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<b>23.Title</b>	Impact of large store formats on mom and pop stores
<b>Conference</b>	Indira Management Review,Jan2008,Vol2,,No1
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<b>Abstract</b>	Traditionally, small store retailing has been one of the easiest ways to generate employment. Consequently, India has one of the highest retail densities in the world at 6%. About 12 million Kiranas exist for 209 million house holds, earning India the epithet of a “nation of shopkeepers”. More than 80 percent of these are run by small family businesses. Since 2004, organized retailing in India has transformed the urban landscape with opening of new formats, rapid growth of existing players and the start of the new generation shopping malls. It is estimated that mall development will spread to 60 cities in India by the end of the decade. In this scenario it becomes imperative to understand the impact of this boom in organized retail on the Kiranas. This study attempts estimate the impact of organized retail on Kiranas and the problems they face based on an empirical research.