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13 ROLE OF FOREIGN DIRECT INVESTMENT IN RETAIL SECTOR DEVELOPMENT AND JOB OPPORTUNITIES IN INDIA.

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Assistant professor YCMOU

Keyword's :- FDI, Retail sector development job opportunity

Introduction :

The foreign direct investment is profitable both to the country receiving investment and the investor. For the investor company FDI offers an exclusive Job opportunity to enter into the international or global business. New markets and marketing channels, elusive access to new technology and expertise, expansion of company with new or more products or services and cheaper production facilities, while the most country receives foreign fund for development. Transfer of new pofitable technology wealth of expertise and experience and increased job-opportunities. FDI is generally defined as " A long term international capital movement ; made for the purpose of produce activity and accompanied by the intention of managerial control or proficipation in, the management of foreign firm." Depending on the industry sector and type of business, a foreign direct investment may be an attractive and viable option any decision on in vesting is thus a combination of an assesment of internal resources. Competitiveness, and market analysis and market expectations.

- FDI and Retail sector development.
 - FDI is considered to be the life blood and an important vehicle. Of for as the developing nations as concerned the important effect of FDI is its contribution to the growth of the retail sector. FDI has an important impact on country's trade balance, increasing employes standards and skills, transfer of technology and innovative ideas, skills and general business climate.
- Job opportunities in organized Retail sector.

As it is discussed already that the employability and employment status of Indian unemployment in Retail sector will be increased due to FDI in Retail, yet it will take time to get recognition to this job as a career option especially in the educational section of population. Especially development countries faces a shortage of working age people caused largely by lower birth rates and an ageing working population of while the requirement for skilled workers in the markets in increasing. Economic growth, the availability of skilled people simply isn't keeping pace.

Policy on FDI :-