jyotiraditya Scindia in a written reply in the Rajya Sabha. Meanwhile the Congress leadership is planning to take another shy at opening multi brand retail to foreign chains. The UPA coordination committee is likely to be convened towards the end of the month specifically to smoothen the way for the long-pending liberalization move. The meeting is expected to be attended by Trinamol Congress chief Mamata Banerjee who has been a big hurdle in the government's plans to let in foreign retailers. The coordination committee, comprising UPA constituents which are part of the government, is expected to meet once a month on the first Friday.



The data analysis showed that 80% of the respondents had heard of FDI previously, questionnaire of the responds that were aware of FDI in India were analysed further to gain deeper insights.

Table 8.1: Perceived effect of FDI vis-a-vis education level-

Will FDI in Retail Effect you	Uneducated	Below X	up to XII	Graduation & Above	Grand total	% of Respondents
Don't No	5	5	10	12	32	40%
No	7		4	5	16	20%
Yes, in a +ve way	3		3	6	12	15%
Yes, in a -ve way	9	4	3	4	20	25%
% of Respondents	30%	12%	25%	33%	80	100%

Source: Primary data

25% of the respondents had an opinion that FDI will have negative effect while 15% said that it will impact positively, while happen.

Table: 8.2: Knowledge of single and multibrand FDI

Do you Know Multi/Single Brand FDI	Blank	No	Yes(Irrelevant Answer)	Yes(relevant Answer)	Grand total
Uneducated		17	14	7	38
Below X up to XII	3	8	9	3	23
Graduation & Above	1	2	1	0	4
% of Respondents	5%	45%	38%	12%	80

Source: Primary data

The respondents were asked whether they were aware of single and multi brand FDI concerns, and if their answer was yes they were asked to just specify the difference.

Table 8.3: Reaction towards government's decision on multibrand FDI

Do you Favour the Government decision to allow FDI in Multibrand Retail	Below X	Graduation & Above	Uneducated	Up to XII	Grand Total	% of Respond
Against it can't say	23	7	6	7	43	54%
Neutral		15	11	7	33	42%
Yes, it will benefit us		1		1	2	1%
Grand Total	23	25	17	15	80	100%

Source: Primary Data

54% of the Respondents were against The Multi Brand FDI, though only 42% as discussed earlier actually knew what multi brand FDI was. Only very few 1% of total supported Government saying it will benefit them.

TABLE 8.4: Reaction towards Governments decision on multibrand FDI vs Source of information-

Response For:	Government Decision for Allowing Multi Brand FDI					% of Res
	Against it	Can't say	Neutral	Yes	Grand Total	
Source of FDI Info						
Family Members	11		6	3	20	25%
Fellow Businessmen & Union Leaders	12		1		13	16%
Newspaper / TV	6		15	5	26	33%
Other Sources	12	1	8		21	26%
Grand Total	41	1	30	8	80	100%

Source: Primary Data

33% of the Respondents got information on FDI from TV and Newspapers while 16% got from fellow Business Man and union leaders. 25% Got information from their family members and rest 26% from other sources. The co-relation of source of information and views of respondents for FDI gave an interesting outcome that almost 94% of the respondents who got information about FDI from Fellow Businessman and Union Leaders, voted against FDI.

TABLE 8.5:

Perception of future vs reaction towards Government's decision

Response For:	Government Decision for Allowing Multi Brand FDI					
	Against it	can't say	Neutral	Yes	Grand Total	% of Res
Big will grow and smaller will Perish	30		10	2	42	54%
Both Big & Small players will benefit	1		5	2	8	10%
Don't Know	8		6	1	15	18%
Nothing will happen	5	1	9		15	18%
Grand Total	44	1	30	5	80	100%

Source: Primary Data

Majority (54%) of the respondents had a view that Big will grow and smaller will perish, while others were almost divided equally in their perception i.e. Both Big & Small Players will benefit, Don't Know, and nothing will happen. When this perception was further analysed vis a vis their reaction towards Government's decision of allowing multi brand FDI, 46% of Respondents who were against FDI had a view that Big will grow and smaller will perish, while rest either Didn't had an idea or said nothing will happen and even Both Big and Small will grow (The point to be considered here is though they had answered previously that they were against Government's Decision, however either they didn't knew the future scenario or had a conflicting view).

