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Full Length Research Paper

Changing paradigm of food retailing in Mysore city: A study of MORE, Aditya Birla

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Abstract

Retail Industry, one of the fastest changing and vibrant industries in the world, has contributed to the economic growth of many countries. The term 'retail' is derived from the French word retailer which means 'to cut a piece off or to break bulk'. In simple terms, it implies a first-hand transaction with the customer. Retailing involves a direct interface with the customer and the coordination of business activities from end to end- right from the concept or design stage of a product or offering, to its delivery and post-delivery service to the customer. The industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today. In this research paper an attempt is made to analyze the Changing Paradigm of Food Retailing in Mysore city with reference to MORE Aditya Birla.

Keywords: Retail and economic growth.

INTRODUCTION

Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But because of the heavy initial investments required, break even is difficult to achieve and many of these players have not tasted success so far. However, the future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations. Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centres, multi-storeyed malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working-women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

Organized Retail Industry in India

"FDI in retail trade can not only organize a significant part of the largely unorganized domestic retailing, but also invite established global retail brands into the Indian market, thereby creating greater outlets for outsourcing and marketing Indian products."

OBJECTIVES OF THE STUDY

1. To study the Changing paradigm of food retailing in Mysore city
2. To study the perception of consumers towards More Retail Outlets.

METHODOLOGY

The study is based on Primary data. The primary data

Table 1. The Sample Design

Sl. No.	particulars	Sample Size
1	Food products consumers	150
	Total	150

Table 2. Age of the Respondents

Age	No .of respondent	Percent
Less than 20 years	9	6.0
20 to 30 years	53	35
30 to 40 years	36	24
40 to 50 years	33	22
50 to 60years	19	13
Total	**150**	**100.0**

Source: Primary Survey, 2012

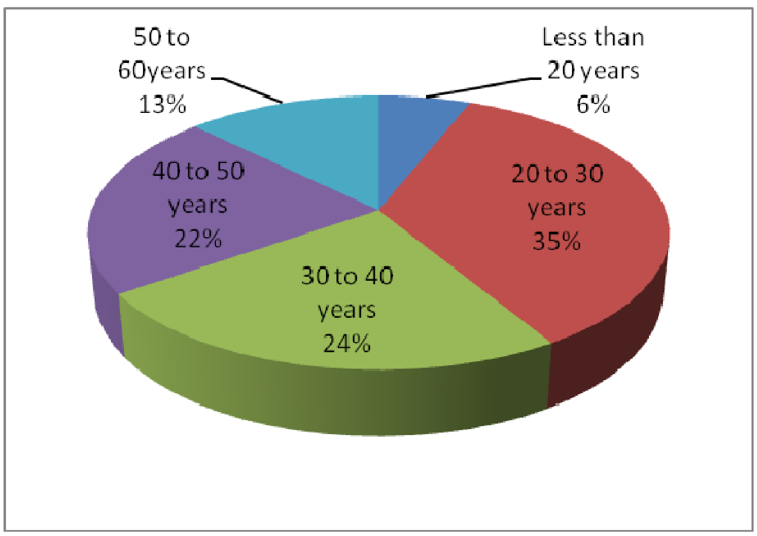

Figure1. Age of the Respondents

has been collected from the producers, organized retail outlet and consumers in more retail outlets in Mysore. (Table 1.)
The following methods has been adopted in the study:

- Interview of More Retail outlets, and Questionnaire based survey of unorganized retailers in Mysore city.
- Questionnaire based survey of consumers' shopping at MORE retail outlets in Mysore city.
- The SPSS, Growth models and suitable statistical techniques will be adapted to draws definite inferences of the study.

Limitation of the Study

The study has been confined to both Organized retail sector and the special concentration was given to food products and fresh products. The study is carried out in Mysore city.

RESULTS AND DISCUSSIONS

Consumer response

The table 2 clearly shows that young age group people ranges from 20-30 years visits the MORE retail shop when compare to all other age groups.

Figure1 The 35 per cent of respondents are from 20-30 age group, 24 per cent of the respondents from 30-40 years, 22 per cent of respondents are from 40-50 years, 12.7 per cent of respondents are from 50-60

Table 3. Gender among the respondents

Gender	No. of respondents	Percent
Female	72	48
Male	78	52
Total	**150**	**100**

Source: Primary Survey,2012

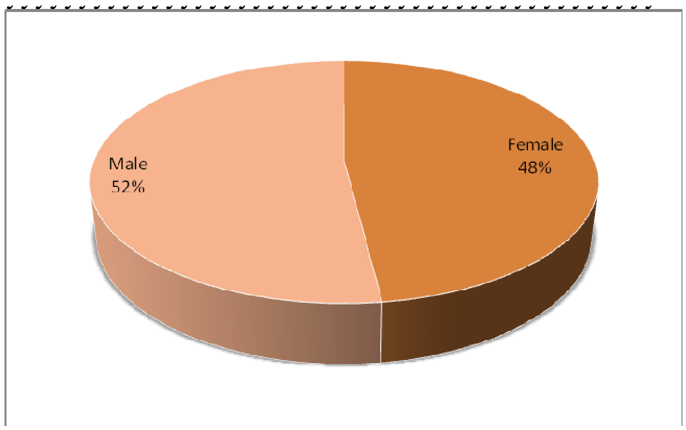

Figure 2. Sex of the Respondents

Table 4. Education of the Respondents

Education	No. of respondents	Percent
Primary	5	3
Secondary	39	26
Graduate	67	45
Others	38	26
Total	**150**	**100.0**

Source: Primary Survey, 2012

years , and 6 per cent of the respondents are from less than 20 years. The majority of the respondents are from 20-30 years age group the ho visits MORE retail shops in the selected retail shops in mysore city.

The table 3 clearly indicates respondents who visits to MORE retail shop. The majority of the respondents who visits to MORE Retail shops are belongs to Male with 52 per cent and 48 per cent of the respondents and belongs to female. Figure 2

The table 4 shows that educated people (graduates) visits or purchases in MORE retail shop for about 44.7 per cent, followed by secondary, Others and Primary with 26.7 per cent, 25.3 percent, and 3.3 per cent respectively. The majority of the respondents or consumers visit MORE retail shops are Graduates Figure 3.

