

Rapporteur Report

TENTH INTERNATIONAL SEMINAR ON ORGANIZED RETAILING: BOON OR BANE

January 03 - 05, 2009

THE Tenth International Seminar organised under the joint auspices of GGS Indraprastha University, Government of NCT of Delhi, Delhi School of Professional Studies and Research (DPSR), Society for Human Transformation and Research (SHTR), SHTR Consulting Group (SCG), Value-one Info-Tech (P) Ltd., and Association of International Organisations and Universities (AIOU) sponsored by All India Council for Technical Education (AICTE).

Pre Seminar Workshop on Stress Management

January, 03, 2009, 10 a.m. to 4.30 p.m.

Venue: Seminar Hall, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Chairperson: Professor Suneel Kumar Maheshwari, Professor, Marshal University, USA.

Resource Person: Dr. Ajay Kr Singh, Reader in Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi.

Coordinator: Ms. Gurleen Kaur, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Assistant Coordinator : Ms. Lisa Mishra, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

The session started with a brief introduction by Assistant Coordinator, Lisa Mishra. It was followed by lighting of lamp by Professor Suneel Kumar Maheshwari, Dr. Ajay Kr. Singh, Professor P.N. Singh.

This was followed by a welcome speech by Ms. Gurleen Kaur, Coordinator for the workshop and faculty of Delhi School of Professional Studies and Research. Prof. S.K. Maheshwari gave a presentation on Stress management approaches and responses. He started with a wise saying “do not underestimate the power of stupidity” and went on to define stress which we all experience at some point of time or another. He explained some factors which influence stress. He then discussed various responses to stress. Adding on to this were various stages of reaction to stress (i) Alarm phase, (ii) Resistance phase, (iii) Exhaustion phase. He also stressed upon various approaches to manage stress like action oriented, emotion oriented, and acceptance oriented.

The session was followed by brief introduction of Prof. P.N. Singh. He is the Chief Coordinator of International Seminar, Executive Director at Delhi School of Professional Studies and Research and formerly State Minister of Finance, Bihar. He addressed the session with a brief introduction of the topic stress management. He emphasized that stress is a motivating factor and it leads to performance. It is a balancing act.

After the inaugural session the session was taken over by Dr. Ajay Kr. Singh, the Resource Person for the workshop. His session concentrated on different levels of evolution in body and different levels of

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energy. He emphasized on various stress buster techniques like music and the power of infinite love and gratitude which he showed through real pictures and live examples. He showed us the divine instrument through which our problems can be healed. He threw light on right attitude and smart work as the key to success. Smart here stands for specific, measurable, attainable, realistic, time bound. It is our attitude towards life and work that makes our life 100% successful. It was an interactive session involving various games and meditation exercises to relieve stress.

The session concluded with the presentation of mementos to the Prof. Suneel K Maheshwari, Dr. Ajay Kr. Singh, Prof. P.N Singh and a formal vote of thanks by Prof. P.N Singh.

Rapporteur for the Session:

- **Ms. Dilpreet Kaur Komal**
PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Inaugural Session

January, 03, 2009, 10:30 a.m to 12:30 p.m.

Venue: National Academy of Agricultural Sciences, New Delhi, India.

Chairperson: Professor S.P. Singh, formerly Vice-chancellor, Veer Kumar Singh University, Ara, Bihar and Advisor, Cambridge Institute of Technology, Ranchi, India.

Chief Guest: Prof. Ravinder Vinayak, Secretary, Indian Commerce Association; Professor and Dean, Faculty of Commerce, MD University, Rohtak, Haryana, India.

Guest of Honour: Prof. Suneel Maheshwari, Professor, Division of Accountancy and Legal Environment, Lewis College of Business, Marshal University, USA.

Keynote Speaker : Prof. Rajendra K. Garg, Professor of Marketing, Eberly College of Business and Information Technology, University of Pennsylvania, Indiana, USA.

Coordinator: Ms. Arpita Kaul, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Assistant Coordinator : Ms. Dilpreet Kaur Komal, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Prof. B. P. Singh, Chairman, SHTR Group of Institutions welcomed the distinguished panel members and the delegates of the seminar.

The Seminar was inaugurated by lighting the auspicious lamp of knowledge by dignitaries along with Dr. Ajay Kr. Singh, President, Governing Body, SHTR Group of Institutions and Prof. P.N.Singh, Executive Director of DSPSR with the message, “Tamaso Ma Jyotirgamaya” and prayer to God to lead us from darkness of ignorance to the light and bliss of knowledge. The dignitaries were presented with the auspicious bamboo plants.