TABLE 8.6:

Annual turnover and education level-

Annual turnover & Education	Uneducated	Below X	Up to XII	Graduation & Above	Grand Total	% of Res
10 Lkhs and above	2	4	4	6	16	20%
5 – 10 Lkhs			3	17	20	25%
2 - 5 Lkhs		1	2		3	5%
Below 2 Lkhs	23	7	10	1	41	50%
Grand Total	25	12	19	24	80	100%
% of Res	30%	15%	25%	30%	100%	

Source: Primary Data

50% of the Respondents were having annual turnover below 2 Lkhs, 25% Respondents had turnover between 5 -10 Lkhs, 20% were having 10Lkhs and above while 5% were having 2-5 Lkhs annual turnover. On Education front 30% were having qualification above graduation, 25% upto 12th, 15% below 10th.

Table 8.7: Action against declining business vs source of information-

Response For:	Government Decision for Allowing Multi Brand FDI					
	Family Members	Fellow Businessmen & Union Leaders	Newspaper / TV	Other Sources	Grand Total	% of Res
What will be the action if Business Declines						
Don't Know	11	6	5	11	33	41%
It won't Happen		4			4	2%
Reduce Costs	3		26		29	37%
Switch my occupation	2	2	3	7	14	20%
Grand Total	16	12	34	18	80	100%
% of Res	20%	15%	43%	22%	100%	

Source: Primary Data

41% Did not had any idea what they shall do if business declines, 20% had a view that ultimately they will have to switch their present business and 37% hoped that reducing cost will help them to stay in the business. While 2% were adamant saying it won't happen (FDI cannot impact them). The Correlation of the responses for the actions that respondents were willing to opt in case their business is affected negatively with the source of information gave very meaningful insights.

TABLE 8.8: Action against declining business vs annual turnover-

Response For	Annual Turn Over				Grand Total	% of Res
	10 Lkhs and above	5-10 Lkhs	2 - 5 Lkhs	Below 2 Lkhs		
Don't Know	8	10	5	10	33	40%
It won't Happen			4		4	3%
Reduce Costs		12		8	20	25%
Switch my occupation	7	1		15	23	32%
Grand Total	15	23	9	33	80	100%
% of Res	19%	29%	11%	41%	100%	

Source: Primary Data

More importantly as per table, the source of Information for 90% of such respondents (switch occupation) was other than TV and Newspapers.

TABLE 8.9: Annual turnover of respondents against FDI and Occupation

Respondents Against FDI & had answered to Switch occupation	10 Lkhs and above	5-10 Lkhs	2 - 5 Lkhs	Below 2 Lkhs	Grand Total
Family Members		0	0	13	13
Fellow Businessmen & Union Leaders	1	0	0	10	11
Other Sources	2	0	0	21	23
Switch my occupation Total	3	0	0	44	47
Grand Total	6	0	0	88	94

Source: Primary Data

When 3 Parameters were considered together and analysed, it was found that, all those who were against FDI and had said to Switch their Occupation, got the update for FDI from sources other than TV/Newspapers. And Further around 90% of them were having turnover below 2 Lakhs.

Overall situation of food items production in India-Table 8:10- Indian Agriculture Scenario

Country	% of GDP	% of Population dependent on Agriculture
India	23.60	60
China	13.80	49
US	0.90	0.70
South Korea	3.60	8.00

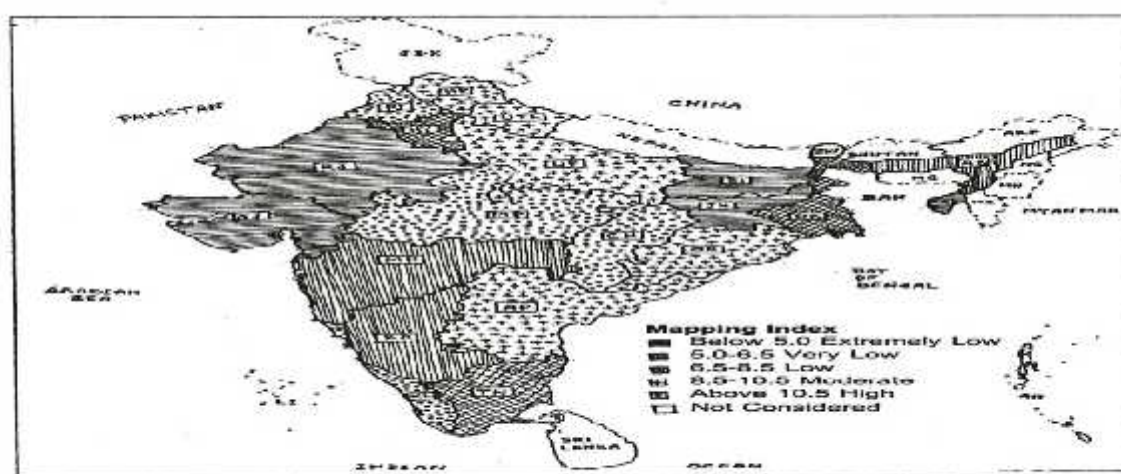
Source: World Fact Book, Central Intelligence Agency, 2005

Table 8:11- Irrigated Land

Country	% of Irrigated Land
India	38.00
China	5.40
US	2.22

Source: World Fact Book, Central Intelligence Agency, 2005

Organized retail presents a huge opportunity for food companies to penetrate into Indian Kitchens and build scale. Expect some IPOs/fund rising as well, as some of the smaller players scramble to add new products and capacity and spend on brand building. State level food production are depicted on map -



Map 5.2: Food Availability Map of India.

