

**A PROJECT REPORT ON**  
**“A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON**  
**EMPLOYEE PRODUCTIVITY”**

**Submitted By**

**SHREYA S**

**(4AL21BA078)**

**Submitted To**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**Internal Guide**

**Mr. Johnson Fernandes**

Assistant Professor

PG Department of Business

Administration

Alva's Institute of Engineering and  
Technology, Mijar, Moodbidri.

**External Guide**

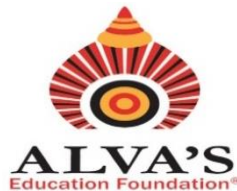
**Mr. Shivaprasad**

HR manager

Mandovi Motors Private

Limited,

Mangalore.



PG Department of Business Administration

Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar,  
Moodbidri, D.K – 574225

MAY-2023



**MANDOVI MOTORS PRIVATE LIMITED**  
(AUTHORISED MARUTI SUZUKI DEALER)

Arvind Bldg., Balmatta Road, Hampankatta, Mangalore - 575 001

Service: 0824-2410123, 9845 7 12 365  
Fax: 0824-2422877 E-mail: service@mandovi.net Website: www.mandovimotors.in

GSTIN No.: 29AACCM4309H1Z1 C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACC M 4309 H ST001



Ref: MANG/HRD/ 4280/2023-24  
Date: 17/06/2023

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that, Ms. Shreya S (Reg. 4AL21BA078) studying 2<sup>nd</sup> year MBA in ALVA'S Institute of Engineering & Technology Mijar, Moodbidri, D.K- 574225 has undergone Project work on "A Study on Talent Acquisition and It's Impact on Employee Performance" with the reference to Mandovi Motors Private Limited at our organization from 20<sup>th</sup> April,2023 to 27<sup>th</sup> May,2023

During the tenure we found her to be sincere, hardworking and efficient with good Conduct and aptitude to gain knowledge.

We wish her all the success in her future career.

For Mandovi Motors Private Ltd

Shivaprasad  
Manager- HR



SERVICE ABOVE SELF

Surathkal: 0824-4256987 Adyar: 0824 2275123 Sullia: 08257-232317 Yeyyadi: 0824-2981220 Yeyyadi (Airport Road): 0824-2985123  
Uppinangady: 08251 - 252123 / 129 B. C. Road : 08255-329123 Kadaba : 08251-260129 / 260365 Vittala: 08255-239123



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

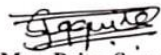
(A Unit of Alva's Education Foundation @ Moodbidri)  
Affiliated to Visvesvaraya Technological University, Belagavi  
Approved by AICTE, New Delhi & Recognised by Government of Karnataka  
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

## CERTIFICATE

This is to certify that **SHREYA S** bearing **USN 4AL21BA078** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO MANDOVIMOTORS PVT LTD, MANGALORE" is prepared by her under the guidance of **Mr. Johnson Fernandes**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature of Internal Guide

  
Mrs. Priya Sequeira  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
MIJAR, MOODBIDRI - 574 225, D.K

## DECLARATION

I, SHREYA S (4AL21BA078), hereby declare that the Project report entitled "A Study on Talent Acquisition and its Impact on Employee Productivity" with reference to "MANDOVI MOTORS PRIVATE LIMITED" Mangalore, prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar and external assistance by Mr. Shivaprasad, HR Manager, Mandovi motors private limited.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Signature of the Student

Date: 4-09-2023



## ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to **Mrs. Priya Sequeira**, HOD and also to my internal guide **Mr. Johnson Fernandes** assistant professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his constant support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Shivaprasad**, HR Manager, Mandovi motors Private limited for providing me all the necessary help and requirement guidance for the completion of my project and also for the valuable time that he gave me from his schedule.

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## **EXECUTIVE SUMMARY**

The project work on “A Study on Talent Acquisition and its Impact on Employee Productivity”. The project was done at Mandovi Motors Private Limited. It gives clear picture of the Talent Acquisition and its Impact on Employee productivity for preparing this project.

From this project work on “A Study on Talent Acquisition and its Impact on Employee Productivity” I learnt Mandovi motors is a reputed organization which has developed its goodwill in the market to compete with other famous brands such as Tata Motors, Hyundai, Toyota etc.

This project is divided into five chapters, each of which covers a distinct area of the company. The initial chapter introduces the industry and company context, highlighting key aspects like company leadership, vision, and offerings. It outlines operational areas, infrastructure, competitors, and potential growth, supported by a SWOT analysis.

In the second chapter, we reviewed at least 20 different studies to understand what's already known and identify gaps in the research. This helped us see where our study fits in and what questions still need answers.

In the third part, we defined the main problem, reasons for conducting the study, and set clear goals. We also outlined what our study covers, how we'll conduct it, and the assumptions we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, we thoroughly studied the gathered data and used helpful tables and graphs to explain it better. These visuals made it easier to understand important trends and connections in the information. By looking closely at the data, we could figure out the main points we were investigating. These graphs and tables also helped us explain our findings more clearly and made it simpler to make important decisions based on the results.

In the fifth chapter, we summarized our discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.