DECLARATION BY CANDIDATE (Para 12 b)

I hereby declare that the thesis entitled "The marketing strategy of life insurance companies: A comparative study of public and private sector organizations" is my own work conducted under the supervision of Prof. Y. S. Thakur, Head Department of Business Management & Dean, Faculty of Management Studies, Dr. Hari Singh Gour University, Sagar (M.P.), as approved by Research degree committee. I have put in more than 200 days of attendance with the supervisor at the center.

I further declare that to the best of my knowledge the thesis does not contain any part of any work which has been submitted for the award of any degree either in this University or in any other University / Deemed University without proper citation. This is my own unaided and original work.

Date: 10/02/09
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