Prof. B. P. Singh, while deliberating on the theme of the Seminar, raised some pertinent questions like- Does organized retailing pay remunerative prices to our major producers, 60%, comprising of agriculturists and farmers? Why intermediaries appropriate huge margin of profits? Are the younger consumers, living beyond their means through loans and credit cards, generating trouble for the economy? Are not the traditional retailers better than the big retailers and their chains in some segments like fresh fruits and vegetables?

Dr. Ajay Kr. Singh, Secretary General of Tenth International Seminar, introduced the theme of the Seminar to the delegates. He talked about global financial crisis, food and oil crisis, peaks and lows both being witnessed during the year 2008. He emphasized that retail sector will be mostly recession-free compared to some other services like tourism and finance. Small shop owners in the vicinity of big retailers may experience decrease in the volume of sales and profit, but by eliminating the middlemen, producers and consumers both are going to benefit by the presence of big retailers. There are certain advantages that India possesses like-availability of skilled labour, low cost of operations, growing middle class and increasing disposable incomes.

Dr. Ajay Kr. Singh gave details of Tenth International Conference to be held at Szent Istvan University, Hungary with theme, “UN Millennium Development Goals” during 23rd - 26th June, 2009.

Prof. Rajendra K. Garg, keynote speaker, deliberated on the recent trends in retail sales in India and referred to India as a potential goldmine. He dealt with the problems plaguing the retail sector, the key drivers of the change, e-trade and formats of retail chains. He gave estimates of A.T. Kearney and ICRIER report tabled in May, 2008. He emphasized that though India is still at an introductory stage as far as foreign presence is concerned, but future is bright because of various advantages that India possesses like young population, rising incomes, etc. He also talked about future concerns namely- concentration of big malls at one place and catering mostly to affluent customers. He cautioned about the adverse impact on unorganized retailers because of efficient supply chain network of big retailers.

Prof. Suneel K. Maheshwari talked about the evolution and prospects of organized retailing in India, which might follow the pattern of USA. Rising incomes, high growth rate and more credit availability is bound to result in bright future for retail sector in India, more competition will go in favour of consumers. He also highlighted some positive actions of big chains like Wal-Mart in USA in the form of energy conservation and waste recycling. According to him, the growth of organized retail trade in India is going to be a mixed bag of boon and bane.

Prof. Vinayak emphasized that pace of change in India is very fast, but resistance to change is also very pronounced. He cited the favourable factors as rising disposable incomes, favourable demographic change, increasing number of nuclear families with double incomes, and technological change in the form of growth of IT industry, etc., have resulted in the growth of the retail segment. But, given the dual character of India, both traditional, unorganized retailers can co-exist with the modern, organized big retailers. Moreover, the traditional retailers are also going in for some changes keeping pace with the times in the form of providing improved services and formats.

After this initiation towards the theme of the Seminar, Vol.10, No.1 of the Delhi Business Review bi-annual peer review journal, listed in the Cabell's directory, USA was released by the invited dignitaries.

Prof. S. P. Singh, in his presidential address welcomed the delegates, organizers, students and staff of the SHTR Group of Institutions. He raised a very important aspect in the form of a question-How to eliminate poverty and improve the life of masses? He acknowledged the important role of retail trade in this as retailing is the end-chain of the production-process. He also emphasized that with acceptance of WTO regime, all dimensions like-political, social, government's role and policy, and economic, etc., have to be geared. He deliberated on the bright future prospects but also cautioned about the problems and challenges.

After this initiation of the theme by the accomplished academicians, the dignitaries were presented mementos by the organizing committee members.

Prof. P.N. Singh presented vote of thanks to all in his inimitable style with lots of humour and shayari. He thanked the dignitaries for sharing the dais and enlightening the students and delegates.

With this, the Tenth International Seminar was inaugurated. The session ended with the National Anthem.

Rapporteur for the Session:

● **Dr. Anuradha Anand**

Associate Professor, Janki Devi Memorial College, University of Delhi, Delhi.

TECHNICAL SESSION NO. 1 – “ORGANIZED RETAILING: ISSUES AND CHALLENGES”

January, 03, 2009, 2:00 p.m to 5:00 p.m.

