

DEPARTMENT OF MANAGEMENT STUDIES  
KONGU ENGINEERING COLLEGE

(Autonomous)

PERUNDURAI, ERODE – 638060

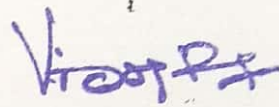
SEPTEMBER 2022

**BONAFIDE CERTIFICATE**

This is to certify that this project report entitled “**A STUDY ON EFFECTIVENESS OF EMPLOYEE RETENTION STRATEGY IN JAYAKUMARAN EXPORTS**” is the bonafide record of project work done by **DHARSHINI P (20MBR024)** in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration of Anna University Chennai during the year 2020 – 2022.



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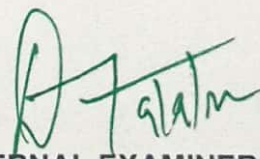


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Submitted for the End trimester viva voce examination held on 09.09.2022



INTERNAL EXAMINER



EXTERNAL EXAMINER