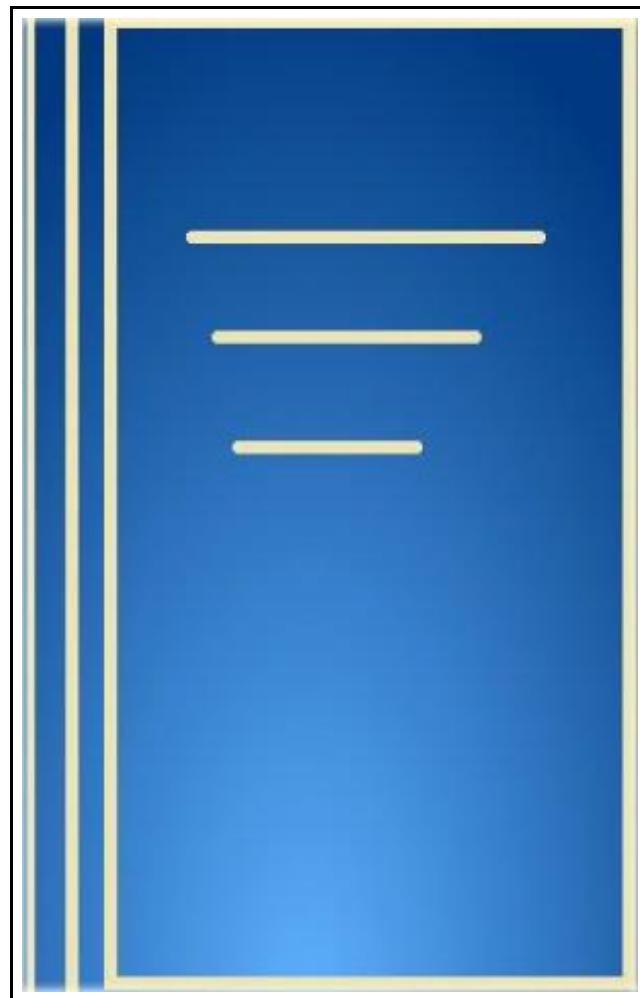


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Mittal Publications, New Delhi, 1991. N.A. Book Condition: New. Xvi+236pp Since times immemorial consumers have been exploited by the middlemen. It is the consumer that ultimately bears all the burden of exorbitant charges and unreasonable profit margins of the various middlemen engaged in the distributive channels of trade. These middlemen are also known to be indulging in a variety of malpractices such as underweightment, adulteration etc. A search has been made for an alternative distribution system and ultimately it was found that the consumer co-operatives are the best alternative to avoid middlemen to effect reduction in prices and prevent adulteration and underweightment. It is true that in terms of numbers, the consumer co-operatives in India have achieved laudable progress. But if we view their performance qualitatively they present a very sad state of affairs. In spite of all this tremendous growth of the consumer co-operative movement in India, it is acceptable almost universally that most of the consumer co-operatives in India barring a few exceptions have been plagued with the multitude of problems. This is a comprehensive treatise on the subject of consumer co-operatives. The object of the study is to diagnose the genesis of the problems of consumer co-operatives particularly in sales management, purchase management, financial management, personnel management, democratic management and other issues related to it and to suggest feasible ways and means to overcome all these problems, and place the consumer co-operatives on economically viable footing. The author is quite confident that as and when the various suggestions discussed are implemented, the consumer co-operatives in India will definitely be able to improve their functioning augment their profits and also improve their economic viability. Further the author feels that the suggestions given in the book will be invaluable help and guidance to all the officials and non-officials connected with the...

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