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DECLARATION

I, E. Narayanappa, do hereby declare that this thesis entitled “MEDIA INTERVENTION FOR DAIRY DEVELOPMENT IN KARNATAKA STATE: AN EVALUATION” submitted to the University of Mysore for the award of the Degree of Doctor of Philosophy in Mass Communication and Journalism is a record of original and independent research work done by me during 2001 – 2004 under the supervision and guidance of Dr. B. P. Mahesh Chandra Guru, Professor and Chairman, Department of Studies in Communication & Journalism, University of Mysore, Manasagangotri. This thesis in whole or part has not been previously submitted for any other Degree, Diploma, Associateship, Fellowship or other similar Degree of this or any other university. Such material as has been obtained from other sources is duly acknowledged in this thesis.

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