

PROJECT REPORT ON
“A STUDY ON IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI)
INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO
KERALA FEEDS LIMITED, THIRUVANGOOR”

Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

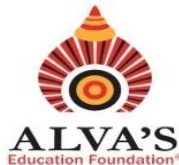
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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, SHOBHAVANA
CAMPUS, MIJAR, MOODABIDRI,

2022-23



KERALA FEEDS LTD.

(A GOVERNMENT OF KERALA UNDERTAKING)
THIRUVANGOOR - 673 304, KOZHIKODE, KERALA
Ph: 0496 2686505, Email: kflmalabarproject@gmail.com

CIN : U15331KL1995SGC009521

An ISO 9001 : 2008 Livestock Feed Company

GST No.: 32AAACK9796N1ZT

KFL/KKD/76/2018 00951/2023

31st July 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. Sneha K (USN:4AL21BA116), 4th semester MBA student of Alva's Institute Of Engineering And Technology, Shobavana Campus, Mijar, Moodabidri under Visvesvaraya Technological University, Belgaum has completed her Project in this Company under the topic "A Study On The Impact Of Diversity, Equity, And Inclusion (DEI) Initiatives On Employees Productivity Among The Employees Of Kfl Ltd, Thiruvangoor" during the period from 20.04.2023 to 27.05.2023. This certificate is issued enabling her to keep in Project report.

For KERALA FEEDS LIMITED


UNIT HEAD
Kerala Feeds Ltd., Thiruvangoor
Kozhikode - 673 304
Deputy Manager (P&A) & Unit Head
KFL - Thiruvangoor Unit



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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **SNEHA K** bearing **USN 4AL21BA116** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"A STUDY ON THE IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO KFL LTD, THIRUVANGOOR"** 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.

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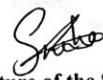
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DECLARATION

I, Sneha K, hereby declare that the Project report entitled "**A STUDY ON THE IMPACT OF DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO KFL LTD, THIRUVANGOOR**", prepared by me under the guidance of Prajwal B K, faculty of M.B.A Department, Alva's institution of engineering and technology, Mijar and external assistance by, Anoop P C, Kerala Feeds limited. I also declare that this Project work is towards the partial fulfillment 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

Date: 04/09/2023


Signature of the Student

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 **Mr. Priya Sequeira**, HOD and also to my internal guide **Mr. Prajwal B K** Assistant professor P G Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his consyany support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Anoop** Deputy Manager (P&A), Kerla Feeds 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 undertaken project, titled "Analyzing the Effects of Diversity, Equity, and Inclusion (DEI) Programs on Employee Productivity," delves into the impact of DEI initiatives within the context of Kerala Feeds Limited. The study provides a comprehensive understanding of how Diversity, Equity, and Inclusion have influenced operations at KFL. During the project's formulation, it became evident that there exists significant potential for further exploration within the realm of Kerala Feeds Limited.

The organization is witnessing continuous growth over time. The firsthand exposure to the practical corporate environment at Kerala Feeds Limited in Kerala was truly exhilarating. Through the completion of the project titled "Exploring the Influence of Diversity, Equity, and Inclusion (DEI) Initiatives on Employee Productivity," I gleaned insights about KFL as a reputable entity that has successfully established its strong reputation in the market, positioning itself competitively among its peers. KFL effectively operates with a focus on enhancing the agricultural sector.

The project is structured into five chapters, each dedicated to exploring a specific facet of the company. The first chapter serves as an introduction, providing insights into the industry and the company's background. It sheds light on essential elements such as company leadership, vision, and product offerings. This chapter also outlines the company's operational domains, infrastructure, competitive landscape, and growth prospects, all substantiated by a SWOT analysis. By establishing this foundation, the initial chapter lays the groundwork for comprehending the company's current standing and prospective avenues.

The subsequent chapter, Chapter Two, involved a deep dive into the theoretical framework underpinning our study. We embarked on an exploration of existing research related to our chosen topic. Our analysis encompassed a comprehensive review of no less than 20 distinct studies, enabling us to fathom the existing knowledge landscape and pinpoint disparities in the research. This endeavor was instrumental in discerning the niche our study occupies and in unveiling inquiries that remain unaddressed. Our comprehensive survey of diverse

scholarly works yielded valuable insights that steered our research direction and accentuated domains that warrant more extensive investigation.

In the third section, we established the central issue, rationale for the study, and defined explicit objectives. Additionally, we delineated the scope of our study, its methodology, and the underlying assumptions we aimed to validate. While exploring the boundaries of our topic, we acknowledged potential limitations that could impact the study's outcomes.

Moving on to the fourth chapter, we conducted an in-depth analysis of the amassed data, enhancing its comprehension through informative tables and graphs. These visual aids facilitated a clearer grasp of significant trends and interconnections within the data. Scrutinizing the data closely enabled us to distill the key focal points of our investigation. The incorporation of graphs and tables further aided in conveying our findings distinctly, simplifying the communication of pivotal outcomes and facilitating informed decision-making based on the results.

In the fifth and final chapter, we succinctly encapsulated our revelations, deduced overarching conclusions, and furnished valuable suggestions and recommendations. This chapter serves as a condensed roadmap for translating the insights gleaned from the study into actionable strategies.