

**ROLE OF E-COMMERCE IN THE DEVELOPMENT
OF MSMEs -A STUDY OF CHAMARAJANAGARA TALUK**

Dissertation submitted to University of Mysore

DEPARTMENT OF COMMERCE

SUBMITTED BY:

Manju

Final year M.Com

(Register No: P01ZW21C0018)

UNDER THE GUIDANCE OF:

Dr. Mahesha M B

Guest Faculty

Department of commerce

Dr. B. R. Ambedkar Post Graduate Centre

University of Mysore

Suvarnangotri

Chamarajanagara – 571313

AUGUST – 2023

UNIVERSITY OF MYSORE


Dr. B. R. AMBEDKAR POST GRADUATE CENTRE

SUVARNAGANGOTRI, CHAMARAJANAGARA – 571313

CERTIFICATE

I hereby certify that the dissertation work entitled “**ROLE OF E-COMMERCE IN THE DEVELOPMENT OF MSMEs -A STUDY OF CHAMARAJANAGARA TALUK**” is an authentic record of the bonifide dissertation work carried out by **Mr. Manju (Register No: P01ZW21C0018)** a student of **IV semester M.Com**, under my guidance and supervision for the partial fulfilment of **M.Com** degree in the Department of Commerce, **Dr. B. R. Ambedkar Post Graduate Centre, University of Mysore Suvarnagangotri, Chamarajanagara.**

This dissertation or any part of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.



Dr. Mahesha M.B

Head of the Department

Department of Commerce

Dr. B. R. Ambedkar Post Graduate Centre
University of Mysore
Chamarajanagar

Date: 31/08/2023

Place: Chamarajanagara

DECLARATION

I, **Mr. Manju (Register No: P01ZW21C0018)** hereby declare that this Dissertations work entitled **“ROLE OF E-COMMERCE IN THE DEVELOPMENT OF MSMEs -A STUDY OF CHAMARAJANAGARA TALUK”** was independently carried out by me, under the guidance and supervision of **Dr. Mahesha M.B**, Guest Faculty. This Dissertation work has been submitted in partial fulfilment of **M.Com** degree from University of Mysore, Dr. B.R. Ambedkar Post Graduate Centre, Suvarnangotri, Chamarajanagara.

I also declare that this is my original work and has not been previously submitted to any other University institution for the award of any Degree or Diploma.

Manju
Manju

(Register No: P01ZW21C0018)

Date: 31/08/2023

Place: Chamarajanagara

ACKNOWLEDGEMENT

It gives me immense pleasure to thank all those who have helped me during the course of my dissertation

I am thankful to the **Dr.B.R. Ambedkar Post Graduate Centre, University of Mysore, Suvarnagangotri, Chamarajanagara**, for given me an opportunity for the dissertation work.

I would like to take this opportunity to express my deep sense of gratitude to **Prof M. R. Gangadhar, Vice-Chancellor, Chamarajanagara University, Prof. P Madesh Register (Evaluation), Chamarajanagara University** for their enduring inspiration to complete the dissertation.

This opportunity brings me immense pleasure to express my gratitude to my I guide **Dr. Mahesha M.B**, Head of the Department, Department of Commerce, Dr B. R. Ambedkar Post Graduate Centre, Suvarnagangotri, Chamarajanagara, for his enduring inspiration, guidance, thought provoking suggestions, whole hearted support and all his monumental patience throughout my dissertation work.

I also extend my grateful thanks to Faculties of our Department for their encouragement and the respondents for their support during my dissertation work.

I also extend my grateful thanks to Assistant Professors of Degree colleges in Chamarajanagara for their encouragement and support during my dissertation work.

I also extend my grateful thanks to MSMEs entrepreneurs for encouragement and support to collect the data during my dissertation work.

I would like to offer my deep sense of gratitude to my parents and friends for the co-operation during my dissertation work.

Last but not the least; I thank all my well-wishers who directly and indirectly helped me in accomplishing my study.

Manju

Date: 31/08/2023

(Register No: P01ZW21C0018)

Place: Chamarajanagara