

**DISSERTATION ON**  
**"A STUDY ON ORGANIZATION AND CUSTOMER**  
**RELATIONSHIP MANAGEMENT OF MYSORE KSIC"**  
**A Dissertation submitted to the University of Mysore, Mysore**  
**In Fulfillment of the requirement for the award of**  
**MBA-Agri-Business Management**

**SUBMITTED BY**  
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**UNDER THE GUIDANCE OF**  
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**SEPTEMBER-2023**



## DECLARATION

I Ms. **RUQIYA KHANAM** do here by declare that the dissertation entitled "A STUDY ON ORGANIZATION AND CUSTOMER RELATIONSHIP MANAGEMENT OF MYSORE KSIC" The dissertation has been Complied by me under the Guidance of **Dr.SHASHIKUMAR** Guest faculty MBA Agri-Business Management at Institute of Development Studies, University of Mysore, Mysore - 570006.

I further declare that this dissertation 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: **20/09/2023**

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Date:20/09/2023

CERTIFICATE

This is to certify that the Dissertation Report entitled "A STUDY ON ORGANIZATION AND CUSTOMER RELATIONSHIP MANAGEMENT OF MYSORE KSIC" has been prepared by Ms. RUQIYA KHANAM in fulfilment of the requirement for the award of Degree of Master of Business Administration in Agri-Business in Institute of Development Studies, University of Mysore, Mysore under my guidance and Supervision, and I am satisfied with his earnest endeavours in preparing this Dissertation Report.



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CERTIFICATE

This is to certify that **Ms. RUQIYA KHANAM** bearing Roll. No **P01ZZ21M0137** has successfully completed the dissertation report on "A STUDY ON ORGANIZATION AND CUSTOMER RELATIONSHIP MANAGEMENT OF MYSORE KSIC" Under the guidance Dr. SHASHIKUMAR Guest faculty, MBA Agri-Business Management at Institute of Development Studies, University of Mysore, Mysore -570006.

This Dissertation Report is submitted to the University of Mysore in partial fulfilment of the requirement award of Master of Business Administration in Agri-Business during 2021-2023.



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