

Smart stores woo villages now



The newly-opened 6Ten store in Village Kaimbwala

Life changes pace faster than we imagine. If you thought the City saw a flurry of retail stores last year, this may soon be the case with our villages as well.

Just recently, retail chain 6Ten has opened stores in villages like Nayagaon, Kaimbwala and Kurali. So what does that translate into for the villagers? Kaimbwala sarpanch Harmesh says it will certainly make things easy for the villagers. "The large urban population that has moved in here will also benefit from such stores," he says.

This villager is only happy to have all groceries under one roof, including the basic daily & monthly ration. "We'll be saved from the effort of going all the way to Chandigarh," he says, adding that the rehriwallahs selling vegetables have no fixed time of bringing the veggies to the village. So the new store that also offers vegetables & fruits, will save them the wait.

Agrees Nayagaon resident Tanya Brar, technical director with Smart Data: "Life is easier since the store opened a few weeks back. Amazingly, the large migrant population here has been thronging the store for their daily needs".

Sandip Jhunjhunwala, MD, 6Ten obviously very positive about the move, couldn't give us a detailed comment as he was away to London for a conference. However, Ghaziabad-based Vinay Kumar Tyagi, retail outlet manager, Subhiksha feels the opening of such stores in villages is not a viable one. "Malls and retail chains are an urban concept, village women don't go out shopping," he says. Anyways, as of now, they are being well-received.

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Interestingly, some migrant labourers have been shopping comfortably at a Nayagaon outlet...