The table 5 indicates the family size of the respondents in the study area. The majority of the consumers having 4 to 7 members in their family it contributes to 80 per cent followed by 1to 3 members with 14.7 per cent and 8 to 10 members are just 5.4 per cent out of 150 respondents. Figure 4

The table 6 shows the occupation structure of the respondents in the study area. The 49 per cent of the respondents are Employees followed by 29 per cent of House Wife's, 13 per cent are having other occupation and only 9 per cent of them are business. Since the More retail outlets are in Mysore city, the highest numbers of consumers who visit to retail outlets are Employees. Figure 5

The table 7 shows that the monthly income of the consumers shopping in MORE Retail outlets for about 42 per cent are having Rs. 45,000 as monthly income followed by 32 per cent of consumers having monthly

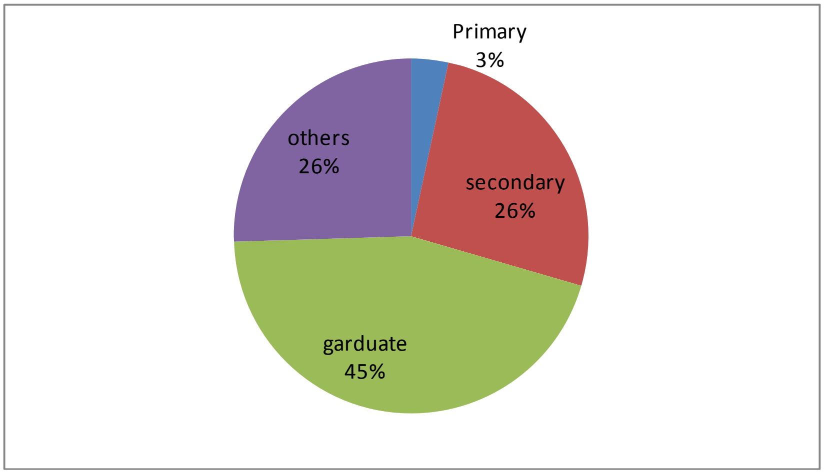

Figure 3. Education of the Respondents

Table 5. Family size of the respondents

Family size	No. of respondents	Percent
1 to 3 Members	22	15
4 to 7 Members	120	80
8 to 10 Members	8	5
Total	**150**	**100**

Source: Primary Survey,2012

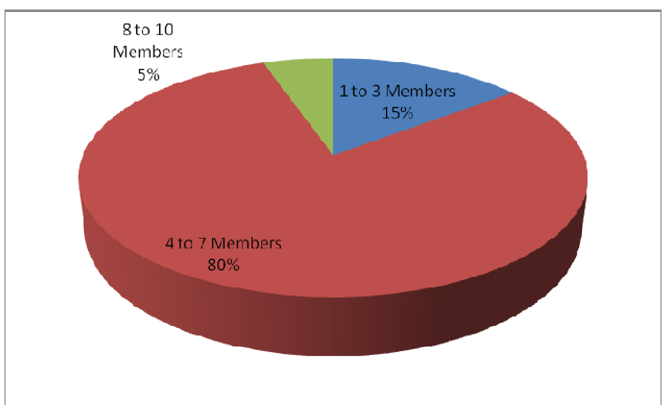

Figure 4. Family of the Respondents

Table 6. Occupation of the respondents

Occupation	No. of Respondents	Percent
Employee	74	49
Business	14	9
House wife	43	29
Others	19	13
Total	**150**	**100.0**

Source: Primary Survey,2012

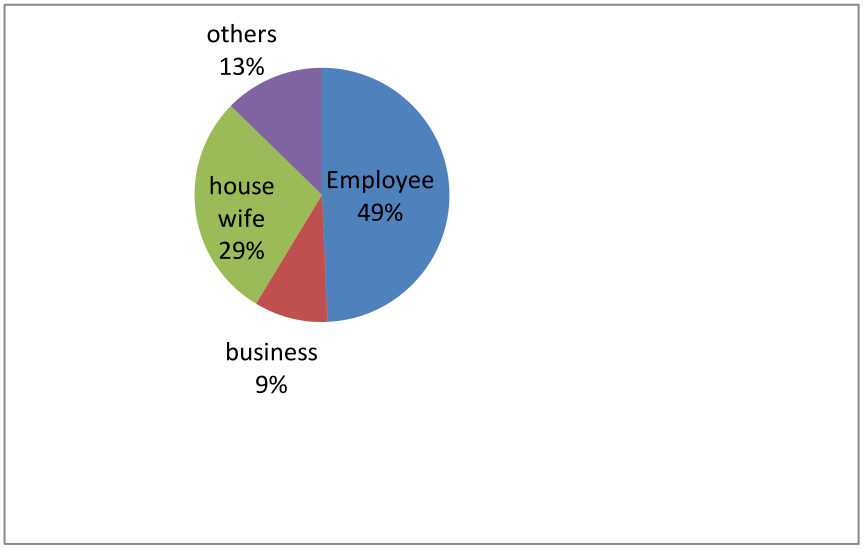

Figure 5. Occupation of the Respondent

Table 7. Income of the respondents

Income per Month	No. of Respondents	Percent
Beolow 10,000	9	6
10,000 to 25,000	30	20
25,000 to 45,000	48	32
Above 45,000	63	42
Total	**150**	**100.0**

Source: Primary Survey,2012

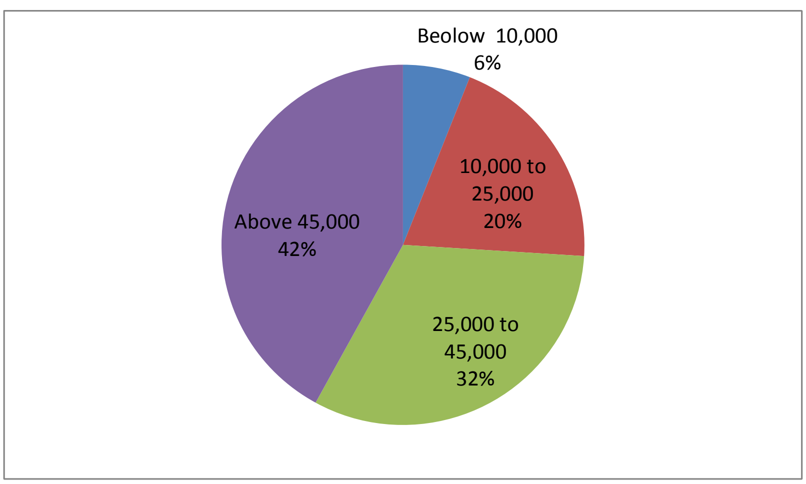

Figure 6. Income of the Respondent

income between 25,000-45,000, the 20 per cent of the consumers having between Rs. 10,000- 25,000 and the remaining 6 per cent of the consumers has less than Rs.10,000 income Figure 6.