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson: Professor Prasanta K. Padhy, Professor (Management, OB And Service Marketing Areas), Department of Business Administration, Berhampur University, Berhampur.

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Coordinator: Ms. Kanika Taneja, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Ms. Kanika Taneja, began the session with a warm welcome note. The chairperson then started inviting the participants in the given order for making their paper presentations.

TOPIC : “ORGANIZED RETAIL MARKET IN AGRICULTURE DURING WTO REGIME : A PARADIGM SHIFT”

Dr. M.B. Dastagiri, Sr. Scientist, National Centre for Agriculture Economics and Policy Research, New Delhi.

Dr. P. Shinoj, Sr. Scientist, National Centre for Agriculture Economics and Policy Research, New Delhi.

Dr. B. Ganesh Kumar, Scientist, National Centre for Agriculture Economics and Policy Research, New Delhi.

Dr. Dastagiri began by giving a brief overview of the Global and Indian retail markets and then proceeded to provide a detailed scenario of agricultural retail in India. It analyzed the status, growth, marketing models and future plans of public and private food retail markets in agriculture in general and horticulture and fisheries in particular during WTO regime and suggested policy measures for growth of retail markets in agriculture.

The paper concluded that the marketing model adopted by private markets particularly Reliance and Subhiksha is more efficient than government markets like Rythu bazaar and also that the new models emerging in the fish retail marketing sector are far better than their traditional counterparts.

The presentation ended on the note that there is a need for both public and private retail markets to adopt new marketing models.

TOPIC : “HOW CAN THE TRADITIONAL RETAILERS COMPETE SUCCESSFULLY WITH ORGANIZED RETAIL”

Dr. Rachna Mohan, Senior Lecturer in Apparel Design and Construction, Bhagini Nivedita College University of Delhi, New Delhi.

Dr. Rachna highlighted the key competitive advantages that unorganized retail sector has by identifying certain key preference factors of Indian consumers that traditional retail alone can fulfill, the most important among them being ‘personalized attention and services’. At the same time it also identified an important threat to traditional retail in the form of ‘growing travel, traffic and shopping inconvenience’.

The paper also provided some projections for unorganized retail over next ten years in which the initial decline in the traditional retail turnover and profit is expected to smoothen out over time paving way for the organized and unorganized retail to co-exist.

The paper concluded by making several recommendations that would help traditional retailers to face competition from the organized retailers on their own terms. Traditional retailers need to face the competition from organized retailers on their own terms by focusing more on their strengths in personalized attention and services and offering speciality products and services. If at all the government wished to support the traditional retailers and enhance their economic contribution, it needs to focus on improving the travel and traffic problems. Shopping convenience is emerging as an important factor. Traditional retailers may also need to improve upon shopping convenience factors such as adequate parking facilities and fast check outs.

TOPIC : “INDIAN RETAILING : ISSUES AND CHALLENGES FOR NEW ENTRANTS”

Dr. C. Suresh Babu, Assistant Professor Department of Management Studies, Madanapalle Institute of Technology and Science, Madanapalle, Chittoor District Andhra Pradesh.

Dr. D. Pradeep Kumar, Professor and Head, Madanapalle Institute of Technology and Science Madanapalle, Chittoor District Andhra Pradesh.

Dr. J. Sucharaita, Assistant Professor, Madanapalle, Chittoor District Andhra Pradesh.

Dr. Suresh Babu identified the growth drivers for Indian organized retailing in the post liberalization scenario with special emphasis on the growing purchasing power of the middle class consumers.

The paper attempted to categorize the organized retail. It identified and explained the factors of future retailing in India and highlighted the complexities of Indian retailing which requires distinct understanding and design of strategies for success.

The paper concluded by suggesting a comprehensive 9- Force Functional Retail Model for new entrants in India which emphasizes on location, investments and timely decisions, determination of suitable merchandise, price and promotions, ability to determine market potential, potential human resource skills: modern retail's skill sets, ability to venture with local giants/leaders, customer relationship management and store management and data management.

TOPIC : “ORGANIZED RETAILING ISSUES AND CHALLENGES –INDIAN SCENARIO”

Dr. B. Prem Kumar, Lecturer, SRM University Chennai.

Dr. K. Sadasivan, Assistant Professor, SRM University, Chennai.

