

# Contents

## Part I Introduction

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

## Part II Consumers, Retails and Trade

- 2 Standards and Consumer Behaviour of the Rising Middle Class in India** ..... 23  
Peter Knorrington 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
- 6 Automotive Industry Response to Its Global QMS Standard ISO/TS-16949** ..... 121  
Neelam Singh

<b>7 Regulatory Standards in Pharmaceuticals and Consumers: Missing Links .....</b>	<b>143</b>
N. Lalitha	
<b>8 Medical Consumption and Clinical Practice: India at the Crossroads.....</b>	<b>165</b>
Parthasarathi Banerjee	
<b>Part IV Issues in Innovation, Labour and Environment</b>	
<b>9 From Reverse Engineering to Reverse Innovation: GPNs and the Emerging Powers .....</b>	<b>181</b>
Dev Nathan and Sandip Sarkar	
<b>10 Institutions and Innovation: A Study of ICT-MSMEs in India .....</b>	<b>193</b>
Kaushalesh Lal and Shampa Paul	
<b>11 Promoting Cluster Development Through Decent Work: The Case of the Surat Diamond Processing Cluster.....</b>	<b>209</b>
Frank Pyke	
<b>12 Regulating Industrialization Through Public Action and Legal Intervention: Interpreting an Ongoing Experiment in Tamil Nadu .....</b>	<b>225</b>
Padmini Swaminathan	
<b>13 Small Industry in India: Are CETPs an Appropriate Response for Controlling Pollution? .....</b>	<b>245</b>
Vinish Kathuria and Rama Mohana R Turaga	
<b>Part V Farm Sector and Its Global Interface</b>	
<b>14 India's Organic Guarantee System: Novelty or Facsimile? .....</b>	<b>263</b>
Kirti Joshi and Bikramjit Sinha	
<b>15 Has Indian Tea Plantation Sector Weathered the Crisis? An Assessment in the Post-reforms Context.....</b>	<b>275</b>
P.K. Viswanathan and Amita Shah	
<b>Index.....</b>	<b>293</b>

<http://www.springer.com/978-81-322-1993-4>

Globalization and Standards

Issues and Challenges in Indian Business

Das, K. (Ed.)

2014, XV, 300 p. 15 illus., 9 illus. in color., Hardcover

ISBN: 978-81-322-1993-4