ACKNOWLEDGEMENT
ACKNOWLEDGEMENT

I extend my deep sense of gratitude and heartfelt thanks to my professor and my guide Dr. K. Natarajan, Director, School of Management Studies, PKR Arts & Science College for Women, Gobichettipalayam for his breathtaking guidance and incredible help which made it possible to accomplish this task in a victorious manner. It was his constant encouragement and continuous support throughout the study that made it a complete one.

I stand grateful to the Principal and the Management Council of Gobi Arts & Science College, Gobichettipalayam for granting me permission to do my research work and also for providing adequate facilities to pursue the same.

I would like to extend my wholehearted gratefulness to my professor Dr.E.K.Rayappan, Head and Associate Professor, Department of Commerce, Gobi Arts and Science College, Gobichettipalayam for his expert remarks, constant motivation, intellectual guidance, precise directions and suggestions in the completion of my research work.

I owe my gratitude and wholehearted thanks to Dr.R.M.Chidambaram, Professor and Head, Department of Bank Management, Alagappa University, Karaikudi, for his guidance and expert remarks in the completion of my research work.

I am eternally grateful to my professors Dr.K.P.Kandasami, Former Registrar of Bharathiar University and Former Principal of Gobi Arts & Science College, Gobichettipalayam, Prof. T.V.Palaniswamy, Former Principal of Gobi Arts & Science College, Gobichettipalayam, Dr.T.Saroja, Former Head and Associate Professor in Commerce, Gobi Arts & Science College, Gobichettipalayam, Dr.A.Selvaraj and Dr.R.Shunmughan, Associate Professors in Commerce, Gobi Arts & Science College, Gobichettipalayam for their constant encouragement and motivation in completing this research work.

I am extremely indebted to my brothers Dr.N.Sakthivel and Dr.M.Sudhahar, Assistant Professors in Commerce, Gobi Arts & Science College, Gobichettipalayam for their unconditional love, invaluable help, continuous encouragement, constant motivation and kind advice at every stage of my research work.
I extend my deep sense of gratefulness to my brothers Dr. M. Thanikaivel, Professor and Head, PG Department of Management, Vivekanandha College of Arts and Science for Women, Tiruchengode and Dr. K. Vijayakumar, Assistant professor in Commerce, Jamal Mohamed College, Trichy, for their unconditional love, invaluable help, continuous motivation and encouragement to complete my research work.

I am extremely indebted to my brothers and sisters who are all working as the Staff Members in Department of Commerce, Gobi Arts & Science College, Gobichettipalayam, for their boundless love, timely help, valuable support and continuous motivation in completing my research work.

I am extremely grateful to the Principal and the Management Council of Dr. G. R. Damodaran College of Science, Coimbatore for providing adequate facilities to pursue my research work.

I wish to express my sincere thanks to all my beloved Students who have helped me during my research work.

I also express my gratitude to Other Teaching and Non-Teaching Staff members of Gobi Arts & Science College, Gobichettipalayam who have helped me in different ways in completion of this research work.

I am thankful to the Librarians of Gobi Arts & Science College, Gobichettipalayam, Bharathiar University, Coimbatore, Tamil Nadu Agricultural University, Coimbatore and Madurai Kamaraj University, Madurai, for permitting me to use the library resources.

I owe my grateful acknowledgement to Sample Farmers and Intermediaries who readily responded to the queries very patiently and warmly during unduly long sessions of my field work.

I am thankful to those Writers whose valuable contributions are recognised in the foot notes and in the bibliography.

Above all, I thank God Almighty without whose blessings and grace this research work would not have come in this format.

D. MUTHAMIZH VENDAN MURUGAVEL