ACKNOWLEDGEMENT

It gives me immense sense of gratification to place on records my profound gratitude and sincere thanks to each and every one of those who have helped me in this endeavor without the intention or possibility to be complete. I would like to apologize to those I do not mention by name here; I highly value their kind support.

I would like to place on record on deep sense of gratitude to my promoter Dr. D. Anand, Reader, B.N. Bahadur Institute of Management Sciences, University of Mysore for providing impetus, inspiration and valuable guidance throughout the period of investigation.

I would place a special thanks to Prof. B. Shivaraj, Chairman, of B.N. Bahadur Institute of Management Sciences, University of Mysore, for his excellent guidance, help and cooperation during the period of PhD thesis completion.

I owe a deep debt of gratitude to Dr. Manjunath, Reader, B.N. Bahadur Institute of Management Sciences for his constant encouragement and inspirations throughout my research work.

I am very grateful to Dr. H.S. Ningappa, Principal, SJC Institute of Technology, Chikkaballapura for his constant encouragement and inspiration throughout my research work.
I would place a special thanks to Mr. Jyothiprakash, Faculty of B.N. Bahadur Institute of Management Sciences, University of Mysore, and Mr. A.P. Balaji Trivedi, Data Processor for his excellent data processing work and the cooperation during the period of PhD thesis completion.

I would like to thank Mr. Jagadish Bahadur, Placement Officer and Mr. P.S. Prasad, Liaison Officer and all employees, Staff Members of B.N. Bahadur Institute of Management, University of Mysore for their help.

I am overwhelmed with sincere feelings of indebtness to Dr. P.K. Mandanna, Professor and Head, Dr. C.P. Gracy, Associate professor, Department of Agricultural Marketing, University of Agricultural Sciences, GKV, Bangalore.

I owe a great deal to Mr. Sachin Hundre, University of Agricultural Sciences, for providing cooperation and help in carrying out this work. I would like to thank the officials of Office of Director of Agriculture who have provided valuable information and made this study possible.

I would like to thank my Mother and my Wife, Son for their constant encouragement despite my absence at home. I am also thankful to my friends who have directly and indirectly helped me to make this Ph.D. program a successful one.

H.D. RAMESH