

TABLE OF CONTENTS

Chapter No	TITLE	Page No
	ACKNOWLEDGEMENTS	ii
	DECLARATION BY AUTHOR	iii
	GUIDE DECLARATION CERTIFICATE	iv
	TABLE OF CONTENTS	v
	EXECUTIVE SUMMARY	ix
	LIST OF ABBREVIATIONS	xiii
	LIST OF FIGURES	xviii
	LIST OF TABLES	xxi
1	BACKGROUND AND INTRODUCTION	1
1.1	Background	1
1.2	Power Industry of India	1
1.2.1	Power Distribution Companies (DISCOMs)	4
1.2.2	Regulation of Electricity Sector	4
1.2.3	Wholesale and Retail Electricity Market	6
1.3	Need for Research	7
1.4	Business Problem	14
1.5	Significance of the Study	16
1.6	Rationale of the Study	23
1.7	Organizational Schemata of Report	31
1.8	Summary	32
2	REFORMS IN INDIAN POWER INDUSTRY	34
2.1	Introduction	34
2.2	Brief Genesis and Present Status of Indian Power Sector	36
2.3	Regulatory Reforms	39
2.4	Reforms Leading to Emergence of Wholesale Electricity Market	41
2.5	Reforms Leading to Emergence of Retail Electricity Market	47
2.6	Impact of Reforms	52
2.7	Summary	55
3	GLOBAL ELECTRICITY MARKET	56

3.1	Introduction	56
3.2	Global Electricity Market	57
3.2.1	Global Electricity Retail Market Relevant for Present Study	66
3.3	Models of Electricity Market Arrangement	68
3.3.1	Vertically Integrated Monopoly Model	69
3.3.2	Single Buyer Model	70
3.3.3	Wholesale competition Model	71
3.3.4	Retail Competition Model	72
3.4	Justification of Selecting Retail Market Arrangement Model for Present Study	73
3.4.1	Carriage and Content in Electricity Distribution	74
3.5	Market Structure and Competition	75
3.5.1	Theory of Oligopoly	76
3.5.2	Theory of Mixed Oligopoly for Present Study	80
3.6	Summary	80
4	LITERATURE REVIEW	82
4.1	Introduction	82
4.2	Literature Review on Identified Themes	83
4.2.1	Justification on Identified Themes	83
4.2.2	Theme wise Literature Review	84
4.3	Literature Review on Theory of Mixed Oligopoly	104
4.4	Consolidation of Research Gaps	106
4.4.1	Research Gap	108
4.4.2	Critical Analysis of Research Gap	110
4.5	Research Problem	110
4.6	Research Question	111
4.7	Research Objective	113
4.8	Summary	115
5	RESEARCH METHODOLOGY	117
5.1	Introduction	117
5.2	Research Design and Method	118
5.2.1	Research Design	119
5.2.2	Research Method	119
5.2.3	Operating Definition	120
5.2.4	Population and Sampling	121
5.2.5	Vygotsky's Theory of Conceptual Development	121

5.2.5.1	Syncretic Groups and Open Coding	122
5.2.5.2	Complexes and Axial Coding	123
5.2.5.3	Potential Concepts and Selective Coding	123
5.2.6	Framework Approach to Data Analysis	124
5.2.6.1	Data Management	125
5.2.6.2	Descriptive Accounts	127
5.2.6.3	Explanatory Accounts	127
5.3	Data Collection Instrument	128
5.3.1	Protocol for Conceptualized Framework	130
5.3.2	Interview Protocol	130
5.4	Limitations	131
5.4.1	Conceptual Lens and Biases	132
5.5	Reliability and Validity	133
5.5.1	Credibility	134
5.5.2	Transferability	135
5.5.3	Dependability	134
5.5.4	Confirmability	135
5.5.5	Authenticity	135
5.6	Ethical Research	135
5.7	Research Process and Flow Chart	137
5.8	Summary	139
6	CONCEPTUALISING FRAMEWORK FOR RETAIL IN ELECTRICITY MARKET	140
6.1	Introduction	140
6.2	Power Sector Regulations For Retail In Indian Electricity Market	141
6.2.1	Conceptual Lens for Retail in Electricity Market	145
6.3	Retail In Electricity Market: Learnings from New Zealand and United Kingdom	148
6.3.1	Retail Introduction: Learnings from New Zealand	149
6.3.2	Retail Introduction: Learnings from United Kingdom	160
6.3.3	Conceptual Lens for Retail in Electricity Market	174
6.4	Conceptualized Framework	179
6.5	Interview Protocol	195
6.6	Summary	202
7	QUALITATIVE ANALYSIS AND FINDINGS	203
7.1	Introduction	203

7.2	Demographic Profile of Respondents	204
7.3	Data Analysis	205
7.3.1	Data Management	205
7.3.2	Descriptive Accounts	208
7.3.3	Explanatory Accounts	208
7.4	Interpretation of Data	209
7.5	Findings	219
7.6	Framework for Bifurcation of Carriage and Content to Introduce Retail in Indian Power Sector	226
7.7	Draft of Transfer Scheme	246
7.8	Summary	267
8	CONCLUSIONS AND SUGGESTIONS	268
8.1	Introduction	268
8.2	Conclusions	271
8.2.1	The Competition in Electricity Distribution During the Transition from the Monopoly to Mixed Oligopoly as Identified by The Present Study	271
8.2.2	The Restructuring Process During the Transition from the Monopoly to Mixed Oligopoly as Identified by the Present Study	273
8.2.3	Proposed Framework for Separation of Carriage and Content Business in Distribution Segment to Introduce Competitive Retail in Indian Power Sector	276
8.3	Implications of the Study	283
8.3.1	Academic Implications	283
8.3.2	Economic Implications	286
8.3.3	Policy Implications	287
8.3.4	Managerial Implications	288
8.4	Recommendation for Research	292
8.5	Limitations of the Study	292
	BIBLIOGRAPHY	
	APPENDICES	
	BRIEF PROFILE OF AUTHOR	