ACKNOWLEDGEMENT

This Research work entitled "AN INDEPTH STUDY OF MULTILEVEL MARKETING" required the time, energy and co-operation of a network of individuals, and I want to convey my personal thanks and gratitude to each of them. I take this opportunity to thank several persons for their able guidance, whole hearted cooperation, encouragement and tremendous support given to me through the different stages of my study.

First and foremost, I sincerely acknowledge my gratitude to my research guide Dr. Bharati Dole who has been the greatest source of help and encouragement, without whom my study would ever have been possible. She kept on guiding me throughout, by giving her timely suggestions which are unforgettable indeed. She even made arrangements for several personal interviews for the research study. She has taught me a great deal and provided generous support for my research and writing. Research work requires not only self-efforts but also moral support which was given to me by my guide. In true words, she has been the backbone of my research.

I also want to acknowledge the help received from Dr. Sadhana Natu, Head of Dept. of Psychology, Modern College, Ganeshkhind, Pune. She teaches Research Methodology at PG and M.Phil level at Pune University. Her timely instructions and tips helped me to carry out my research systematically. Her guidance about using the statistical tools and research methodology provided good support for my research and writing. She has really been a source of inspiration and guidance. She also did the review work of my thesis.

I specially thank my colleague and friend, Sharayu, who always pushed me forward whenever I was in a stagnant phase of my research. She always motivated me to complete my research study within time. Sharayu helped me a lot in the preparation of my questionnaire and in
conducting the pilot study. She also did the review work of my thesis. Her moral support during those times is indeed unforgettable.

I am especially thankful to my professor, Colleague and Friend Late. Ms Jivita Gujar, for helping me in organizing a Focus Group Discussion. She had been a continuous source of encouragement and inspiration during the period of completion of my thesis.

I would also like to acknowledge the support of my professors in Modern College, Shivajinagar. Prof. A. G. Gosavi, Dr. Y. R. Waghmare, Prof. Sanjeevani Rahane, Prof. R. W. Kulkarni, and Prof. A. V. Kamble for motivating me. My colleagues and friends Mr. Vijay Gaikwad, Mr. Rupesh Bansode, Dr. Abhay Shende, and Mr. Avinash Koshti have always helped and motivated me whenever required. I am very thankful to them for their valuable support.

I also want to thank Dr. Dilip Saravate, Dr. Bhave and Adv. Mrs. Madhuguta Sukhatme for sparing time for the interview.

I would also like to acknowledge the help given to me by Mr. Sathe from Indrayani College, Talegaon; Mr. Ajay Thakur, Ms. Nisha Goyal, Mr Pavan Goyal and Ms. Nilofer in the collection of the data. I would like to thank Ms. Tanuja Devi for getting the books from British Library through her membership card. I would like to thank my student, Mr. Venkatesh who helped me in the scanning of the pictures.

I am indebted to my family members and friends for their valuable support and cooperation given to me.

I also acknowledge the help received from my Father's friend and my uncle, Mr. Niaz Sayyed. He helped me in organizing personal interviews and Focus Group Discussion, in the collection the company literature, and other data. He had been a valuable source of support and guidance throughout the completion of my thesis.

I would like to thank my family friends Deepa Bhabhi and Sushil Bhaiya, my friends Rounak and Archana for their valuable help in the completion of my thesis.
My special thanks go to my uncle, Mr. Vinod Goyal, for helping in organizing many interviews, accompanying me to the places of those interviews and providing the company literature for the research study. I am really indebted to him for his help in preparing this thesis.

I would also like to acknowledge the help given by my aunt, Ms. Nirmala Goyal for helping me in organizing a Focus Group Discussion.

My special thanks goes to my brother Mr. Navin Goyal, for giving me timely guidance on the different methods of research and sending some books on MLM from USA. He always encouraged me to work hard to get better prospects in life.

My special thanks goes to my sister Rakhi Goyal, who always kept a track of my research work and whenever I was not able to cope with the pressures of the work, she helped me with it. In stagnant phases of my research, she encouraged me to work hard. She had been a source of motivation to me throughout my research work.

I would also like to thank my father Mr. Subhash Goyal, for helping with the technical aspects of my research like scanning, recording and printing of the photo-copies.

My overriding debt continuous to be to my lovely mother Mrs. Shyamo Goyal, who provided me with the time, support and inspiration needed to prepare this thesis. During the completion of my thesis, she took great care of my health also.

Last but not the least my acknowledgement goes to all the well wishers of my research work for their excellent support in all aspects.

Place: Pune

Meena Goyal

Date: March 2006.