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DECLARATION

I declare that the thesis, “CUSTOMER RELATIONSHIP MANAGEMENT IN PUBLIC AND PRIVATE SECTOR BANKS IN TIRUNELVELI DISTRICT : A COMPARATIVE STUDY” is the result of a study originally carried out by me under the guidance and supervision of Dr. S.GANESAN, M.Com, M.Phil., Ph.D., Associate Professor, PG Department of Commerce and Research Centre, Mannar Thirumalai Naickar College, Madurai. This
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