ACKNOWLEDGEMENT

In the light of reaching a milestone in my life, I owe deep sense of gratitude to all those who helped me in a constructive fashion.

It is a great pleasure to look back and recall the path one traverses through, during those, trying times and day's perseverance. It is indeed a privilege at this juncture to recall all those faces and spirits in the form of teachers, friends, near and dear ones. I consider this Herculean task as incomplete, without acknowledging the support received during this endeavour.

I avail this opportunity to express my deep sense of reverence and gratitude to Dr. M. Devaraj, Professor and Director, Institute of Development Studies, University of Mysore, Manasa Gangothri, Mysore and the esteemed Guide and Chairman of my research study, for his indefatigable efforts, vivid encouragement and valuable advice, which enabled me to perform to the best of my ability and bring out this. I feel greatly privileged for having worked under a man sincere enough for his work and dedicated to the field of Agricultural Marketing Management and Agricultural Business Management.

I wish to place on record with great pleasure, my sincere thanks and profound gratitude to Dr. P. C. Ravi, Professor Emeritus (ICAR), Department of Agricultural Marketing & Cooperation; and Dr. P. G. Chengappa, Professor & Director of Instruction (Former), department of Agril. Marketing & Cooperation for their sustained encouragement, interest and valuable suggestions during my research study.

I am very much privileged to express my deep sense of gratitude to my beloved teachers Dr. Lalith Achoth, Professor, department of Dairy Economics & Business Management, KVAFSU, Bangalore and Dr. H. S. Surendra, Professor, department of Statistics, UAS, GKVJ, Bangalore for their technical know-how, encouragements, candid suggestions and designing my research work.

I humbly express my profound gratitude to Sri B. M. R. Reddy, Associate Professor and Dr. C. P. Gracy, Department of AgMaCo, UAS, GKVJ, Bangalore for sparing their valuable time, crisp help in providing timely and valuable suggestions during my research work.
My thanks are due to Sri. Ravi Kumar, Assistant Professor and Dr. Sachindrababu, Associate Professor for the untiring help during my Computer analysis.

I acknowledge with gratitude, the cooperation shown by Forest Officials during the collection of data for this research work. I extend my thanks to Sri. Vijayakumar Gogi, IFS, D.C.F., Kollegal Division; Sri. Ramalingu, RFO, Kollegal, Sri. Thammaiah, RFO, Mobile Squad, Kollegal, Sri. Muni Shivanna, ACF, Hanur, Sri. Satish Kumar, RFO, Cowdhehalli, Sri. Prakash, RFO, MM Hills, Sri. Rajanna, ACF, MM Hills & Cowdhehalli, Sri. Mahadevu, Secretary, LAMPS, Hanur and Sri. Naidu, Accountant, LAMPS, Hanur.

My heart owes a lot to my parents Sri. S. Mahadevaiah, Smt. C. Siddamma, my wife Dr. Padma Ganapathy, son G. P. Kushaal and daughter G. P. Abhijna and all family members without whose blessings and affection, this study could never have seen the light of the day.

My special thanks are also due to my friends Sri. B. G. Manjunath, Senior Manager, Canara Bank, Head Office, Bangalore; Sri. M. T. Lakshminarayan, Assistant Professor, NAEBS, GKV, Bangalore. I also extend my heartfelt thanks to my friends Dr. H. M. Chandrashekar, Guest Faculty; Sri. Lakshman T., Sri. Girish and Sri. Ramakrishna, Ph. D. Scholars, Institute of Development Studies, University of Mysore, Manasa Gangothri, Mysore.

I sincerely acknowledge Sri. Samuel Sukumar and Family for crystal clear computing work— in time.

Finally, I thank all the members of the IDS, University of Mysore, Manasa Gangothri, Mysore and Department of Agri. Marketing & Cooperation, UAS, GKV, Bangalore for their kind cooperation during the course of the study.

Ending is inevitable for any kind of work, though acknowledging is an endless task. I end by thanking all those whom I recall here and also those I might have left unknowingly.

Any omissions in this acknowledgement do not mean indeed.

Date: December 8, 2006

(M.S. Ganapathy)