Dr. Prem Kumar began by accessing the current penetration level of organized retailing in various segments and its future prospects. The paper then identified the various issues and challenges faced by organized retailing in India in the form of high cost of real estate, barriers to FDI, supply chain inefficiencies, complex taxation system, inadequate human resource, lack of infrastructure, limited market research about consumer behaviour, etc., all of which indicated that organized retailing still has a long way to go.

The presentation ended by briefly indicating the marketing strategies of major players and the critical success factors for retailing.

TOPIC : “ORGANIZED RETAILING AND WAYWARD PRICING”

Professor Vishwas N. Wadekar, Assistant Professor, MIT- COE's College Of Engineering, Centre for Management Studies and Research, Pune.

Professor Wadekar threw light on the findings of a survey conducted by Prof. Wadekar in different malls in the city of Pune to verify the claims of the malls of serving ultimate quality at reasonable prices rather a price lower than the ruling market price.

The survey was conducted on four groups of item namely clothes, vegetables, utensils, and bedroom accessories, and the findings showed the sophisticatedly manipulated prices, overcharged items and declaring of sales and discounts as a big eye-wash. Through his observation, the presenter concluded that consumers were cheated by mall and super bazaars and raised a question on their sustainability.

TOPIC : “ORGANIZED RETAILING IN INDIA – EVOLUTION, GROWTH AND CHALLENGES”

Mr. Krishna Chandra Dwivedi, Research Scholar, Department of Commerce and Business Administration, University of Allahabad, Allahabad.

Mr. Dwivedi threw light on the various stages through which organized retailing has evolved in India. It highlighted the factors that have led to the boom in the retailing sector in the recent past and the benefits of organized retailing sector in terms of practices, productivity, employment, and customer, satisfaction.

He focused on facts and figures that could be favourable for the sector and also analysed what the players could do to gain from this boom. Lastly he discussed the challenges faced by organized retailing in India.

TOPIC : “A CONCEPTUAL STUDY ON MODERNIZATION IN INDIAN RETAILING: MANAGEMENT AND POLICY PERSPECTIVES”

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Dr. Umesh R. Dangarwala, Reader, Department of Commerce including Business Administration, Faculty of Commerce, MS University of Baroda, Gujarat.

Dr. Dangarwala took a closer look at the factors influencing the evolution of various formats of retailing. These factors included economic development, improvement in civic society, changes in consumer needs, attitudes and behaviour, changes in government policy and increased investment in retailing.

It ended on the note that modernization of retail will be influenced by all these factors.

TOPIC : “IMPACT OF GLOBAL FINANCIAL CRISIS ON THE GROWTH OF ORGANIZED RETAIL IN INDIA”

Dr. Anuradha Anand, Reader in Economics, Janki Devi Memorial College, University of Delhi, Delhi.

Mr. Anand Prakash, Reader in Commerce, Shaheed Bhagat Singh College, University of Delhi, Delhi.

Dr. Anuradha Anand highlighted the impact of global financial crises on the growth of organized retailing in India. It identifies some negative impacts like closure of some retail outlets, slow-down, lay-offs, reduced footfalls in malls, etc. It also identifies some positive impacts like growth of value stores, falling rentals, cost cutting, low cost models, increase in entertainment centers in malls and so on.

The paper concluded on the note that though there are many negative impacts of global financial crises on the growth of organized retailing in India, there are some positive impacts too which will help in maintaining the growth of this sector in the long run.

TOPIC : “ORGANIZED RETAILING GROWTH MANTRA”

Ms. Vandana Gautum, Head of Post Graduate Department, Department of Commerce and Management, Appejay College of Fine Arts, Jalandhar, Punjab.

Ms. Payal Arora, Lecturer, Post Graduate Department of Commerce and Management, Appejay College of Fine Arts, Jalandhar, Punjab.

Ms. Hashima Kakkar, Lecturer, Post Graduate Department of Commerce and Management, Appejay College of Fine Arts, Jalandhar, Punjab.

Ms. Vandana Gautam reviewed the growth of Indian retail sector. It examined the unorganized and organized sector's shares, their models, categories and future trends.

Then it examined in detail the positive impact of organized sector on unorganized sector and other sectors like consumers, intermediaries, farmers, employment, rural population, technology, investment and government revenues.

It finally threw light on the roadblocks in the success of retail sector in the form of talent shortage, supply chain inefficiencies, clearances, inadequate infrastructure and government restrictions.

