

## **Organized Retail in India: Impact on Food Supply Chains**

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## **Abstract**

In India, organized retailing is a relatively recent phenomenon. Slow but systematic liberalization of the retail sector, improved buying power and changing consumer preferences, is attracting corporate investment in the sector, and it may be expected that organized retailing will gain larger share of market in the days to come.

Organized retailing in the food sector is expected to bring in substantial changes in structure and modus operandi of existing food supply chains and would affect all players in the supply chain starting from primary producers to end consumers.

This article discusses the retail scenario in India and explains why food retail deserves special attention. It delineates the difference between supply chain of big corporate retailers and the traditional food supply chain as witnessed in different countries. It gives the Indian perspective of a typical food supply chain and aims to explore the impact of organized retailers on other players in the chain, upstream, downstream and at the same retail level. There are apprehensions of adverse effects on farmers and traditional retail sector. The article tries to rationalize these apprehensions and provides suggestions as to what may be done to protect the interests of traditional small players in the chain.