Consumers response

The table 8 indicates the purchase of food products among the family members in MORE Retail outlets. The

Table 8. Purchase of Food products among family members

purchase of Food Products	No. of Respondents	Percent
My self	75	50
Mother	25	17
Father	2	1
Wife	38	25
Husband	6	4
Children	4	3
Total	**150**	**100.0**

Source: Primary Survey,2012

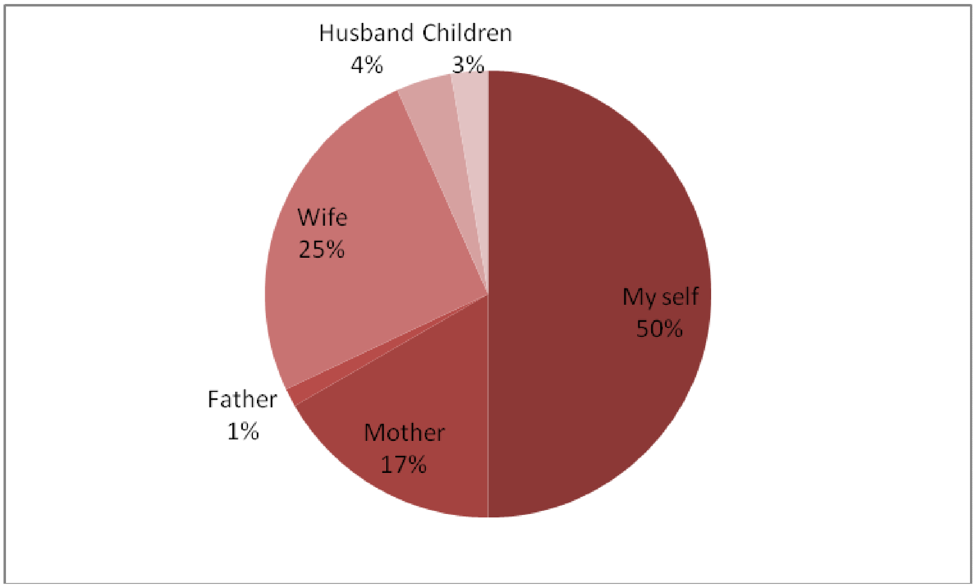

Figure 7. Purchase of Food products among family members

Table 9. Visits to MORE Retail Outlets by consumers

How often you visit this shop?	No. of Respondents	Percent
Once in a week	81	54
Twice in a week	51	34
15 days once	16	11
Monthly once	2	1
Total	**150**	**100**

Source: Primary Survey,2012

majority of the respondents purchase food products my themselves with 50 per cent followed by House wife 25 per cent, Mother with 17 per cent, Husband 4 per cent and father it is only one per cent. Figure 7
The table 9 clearly shows that more number of the consumers visits And purchases in MORE once in a week with 54 per cent, and 34 per cent with twice a week , 10.7 per cent of 15 days once And 1.3 per cent of monthly once. The study clearly indicates that more number of respondents visits once in a week to MORE Retail Outlets. Figure 8

The table 10 clearly shows that majority of the

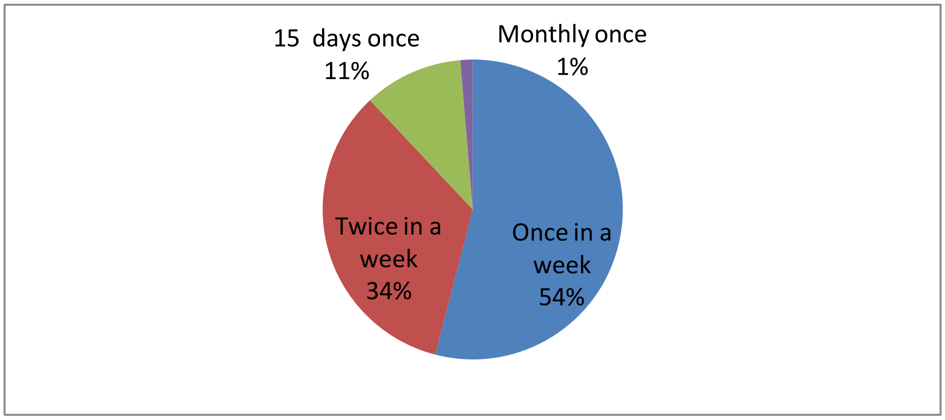

Figure 8. Visits to MORE Retail Outlets by consumers

Table 10. Money spend on food products in a month

Amount	No. of Respondents	Percent
Up to Rs.2000	43	29
Rs.2000-3000	28	19
Rs.3000-4000	47	31
Rs.4000-5000	24	16
Above Rs.5000	8	5
Total	**150**	**100**

Source: Primary Survey, 2012

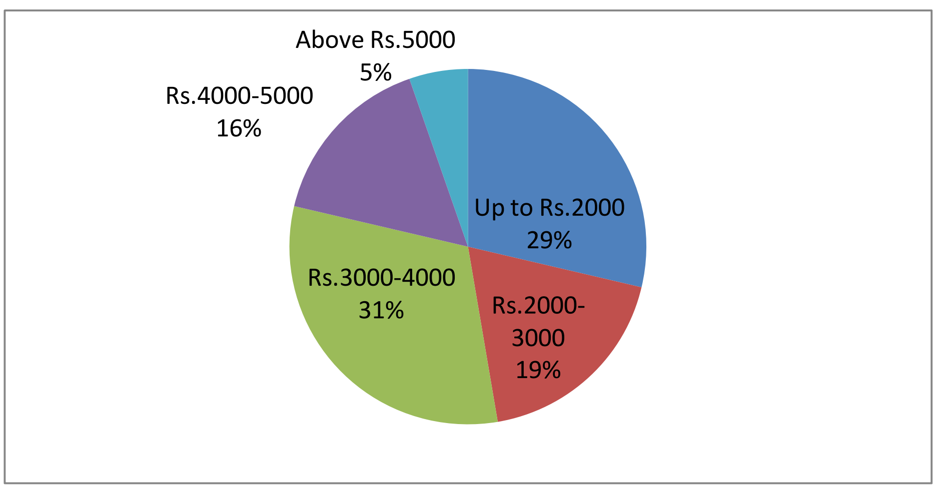

Figure 9. Money spend on food products in a month

consumers Spend Rs. 3000-4000 for their shopping in MORE Retail outlets with 31.3 per cent and 29 per cent of the respondents spent up to Rs .2000, 19 per cent of the respondents spent of Rs. 2000-3000, 16 per cent of Rs.4000-5000 and 5.3 per cent of the respondents spent above Rs.5000. Figure 9

The table 11 shows composition of food products purchased in selected MORE Retail Outlets in Mysore city. The more number of consumers prefers to buy fresh vegetables in MORE Retail outlets with 32 per cent of vegetables followed by 19 per cent of Processed food products, 17 per cent of Other food products, 15 per cent of Food Products, 13 per cent of Fruits and only 3 per cent of them preferred to by other food products. The

Table 11. Composition of Purchase food products purchased

Food Products	No. of Respondents	Percent
Fruits	19	13
Vegetables	49	32
Food products	23	15
Processed food products	28	19
Other food products	25	17
Others	6	3
Total	**150**	**100**

