

ACKNOWLEDGEMENTS

I register my deep sense of gratitude to my guide **Dr. V. CHINNIAH, M.Com., M.B.A., M.Phil., B.L., Ph.D.**, Professor, Department of Management Studies, Madurai Kamaraj University who has been a great source of help and guidance to me. Without his valuable suggestions, constructive comments, learned guidance and encouragement this work would not have been completed.

My respectful thanks are due to Professor **Dr. U. SURYA RAO, M.B.A., Ph.D.**, Professor and Head of the Department of Management Studies, Madurai Kamaraj University, Madurai for having given me admission to Ph.D Degree course and for his advice and encouragement in my research work.

My grateful thanks are due to **Dr.V. RICHARD PAUL**, Lecturer, Department of Commerce, PMT College, Usilampatti, **Mr. K. CHADRASEKARAN**, Faculty, Department of Management Studies, Madurai Kamaraj University and **Dr. S. GANESAN, Dr. M. DHANABHALAN**, Faculties, Department of Commerce, Madurai Kamaraj University, Madurai who have ably assisted me in my research work.

Further I am highly thankful to several officers in the Directorate of Horticulture and Plantation Crops, Government of Tamil Nadu, Agricultural Marketing Board,

Chennai and Indian Institute of Horticulture Research, Bangalore, and Government of India for their readiness in providing the required data and information.

I also express my sincere thanks to my colleagues particularly **Mr. V. RAMANUJAM., Mr. M. MURUGADOSS., Mr. K. RAMESH KUMAR., Mr. P. SURESH BABU., Miss. R. MENAKA** and **Mrs. M. SIVAKAMY** of the Madurai Kamaraj University, Madurai for their valuable advice in the entire period of my research.

Last but not least I am extremely grateful to my parents **Mr. K. PAMBAIYAN, Mrs. P. PAPPA** my brother **P. SURYARAJAN RAJESWARI**, and my sisters **C. SANTHICHELLAPPAN, M. AMSAVALLI MURUGESAN, C. PANCHAVARNAMCHITREYAN** and **P.UMA** for their inspiration guidance and support in my entire work.

I am also grateful to **Mr.N. MURUGESAN, Sri Balaji Computers, Palkalai Nagar, Madurai** for his ceaseless efforts in the processing and the neat printing of my thesis work.

I cannot but record my feeling of deep reverence for and faith in the almighty for being the kindly light that showed me my way across the dark pathway.

I am deeply grateful to **Dr.T.M. PREMACHANDRAN**, Professor of English (Retd.), who went through the typescript and offered valuable suggestions.