PREFACE

The embryo of the research problem and the edifice of the research project were conceived due to the insight gained during my encounters with farmers and traders in the field and markets, in connection with my official visits as Marketing Officer, in the Directorate of Marketing And Inspection, Govt.of India, for carrying out research projects and surveys on agricultural marketing for the last 24 years in many states of India. With permission from the competent authority, the Agricultural Marketing Adviser to the Government of India, I could join as a part-time research student in the recognised Institution, the Sacred Heart College, Tirupattur, (N.A.A.Dt) under the University of Madras, under the able and excellent guidance of the approved guide, Dr.K.Padmanabhan, M.A.,B.L.,Ph.D., and complete the research project and prepare the thesis for Ph.D. in time.

As it was an individual research, the design was moulded keeping in view the limited time, money and manpower at my disposal.

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Tirupattur

C.Swamidas