MANIPUR: Only four states and UTs have so far indicated their support for allowing FDI in multi-brand retail, a development which will further delay entry of global chains like Walmart and Carrefour in India.

"Till date, written communications, indicating support for foreign direct investment (FDI) in multi-brand retail trade, have been received from the governments of Delhi, Manipur and from Daman & Diu and Dadra Nagar Haveli," Minister of State for Commerce and Industry Jyotiraditya Scindia informed the Rajya Sabha today in a written reply.

The former president said as long as India can build the capacity of aggressiveness in marketing and competitiveness, FDI is not a dangerous thing.



Delhi, Manipur approve FDI in multi-brand retail Fashion United India. Till date, the governments of NCT of Delhi, Manipur, and the union territories of Daman & Diu and Dadra and Nagar Haveli have sent a written communication indicating support for FDI...

Government of India; Ministry of Commerce & Industry; Department of Industrial Policy & Promotion; (FC-I Section), Press Note No.1 (2012 Series) emphasizes the Subject: "Review of the policy on Foreign Direct Investment- liberalization of the policy in Single-Brand Retail Trading". Foreign Direct Investment (FDI), in retail trade, is prohibited except in single brand product retail trading, in which FDI, up to 51% is permitted, subject to conditions specified under paragraph 6.2.16.4 of 'Circular 2 of 2011- Consolidated FDI Policy'.

Issue at National level-

On 18th September, 2012, Trinamool Congress, the second biggest constituent of the UPA, dealt a major blow to the Manmohan Singh government when it decided to withdraw its support on the issue of petroleum price hike, FDI in retail and corruption. Manmohan Singh had listed 17 issues, including FDI in retail and aviation, saying decisions in this regard needed to be taken along with hike in diesel price as the economy was in a bad shape. Banerjee added a caveat saying if the Centre rolls back the decision on FDI in multi-brand retail; raise the cap on supply of subsidized LPG to 12 cylinders and reduction of diesel hike from Rs. 5 to Rs.3 or 4, then the party would reconsider the decision to withdraw support. Referring to the FDI decision, she said there are 50 million people in unorganized retail sector, "Where will these people go? There will be disaster. It has not been sustainable even in the west."

Concern issue in Manipur-

The general strike is being called to protest the UPA government's recent decision to hike price of diesel fuel, reduce yearly provision of LPG refill by a domestic consumer, and allow foreign direct investment (FDI) in the retail sector. CPI Manipur State secretariat member L. Sotinkumar informed that a joint meeting of CPI Manipur State Council, CPI (M), Janata Dal (Secular), All India Forward Bloc, JD(United), MPP, National People's Party(NPP) and RSP unanimously resolved to enforce the dawn to dusk strike call of September 20. Terming the September 14 decision of the UPA government to hike diesel price, slash LPG provision and allow FDI in retail sectors as a 'darkest chapter' of the Dr. Manmohan Singh rule, Sotinkumar expressed that the decisions will have severe impact on the working class citizens.

Stating that the impact would most severely affect people of the North East region, who mostly depend on road transport for food-grains supply as well as conveyance due to absence of rail network, Sotinkumar regretted that the UPA's anti-people decision amounts to additional burden upon the marginalized section of the society. With the All India Motor Transport Congress also announcing 15 per cent increase in freight charge consequent to the UPA's decision prices of essential commodities also escalating is inevitable, said the communist party leader. Reacting against the deduction in subsidized LPG refills, Sotinkumar remarked that the UPA's decision is akin to murdering the common people and encouraging the black-marketers.

Similarly, approving FDI in the retail sector is certain to hurt the common people as multi-brand companies would be dictating terms on various consumer items, he maintained while contending that Chief Minister O. Ibobi Singh and some Congress-ruled States have endorsed UPA's decision on FDI. In fact, opposition parties had voiced concern in the Parliament on the UPA Cabinet's November 24, 2011 decision to allow FDI in retail sector but persistence by the Prime Minister and Finance Minister P. Chidambaram ultimately resulted in allowing FDI in the retail sector, highlighted the CPI leader who expressed strong resentment that the decision would deliver a crippling blow to Indian traders. Expressing that such anti-people policies of the UPA Government need to be vehemently protested.

