

ACKNOWLEDGEMENTS

In the present era where customs, habits, traditions and social values are fast changing, marketing is the only solution for a business or service organization for its survival, growth and prosperity. Though marketing in banks is gaining importance day by day in developed as well as developing countries, it is still in the initial stages of development and as such there is only limited literature available on the subject in general and relevant and useful to the Indian conditions in particular. This is one of the greatest handicaps for anyone who intends to make an indepth study of this subject.

The researcher's venture to take up this important subject for research would have remained a dream but for the all-out help, assistance and guidance rendered by his guide, Dr. N.S. Bhat, M.A., Ph.D., Reader and Head, Department of Economics, Mangalore University, Mangalore. The researcher expresses his deep sense of gratitude to him.

The researcher remembers with gratitude forever, the

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editorial help rendered by Shri S.N.Karanth, Lecturer, Dr. T.M.A. Pai College of Education, Udupi, right from the beginning till the end of the study.

Dr. N.K. Thingalaya, Assistant General Manager, Economic Research and Planning Department, Syndicate Bank, Head Office, is the motivating force behind the researcher to take up this subject. He has given many useful and valuable suggestions. The researcher is grateful to him. He is equally grateful to Shri H.N. Rao, Ex-Chairman and Managing Director, Shri A. Krishna Rao, Chairman and Managing Director, Shri P.S.V. Mallya, General Manager (Personnel And Services), Shri K. Manmohan Sheno, General Manager (Credit), Shri K.M. Udupa, Divisional Manager, Rural Development Division, Syndicate Bank, Head Office, Senior Executives of various Administrative Offices of Syndicate Bank and numerous Branch Managers of Syndicate Bank and other Banks for sparing their precious time in discussing different aspects relating to the subject.

The researcher is indebted to Dr. K.V. Ravindranath, Economist, Economic Research and Planning Department, Syndicate Bank, Head Office, Manipal, for his continuous

assistance and critical comments.

Beset with several problems, there were many an occasion demanding the researcher to give up his study. At such critical times, Dr. N. Murari Ballal, Economist, Syndicate Bank, Head Office, motivated and imparted necessary confidence and courage in him besides throwing light on various matters of vital importance to his thesis. The researcher owes his debt of gratitude to him.

The researcher extends his heart-felt thanks to Dr. K.K. Ammannaya, Deputy Personnel Manager, Personnel Department and a number of officers of Syndicate Bank, Head Office, who evinced keen interest in his subject and voluntarily offered their views.

The verification of many books would not have been possible without the active library support of Mahatma Gandhi Memorial College, Udupi, and Economic Research and Planning Department, Syndicate Bank, Head Office. The researcher is thankful to them. He is also thankful to his colleague friends at Bombay and Delhi, who were kind enough to provide whatever data he needed for the study from the Reserve Bank of India, Bombay,

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and Office of the Registrar and Census Commissioner for India, Delhi.

The researcher offers his thanks to Shri Raghavendra M., for providing prompt and efficient typing assistance.

The researcher's thanks are due to Shri H. Vijaya Shetty, Officer, Stationary and Records Department, Shri N. Rajaram Acharya, Economic Research and Planning Department, Syndicate Bank, Head Office, and Shri Madhav, Syndicate Agriculture Foundation, Manipal, for valuable help rendered by them in getting the Press Work done in record time.

Deeply involved in research work, the researcher completely neglected his domestic duties which was tolerated by his family members with utmost patience. Hence, the credit of completing this challenging work goes in no smaller measure to them.

It will be a matter of great satisfaction to the researcher if his study helps to enkindle further thinking on the subject.

P.G.P. RAMA RAO.