

CERTIFICATE

Certified that the work incorporated in the thesis titled “*AN EXPLORATORY STUDY OF CONSUMER BUYING BEHAVIOR IN A GREEN SUPPLY CHAIN PRACTICE CONTEXT WITH REFERENCE TO SELECTED COMPANIES IN THE DECORATIVE PAINT INDUSTRY OF GUJARAT STATE*” submitted by Pratik Mavjibhai Mavani comprises the results of independent and original investigations carried out by the candidate under my supervision. The material obtained and used from other sources has been duly acknowledged in the thesis.

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