

Retail Sector Second Largest Job Provider, Says Veena Jain



One Stop Milano proprietor Veena Jain at the Valedictory function of 'Naissance-2012' in Mysore on Sunday

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Mysore: Retailing is the world's largest private sector contributing to eight per cent of the GDP and it employs one sixth of the labour force world-wide, said One Stop Milano proprietor Veena Jain on Sunday.

At the valedictory ceremony of Naissance 2012, a three-day national level management event for Post Graduate diploma and MBA students at SDM Institute for Management Development, she said in India, the retail

sector contributes to 14 per cent of the GDP and is the second largest sector next to agriculture.

Explaining that the word 'retail' which is derived from a French word meant 'to cut off a piece', she said the sector includes all the activities involved in selling the products and services to the ultimate consumers. A retailer is the last person in the channel of distribution, she added. Referring to the 4 Ps: product, place (of distribution), promotion and price, she said the retail market has

come to light as an organised sector and presently it exists in various formats like super markets and speciality stores, etc.

In One Stop Milano, we import clothes from Milan, Florence, Rome, the fashion capitals of the world and sell them in Bangalore, she said. Wishing a bright future to the students, she said one can achieve anything if he has passion and explained her success in running the store without any management degree or background. SPT's Global Head of Human Resources Arun Nayar said the well being of the society at large is the real prosperity. Indians are excellent managers and students should inculcate leadership qualities with the five others-responsibility, team spirit, ready to accept challenge, straight forwardness and self interest.

SDM-IMD Students Activities Chairman Lt Col Prasad SN and student coordinator Kamal Keshavadas were present.