

DECLARATION

I, **Vithalani Sejal. Madhubhai** (Registration no. 5053, dated 1st January 2013), hereby declare that the thesis titled “An Impact of Advertisement in Creating Awareness of Banking Product and Service Among Women of Saurashtra Region” submitted by me for the award of the Degree of Doctor of Philosophy in Commerce, is original work and it is a record of independent research work carried out by me under the guidance of Dr. B.L. Sardhara, Assistant Professor, Smt. M.T. Dhamsania Commerce College, Saurashtra University, Rajkot. This has not been submitted for any other degree, diploma or distinction in any university.

Date: 12-05-2016

Signature

Place: Rajkot

Sejal M. Vithalani