

COLLEGE RECOMMENDATION

This is to certify that, Mr. Ajit Vishnu Nale is a bonafied student admitted for M.Phil course in the academic period 2011-2012. He has satisfactorily completed the dissertation entitled '**A STUDY OF CONSUMER BUYING BEHAVIOR FOR BATH SOAPS WITH REFERENCE TO PUNE**' under the guidance of Dr. K. M. Nalawade, and submitted to Shivaji University, Kolhapur for partial fulfillment of the requirement of the award for the degree of Masters of Philosophy (M.Phil.) in Business Management under the faculty of Commerce and Management through this Research Centre. The matter presented in the dissertation has not been submitted earlier.

Date: 23/10/2012

Place: Satara



The Principal

Dhananjayrao Gadgil College of Commerce,

Satara.