**MINOR RESEARCH PROJECT PROPOSAL**

# October 2024 - October 2025

1. **Name of the Principal investigator**: S DEEPA

**Department** : PG DEPARTMENT OF STATISTICS

**Designation** : ASSISTANT PROFESSOR

**Institutional Address** : SRIMATHI DEVKUNVAR NANALAL BHATT

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1. **Name of the Co-Investigator** : DR NITHYANANDHA K V

**Department** : DEPARTMENT OF MANAGEMENT STUDIES

**Designation** : ASSISTANT PROFESSOR

**Institutional Address** : IIM, TRICHY

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1. **Project Title** : Rethinking And Redeploying Ghost

Malls in India

1. **Sector in which your Project proposal is to be Considered:** Sustainable Development

Goals (Retail Industry)

1. **Project Details** :

**Abstract**

With a major shift toward online shopping by Indian consumers, the physical malls that were constructed by infrastructure companies across the country are turning into ghost malls. A recent study found a 59% increase in ghost malls in India in the year 2023. With most malls being constructed on converted agricultural land, ghost malls cause significant harm on Indian society. Being unable to utilize an infrastructure leads to waste of resources including but not limited to waste of capital resources, loss of job opportunities, corrosion of equipment, loss of revenue to the government, loss of income to citizens, loss of agricultural products, increase in price of products and services, lack of competition to online shopping portals leading to their monopolization, adverse impact on sustainability, and also reduced development of India. This project could explore why operational malls turn into ghost malls, how can this trend be curtailed, what policy measures should we propose to the government to arrest this phenomenon and also how to avoid such events in future.

**Methodology**

The proposed study on ghost mall culture in Chennai is the first of its kind. The study needs to be done in two parallel phases. One towards collecting information from the property owners whose mall contains unoccupied shops and the other towards the consumers facing issues towards the ghost mall. The aim is to collect primary data through direct method of interview and questionnaire. The primary data collected will be analyzed statistically to extract as much information as possible through appropriate statistical tests mapping to the objective of the study.

**Objective**

1. To identify the reason behind operational malls turning into ghost malls.
2. To identify the strategies to minimize the growing ghost mall trend.
3. To suggest policy measures to the government to arrest ghost mall phenomenon

**Work Plan:**

|  |  |  |
| --- | --- | --- |
| **S.No** | **Task** | **Duration** |
| 1 | Questionnaire Preparation | 15 days |
| 2 | Pilot Run | 15 dyas |
| 3 | Data Collection | 1 month |
| 4 | Data Analysis | 15 days |
| 5 | Report Writing | 1.5 months |

**Budget:**

|  |  |  |
| --- | --- | --- |
| **S.No** | **Requirements** | **Amount** |
| 1 | Contingency (sample collection recording ) | Rs.20,000 |
| 2 | Books and Journals | - |
| 3 | Journal Publications | Rs. 50,000 (approx.) |
| 4 | Equipment | Nil |
|  | TOTAL | Rs. 70,000 |

1. **Any other details:** Four students from PG Department of Biostatistics will be involved in the project for the purpose of data collection and related work. -
2. **Has a similar project been carried out in your**

**college / elsewhere? If so furnish details of the previous project**

**and highlight the improvements suggested in the present one** : NO

**Signature of the Principal Investigator Signature of the Co-Investigator**