Project Report On

"A STUDY ON IMPACT OF WORKFORCE DIVERSITY ON ORGANIZATION PERFORMANCE WITH REFERENCE TO BIG BAGS INTERNATIONAL PVT. LTD. GANJIMUTT MANGALORE"

SUBMITTED BY

LOLITA RESHMA LOBO

USN: 4AL21BA041

Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE	EXTERNAL GUIDE
MR. PRAJWAL B K	**MR. LAXMI NARAYAN**
Assistant professor	Hr Manager
PG Department of Business Administration	Big Bags International Pvt. Ltd.,
AIET, Mijar	Mangalore

P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 2023

BIGBAGS
INTERNATIONAL PVT. LTD.
DYNAMIC I DRIVEN I DEPENDABLE

REF: BBIM/2023
Date:31st May 2023

CERTIFICATE

This is to certify that **Ms.Lolita Reshma Lobo**, USN.No.4AL21BA041, student from Alvas Institute of Engineering and Technology Mijar Moodbidri, has successfully completed project work **"A study on Impact of Workforce Diversity on organization Performance"** in our organization from 18th April 2023 to 31st May 2023

Her character and conduct were good during her training period.

We wish her success in all future endeavours.

For Big Bags International Pvt Ltd

Authorized Signatory

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)

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Date: 01-09-2023

CERTIFICATE

This is to certify that **LOLITA RESHMA LOBO** bearing USN 4AL21BA041 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 IMPACT OF WORKFORCE DIVERSITY ON ORGANIZATION PERFORMANCE WITH REFERENCE TO BIG BAGS INTERNATIONAL PVT LTD GANJIMUTT, MANGALORE"** is prepared by her under the guidance of **Mr. Prajwal B K, 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

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

DECLARATION

I, LOLITA RESHMA LOBO, hereby declare that the Project report entitled **"A Study on Impact of workforce diversity on organization performance with reference to Big Bags International Pvt. Ltd. Ganjimutt Mangalore"** prepared by me under the guidance of MR. Prajwal B. K. faculty of M.B.A. Department, Alvas Institute of Engineering and Technology, Mijar and external assistance by MR. Laxmi Narayan, HR Manager, Big Bags International Pvt Ltd Mangalore.

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 Twelve 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

Date: 30|08|2023

Signature of Student

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

This study is conducted on" **A STUDY ON IMPACT OF WORKFORCE DIVERSITY ON ORGANIZATION PERFORMANCE WITH REFERENCE TO BIG BAGS INTERNATIONAL PVT LTD GANJIMUTT MANGALURU"**. This project report provides the general information about workforce diversity provided by Big Bags International Pvt. Ltd, Mangaluru.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the workforce diversity and its impact on employee performance.

In the 1ˢᵗ chapter you will find the details about the industry and company profile of Big Bags International Pvt. Ltd, Mangaluru , vision, mission and SWOT analysis of the company.

 In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3ʳᵈ chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4ᵗʰ chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

The chapter 5 is about the findings, suggestions and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.