ACKNOWLEDGEMENT

Any organized and systematic work calls for the co-ordination of a team of people. My thesis work is no exception to this. Hence, these pages find the space for thanking all those who have directly and indirectly contributed to the completion of this work in a successful manner.

I would like to thank our beloved Managing trustee Mr. C.Soundararaj Avl, and Mr. R.Vijayakumar, Joint Managing Trustee SNR Sons Charitable trust, Coimbatore for providing all facilities in the college for carrying out my research work and all kinds of faculty development activities.

I am very much grateful to our beloved former Principal and Secretary Dr.V.Sengodan, SNR Sons College, Coimbatore for his valuable guidance, motivation and encouragement to accomplish this task.

I am very much grateful to our Principal and Secretary Dr.H.Balakrishnan, SNR Sons College, Coimbatore for his motivation to complete the work in the present form.

I owe a deep debt of gratitude and profound thankfulness to my guide Dr.S.Renuga Devi, Principal, Navarasam Arts and Science College for Women, Erode, formerly Professor and Head, Department of International Business, SNR Sons College, Coimbatore for her wise guidance, useful suggestions, who kindled the spirit of knowledge in me and outlet a constant guiding in each and every step I look forward. Without her valuable help and sustained interest and encouragement this work would have been impossible.

A special thanks to Dr.S. Saviithiri, Principal, Sri Ramakrishna College of Arts and Science for Women, Coimbatore for her magnanimous support in carrying out this work.

It gives me great pleasure to acknowledge my thanks to Dr. D. Padmavathi, HOD, Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore for her meticulous attention, and continuous encouragement for the successful completion of my thesis.

My special thanks are due to Dr.S.Vasantha Assistant Professor in Commerce, Government Arts College, Coimbatore Mrs. K. Vijayavenkateswari and my dear friends working in Department of Commerce, Sri Ramakrishna College of
Arts and Science for Women, Coimbatore for their timely help and assistance which guided me to accomplish the task.

My sincere thanks are due to Dr. S. Balamurugan, Assistant Professor, Post Graduate and Research Department of Commerce, C.P.A. College, Bodinayakanur for providing me with a wealth of information, scholarly guidance and relevant data pertaining to the topic of this research.

I am also thankful to Dr. R. Jeyabalan, Head, Post Graduate and Research Department of Commerce (Retd), Dr. M. Manoharan, Associate Professor, Post Graduate and Research Department of Commerce, Prof. S.K. Sivaganam, Associate Professor, Department of English, C.P.A. College, Bodinayakanur, for their scholarly suggestions and continuous encouragement for the successful completion of my thesis.

My special thanks to Librarian Mr. K. Ravi, and Assistant Librarians Mr. G. Siva Subramaniam, Mr. Ramamurthi, SNR Sons College, Coimbatore for their timely help enabling me to collect information and the support activities for my research work.

I wish to acknowledge my gratitude to the Spices Board, Cochin and Coimbatore for providing necessary information and data for the study.

My sincere thanks are due to the farmers of sample units who enthusiastically obliged me by providing data for this work.

I am very grateful to my daughters M. Lakshmi and M. Harini and all my family members for their warm support and sacrifices to complete my research work successfully on time.

I would also like to dedicate this work of mine to my husband Mr. M. Muniasamy who was the greatest source of strength and encouragement without which this work would not have been possible.

Last but not the least, I thank the Almighty, for his showers of blessings and unconditional support throughout the course of this project.

V. SEETHA