Globalization and Standards

Issues and Challenges in Indian Business
Contents

Part I  Introduction

1 Globalization and Standards: Concerns in a Large Transforming Economy, India .................................................. 3
   Keshab Das

Part II  Consumers, Retail and Trade

2 Standards and Consumer Behaviour of the Rising Middle Class in India ................................................................. 23
   Peter Knorringa and Alejandro Guarín

3 Impact of the Retail FDI Policy on Indian Consumers and the Way Forward ........................................................... 41
   Arpita Mukherjee, Divya Satija, Tanu M. Goyal, Murali K. Mantrala and Shaoming Zou

4 Environmentally Sensitive Goods in India’s Trade: Emerging Challenges and Prospects ......................................... 61
   S. K. Mohanty

Part III  Regulations, Standards and Compliance

5 Indian Microfinance and Codes of Conduct Regulation: A Critical Examination ....................................................... 103
   Tara S. Nair, Milind Sathye, Muni Perumal, Craig Applegate and Suneeta Sathye

   Neelam Singh
Contents

Page

7 Regulatory Standards in Pharmaceuticals and Consumers:
   Missing Links ........................................................................................................ 143
   N. Lalitha

8 Medical Consumption and Clinical Practice:
   India at the Crossroads ...................................................................................... 165
   Parthasarathi Banerjee

Part IV Issues in Innovation, Labour and Environment

9 From Reverse Engineering to Reverse Innovation:
   GPNs and the Emerging Powers ...................................................................... 181
   Dev Nathan and Sandip Sarkar

10 Institutions and Innovation: A Study of ICT-MSMEs in India ................... 193
    Kaushalesh Lal and Shampa Paul

11 Promoting Cluster Development Through Decent Work: The
   Case of the Surat Diamond Processing Cluster .............................................. 209
   Frank Pyke

12 Regulating Industrialization Through Public Action and
   Legal Intervention: Interpreting an Ongoing Experiment in
   Tamil Nadu ........................................................................................................ 225
   Padmini Swaminathan

13 Small Industry in India: Are CETPs an Appropriate
   Response for Controlling Pollution? ............................................................. 245
   Vinish Kathuria and Rama Mohana R Turaga

Part V Farm Sector and Its Global Interface

14 India’s Organic Guarantee System: Novelty or Facsimile? ....................... 263
   Kirti Joshi and Bikramjit Sinha

15 Has Indian Tea Plantation Sector Weathered the Crisis?
   An Assessment in the Post-reforms Context .................................................. 275
   P.K. Viswanathan and Amita Shah

Index ...................................................................................................................... 293