



A

**PROJECT REPORT**

ON

“A Study of Marketing Information System Of the JAY KISAN INDUSTRIES ”

In Partial Requirement for the Award of

Master Degree of Commerce

**SUBMITTED BY,**

MISS. Gaikwad Neha Maruti

Roll No: 15469

PRN No: 12213215356

**UNDER THE GUIDANCE OF**

Dr. Dinesh Gore

( M.com, M..PHIL, NET, SET)

To,

The Principal,

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science & Commerce,

Baramati (Autonomous)

Dist: Pune.

Academic Year 2022-2023

Affiliated To ,

**Savitribai Phule Pune University, Pune**



College with excellence at par

r. Chandrashekhar V. Murumkar  
PRINCIPAL

Life Time Achievement Awardee

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॥ सिद्धिरनेकान्तात् ॥

Anekant Education Society's

**TULJARAM CHATURCHAND COLLEGE**

of Arts, Science and Commerce, Baramati, 413102

(Autonomous Institute)

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NAAC Reaccredited 'A+', CGPA 3.55

● ISO - 9001 - 2015 Certified

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● Best College Awardee-SPPU

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● Best Principal Awardee-SPPU

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Affiliated to Savitribai Phule Pune University (Formerly University of Pune) (Id No.PU/PN/ASC/016/1962) Univ. College Code No. 032, HSC Board Code No.J 11.02.001(1976-77)

Ref. No. AES/TCC/\_\_\_\_\_

Date :-

**Certificate**

This is to certify that Mr./Mrs. GAIKWAD NEHA MARUTI  
Class Mcom II Semester IV Division B has successfully completed  
the project entitled "A STUDY OF MARKETING INFORMATION SYSTEM OF  
THE JAY KISAN INDUSTRIES ."

----- during the academic year 2022-23 as a partial fulfillment for  
award of the degree 'Master of Commerce' and submitted to Tuljaram Chaturchand College  
of Arts, Science and Commerce, Baramati, Autonomous, affiliated to Savitribai Phule Pune  
University, Pune.

The said project is a result of original project work completed by Mr./Mrs PROF. DINESH  
S. GORE ----- under my supervision and guidance in the subject 'Advanced  
Accounting and Taxation' and to the best of my knowledge and belief the work embodied in  
this has not formed earlier the basis for the award of any degree or similar title or any other  
examining body.

**Prof. Dinesh S. Gore**  
Project Guide

**Dr. Janardhan K. Pawar**  
Head, Department of Commerce

**Internal Examiner**  
Name and Signature

**External Examiner**  
Name and Signature