A conclusion given by Ms. Vandana Gautum marked the end of paper presentations for Technical Session 1. Now it was time for the question and answer session which is considered to be an important part of any seminar.

SUMMARY

The chairperson briefly summarized the key points of all the presentations and then invited queries from the delegates. The presenters were asked to come on the dias to answer the queries addressed to them. It was a very interactive session and led to further broadening of knowledge on certain important aspects.

This interactive session was followed by the memento presentation ceremony. Professor B.P.Singh, Chairman, SHTR group of institutions presented memento to the Chairperson Professor P.K.Padhy as a token of honour. Finally the Chairperson thanked all the paper presenters for providing a deep insight into the issues and challenges of organized retailing and presented them mementos. This marked the conclusion of Technical Session 1.

Rapporteur for the Session:

- **Ms. Swati Gupta**
Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi.

TECHNICAL SESSION NO. 2 – “CONTEMPORARY ISSUES: ECONOMICS AND FINANCE”

January 05, 2009, 9:00 a.m to 10:30 p.m

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson: Mr. Manoj K. Gupta, Director of Pariyojna Consulting and Board Member at Project Management Institute, North Chapters, Gurgaon.

Co-Chairperson : Mr. Vivek Gupta, Associate Vice President of Steria Ltd., Gurgaon.

Coordinator: Ms. Gurleen Kaur, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

The session began by the warm welcome note by the Coordinator and inviting the Chairperson and Co-Chairperson on the dias. Thereafter the session was conducted by the Chairperson.

TOPIC : “HIGHER EDUCATION AND ECONOMIC DEVELOPMENT IN NORTH EAST INDIA”

Mr. Komol Singha, Lecturer, Department of Economics, St. Joseph College, Jakama, Nagaland.

Mr. R.K.P.G. Singha, Head, Department of Commerce, PUC, Aizwal, Mizoram.

Mr. Komol Singha highlighted upon the impact of English education on tribal economy and defects of the education imparted through regional languages. Further he tried to analyze the defects of education system in the North East India and its possible suggestions to overcome it in the long run.

TOPIC : “ISSUES AND CHALLENGES OF INDUSTRIAL INFRASTRUCTURE AND FDI INVESTMENT IN NORTH EAST INDIA IN THE CONTEXT OF GLOBAL FINANCIAL CRISIS”

Dr. Maisnam Bobo, Assistant Professor, Department of Economics, Manipur University, Manipur.

Dr. Bobo emphasized that the world economy today is gripped by the danger of recession. The impact of the global crisis has been limited to the stock market and the foreign exchange market; it continues to spread rapidly across the globe, crippling banks, manufacturing industries and infrastructure industries. Then he concluded that the solution to present problems has to be a multi-pronged one.

TOPIC : “POLICY RESPONSE TO PROSPECTS OF FDI IN RETAIL TRADE IN INDIA”

Dr. Anuradha Anand, Assistant Professor, Janki Devi Memorial College, University of Delhi, Delhi.

Mr. Anand Prakash, Assistant Professor, Shaheed Bhagat Singh College, University of Delhi, Delhi.

Dr. Anuradha Anand talked about the growth of retail sector in india and the need and opportunities for FDI into this sector. she mentioned some threats of liberalizing FDI in retail, benefits and opportunities of FDI in retail and impact of financial meltdown on FDI.

Rapporteur for the Session:

- **Ms. Ayushi Verma**
PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

TECHNICAL SESSION NO. 3 – “BUILDING AND RETAINING COMPETITIVE ADVANTAGE IN ORGANIZED RETAILING”

January 05, 2009, 10:40 a.m to 11:30 a.m

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson: Mr. Vivek Gupta, Associate Vice President of Steria Ltd., Gurgaon.

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Co-Chairperson : Mr. Manoj K. Gupta, Director of Pariyojna Consulting and Board Member at Project Management Institute, North Chapters, Gurgaon.

Coordinator: Mrs. Deepika Varshney, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Assistant Coordinator: Ms. Lisa Mishra, Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

TOPIC : “INVESTIGATING MODERATORS OF SATISFACTION-REPURCHASE RELATIONSHIP IN A RETAILING CONTEXT”

Mr. Keyur Patel, Faculty of Commerce including Business Administration, M.S. University of Baroda, Gujarat.

Mr. Mayank Bhatt, Lecturer, Department of Statistics, Sardar Patel University, Gujarat.