9. RECOMMENDATIONS and SUGGESTIONS:-

Throughout the analysis, it is found that trade of food items is an important aspect for Indian economies in general and Manipur in particular. To operate smoothly with developing economic structure, FDI can take a considerable part in the process. Some policy recommendations into this matter are as follows:

- i. Amongst adverse effects profit transferred, increase in prices of non-tradable goods, damages inflicted to environment by excessive rates of extraction of natural resources, worsening balance of payment conditions, income inequality are common. Thus, government must have to give due importance on FDI flows into the economy especially on food items production.
- ii. Though food business in India is largely unorganized, organized retail could help drive growth for packaged food companies and investors should water out for this sector. If this process will continue for longer period, few years later we may shine.

The Government should use alternative means to increase the level of understanding of FDI and implications, and continuously post information through local media channels (local newspapers, regional TV channels, Community radios) so as to build a positive environment.

The MSME backed programmes, specially focused on small unorganized retailers should be made; so as to help the local retailers increase efficiency and build competitive advantage.

Panchayati Raj institutions can play a vital role in disseminating positive information and creating awareness in this regard.

Similar study can be undertaken with a higher geographical reach so as to gauge the clear-cut understanding level of the unorganized players, majority of who as such sound to have appropriate knowledge of scenario and being completely against FDI (Multi-brand).

The concerned ministry can set up time bound task force where various stakeholders may be asked to address their individual concerns regarding FDI to a regional / national helpline within a given timeframe, by attending such concerns/queries (may be in a collective manner) the informative / development programmes can be made.

Government should allow FDI in multi-brand retailing in a phased manner, phased opening of the sector for FDI will help the fellow unorganized player to gauge the impact, if any and adjust accordingly.

10. CONCLUSION OF THE STUDY:-

Every coin has two faces, everything has its merits and demerits, the same is the case of allowing multi brand FDI in India, however the main concern is the merits and demerits of FDI has not been analysed properly, and voices which are deemed to be of the affected ones are actually of the mediators or politicians, who are known for voicing such concerns for their own benefits. Given the small penetration of organized retail in India (not even in double digit till Jan 2012), the opening up of sector for FDI is going to have a positive impact for consumers and medium and small suppliers. It is supposed to tame inflation, increase jobs, reduce wastages, and improve supply chain. FDI may impact local, unorganized retailer, in case he fails to cut costs, improve services, however he will surely gain, if he incorporates changes with time. Opening up of organized Cash and carry Services next door, will lower his burden, provide more choices at lower costs to him, to ultimately satisfy his customer. His personal touch with customers, knowledge of their preferences, will surely help him build competitive advantage. Further, what is the evidence and assurance that big Indian.

The debate over Prime Minister Dr. Manmohan Singh's shock and awe treatment appears to centre more on the decision to allow FDI in multi-brand retail, with the cap put at 51 percent. Clearly nothing profiles a State than clearer than economic policies adopted by Delhi. While the Ijobi Singh led Government has not said a word on FDI, in the face of the Centre making it clear that it would be left to left to the prerogative of the state governments to decide on FDI, it is more than likely that FDI in multi-brand

retail will only have the least, impact in Manipur. Opening the door to foreign investors can only be a policy. Actually attracting the investors is what matters at the ground level. Law and order situation is an alibi that has been bandied about for the convenience of the political class and the babudom to cover up for the utter lack of infrastructure, the dismal power supply scenario being the most prominent of all the failures. Manipur come nowhere near attracting foreign investment with even Indian companies keeping shy of making any substantial investment in the State. On this front, the people of Manipur may not have to unduly worry about India throwing its doors open to foreign investors in the retail segment.

11. LIMITATION OF THE STUDY:-

The study was constrained by a number of factors. However, adequate measures were adopted to accommodate them. This is represented below.

Constraints	Remarks
Non-availability of long time series data on organised retail (including food category) as the sector itself is new	The study utilized other variables with certain assumptions
Few retailers did not share critical information like turnover, size of borrowing etc.	The data was accessed through secondary sources (ROC, news etc.)

12. SCOPE FOR FURTHER STUDY:-

Formats of food retail covered for further study-

ORGANISED	UNORGANISED
Regional supermarket chains	Mom and Pop stores mixed and specialty (e.g. vegetables & fruits only store)
National supermarket chains (e.g. Kangla Foods, Imphal)	Departmental stores.
Hypermarket chains	Regional supermarkets

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