

“Growth of Organised Retail Shops in Bihar.”

Pritam Kumar Pritam

Research scholar, Veer Kunwar Singh University, Ara, Bihar

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ABSTRACT: Organized retail is no more an urban phenomenon. It is estimated that tier 2 and smaller cities will evolve fast to constitute majority share of the organized retail in coming year. Indian retail industry has been growing due to changing lifestyle, raising disposable income, favorable demographics and easy credit availability. Opening up of various organized retail shops set to change the taste, pattern, and buying behavior of the consumers. Since one decade opening of various organized retail shops like Vishal Mega Mart, Big Bazaar, V-Mart, City Kart etc. are the development in the field of organized retail shops in Bihar. Bihar is now on the lips of every major retail player.

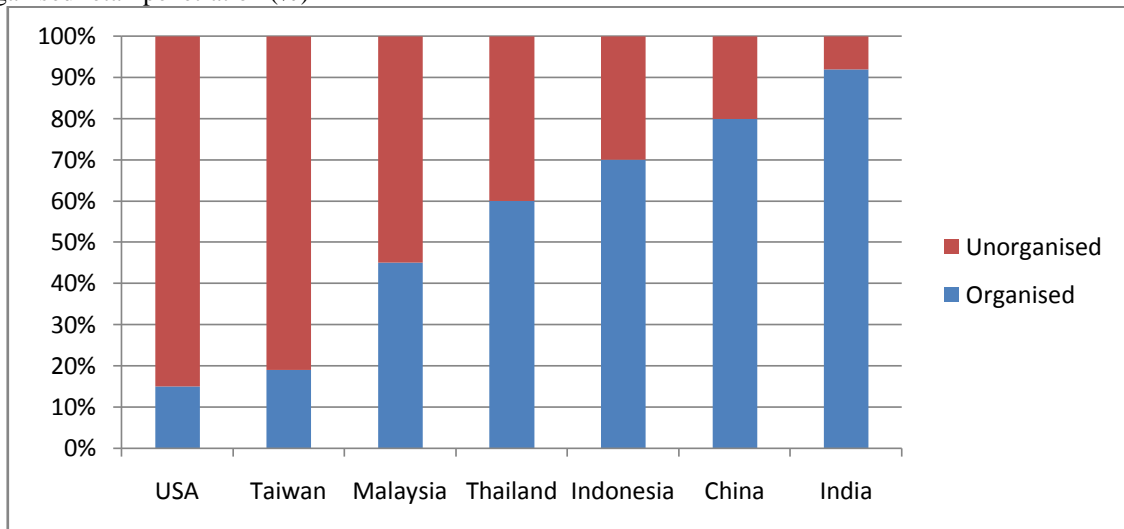
Keywords – Urban phenomenon, Organized Retail shop, Changing lifestyle, Disposable income, Demographic, Buying behavior

I. INTRODUCTION

The Indian Organised retail is the fifth largest in the world comprising of organised and unorganised sector. Organised retail penetration, in countries such as Malaysia, Thailand, Indonesia and China is ahead of India.

Fast growing urbanisation, changing lifestyle of the people, digitisation and rising disposable income are boosting the retail sector, which is forecasted to grow to 19% of overall market share by 2020 from only 4% just 10 years ago.

Organised retail penetration (%)



Over the past two decades, the Indian retail market has transformed from traditional shops to large multi-format stores in malls offering a global experience and on to the highly tech-driven E-commerce model.

The sector also attracted cumulative investments of more than RS 5500 Cr. Between 2015-2018, and close to RS 1300 Cr. In 2018

alone, this made 2018 one of the best years ever for the Indian retail sector.

Evolution of Retail Policy

1991 – Liberalization of Indian economy: FDI up to 51% in various sectors creates a fertile ground for retail growth.

1997 - FDI up to 100% allowed through the automatic route in cash and carry retail.

2006 – Up to 51% FDI in single brand retail with prior approval from the government.