Mr. Patel threw light upon three categories of moderators, i.e., consumer moderator, relational moderator and market place moderator. The main objective of the paper was to find out factors influencing repurchase and to find out the relationship between factors. He collected data from various retail outlets like Big Bazaar, Reliance, etc., he concluded that there is correlation between repurchase intention and satisfaction. He also gave some implications.

TOPIC : “STORE DECISION IN ORGANIZED RETAIL-BUILDING AND RETAINING COMPETITIVE ADVANTAGE: ISSUES, CHALLENGES AND FUTURE PROSPECTS”

Mr. Parag Sunil Shukla, President of Management Students Association, M.S. University of Baroda, Gujarat.

Mr. Shukla emphasized that retail industry is dominated by unorganized, i.e., DINK-Double Income No Kid, Consumerism, affordability, growth, emergence of value added then he talked about store loyalty and gave some secondary sources of retail brand.

TOPIC : “SUSTAINING COMPETITIVE ADVANTAGE IN ORGANIZED RETAILING THROUGH EFFECTIVE CUSTOMER RELATIONSHIP MANAGEMENT”

Mr. Solamalai, Lecturer, Department of Management Studies, Valliammai Engineering College, Chennai.

Dr. Shanti Venkatesh, Assistant Professor, TRP School of Management, SRM University, Chennai.

Mr. Solamalai focused on four components i.e. Technology, process, people and customer influence, two phases of successful implementation of CRM. He mentioned two case studies of Raymond and Bharti.

After the presentation, mementos were presented to the paper presenters and session concluded with the vote of thanks.

Rapporteur for the Session:

- **Ms. Ayushi Verma**
PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

TECHNICAL SESSION NO. 4 – “INDIAN ORGANIZED RETAILING VIS-À-VIS FOREIGN ORGANIZED RETAILING”

January 05, 2009, 11:45 a.m to 12:15 p.m.

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson: Prof. L.S. Singh, Department of Economics, Magadh University, Bodh Gaya, Bihar.

Coordinator: Ms. Arpita Kaul, Lecturer, Delhi School of Professional Studies and Research, Delhi.

TOPIC : “EVOLVING A FORMAT FOR GROWTH AND SURVIVAL OF RETAIL INDUSTRY”

Prof. Prasanta K. Padhy, Professor, Department of Business Administration, Berhampur University, Berhampur, Orissa.

Prof. Suresh Patnaik, Faculty Member, National Institute of Science and Technology, Berhampur, Orissa.

They presented an overview of retail business in India and evaluated various formats of organized retailing. They discussed about challenges before the organized retailing and factors influencing development of new retail formats like social, economic, political factors, formation of cooperatives by Kiranas. The study was concluded with a suggestion to evolve a new format for growth and survival of Indian retail industry.

TOPIC : “INDO-MYANMAR INTERNATIONAL RETAILING: AN ASSESSMENT OF INDIAN BUYERS”

Dr. Nomgmaithen Tejmani Singh, Head of the Department of Commerce, Manipur University, Manipur.

Ksh Narayan Singh, Research Scholar, Department of Commerce, Manipur University, Manipur.

Ksh Narayan Singh highlighted the Indian buyer behavioural attitude towards the international retailing market at Namphalong and Moreh. On the basis of primary survey of 100 respondents, where 90% were regular buyers, they found that there are more buyers at Namphalong than Moreh.

It was an interactive session followed by valuable suggestions given by the chairperson. Mementoes were presented to all the paper presenters and the session was concluded with vote of thanks.

Rapporteur for the Session:

- **Ms. Nisha Gupta**
Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi.

Prof. Om Prakash's Memorial Session

January 05, 2009, 12:30 a.m to 13:30 p.m.

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson: Professor B. P. Singh, Chairman, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Chief Guest: Prof. Ravinder Vinayak, Secretary, Indian Commerce Association, Professor and Dean, Faculty of Commerce, MD University, Rohtak, Haryana.

Coordinator: Ms. Gurleen Kaur, Lecturer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

The house was emotionally charged to commemorate Prof. Om Prakash. Prof. P.N. Singh began the session by narrating innumerable achievements of Prof. Om Prakash. He told that Prof. Prakash was the Teacher and Guide of Professor B. P. Singh. He has participated in almost all the conferences organised by SHTR Group of Institutions. He was the Founder Member of Indian Commerce Association. Then he moved on to present the last paper written by Professor Om Prakash, entitled “Inflation and its retail ramifications”. The full paper was circulated amongst the audience and is being published as a lead article in Review of Emerging Markets Business Research.

