Declaration

I, Sudeep Limaye, hereby declare that this thesis entitled “study of ethical issues in use of children in marketing promotion by commercial organizations” is a bonafied work carried out by me, under the Guidance of Dr. Milind Pande.

All the facts and figures included in the thesis is a result of my own research and investigations including formal analysis, has not been previously formed the basis of award of any degree, diplomas, associateship or other similar degrees or diplomas and the same has not been previously submitted to any examination of this University or any other University.

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I understand that I myself could be held responsible and accountable for plagiarism, if any, detected later on.

This declaration will hold good and in my wise belief with full Consciousness.

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