

DECLARATION BY THE RESEARCH SCHOLAR

Programme Ph.D. Subject Journalism and Mass Communication

I, **Ms. Archana**, certify that the work embodied in this Ph.D. thesis, entitled **“A Case Study of Effectiveness of Events Organized by Selected Niche Magazines”**, is my own bonafide work carried out by me under the supervision of **Dr. Arvind Kalia**, National Head Mentoring, Rajasthan Patrika, Rajasthan for a period of **two and half years from August, 2012 to February, 2015**. The matter embodied in this Ph.D. thesis has not been submitted for the award of any other degree/diploma.

I declare that I have faithfully acknowledged, given credit to and referred to the authors/research workers wherever their works have been cited in the text and the body of the thesis. I further certify that I have not willfully lifted up some other's work, text, data, results, figures etc. reported in the journals, books, magazines, reports, dissertations, thesis, etc., or available at web-sites and included them in this Ph.D. thesis and cited as my own work.

Date: 04/03/2015

Place: Jaipur

(Ms. Archana)

Verification

This is to certify that the above statement made by Ms. Archana is correct to the best of our knowledge. Further, a check for plagiarism has been made on the software available in the University to check plagiarism and the contents of thesis have been found free from plagiarism within permissible limits.

Dr. Arvind Kalia
(Supervisor)
National Head Mentoring
Rajasthan Patrika, Jaipur

Signature of Head
of the Department

Signature of
Convener DRC

SUPERVISORS' CERTIFICATE

Programme Ph.D. Subject Journalism and Mass Communication

This is to certify that the thesis, entitled “**A Case Study of Effectiveness of Events Organized by Selected Niche Magazines**” submitted by **Ms. Archana** under my supervision, for the award of the Ph.D. degree in the Faculty of Arts and Social Sciences, The IIS University, Jaipur, is an original piece of research work.

The thesis is satisfactory in literary presentation and also suitable for publication. The research work also evinces the capacity of the candidate for critical examination and independent judgment.

I also certify that the candidate has successfully completed the course work, Pre-submission seminar and other requirements for submission of thesis, including publication of one research paper in a referred journal of repute in the subject and has also fulfilled the residency requirements as per Clause VIII.3 of the Ph.D. Bye Laws of the University.

Dr. Arvind Kalia
(Supervisor)
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Subject Journalism and Mass Communication

This is to certify that **Ms. Archana** a bonafide research scholar of this Department (**Journalism and Mass Communication**), registered for the Ph.D. degree vide University letter No. **IISU/Ph.D./JMC./R.S.24/2012/7866** dated **21.08.2012** w.e.f. **21.08.2012** under the Supervision of **Dr. Arvind Kalia** has satisfactorily completed all the requirements for the submission of thesis for the award of Ph.D. degree as per provisions of The IIS University Ph.D. Bye-laws and the UGC (Minimum standards and procedure for award of Ph.D. Degree), Regulations, 2009. She has successfully completed the course work and well defended the Research Plan Proposal Seminar and the Pre-submission seminar presented by her before the DRC/RPMC. She has also published **2** research paper(s) in refereed journals of repute, approved by the DRC.

Signature of Head of the Department

Signature of Convener DRC

Date: 04/03/2015

Place: Jaipur

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Programme **Ph.D.** Subject **Journalism and Mass Communication**

Title of the Thesis : **“A Case Study of Effectiveness of Events Organized by Selected Niche Magazines”**

Name of the Research Scholar : **Ms. Archana**

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Date : 04/03/2015

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(Archana)

**Dr. Arvind Kalia
Research Supervisor**