## STC COLLEGE OF BUSINESS ADMINISTRATION BANAHATTI



## AFFILIATED TO RANI CHANNAMMA UNIVERSITY BELAGAVI

A PROJECT REPORT ON
CONSUMER BUYING BEHAVIOUR

Undertake at

"GOKAK TEXTILES LIMITED"



Submitted by

SWALIYA A. NAIKWADI

BBA FINAL YEAR

Reg. No. B2023227

COLLEGE GUIDE

Prof. S. B. UKKALI

Coordinator of STC College, Banahatti COMPANY GUIDE

Rasoolahmed C. Pattanakudi

Training Officer Gokak

2022-2023

JANATHA SHIKSHANA SANGHA'S
SHREE TAMMANNAPPA CHIKKODI COLLEGE OF
BUSINESS ADMINISTRATION,
BANAHATTI.



This is to certify that Ms. Swaliya A. Naikwadi Reg No. B2023227 has satisfactorily completed one month In-Plant training on Consumer Buying Behaviour at Gokak Textiles Limited in partial fulfillment of the requirement for the award of Bachelor's Degree in Business Administration (BBA) by Rani Channamma University Belagavi for the year 2022-2023.

N-riching Managerial Jalents . . .

Coordinator

Prof. S. B. Ukkali

Co-Ordinator,

B. B. A College,

BANHATTI - 587 311

Bui.

**Internal Guide** 

Prof. S. B. Halemani

Principal

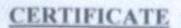
Dr. G. R. Junnaykar

STC Arts & Commerce College

**BANHATTI-587 311** 

Fair - 591 506, DW. Belegevi. MAN INCOM 91-8332-265367 \$377 16KA2006PLC038639 POAACCG8244P1ZX







Registered Office :

#1, 2" Floor, 12" Cross, Ideal Homes. Nese Jayanna Cricia, Rajarajastraski filagar,

Bengaluru - 560 008

Tel.: +91 50 297 44 077 / 297 44 078 Website: www.gokakmills.com: Visit Online : https://gokaktrends.com

This is to certify that Ms. Swaliya A Naikwadi (Reg No: B2023227) student of JSS Shree Tammannappa Chikkodi Arts & Commerce College, Banhatti. Has successfully completed her In-Plant Training a study on "Consumer Buying Behavior" in our organization Gokak Textiles Limited Gokak Mills Division, Gokak Falls from 28-04-2023 to 27-05-2023

During her In-Plant Training, She has Successfully Completed the Assigned Project. She evinced keen interest in learning and was found sincere, hard working and displayed good conduct and character to the best of my knowledge and belief.

We wish all the success in her future endeavours.

(Chidambar Kulkarni) Manager-HR

TRAINING DEPT GOKAK TEXTILES LIMITED GOKAK MILLS DIVISION GOKAK FALLS-591308. DIST: BELGAVI- (KARNATAKA)

Place: Gokak Falls



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