Source: Primary Survey, 2012

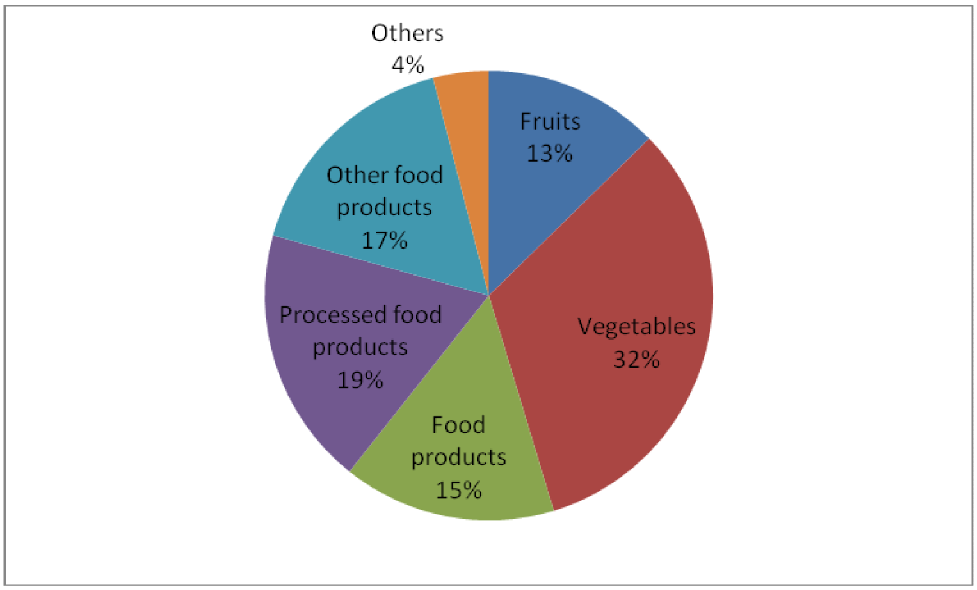

Figure 10. Composition of purchase food products purchased

Table 12. Frequency of purchase of food items very frequently

Purchase of food items very frequently	No. of respondents	Percent
Beverages	6	4
Confectionaries	14	9
Instant foods	34	23
Health foods	45	30
Dairy products	1	.7
Edible oils	40	27
Fruits and vegetables	6	4
Groceries	3	2
Processed foods	1	1
Total	**150**	**100.0**

Source : Primary Survey,2012

study clearly identifies that majority of the consumers preferred to by vegetables in MORE Retail Outlets. Figure 10

The table 12 shows the frequency of purchase of food items very frequently in MORE Retail Outlets in Mysore city. Out of 150 respondents, majority of the consumers preferred Health foods with 30 per cent, followed by Edible oils with 27 per cent, Instant foods with

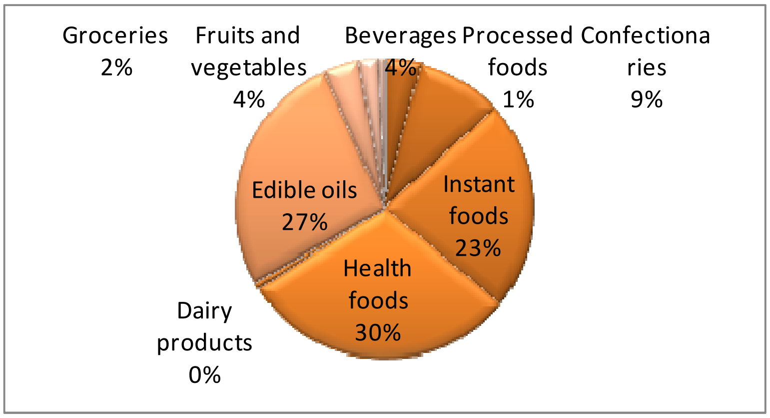

Figure 11. Frequency of purchase of food items very frequently

Table 13. Source of information about MORE Retail Outlets

Source of Information	No.of respondents	Percent
By friends/relatives	11	7
Pamphlets	16	11
Advertisement(TV/paper)	40	27
Others	83	55
Total	**150**	**100.0**

Source: Primary Survey, 2012

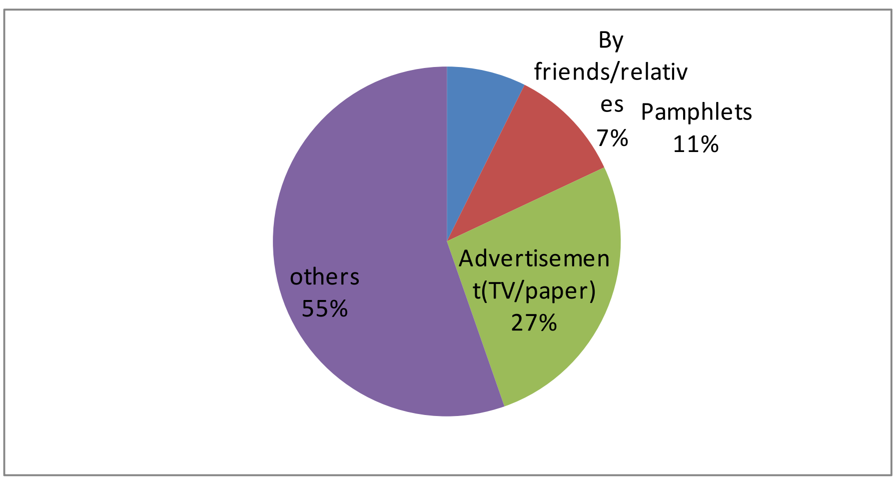

Figure 12. Source of information about MORE Retail Outlets

23 per cent, confectionaries with 9 per cent and Beverages and Fruits and Vegetables 4 per cent each. And other products are having less than three per cent as indicated in table 12. Figure 11

The table 13 and figure 12 shows the source of Information about MORE Retail Outlets in Mysore city that how come of the consumers in more retail Shop. The source of information, the information gathered by other source of information followed by Pamphlets with 11 per cent and 7 per cent by friends/relatives among the consumers Figure 12

The table 14 indicates the difference between More retail outlets and other retail outlets. Out of 150 respondents, 44 percent of the respondents are having opinion that quality products are and label in More Retail outlets followed by choice of products with 24 per cent,

Table 14. Difference between MORE Retail outlet and other retail stores

Particular	No. of respondent	Percent
Low price	9	6
Quality products	67	44
A good services	22	15
Choice of products	36	24
others	16	11
Total	**150**	**100**

Source: Primary Survey, 2012

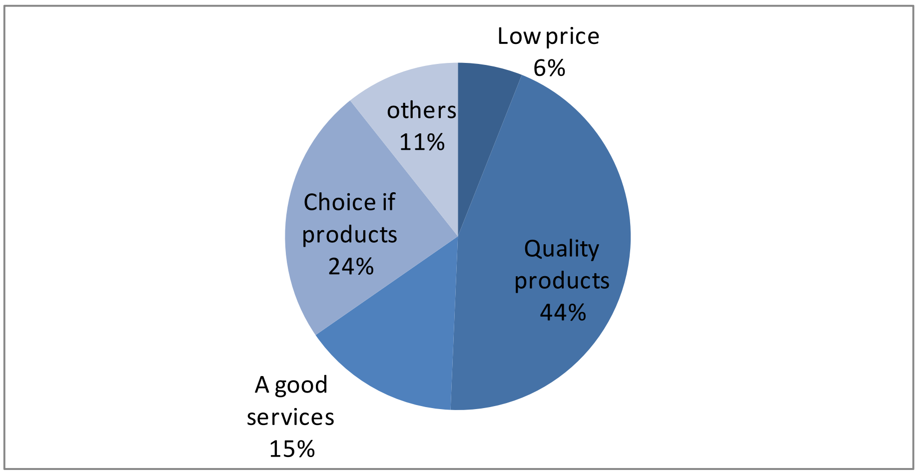

Figure 13. Difference between MORE Retail outlet and other retail stores

Table 15. Reasons for choosing More Retail Outlets

Reasons	No. of Respondents	Percent
Competitive prices	10	7
Near to residence	67	44
Good hygiene	3	2
qualitative products	19	13
friendly attitude	7	5
Suits our standards	8	5
Replacement of products	6	4
Accurate weighment	29	19
others	1	1
Total	**150**	**100.0**

