

TUMKUR UNIVERSITY, TUMKUR
DEPARTMENT OF STUDIES AND RESEARCH IN COMMERCE

National Conferences Report

Report of National Conference on

“Retail Sector in India: Opportunities and Challenges”

held on 25th August 2012

Department of Studies & Research in Commerce in association with Centre for e-Commerce & Communication and Centre for Project Management organised a National Conference on **“Retail Sector in India: Opportunities and Challenges”**, held at Sri M. Visveswaraya Auditorium, Tumkur University, Tumkur, on 25th August 2012.

The Conference was inaugurated by Dr. B. B. Sahoo, Assistant General Manager, NABARD Regional Office Karnataka and Dr. K. V. Achalapathi, Professor, Department of Commerce, Osmania University Hyderabad. Dr. B. B. Sahoo released an ISBN edited book *“Retail Sector in India: Opportunities and Challenges”* and another ISBN edited book titled *“Foreign Direct Investment and Retailing”*, was released by Dr. K. V. Achalapathi. Both the books are edited by Dr. Pralhad Rathod, Organising Secretary & other faculty members of the Department of Studies & Research in Commerce, Tumkur University, Tumkur.

Dr. B. B. Sahoo, the Chief Guest in his inaugural speech shared his experience with reference to retailing of farmer’s goods at villages. He also focused on Supply Chain Issues in retail sector and proposed a strategic model which creates a link among the stakeholders in the value chain. He stressed the need of self-help groups, joint liability groups, farmers club may be provided training on skill market and awareness. Further, he stressed that sustainable policy for attracting corporate sector and bankers in the value chain may be put in place.



Dr.B.B Sahoo, AGM, NABARD, Karnataka inaugurating the National Conference. (From left) Dr.C.Shobha, Dr.B.Shekhar, Dr.Pralhad Rathod, Dr. K.V. Achalapathi (key note speaker) and Prof. Paramashivaiah.



Release of the Conference proceedings “Retail Sector in India: Opportunities and Challenges, in the form of ISBN Edited book



Release of the Conference Book 2 entitled “Foreign Direct Investment and Retailing”

Dr.K.V. Achalapathi, Professor, Dept. of Commerce, Osmania University, delivered the key note address. He motivated the students in organising conferences for acquiring organising skills and appreciated the Conference organisers for making students involve in organising the Conference. He has presented three cases on retail trade in food and vegetable items

such as Tata Chemicals, Bharati Enterprises and ITC. In these cases he brought out the reasons for failure. He presented Michael Porter's Diamond approach for analysing retail trade in apparels. He also traced the impact of hyper markets on small firms. Finally he has placed six issues for discussion before the delegates they are- impact of organised retailing on small retailers in India, agriculturist and on employment aspects, benefits of organised retailing to consumers, impact of on economic growth and on common man.

Prof. P. Paramashivaiah, Chairman, Department of Studies & Research in Commerce delivered the presidential remarks. He highlighted on various issues and challenges of retail sector in India and also he has focused on retail sector is the largest sector next to the agriculture in terms of employment generation and revenue generation. Finally, he traced on various opportunities in retail sector in India and FDI in retailing.

The conference was organised into four Technical Sessions. Organisers received more than 175 papers and the papers were presented in four technical sessions –

Session 1: Retail Sector in India: The session was chaired by Dr.G. Sudarsan reddy, Associate Professor, Dept. of Commerce, Tumkur University, Tumkur, and Dr. M. M. Ali was the Resource person and Dr. Joy Norella was the Rapporteur. 35 papers were presented on various issues, challenges and opportunities in India.

Session 2: Other Issues in Retailing: The session was chaired by Dr. B. Shekhar, Tumkur University, Tumkur and Dr G. T. Govindappa, Professor Dept. of Commerce was the Resource person. 32 papers were presented in this session covering issues like HRM, CRM, SCM, IT and e-Commerce in retailing.

Session 3: FDI and retailing: The session was chaired by Prof. P.Paramashivaiah, Dept. of Commerce, Tumkur University, Tumkur. The lead speaker for the session was Prof. J. Madegowda, Professor & Chairman, Kuvempu University, Sankargatta. 25 papers were presented in this session on issues like FDI and Retailing.

Session 4: Other Issues in Retailing (cont.): The session was chaired by Dr. Noor Afza, Chairman, Dept. of Business Administration, Tumkur University, Tumkur. The Resource person of the session was Dr. S. A. Bojagar, The New College, Kolhapur, Maharashtra. More than 45 papers were presented covering the other issues of retailing.



Valedictory address by Dr. M.R Sollaapur, Director, PG Dept. of Management Studies and Research SIT, Tumkur. From left: Dr.P. Paramashivaiah, Dr.M. Jayaramu, Prof. M. Chandrashekar Rao and Dr.Pralhad Rathod

The valedictory ceremony was held at 5 p. M and Dr. M. R. Sollapur, Director, P. G. Dept. of Management Studies, SIT, Tumkur, was delivered the valedictory address. Dr. M. Jayaramu Director, P. G. Departments of Studies, Tumkur University, Tumkur, delivered his presidential remarks. More than 250 teachers and 100 student delegates were attended the conference. This Conference was concluded with by proposing vote of thanks by Dr. Pralhad Rathod, Organising Secretary, Dept. of Studies & Research in Commerce, Tumkur University, Tumkur.

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