

UNIVERSITY OF MYSORE

**"A STUDY ON CONSUMER BUYING BHEVIOUR TOWARDS
ORGANIC MILLETS IN MYSORE CITY"**

A dissertation on Submitted to the University of Mysore for the
partial fulfillment of

MASTERS OF BUSINESS ADMINISTRATION

In

AGRIBUSINESS MANAGEMENT

Submitted By

Ms. Apoorva T N

4th Sem M.B.A.

Agri-Business Management

Reg. No. - P01ZZ21M0147

Under the Guidance Of

Dr. T .M Sridhara Murthy

MBA - Agri Business Management.

INSITUTE DEVELOPMENT STUDIES

UNIVERSITY OF MYSORE.

MANASAGANGOTRI MYSORE-570006

August-2023.



DECLARATION

I Ms. Apoorva T.N. done here by declare that the project report entitled "A Study on Consumer Buying Behavior Towards Organic Millets In Mysore City" prepared by me during 2022-23 under the guidance of Dr.T.M. Sridhara Murthy, guest faculty of agribusiness management, Institute of development studies, University of Mysore, manasagangotri, 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.

Place: Mysore

Date: 19- 09-2023

Apoorva T.N
(Ms. Apoorva T N)

Candidates



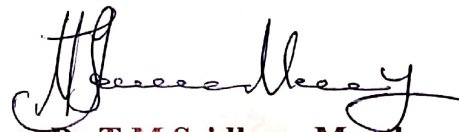
UNIVERSITY OF MYSORE
INSTITUTE OF DEVELOPMENT STUDIES
MANASAGANGOTRI, MYSURU-06

Phone No. 0821-2149330

Date: 19-09-2023

GUIDE'S CERTIFICATE

This is to certify that the project report entitled "**A Study on Consumer Buying Behavior Towards Organic Millets In Mysore City**". has been prepared by **Ms. Apoorva T.N.** in fulfilment of the requirement for the award of Degree of Master of Business Administration in Agribusiness Management in Institute of Development Studies, University of Mysore, Mysore under my guidance and Supervision, and I am satisfied with her earnest endeavors in preparing this project report.


Dr. T.M Sridhara Murthy

Guest Faculty of Agri-Business
Management

Institute of Development Studies

University of Mysore

Manasagangotri, Mysuru – 570006



UNIVERSITY OF MYSORE
INSTITUTE OF DEVELOPMENT STUDIES
Manasagangotri, Mysuru-06

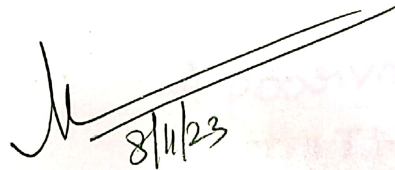
Phone No.08212419798

Date: 19-09-2023

CERTIFICATE

This is to Certify that **Apoorva T. N.** bearing **Reg.no. P01ZZ21M0147** has successfully completed the project report on "**A Study on Consumer Buying Behavior Towards Organic Millets In Mysore City**". Under the guidance of **Dr.T.M. Sridhara Murthy**, Guest faculty of Agribusiness Management, Institute of Development Studies, Manasagangotri Mysore.

This project report is submitted to the University of Mysore in partial fulfillment of the requirement award of master of Business Administration in Agribusiness Management during 2022-2023.


8/11/23

Dr. M. M.

Director

Institute of Development Studies,
University of Mysore,
Manasagangotri, Mysuru - 570006

Director

Institute of Development Studies
University of Mysore
Manasagangotri, Mysore - 6