Source: Primary Survey,2012

15 per cent of them are having towards good Services, 11 per cent of the respondents are having opinion such as others and 6 percent of them opined as low price when compared to other retail outlets in Mysore city. Figure 13

The table 15 indicates the reasons for purchasing products in Selected Retail Outlets in Mysore City. Out of 150 respondents, 44 per cent of the respondents are opined and expressed as the MORE retail outlets are near to their residence followed by having accurate Weighment, 13 per cent of them said as they are providing qualitative products, and they are maintaining

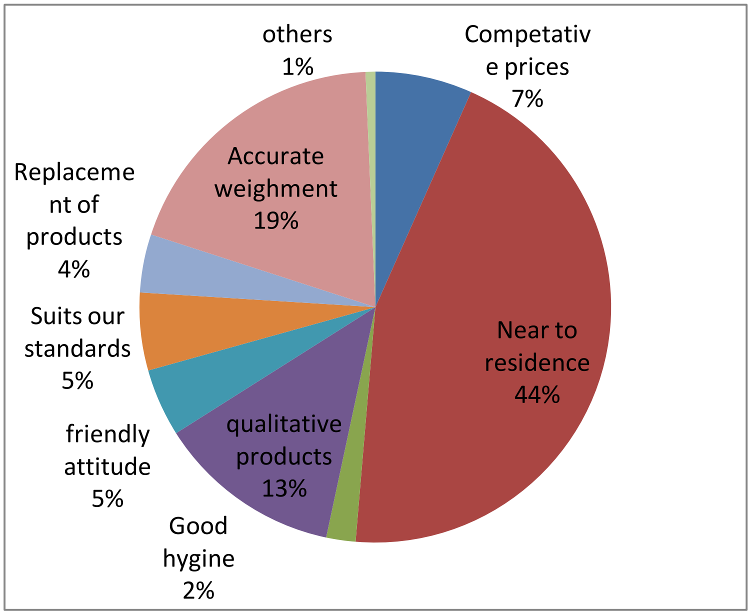

Figure 14. Reasons for choosing More Retail Outlets

Table 16. Time period of MORE retail outlet buyer

Year	No.of Respondents	Percent
1 year	11	7
2 year	18	12
3 year	58	39
More than 3 years	63	42
Total	**150**	**100.0**

Source: Primary Survey,2012

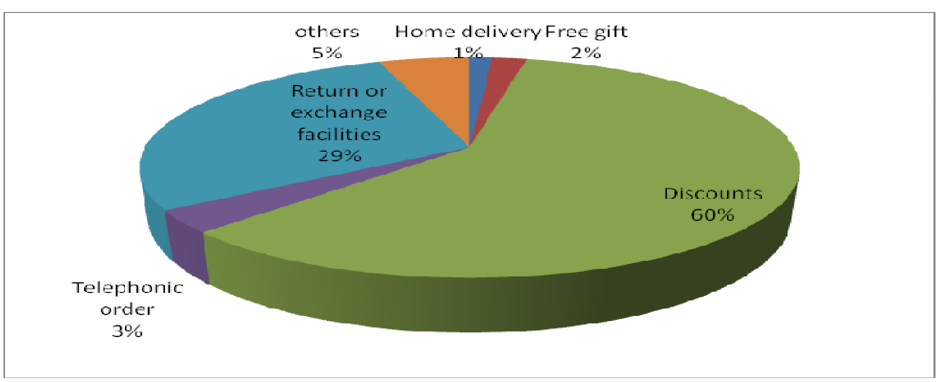

Figure 15. other services being rendered by MORE Retail Outlet

good quality in all food products, 7 per cent of the respondents are expressed as competitive prices and other reasons as indicated in the table 12 are less than 5 per cent. Figure 14

From the table 16 can conclude that, 60 per cent of discount facilities provided by MORE Retail Outlet, 29 per cent return or exchange facilities are given by the MORE Retail outlet, 5 per cent as other ,3 per cent of telephonic orders are facilitated to the consumers, 1 per cent of home delivery facilitate provided by MORE retail outlet. Figure 15

The table 17 highlight that, 42 per cent of the con-

Table 17. convenient time to consumers for purchase of food items in MORE by consumer

Time	No.of Respondents	Percent
Morning	8	5
afternoon	12	8
evening	102	68
other time	28	19
Total	**150**	**100.0**

Source: Primary Survey,2012

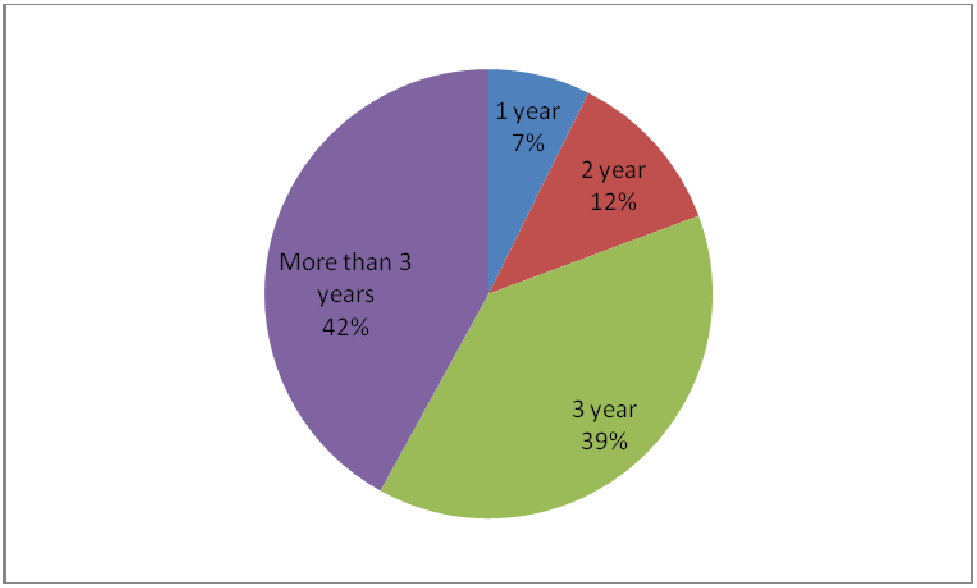

Figure 16. time period of MORE retail outlet buyer

Table 18. problem faced by the consumers in MORE retail outlet

Problems	No.of Respondents	Percent
Parking	66	44
Less weight	6	4
High price	45	30
Quality of goods	5	4
billing	15	10
Others	12	8
Total	**150**	**100.0**

Source: Primary Survey, 2012

sumers are purchasing food items from MORE from more than 3 years, 39 per cent of the respondents are purchasing food items from MORE from last 3 years, 12 per cent of the consumers are purchasing from 2 years, only 7 per cent of the consumers are purchasing food items from MORE from last 1 year Figure 16.

