Acknowledgements

The study of CRM practices followed in the manufacturing sector in and around Pune has been possible only due to the wholehearted support of the officials who looked into CRM practices of various manufacturing organizations. It is not possible to name all of them here but I could complete this study only with their cooperation and support.

This pursuit of knowledge and excellence was possible with the immense support of all my family members. There were times when things didn’t seem to go ahead but the backing of my family kept me going.

A reputed academician, a stickler for details, a disciplinarian, a person of great understanding and a sound supporter during some turbulent phases, Dr. (Mrs.) Pratibha Joshi, my guide has been with me throughout this academic experience. Her support and vital inputs and efforts have enriched my research.

I sincerely think Dr. Bharati Dole, Director HNIMR and Dr. Mukund Tapkir the research head for their kind cooperation. I also thank Mrs. Amruta Sane, Mrs. Pallavee Kasande and Mrs. Aarti Kondhalkar for their support and help.

I am extremely thankful to Dr. Roshan Kazi for his wholehearted support and encouragement during the research work.

I am thankful to the research institute HNIMR, Pune and Bharati Vidyapeeth’s YMIM., Karad for the timely help and cooperation that has made this research possible.

Mrs. Medha Kumthekar