2012 – FDI limit increased to 100% from 51% for single brand retail. Government approves 51% FDI in multi brand retail with approves required from respective state government.

Bihar (The centre of cultural and knowledge) –

Bihar is the thirteen largest and third populated state of India which was separated from West Bangal in 22nd march 1912. Under the Bodhi tree in Bodhgaya Siddhartha Gautam have attained enlightenment and become the Buddha. Mahavir, The 24th tirthankara of Jainism was born in Kundalgram, near Vaishali in Bihar. Vaishali which gives the concept of Democracy to the whole world was also the capital city of Licchavi. The world’s most ancient centre of learning, Nalanda University is located in Rajgir, Bihar which is also famous for its unique architecture. Aryabhata is also related to Patliputra (now Patna), the capital city of Bihar. Bihar has also contributed a lot for getting independence from British. The battle of Buxer was held on 22nd October 1764. Babu veer kunwar singh was the leader of Bihar in Rebellion of 1857. The Champaran satyagrah 1917, the Khilafat movement 1919 and noncooperation movement 1920 was held under the leadership of Mahatama Gandhi. Oddisha was separated in 1936 from Bihar and later Jharkhand was separated in 2000.

Recently (in the late sixties) Bihar was one of the most developed states of this country. However, in the late seventies and throughout eighties Bihar slowed Down on the path of progress. Further, the nineties till 2005 were the

worst years for the state of Bihar. But the people's mandate in 2005 changed all that. For the first time ever since the retail revolution began in the country just over a decade ago, Bihar is now on the lips of every major retail player. Retail industry bigwigs made the most emphatic endorsement of Brand Bihar by announcing their decision to make aggressive forays into Patna and beyond. The sunrise state under the stewardship of present progressive chief minister has become a favourite destination for retail industry CEOs.

Opening up of some organized retail store like Vishal Megamart, Reliance Fresh, Big Bazaar, Trent, Shopper’s Stop, Pantaloons etc., are all set to change the taste, pattern, and buying behavior of the consumers.

Collect ion of Data

Both Primary and secondary data has been collected for this Research. Information regarding retail shops, their store manager contact number and their location has been taken from the concerned company website. Information regarding established year has been collected by calling on concerned retail store manager’s contact number.

Growth

The growth of organised retail shop has started in bihar when the customers demand has been increased for multi brand items in a single retail shop. In 2008 there was only one organised retail shop had started in Muzaffarpur. Within next five years the number of organised retail shops has been increased to 12. After 2014 revolutionary growth has been seen and till 2020 the total number of retail shops has become 89 in all the 38 Districts of Bihar.

Big Bazaar

District	Location	Established year
Bhagalpur	Singhroad	2015
Biharsharif	Ramchanderpur	2019
Gaya	Jagjivan Path	2016
Hajipur	Swhosh Chowk	2018
Muzaffarpur	Mitanpura	2016
Patna	Exibition Road	2014
Patna	Borig Canal Road	2016
Patna	Baiely Road	2016
Patna	P&M Mall	2013

