



ESTD : 1880

FACULTY OF COMMERCE

ST ALOYSIUS (DEEMED TO BE UNIVERSITY)

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CERTIFICATE

This is to certify that Mr. Jeevan Rostan Mascarenhas has successfully completed the project work on the topic titled **“CONSUMER PERCEPTION ON RURAL MARKETING STRATEGIES OF RETAIL TRADERS : A STUDY IN KARKALA”** under my guidance. This Project Report is submitted to St Aloysius (Deemed to be University), Mangalore as a part of continuous assessment.

Project guide

Mr Akshith Kumar

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Date: 06 April 2024

Place: Mangaluru

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