

P R E F A C E.

The empirical research work entitled " A Study of Marketing of Mango with Special reference to Co-operative Marketing in South Konkan Districts (i.e. Ratnagiri and Sindhudurga) in Maharashtra State, the author tries to focus on the marketing system of Alphonse (Hapus) Mango with special attention towards co-operative mango marketing. The dissertation is divided into five chapters.

In the beginning First Chapter deals with the background and economic profile of the region i.e. South konkan. This information is very useful to understand the exact position of the region.

In Second Chapter author gives the important information regarding methodology of study. This chapter also elaborates the objectives and limitations of present study.

Chapter Third deals with theoretical work of the present study as detail information on agricultural marketing and marketing of fruits in general. This chapter also gives idea regarding the draw-backs of present agricultural marketing system.

Chapter four presents information regarding co-operative marketing and present marketing system of mango in konkan region. This chapter give idea regarding the concept and importance of co-operative marketing.

Chapter Five include analysis and presentation of data collected through mango growers and case study report of co-operative marketing of Shirgao Co-operative Society. This chapter also includes conclusions and recommendations of present work.

Referenaces to the literature that have been used in this work are listed in brief at the end of each chapter, however, they are given in full in the Appendix (i.e. Bibliography), where they are arranged under different heads. Unpublished data is used in this work were collected personally by the researcher.
