

Study on Indian Unorganized Retail Sector on Southern Districts in Tamil Nadu

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Abstract: *The unorganized retail sector in India comprises a vast network of small retailers, including street vendors, hawkers, and independent small shops, which operate without any formal organizational structure or legal registration. In Tamil Nadu, the unorganized retail sector plays a crucial role in the local economy, particularly in the southern districts of the state. However, the unorganized retail sector in southern districts faces various challenges, including intense competition from organized retail, lack of infrastructure, and regulatory issues. The unorganised retail consists of small business operators who sell non-branded products on a lower scale. They sell goods in split quantities at a fixed location. Some vendors may be mobile within a small geographical area. An unorganised Indian retailer prefers not to use modern technology. The unorganized retail sector in the southern districts of Tamil Nadu, India, plays a significant role in the local economy, offering a diverse and vibrant shopping experience to the population.*

Keywords: Unorganized, Organized, retail sector, Kirana stores, Small retailers, Traditional retail, Supply chain, Distribution channels, Competition, Technology adoption, Rural retail

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