

DECLARATION

I hereby declare that the thesis entitled “**DEVELOPMENT OF NEW DEMAND FORECASTING MODELS FOR CONSUMER GOODS INDUSTRY**” submitted by me ,for the award of the degree of *Doctor of Philosophy* to VIT University is a record of bonafide work carried out by me under the supervision of Dr.S.Narayanan, Senior Professor and Pro-Vice Chancellor, VIT University.

I further declare that the work reported in this thesis has not been submitted and will not be submitted, either in part or full, for the award of any other degree or diploma in this institute or any other institute or university.

Place: Vellore

Date:

Signature of the Candidate