## CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER NO.</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>II SARVODAYA SANGH - A PROFILE</td>
<td>22</td>
</tr>
<tr>
<td>III PRODUCTION MANAGEMENT OF SARVODAYA SANGH</td>
<td>66</td>
</tr>
<tr>
<td>IV MARKETING MANAGEMENT OF SARVODAYA SANGH</td>
<td>136</td>
</tr>
<tr>
<td>V PERSONNEL MANAGEMENT OF SARVODAYA SANGH</td>
<td>174</td>
</tr>
<tr>
<td>VI RESUMÉ</td>
<td>211</td>
</tr>
</tbody>
</table>

SCHEDULE

BIBLIOGRAPHY