The table 18 indicate that, 68 per cent of the consumers are purchases food items in MORE in evening hours, 19 per cent of the consumers are purchases food items in evening tome, 8 per cent of them in afternoon , only 5 per cent of the consumers are purchases food items in morning hours. The majority of them purchase in

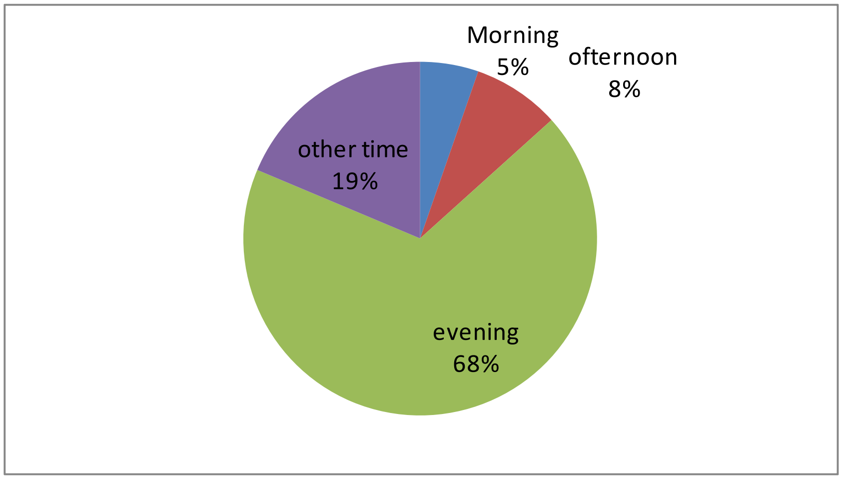

Figure 17. conveyance time to consumers for purchasing food items in MORE

Table 19. Performance of rating by the consumers on MORE retail outlet

Rating	No.of Respondents	Percent
Excelent	1	1
Very good	23	15
Good	124	83
Poor	2	1
Total	**150**	**100.0**

Source: Primary Survey, 2012

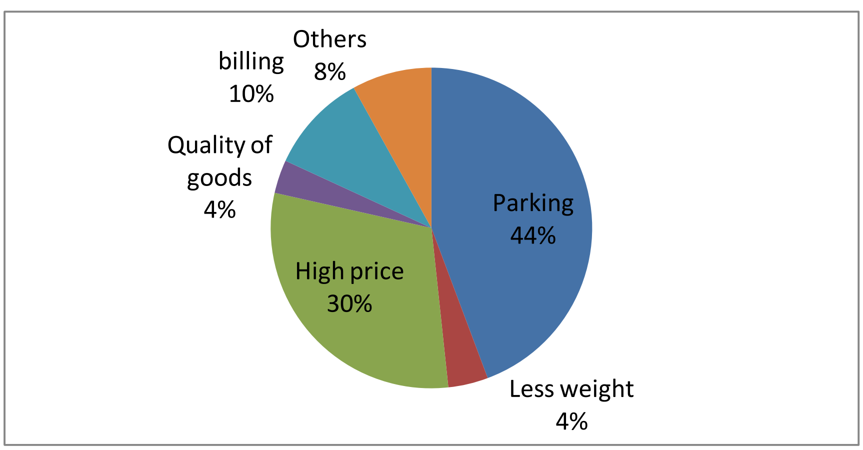

Figure 18. problem faced by the consumers in MORE retail outlet

evening, because they have significant time to shopping As More retail outlets Figure 17.

The table 19 indicates that, 44 per cent of the consumers are facing parking problem in MORE retail outlet, 30 per cent of the consumers are opined that prices of products are high in MORE, 10 per cent of the consumers are facing problem in billing section, 4 per cent of consumers are facing problem in weighing of the commodities Figure 18.

The table 20 highlights that, the consumers are

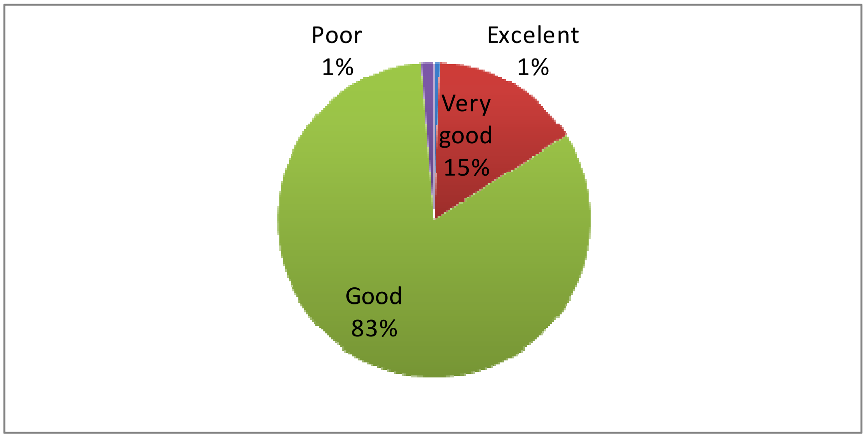

Figure 19. performance rating by the consumers on MORE retail outlet

Table 20(A). product related perception by the consumers

Product related	No.of respondents	Percent
Wider product range	16	11
Choice of more brands	30	20
Choice of more pack sizes	29	19
		17
Choice of more variants	25	
Better product quality	33	22
Fresh /new stocks	17	11
Total	**150**	**100.0**

Source: Primary Survey, 2012

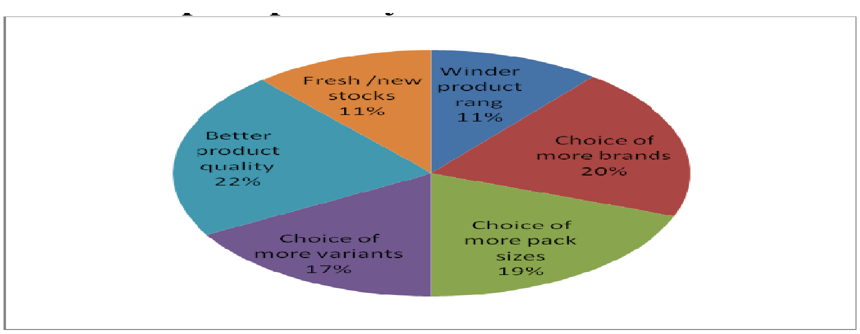

Figure 20(A). product related perception by the consumers

satisfied with the facilities given by the MORE retail outlet, 83 per cent of the consumers opined or rated MORE performance is good, 15 per cents as very good, 1 per cent of the consumer opined MORE performs excellent in all the activities. Figure 19