Professor Ravindar Vinayak described the last few moments of Prof. Prakash and moved on to describe him as one of the most youthful and active delegate of Indian Commerce Association at the age of 82. He also emphasized that he always don a childish smile on his face.

Professor B.P Singh announced that now onwards in every conference organised by the SHTR Group of Institutions a medal will be awarded to the best paper presenter in the memory of Professor Om

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Prakash. A panel of three judges will take this decision and the article will feature as the lead article in Delhi Business Review in the subsequent issue.

Rapporteur for the Session:

● **Ms. Reetesh Kumar Singh**

Senior Faculty, Shri Ram College of Commerce, University of Delhi, Delhi.

TECHNICAL SESSION NO. 5 – “CONTEMPORARY ISSUES: MARKETING AND HUMAN RESOURCE”

January 05, 2009, 14:00 a.m to 15:30 p.m.

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson : Prof. Amarjit Singh, University Of Hawaii At Manoa, Hawaii, Honolulu, USA.

Coordinator : Mrs. Seema Singh, Placement Officer, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

TOPIC : “QUALITY OF MOBILE COMMUNICATION IN NAGALAND : AN ANALYSIS OF CUSTOMER’S PREFERENCE AND SATISFACTION”

Mr. Gautam Patikar, Lecturer, Department of Commerce, Nagaland University, Nagaland.

Mr. Patikar mentioned that mobile communication was introduced in India in 1994. The main objective according to him is the satisfaction of the customers. He gave the preference of usage of BSNL which is 44% and private services are 56%. He mentioned reasons for using BSNL services were good network coverage, easy to get connected, reasonable tariff, voice clarity, and roaming facility. Reasons for using private services are the talktime and cooperative staff. His full paper is in this issue of DBR.

TOPIC : “ATTAINMENT OF HUMAN DEVELOPMENT: A STUDY OF NORTH-EAST INDIA”

Mr. Samir K. Mahajan, Department of Economics, Mount Olive College, Nagaland.

He elaborated on the idea of human development in north-east India based on secondary data and pointed out the progress made by the north-east states in human development. His full paper is in this issue of DBR pp.63-71.

TOPIC : “IMPACT OF DEMOGRAPHICS VARIABLES ON JOB SATISFACTION OF EMPLOYEES IN ORGANIZATION”

Ms. Nisha Gupta, Research Scholar, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi.

Neha Jain, PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Nidhi Garg, PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

Their study was basically experimental and exploratory. They mentioned that women’s are more satisfied than men in organizational working. It stated that employees between age 35 and 45 are more satisfied. The study proved that, employees between the age of 35-45 are comparatively more satisfied with their jobs. Females are more satisfied than male. Unmarried are relatively more satisfied than married. Employee with non-working spouse is more satisfied. More qualified employee is more satisfied than less qualified. Employees working in insurance sector are relatively more satisfied than the employees working in food and banking sector. Employees become more satisfied with their jobs as their experience increases. Employees from middle income group ranging from 15000-30000 and employees having 1-2 dependents are more satisfied.

TOPIC : “ORGANIC FARMING FOR SECURITY, ITS RELEVANCY IN NORTH-EAST INDIA”

Dr. Prabha, Dean, F.M.S., J.V. Women's University, Jaipur, Rajasthan.

Dr. Prabha presented on organic farming for security, its relevancy in north-east India. She mentioned that why north-east India is most suitable for organic farming. She also mentioned that India rank 66 out of 88 countries in hunger. Organic agriculture does not need costly investments in irrigation, energy and external inputs, but rather organic agricultural policies have the potential to improve local food security, especially in marginal areas.

The modern agriculture systems now proved to be exhaustive, exploitative and abusive towards nature, man and civilization. Therefore, we have to adopt a perspective and agriculture system, which can bring back the very pride of our farmer, his self-respect, his self-confidence, and his faith in the agriculture heritage of his own ancestors. There is a need to earnestly plan an organic farming revolution in North East.

TOPIC : IMPACT OF NEW TRAINING INITIATION: A CASE STUDY ON CEMENT INDUSTRY

Dr. S. Banerjee, Prof. and HOD, Manav Rachna College of Engineering, MREI, Faridabad Campus, Haryana.

