

## **Acknowledgements/Preface**

My first and foremost gratitude to the Lord All Mighty, because of his blessings this mammoth task became possible. My sincere appreciation and credit to my guide Dr. Yogesh C Joshi, Professor, G H Patel Post Graduate Institute of Business Management, Post Graduate Department of Business Management, Sardar Patel University for his encouragement and invariable support in guiding this work. His in-depth knowledge, subject insights, vision and motivation made this task possible. I am particularly grateful to Dr. H J Jani-Ex Head, present Head Dr. R. P.Patel, Dr. Darshana Dave, Professor, Post Graduate Department of Business Management, Sardar Patel University for kindly solving all my minute queries and pointing correct way to conduct the research. I will be failing in my duty if I do not acknowledge the help of Dr. H J Jani at the time of conducting various statistical tests and taking his inputs at various junctures and interrupting him with my query. Despite his busy and hectic schedule he was kind enough to go through my queries.

My several visits to TEXPROCIL , Bombay provided me good insight for my research. My sincere thanks are due to Shri Siddhartha Rajagopal – Executive Director.

Many managers of various companies generously gave their time and knowledge to clarify concepts and provided suggestions. I am thankful to Shree Anil Kejriwal ( President marketing ) and Shree S.K. Jindal —President (Production ) Ginni International Ltd ; Shree C A KHAN and Shree Naveen Sharma - (Manager - Marketing ) Sel Manufacturing Limited ; Shree B.S.Gautam president production and Shree M L Mangla – (M.D ) Rama Krishna Spintex Pvt. Ltd; Shree Ashish Mittal , – General Manager (Marketing), Ginni Filaments Limited.

My friend MR. Nirmal Patel M.D Minaxi textiles has played an imperative role by providing me good number of references and contact list of ginners and spinning mills . Thank you so much my dear. I am thankful to my friend Prof. Ms. Ami trivedi for going out of her way and providing timely help at various junctures of the study.

Despite of extreme busy schedule, Shree Shashikant Sharma – (President Cotton Purchase ), Olam international , provided me invaluable support to generate the contact for the managers of different companies for cotton and gave me much in site into B.T.Cotton . Without his support, my visit to several large scale organizations would have stayed a dream only. Thank You very much for the kind support .

I thank Dr. Rajendra sharma – IIFT Calcutta , for his co-operation and support.

I am almost speechless when I think of acknowledging my parents. My mother Smt. Shantidevi T Saini and my father Shree Tulsiram Saini –I am indebted to you both for life. The love and support of my brother Neeraj Saini and my sister-in-law Smt. Chitra N Saini has been a great moral booster.

Despite of extreme busy schedule, Shree Shashikant Sharma – (President Cotton Purchase ), Ark Royal Limited, provided me invaluable support to generate the contact for the managers of different companies. Without his support, my visit to several large scale organizations would have stayed a dream only. Thank You.

Ajay T Saini