

**DESSERTATION ON**

**“A STUDY ON CONSUMER RESPONSES TO  
ORGANIC PRODUCTS- A STUDY OF ORGANIC  
MANDYA”**

**A DISSERTATION REPORT SUBMITTED TO THE  
UNIVERSITY OF MYSORE**

**MASTER OF BUSINESS ADMINISTRATION IN  
AGRI-BUSINESS MANAGEMENT**

**SUBMITTED BY**

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**4<sup>th</sup> Semester M.B.A (Agri-Business Management).**

**Under the Guidance of**

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**SEP - 2023**

## **Declaration**

*I Ms. ANUSHA B.S do here by declare that the Dissertation Report entitled "A STUDY ON CONSUMER RESPONSES TO ORGANIC PRODUCTS- A STUDY OF ORGANIC MANDYA" The Report Complied by me under the guidance of Dr. T.M SRIDHARA MURTHY, Guest faculty of Institute of Development Studies, University of Mysore, Manasagangothri, Mysuru.*

*I further declare that this Project report is original one and has not been reproduced or submitted to this or any other University before for award of any Degree or Diploma.*

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**Place: Mysore**

**Date: 19 -09 -2023**

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**CERTIFICATE**

*This is to certify that the Project Report entitled "A STUDY ON CONSUMER RESPONSES TO ORGANIC PRODUCTS- A STUDY OF ORGANIC MANDYA" has been prepared by Ms. **ANUSHA B.S** in fulfillment of the requirement for the award of Degree of Master of Business Administration in Agri-Business Management in Institute of Development Studies, University of Mysore, Mysuru under my guidance and Supervision, and I am satisfied with his earnest endeavors in preparing this Project Report.*

  
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*This is to certify that Ms. ANUSHA B.S bearing Roll. No. P01ZZ21M0154 has successfully completed the "A Study On Consumer Responses Towards Organic Mandya" Dissertation report on Under the guidance of **Dr. T.M SRIDHARAMURTHY** Guest faculty, Institute of Development Studies, Manasagangotri, Mysuru.*

*This Project Report is submitted to the University of Mysore in partial fulfilment of the requirement award of Master of Business Administration in Agri-Business Management during 2022-2023.*



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