Declaration

I, Pankil Solanki declare that the conceptual framework of the thesis has been developed based on the detailed analysis and with the help of literature Review as shown in the references section. I have also added several charts, notes, graphs, and other information directly from the various websites; books, journals, and other reference materials with clearly mention of the source of the information in the footnote references.

Apart from these, all other suggestions, hypothesis, calculations, tests, analysis and interpretations in this thesis are my own and original creation.

Moreover, I also declare that for the work done in the thesis, entitled “THE STUDY ON RELATIONSHIP BETWEEN EVA & MVA IN FMCG SECTOR” is a record of independent research work carried out by me under the guidance and supervision of Dr. Hitesh Shukla, Professor, Department of Business Management, Saurashtra University, Rajkot.

This work has not been submitted for the award of any diploma, degree, associate ship or other similar title.

Date: Pankil C. Solanki
Place: Rajkot