The table 20(A) indicates that, 22 per cent of the consumers purchases food items in MORE because of better product quality of the food items , 20 per cent of the consumers are purchases in MORE because they find choice of more brands on particular commodity,, 19 per cent of the consumers food items because consumers find choice of more pack sizes, 17 per cent of consumers purchases food items in MORE because they could choice of more variants in MORE retail outlet, 11 per cent of the consumers are purchases food items in MORE because they opined that MORE outlet is having wider product range. Figure 20(A)

The table 20(B) indicates that, 38 per cent of the

Table 20(B). consumers opinion toward price related and others services

Particulars	No .of Respondents	Percent
Promotinal schemes	15	10
Discounts /lesser price outlet related	9	6
Freedom of choosing products /brands	57	38
Betttter parking facility	37	25
Alterative display	3	2
Better ambience	5	3
One –stop shopping	4	3
.Better service	10	7
Varienty of modes of payment	9	6
Total	**150**	**100.0**

Source: Primary Survey, 2012

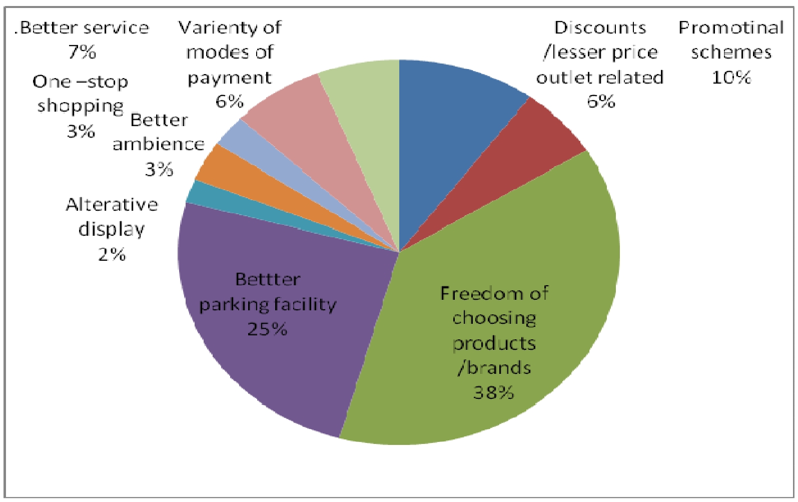

Figure 20(B). consumers opinion toward price related and others services

Table 20 (C). Location of more retail outlets

Location	No.of Respondents	Percent
Closer to my house	100	67
Proximity to my place of work	21	14
Easy to access	29	19
Total	**150**	**100.0**

Source: Primary Survey, 2012

consumers purchases food items in MORE because they feel as they find freedom of choosing products, 25 per cent of the consumers likes to purchase in MORE because the MORE retail outlet is having better parking facilities, 10 per cent of consumers likes to purchases because of promotional schemes, 7 per cent of the consumers feels that MORE is giving better services to consumers, 6 per cent of the consumers feels this outlet is having variety of models of payments, 6 per cent of consumers likes discount or lesser price in MORE, 3 per cent of the consumers likes one line shopping, 3 per cent of consumers likes because of better ambience and only 2 per cent likes to purchases in MORE retail outlet because of alterative displays. Figure 20(B)

The table 20(C) indicates that, 67 per cent of the consumers purchase food items in MORE retail outlet because, out of 150 consumers 100 consumers houses are locates near to the retail outlet, 19 per cent of the

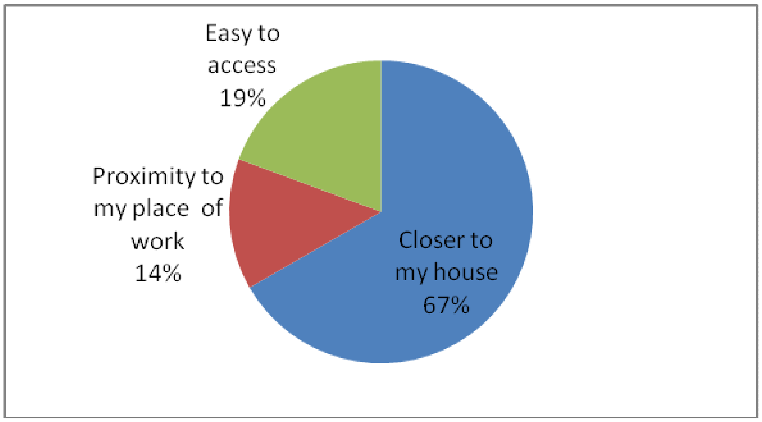

Figure 20(C). Location of more retail outlets

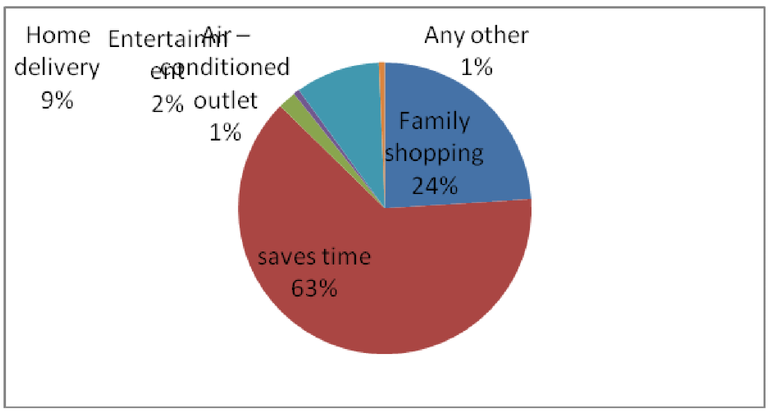

Figure 20 (D). Other services provided by More Retail outlets

consumers purchases because they feel MORE retail outlet is easy to access, 14 per cent of the consumers purchases because MORE retail outlet is near to the consumers work place, Figure 20(C)

The table 20(D) indicates that, most of the consumers opined as buying commodities in MORE retail shops save their time. 63 per cent of the consumers opined like this, 24 per cent of the consumers feels as the whole family members can come and do shopping in MORE retail outlet, 2 per cent of the consumers opined as shopping in MORE gives entertainment, 9 per cent of the consumers opined to shop in MORE because they have home delivery facility, 1 per cent of the consumer likes to shopping in MORE because MORE is Air conditioned. Figure 20(D)

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

Summary of the study

The retail in India has contributed about 10 per cent to the GDP. The organized sector is growing at 20-30 per cent annum. The sudden growth of the organized retail sector can be attributed to the ushering of the domestic retail giants like Aditya Birla

The unorganized retail sector in India is highly fragmented. of the 12 millon retail outlets, more than 80 per cent are looked after by small business families, which use only household labour. Organized retail in the country is still at a nascent stage. China and Brazil, took 10-15 years to raise the share of their organized retail sector from 5per cent to 20 per cent and 38 per cent respectively.