Dr. Banerjee mentioned India is the 2nd largest producer in cement after china. New training initiations have improved training methods and time saving in training. The new training initiatives like artificial intelligence and expert system using are helpful to meet scope of expansion & increasing productivity of cement industry. It may be summarized that new training initiatives taken in cement industry is of paramount importance. The trainees learn more easily and their confidence level is very high to take up the new challenges in cement industry.

Rapporteur for the Session:

- **Mr. Puneet Trehan**

PGDM Student, Delhi School of Professional Studies and Research (Approved by AICTE), Delhi.

TECHNICAL SESSION NO. 5 – “VALEDICTORY SESSION”

JANUARY, 05, 2009, 15:30 P.M TO 17:30 P.M.

Venue: National Academy of Agricultural Sciences, New Delhi.

Chairperson : Professor Y. P. Singh, Professor, Formerly Head and Dean, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi.

Chief Guest : Prof. Amarjit Singh, University of Hawaii at Manoa, Hawaii, Honolulu, USA.

Coordinator : Mr. Reetesh Kumar Singh, Sr. Faculty Member, SRCC, University of Delhi, Delhi.

At the very outset, Dr. Ajay Kumar Singh, President, DSPPSR, extended warm welcome to all the dignitaries and participants of the session. In his address he brought forth the Theme of 10th International Conference to be held on 23 June – 26 June 2009 at Szent Istvan University – UN Millenium Development Goals - Challenges and Perspectives.

While delivering his speech he highlighted the Rebranding of DSPPSR as Divine group of Institution, which was initiated after a lot of research, as there was a need to face challenges of the fast changing environment The Institution aims to provide a new paradigm for management with a touch of spirituality. Its vision is to evolve as a global forum and its mission is to upgrade and enrich flexible system of management.

The Welcome Address was followed by the reports of the rapporteurs for all the five preceding Technical Sessions.

Professor Y.P. Singh, Professor, Formerly Head and Dean, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, Delhi - in his keynote address emphasized upon the quality of papers under the guidance of Prof. B.P. Singh. He compared him with

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an 'Ocean of Knowledge' and congratulated Prof. A.K. Singh for stepping in the shoes of his father. He also highlighted the importance of Research – A Distinguishing Feature of Higher Education and complimented DSPSR for organizing such conference.

The Chief Guest of the session Prof. Amarjit Singh, University of Hawaii at Manoa, Hawaii, Honolulu, USA – in his address on Retail, highlighted that retail is not new in India. Parameter of success in retail is that it is able to make money. Political, economic and macro factors all together create new things in different ways. He also said that retailing is directly linked to Infrastructure and highlighted the importance of Market layouts, interesting seating areas and, therefore, the need for urban planners. Retailing being a booming sector, the best way to manage risk is to have good people. He also expressed his concern regarding the scarcity of oil.

Prof. B.P Singh, Chairman, Delhi School of Professional Studies and Research – highlighted the purpose of Valedictory session and enlightened the audience with his thoughts on values and ethics. He talked about how to integrate, and co-create values and ethics in our personal Life to bring in holistic living. According to him the extraordinary role-played by retail sector throughout the world in increasing the productivity of consumer goods and services are commendable. And it is also becoming a major industry by creating millions of employment opportunities to people directly and indirectly is greatly admired. Retailing industry becoming one of the most dynamic sectors in India with numerous players jumping into this market makes it competitive and lucrative.

This was followed by prize distribution ceremony to acknowledge the talents of the students in various activities organized in the college during their I/III Semester for the students of PGDM/MBA.

Prof. P.N. Singh, Executive Director, Delhi School of professional Studies and Research, Delhi proposed the vote of thanks. He compared himself as a father of a bride passing through similar pains as in case of the departure of Barat of his Daughter, the preparations for which made him occupied for last few months. As an ending note he congratulated all the coordinators with a special Thanks to Ms Arpita Kaul, Lecturer, DSPSR and Mr Shivesh Tripathi, Assistant Administrative officer, DSPSR for the success of the event.

The Valedictory session was coordinated by Mr. Reetesh Kumar Singh, Sr Faculty Member, SRCC, University of Delhi, Delhi.

Rapporteur for the Session:

- **Ms. Kanika Taneja**
Lecturer, Department of Management, Delhi School of Professional Studies and Research, (Approved by AICTE), Delhi.

Edited by

– Arpita Kaul