V-mart

District	Location	Established year
Arrah	Babu Bazaar, D. T. Road	2009
Aurangabad	M.G. Road	2018
Aurangabad	Gaya Road, Daudnagar	2014
Banka	Madhuban complex, Alligarh Road	2016
Begusarai	Kutchary Road	2015
Bettiah	Vidyapati Nagar	2018
Bhabua	Main Road, Bhabua	2018
Bhagalpur	Patel babu Road	2014
Bhagalpur	Kalpana Cinema Road	2019
Buxer	Jyoti Prakash Road	2016
Chhapra	Shri Nandan path, Sadhnपुरi	2013
Darbhanga	Kathalbari	2015
East Champaran	Nahar chowk, Koriya tola	2014
East Champaran	Chakia	2018
Gopalganj	Vijay Market	2016
Hajipur	Cine Krishna, Bubna Plaza	2018
Jamui	Mahashari Chowk	2016
Jehanabad	Station Road	2014
Khagaria	Mill Road	2016
Kishanganj	Ghoramara Paschimpali College Road	2018
Lakhisarai	Station Road, Purani Bazaar	2018
Madhepura	Thana Chowk	2019
Madhubani	Thana more, Ayachi Nagar	2019
Motihari	Rajendra Nagar	2017
Munger	Chandan Bagh	2015
Munger	Gayatri Nagar	2018
Muzaffarpur	Sariya Ganj	2013
Muzaffarpur	Aghoria Bazaar	2016
Nawada	Purani Bazaar	2016
Patna	Boring Road Crossing	2013
Patna	Kasera Toll, Pani Tanki	2014
Patna	Mall road, Kurji	2016
Patna	Housing Colony, Kankarbagh	2014
Patna	Sector 14, Rajiv Nagar	2015
Patna	Saguna More	2015
Purnia	Rambagh Chowk	2018
Purnia	Polytechnic Chowk	2015
Rohtas	Arrah Road	2013
Saharsa	Purab Bazaar	2013
Samastipur	Mathurapurghat Kasipur	2013
Sheikhpura	Station Road, Jakhrana	2018
Sheohar	Minapur Road	2018
Sitamarhi	Rajopatti	2016
Siwan	Babunia More	2013
Supaul	Ganga Talkies North	2019

Vishal Mega Mart

District	Location	Established Year
Arrah	Karman Tola	2016
Bhagalpur	New Police Line Road	2012
Bhagalpur(Kahalgaon)	Anand Vihar Colony, NH 80	2016
Buxer	Near Vijay Talkies	2016
Hajipur	Naveen Cinema Road	2018
Lakhisarai	Opposite KSS College	2018
Muzaffarpur	Near Govt Bus Stand	2008
Muzaffarpur	Amar Jyoti Cinema Compound	2017
Patna	Frazar Road	2010
Patna	Rajeshwar Commercial Complex	2012
Patna(Danapur)	Saakaar Amrapali Gardens	2014
Saharsa	Purab Bazaar	2018
Siwan	Station Road	2015

City Kart

District	Location	Established Year
Begusarai	Near Twon Thana	2018
Bhagalpur	Patel Babu Road	2017
Buxer	Near Phawa Honda	2017
Darbhanga	Near Elite Petrol Pump	2016
Darbhanga	Balbhadrapur Chowk	2018
Dehri-on-sone	Old GT Road	2018
Forbesganj, Arariya	Near Axis Bank	2017
Hajipur(Vaishali)	Yadav Chowk, Near SBI	2017
Jamalpur	Munger Road, Near Canera Bank	2017
Katihar	Mohalla Amla Tola	2018
Madhepura	Station Chowk	2017
Madhubani	Post Office Road	2017
Muzaffarpur	Aghoria Chowk	2016
Naugachiya, Bhagalpur	Nand lal Chowk	2018
Nawada	Mohalla Mirdahtoli	2017
Phulwarisarif(Patna)	Sahid Bhagat Singh Road	2018
Purunia	Near Dena Bank, Navratan Hata	2017
Saharsa	Dharamshala Road	2018
Samastipur	Ganesh Chowk	2017
Samastipur	Opposite Laxmi Cinema	2016
Shaikhpura	D.N.Plaza, ICICI Bank	2018
Supaul	Durga Complex, Near Pani Tanki	2018

II. RESULT/DISCUSSION

It has been observed in this study that each and every district headquarter has some kind of organised retail shop. Some district have two or more than two organised retail shops of same Brand. Its shows that organised retail shops become

more popular amongs sub urban areas. Since 2008, each and every year new organised retail shops are opening but after 2014 revolutionary growth has been seen.

III. CONCLUSION

Recent phenomenon of one store shopping has given opportunity to open organised retail shops in urban and suburban area in Bihar. Day by day demand of one store shopping has been increased and it leads to opening new organised retail shops like Vishal mega mart, Big bazaar, V-mart and City cart etc. Network of organised retail brands has developed now and it has a great future ahead.

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