The food and grocery sector is the largest and has shown a tremendous growth over the years. This is the largest vertical of 74.4 percent of retail size that compromise of fruits and vegetables, milk and milk products, cereals and other eatables. The second largest share is commanded by the apparels. This owes to the increasing disposable incomes and change in the lifestyle.

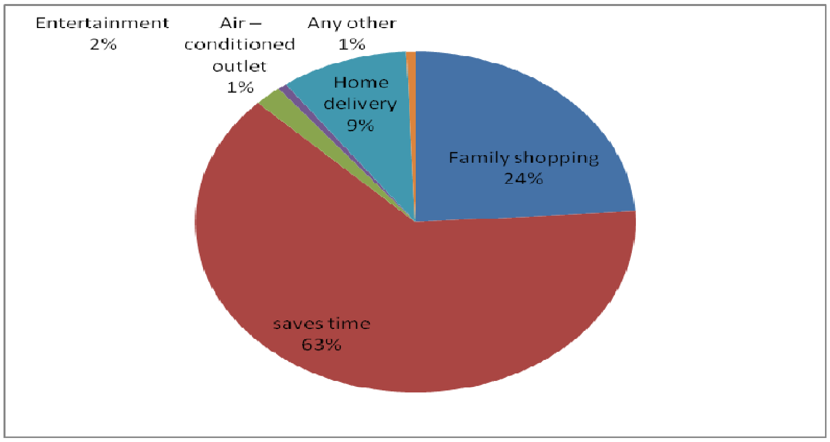

Figure 20 (D). Other services provided by More Retail outlets

Consumer preferences for food retail chains in Mysore city

In mysore 53 percent them visit the organized retail outlet followed by 30-40 years of age group visiting the organized retail outlet are 24 percent in mysore city Followed by 30-40 years of age group visiting the organized retail outlet. In organized retail outlet consumers spendings on fruits and vegetables

The results reveal that the availability of brands is significantly associated with the organized retail. Consumers express that these organized retail outlet provide them with a variety of groceries which they can see and feel it too. They felt that the products displayed in the organized outlets are of good brand and so they visit these shops.

The organized retail chains give more of advertisements than compared to unorganized retail outlet, as indicated by the significant coefficient for shop name. this indirectly tempts the customers to visit the shop. Once they have been tempted by different offers which make them to buy the things. The organized shops give the advertisements in different forms like advertising through TV, pamphlets, etc

FINDINGS OF THE STUDY

1. More number of Customer buying of Fruits and Vegetables from MORE retail outlets, Because they maintained the quality and freshness of th commodity

2. The study reveals that the majority of the respondents such as 35 per cent Are visiting More retail store all in the age of 20 to 30 years followed by 30 to 40 years with 24 per cent in Mysore city.

3. The costumers who visit to more retail stores are graduates, the study highlights that 45 per cent of the customers are graduates and 27 per cent of them are having secondary education. Hence, the graduates could change and decide to purchase the food products which are really need to them.

4. The More stores are located in residential as in commercial areas, However, like Mysore more number of population large employment. The study highlight that the customers who visits to More retail shops are employees as well house wives.

5. The study reveals that the more number of customers having their income above Rs 45,000 are 42 per cent and Rs.25.000 to 45.000 are of 32 per cent, High Income categories people is visited to MORE retail outlets in more number of people and Low income categories people is less.

6. The study also reveals that the customers who visits More retail outlets, 54 per cent of the customers visits once in a week and 34 per cent of them are twice a week for purchasing food products.

7. The composition of purchase of food products largely accounts to 32 per cent of vegetables fallowed by processed food products with 19 per cent.

8. The study highlight that the frequency of purchase of food items very frequently in the selected More retail outlets, more number of customers prefer to buy Health food (30 percent) and edible oil (27 percent) and instant food with 23 per cent.

9. The study clearly indicates that the customers have differentiated the More and other retail outlets, the majority of them opined that the good quality of the products are sold in More retail outlets, and the other important thing is the customers could choose the products on their own. The wide choice option would be possible in More retail outlets.

10. The study highlight that the (44 per cent) majority of the customers prefer to purchase in More because, The location of More outlets are near to residence.

11. The 60 percent of the customers are preferred More retail outlets, because they Provide discount faulty on food products.

12. The study indicates that, the More retail outlets

retained the regular customers from more the 3 years with 42 percent followed by 39 percent of them have been purchasing from last 3 years.

12. The 68 percent of the consumers prefer to purchase food products in evening time, because they have sufficient time a they would be free in the evening time.

13. The study highlights that 44 percent of the consumers faced parking problem as well, delay in billing in More retail outlets.

14. The majority of the consumers (83 percent) rated the overall activities and facilities provided by the More retail outlets. They are in the opinion as good followed by very good with 15 percent.

15. The main reasons to purchase food products at More retail outlets are better product quality, choice of more brands, choice of more pack size, choice of more variants, wider product range and New stocks are available at More retail outlets.

16. The majority of the consumers are in the opinion of shopping at More retail outlets saves time, family shopping can be done.

SUGGESTION

1. There is a need to create awareness and manage home delivery services properly at more retail outlets
2. There should be proper assortment of various product categories.
3. Proper signage should be there so that customer can locate the products easily.
4. The More retail outlets can reduce the product price and it helps to attract the consumers towards More retail outlets.
5. Proper training should be provided to sales person so that they can deal with the customer more efficiently.
6. Various schemes and offers can be provided to them and attract new customers (Use pull strategy).
7. The majority of the consumers faced billing problem , hence Number of cash and billing counters needs to be increased, keeping, in view customer traffic intensity.
8. The most of the respondents have the complaint towards four wheelers parking problems. So, the More personal should take care about parking facilities.

CONCLUSION

The organised retail which accounts for 5 per cent of the total retail trade is poised to grow at an annual rate of around 11 per cent and is likely to touch business levels of 53,000 billion by 2020. The retailing accounts for 18 per cent of the organised retail today and is likely to have a lower share (12%) by 2020. The study has identified a few major impediments, especially structural, hampering the growth of organised retail. Direct sourcing by retailers from farmers is less prevalent though it is most desirable and in the interest of all stakeholders. The overall retail trade including the food retail is set to witness a tremendous growth in the near future and is expected to almost double by 2020 from its current levels. As we move into the new decade, we have seen a rapid growth of modern formats in food retailing with the emergence of the organised food retail sector. The Credit has been an important facilitator for retail business and will be more so if the organised retail's growth potential is be fully harnessed. At present the credit flow to this segment is low. The study touches upon critical issues related to food retailing namely credit, employment, infrastructure development, supply chain and risks associated with its development.

The MORE retail outlets has tremendous potential to generate direct and indirect employment.

The study points out that of the employment potential, nearly half will be for skilled manpower but given the infrastructure in the country for education and vocational training, sourcing such skilled manpower for the industry should not be a problem.

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