

## FIELD STUDY REPORT 2019

The Management Department of the College conducted a field study on 4<sup>th</sup> February 2019 at **Sitajakhala** of Kamrup District. The topic of the study was “Marketing Perspectives of Sitajakhala Dugdha Utpadak Samabai Samiti (SDUSS) Ltd.”. More than 150 students participated in the field study. The students are divided into several groups under and the supervision of the faculty members of the Department conducted the study in the area. Each group collects the necessary data through the questionnaire distributed to the household of the area.

An interactive session was also organized by SDUSS where our students were interacts with the Chairmen and other officials of SDUSS.



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