



A

PROJECT REPORT

ON

**“A STUDY ON MANUFACTURERS PERCEPTION
TOWARDS PRODUCT PACKAGING”**

(A CASE STUDY FROM TINSUKIA DISTRICT)



**SUBMITTED TO THE DIBRUGHAR UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE
OF**

‘BACHELOR OF BUSINESS ADMINISTRATION (BBA)’

UNDER THE GUIDANCE OF:

HIMAKSHI MEDHI

ASSISTANT PROFESSOR

CENTRE FOR MANAGEMENT EDUCATION

TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:

ISHA SHAH

B.B.A. 6TH SEMESTER

REGN NO.: 20480735

ROLL NO.: 16290017

YEAR: 2023

GUIDE CERTIFICATE

This is to certify that Isha Shah of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed her academic project work entitled, "**A STUDY ON MANUFACTURERS AND CONSUMER PERCEPTION TOWARDS PACKAGING OF PRODUCT**"(A CASE STUDY FROM TINSUKIA DISTRICT), under my guidance and supervision, as a part of their Course Curriculum (Paper Code -60100). This report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish her every success in academic career and in life.

DATE: 26-05-23


26/5/23

(Signature)

Mrs. Himakshi Medhi

Centre for Management Education

Tinsukia College, Tinsukia.


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