BIBLIOGRAPHY

❖ ACCESS Development Services, New Delhi, pp 83-84.
❖ Baba Gnanakumar P, “Reinforcing Rural Retail Mix in festival seasons by Urban retailers”, Marketing to Rural Consumers Understanding and tapping the rural market potential, IIMK, 3, 4, 5 April 2008.
❖ Claire Tracey .Global Payments ,2002,gp2002@bcg.com


INDIA RETAIL MARKETING, “Marketing to Rural India: Making the Ends Meet”, Agricultural Marketing, Food Processing and Rural Retail news from India, February 19, 2009.

Indian Business Academy, Greater Noida, 2008 pp 1-11 Andhra Pradesh Mahila Abhivruddhi Society, “SHG Federations in India- A Perspective”.


Vaishali Agarwal, “Role of Retailers in Reducing Inventory and Improving Customer Satisfaction: An Empirical study of Consumer Non-Durables”,

WEBSITES

www.chilibree.com
www.economicstimes.indiatimes.com
www.indiainfoline.com
http://knowledge.wharton.upenn.edu/india.article.cfm
www.business@mapsofindia.com
Reference Text Books