ACKNOWLEDGMENT

"Be grateful for who you are and whatever you have. Everything you have is a gift from God"-

Ríck Warren

This exhilarating journey of my research would not have been possible without the blessing of The Almighty. I thank God for giving me the courage to go through this journey and picking me up each time I fall.

"A mentor is someone who allows you to see the hope inside yourself"-Oprah Winfrey

It was an extremely rewarding and learning opportunity to work under Prof. Mini Sheth- My guide; My mentor. I convey my utmost gratitude to her for being my mentor and patiently guiding me throughout this journey of mine. Thank you, ma'am; for being such a wonderful guide and for being so calm and patient with me.

I take this opportunity to thank Dr. Vijayata Sengar, who was Co-Pi of my research project. Thank you, ma'am; for being patient with me and helping me throughout. Thank you for always greeting me with an ear-to-ear smile. I learnt a lot from you.

I would also like to shower my utmost gratitude to our ex-head Prof.

Meenakshi Mehan, under whose auspicious presence I got the opportunity to join this department. Thank you; ma'am, for your support.

Utmost gratitude to all teaching and non-teaching staffs of department of

Foods and Nutrition, Faculty of Family and Community Sciences, The MSU Baroda for all kind of co-operation and help they provided throughout this journey.

I would also like to thank Prof. Anjali Karolia – Dean of Faculty of Family and Community Sciences. Thank you; ma'am, for your cooperation and guidance.

I am pleased to offer my sincere thanks to Gujarat Co-operative Milk Marketing (AMUL), Anand for supporting my study.

"A friend is someone who helps you up when you're down, and if they can't they lay down beside you and listen"- Winnie the Pooh

I came here to be a researcher, to earn a doctoral degree, making friends was never in that list, however The Almighty was kind enough to bless me with amazing friends who laughed with me, cried with me, helped me in this journey. Now this PhD journey is synonymous with friends and memories. Thank you Abnita, Raj, Shruti, Yamee, Abhishek, Shweta di, Kankona, Anusha and Ashima for giving me lifetime of memories.

"I sustain myself with the love of family"- Maya Angelou

Now that I look back, nothing would have been possible without my family. My dad taught me to dream unapologetically and fearlessly. He always says — "Nothing succeeds like success". Thank you, baba, because of you I am here. Thank you for never saying no to my dreams and aspirations and always pushing me forward. My mother though always showed me the mirror, she made me believe quite early in life that hard

work is my biggest weapon and even when talent stops working, hard work prevails. Because of her I can proudly say — "Yes I am a hard-working researcher". The best gift that my parents gave me is my sister. The first friend of my life- Disha, thank you for being my sunshine, for listening me and simply being there for me. Though my younger sister, you teach me incredible things.

"Being deeply loved by someone gives you strength while loving someone deeply gives you courage"- Lao Tzu

The world knows you as my husband but for me you are my partner. My partner for life. To fall in love is a blessing but to have someone who support my dreams and aspiration is divine. The Ying to my yang, the shield to my sword, the white to my black, the good to my bad; thank you. Your smile is talk of the town but what touched my heart and pierced my soul is how good of a human being you are. Your existence is a blessing to me and mind kind. Thank you for treating me as an equal and respecting me. You have been a patient listener all throughout this PhD journey of mine. Lastly, I would also take this opportunity to thank your family for accepting me for being me.

Finally, I would like to thank myself for giving my best and work as hard as possible.

To end I would quote Paolo Coelho-

"When you want something, all the universe conspires in helping you to achieve it."