

**MARKETING STRATEGY OF ORGANIC PRODUCTS AT
ORGANIC MANDYA**

By

RAMU P H
IV Semester, MBA
Reg.No. 19MB0104

Under the Guidance of

Dr. AMULYA. M. BE., MBA., PhD.,
Associate professor

A Project report submitted to the University of Mysore in partial fulfillment
of the requirements of IV Semester MBA Degree Examination 2021.

B.N. Bahadur Institute of Management Sciences
University of Mysore, Manasagangothri,
Mysore-570 006.


UNIVERSITY OF MYSORE
B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
MANASAGANGOTHRI, MYSORE-570 006

CERTIFICATE

This is to certify that RAMU P H , Student of IV Semester MBA course has prepared this project report entitled "MARKETING STRATEGY OF ORGANIC PRODUCTS AT ORGANIC MANDYA " in partial fulfillment of the requirements of IV Semester MBA degree examinations - 2021.

Date: 30/08/2021

Place: Mysore


(Dr. D. ANAND)
CHAIRMAN
DOS, In Business Administration
CHAIRMAN
MYSORE -570 006

UNIVERSITY OF MYSORE
B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
MANASAGANGOTHRI, MYSORE-570 006

GUIDE CERTIFICATE

This project report entitled "MARKETING STRATEGY OF ORGANIC PRODUCTS AT ORGANIC MANDYA " is prepared by RAMU P H under my guidance. This report is submitted to the University of Mysore in partial fulfillment of the requirements of IV Semester MBA degree examination - 2021.

Date: 30/08/2021

Place: Mysore



(Dr. AMULYA. M)

PROJECT GUIDE

Dr. AMULYA . M. BE., MBA., PhD.,
Associate Professor
DOS in Business Administration (BIMS)
University of Mysore
Manasagangotri, Mysore - 570 006