

- PREFACE -

AJARA Taluka Shetakari Sahakari Kharedi Vikri Sangh Limited, Ajara, under co-operative sector is playing a most significant role in the economic development of our rural areas and also a country. It is being taken business subsidiary to the consumers and agriculture aids active in all involvement of village area. For the decision making process of village co-operatives.

This Ajara Sangh was establishment was done in 1959.60 because of the economic development of village area or rural areas of this taluka. to provide a regular market to the consumer. There daily needs of consumer still sufficient one to utilise this Ajara Sangh., in a more effective one.

The present work is a study of marketing strategy developed Ajara Taluka Shetakari Sahakari Kharedi Vikri Sangh Ltd. since in 1959.60 considerable change had been done it. For the development of the rural area of Ajara Taluka for the regular supply of consumer goods to them.

I must specially thanks to Chairman, Manager, and staff of Ajara Taluka Shetakari Sahakari Kharedi Vikri Sangh Ltd. Ajara, whose timely advise and supervising to complete Research Work.

I have great pleasure in having associated with Dr. J.K.SIRUR, Professor in the Department of Commerce, Chhatrapati Shahu Central Institute of Business Education and Research, Kolhapur, under whose inspiring guidance and supervising his dissertation has been prepared by me. I take this opportunity of acknowledgement my sincere feeling of gratitude to an regards for his valuable help throughout the present study.

I am equally thankful and feel privileged to express my deep sense of indebtedness to Prof.A.D.SHINDE the Director, of Dr. Suba Roa the Principle and the members of Teaching staff of Chhatrapati Shahu Central Institute of Business Education and Research, Kolhapur for their valuable guidance during the course. of my study at Insti tute.

In the preparing of this dissertation I have extensively made use of a large number of standard books

and periodicals on the subject. Hence I am deeply indebted to all the Authors and annual records reports and periodicals. Acknowledgement of my indebtedness has been made by the way of preference throughout the dissertation.

I express my thanks to the Management and the channel members of Ajara Taluka Shetakari Sahakari Kheredi Vikki Sangh Ltd. Ajara.

My work would have been completed for the gracious blessings of my father.

Shri. B.S.Patil, deserves my sincere thanks for getting the typing work of this dissertation in the most decent fashion.

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March 1988