ACKNOWLEDGEMENT

First and foremost, I would like to thank Almighty for blessing me with the courage and determination with which I could complete my research.

I would like to express sincere gratitude and regards to my guide, Prof. (Dr.) Amita S. Kantawala, for her invaluable guidance and close supervision throughout the tenure of this work. She has been very encouraging and a constant source of inspiration. It goes without saying that without her commitment, deep involvement, kind co-operation and affectionate advice this research wouldn't have been possible. Her valuable propositions and emphasis on timely and qualitative execution has contributed largely in bringing this research to its momentous completion.

I must also thank Dr. Jayeshbhai Patel and Dr. Devanshu Patel, Managing Trustees, Parul Arogya Seva Mandal, Vadodara, for their constant cooperation in completing this research. I would also like to thank Dr. P G K Murthy, Director, Parul Institute of Engineering and Technology-MBA, for his priceless motivating words and building up in me the never die spirit.

I would like to thank to all the staff members of Hansa Mehta Library and Administrative staff members of P.G.Unit, The M.S.Universtiy of Baroda, Vadodara, for their kind support. I also thank to all respondents who provided me necessary information.

Most importantly, I would like to thank my family. I am grateful to my husband Mr. Nitin Soni for his help and cooperation and motivation. I would like to thank my parent-in-laws and parents for their devoted love and support. I would specially like to thank my mother-in-law Ms. Chandrakanta Soni for her constant encouragement, support and blessings.

Last, but not the least I would like to thank all my friends, who stood by me and encouraged me to complete my research with full confidence.

Rajkumari Soni