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# Impact of Demonetization on Retail Store Operations : Study of Delhi and NCR

P. Misra, K. Parth · Published 2017

On the evening of 8th November, 2016 in a surprise decision, the Government and the RBI announced that from 9th November onwards Rs. 500 and Rs. 1000 would cease to exist as legal tender. As per the GOI, demonetization was done to take care of the menace of fake currency, elimination of parallel economy and moving towards a cashless economy. This would also help in curbing funding for anti-social elements like smuggling, terrorism, espionage. Demonetization also resulted in giving the economy a digital push. The immediate aftermath of demonetization announcement has caused considerable inconvenience amongst retailers and customers. While the consumer's purchasing power was withdrawn, it also affected retailers who faced shortage of customers and had to cut their forecasts for next few months. Interestingly, research in India has not yet investigated impact of demonetization on business of Indian Retailers, particularly Organized Retail. The research study aims to analyze the impact of demonetization with reference to influence of digital payments, strategizing for efficient store operations in a situation of shortage of cash, segmentation and targeting and employee related on Retail Store Operations. The scope of the study would be the Retail industry in India with specific reference to Delhi and NCR. [Collapse](#)

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