

A Project Report on
“A Comprehensive Study on Financial Performance
Analysis with Reference to Mescom Ltd”

Submitted by

Mr. Ajay Bhandary

USN: - 4AL21BA002

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

Mrs. Harshitha V Shetty

Assistant Professor

PG Department of

Business Administration AIET Mijar.

EXTERNAL GUIDE

Mr. Jagadeesh B

Chief Financial Officer section,

Corporate Office,

Mescom, Mangalore



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

May 2023

MESCOM/GMAH/ADM/88/2023-GM ADM HR

1/53/2023 | Date: 04/09/2023

Mangalore Electricity Supply Company Limited



(Government of Karnataka Undertaking)

CIN : U40109KA2002SGC030425



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ONE BARRON - ONE FAMILY - ONE FUTURE

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TO WHOMSOEVER IT MAY CONCERN

Ref : This Office Letter No. I/44249/2023 dated :21.04.2023.

This is to certify that **Mr. Ajay Bhandary (USN No. 4AL21BA002)**, MBA student of **Alva's Institute of Engineering & Technology, Mijar, Moodbidri** has successfully completed Project Work at Chief Financial Officer, Corporate Office, MESCOM, Mangalore from 24.04.2023 to 02.06.2023.

**General Manager (A&HRD),
MESCOM.,**



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **AJAY BHANDARY** bearing **USN 4AL21BA002** 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 COMPREHENSIVE STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO MESCOM LTD., MANGALORE**" is prepared by him under the guidance of **Mrs. Harshitha V Shetty, 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

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DECLARATION

I, Ajay Bhandary, hereby declare that the Project report entitled “A Comprehensive Study on Financial Performance Analysis with Reference to Mescom Ltd Mangalore” prepared by me under the guidance of Mrs Harshitha Shetty, Asst. Professor of PG Department of Business Administration, Alva’s Institute Of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri and external assistance by Mr. Jagadeesh B, Chief Financial Officer section, Corporate Office, Mescom, Mangalore 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

Signature of the Student

Date: 04/09/2023

AKNOWLEDGEMENT

I am happy to take this opportunity to extend sincere thanks to all those who have supported me, directly and indirectly in completing this project meaningful. I would like to thank my external guide Mr. Jagadeesh B, Chief Financial Officer, MESCOM, Mangalore and staff of Mangalore Electricity Supply Company Limited, for their encouragement, suggestion and support throughout the duration of my project. I would like to thank Dr. Peter Fernandez, principal AIET for his support and encouragement to undertake a purposeful project.

I want to extend my genuine appreciation to Mrs. Priya Sequiera, the head of the PG Department of Business Administration, for providing me with valuable guidance and direction for my project work. My thanks to my internal guide Mrs. Harshita Shetty, PG department of Business administration, for her feedback and suggestion which have greatly help me in completing this project. I'd like to express my heartfelt gratitude to all those who have been involved in my project.

With sincere regards,

AJAY BHANDARY

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EXECUTIVE SUMMARY

This project titled “A Comprehensive Study on Financial Performance Analysis with Reference to Mescom Ltd” Mangalore is submitted in partial fulfillment of the requirement for the award of master of business administration. The project is concerned with the financial performance analysis of Mangalore Electricity Supply Company Limited, Mangalore. The main objectives of the study are for understanding the financial position of the company. For this purpose, secondary data from company’s annual reports, websites publication and text books.

Firstly, introduction of information regarding the company and the topic, the company profile, organization profile, product profile, vision and mission statement, and SWOT analysis are made. Then, statement of problem, objectives of the study, scope, methodology, various tools used for data collection and limitation of the study is discussed. Subsequently, a detailed study is made on conceptual background of financial performance. Analysis and interpretation is done on the basis of information regarding the practice for analysis is supported by a descriptive interpretation which implies figures in to clear words

Finally, the suggestion to overcome the drawbacks involved in the project on the basis of the analysis made in the organization.

**A PROJECT REPORT ON
A STUDY ON WORK-LIFE BALANCE AND ITS IMPACT ON
EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO KAYGEN
CONSULTING PRIVATE COMPANY LIMITED**

Submitted By

ARCHANA K

(4AL21BA006)

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

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External Guide

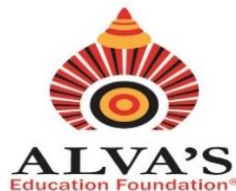
Mr. Anoop nair

HR manager

Kaygen Consulting

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

MAY-2023



Date: May 25, 2023

CERTIFICATE OF INTERNSHIP

This is certified that Ms. Archana K student of MBA, Alva's Institute of Engineering and Technology - Mijar, has successfully completed her internship in our organization from 20th April 2023 to 27th May 2023.

During this internship, the candidate was found to be punctual, positive, and performance oriented, we appreciate her contribution.

Best regards,

For Kaygen Consulting Pvt Ltd.

A circular stamp with a signature inside, likely the official seal of the HR Leader.

Authorized Signatory
HR Leader

Corp. Office - 100 Spectrum Centre Drive Suite 890, Irvine, CA 92618, USA
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Date: 01-09-2023

CERTIFICATE

This is to certify that **ARCHANA K** bearing USN 4AL21BA006 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 WORK LIFE BALANCE AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO KAYGEN CONSULTING PRIVATE COMPANY LIMITED, BANGALORE" is prepared by her under the guidance of Mrs. Harshitha V Shetty, 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

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Signature of Principal

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DECLARATION

I, ARCHANA K, hereby declare that the Project report entitled "A Study On Work-Life Balance And Its Impact On Employee's Productivity" with reference to "KAYGEN CONSULTING PRIVATE LIMITED " Bangalore, prepared by me under the guidance of Mrs. Harshitha v shetty, Assistant Professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar and external assistance by Mr. Anoop Nair, HR Manager, Kaygen Consulting 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

Date: 9/9/2023



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 **Mrs. Priya Sequeira**, HOD and also to my internal guide **Mrs. Harshitha v shetty** 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. Anoop Nair**, HR Manager, Kaygen Consulting 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 Work-Life Balance And Its Impact On Employee’s Productivity”. The project was done at Kaygen Consulting Private Limited. It gives clear picture of the Work-Life Balance and Its Impact on Employee’s Productivity for preparing this project. It is very much clear that there is a wide scope for Kaygen Consulting Private Limited.

The organisation is developing day by day. It was very exciting to experience the real corporate world in KAYGEN CONSULTING PRIVATE LIMITED, Bangalore. From this project work on “A Study on Work-Life Balance And Its Impact On Employee’s Productivity” I learnt a comprehensive research initiative that delves into the intricate relationship between work-life balance and employee productivity. This study was designed to provide valuable insights into the dynamics of work-life balance and its direct influence on employee performance within the context of contemporary organizations.

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. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, we delved into the theory that supports our study and explored existing research on the topic. 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. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

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.

**“A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO
KIOCL LIMITED, MANGALORE”**

Submitted by

CHAITHRA

4AL21BA015

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance

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2022-23



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No. HR/M/01/MBA/2023

Date: 07.08.2023

CERTIFICATE

This is to certify that **Ms. Chaithra**, USN No: 4AL21BA015, 2nd year MBA Student of Alva's Institute of Engineering and Technology, Moodbidri has carried out her project work in our organization on the subject "**A study on Working Capital Management with reference to KIOCL Limited, Mangalore**" at Finance Department, KIOCL Limited, Panambur, Mangalore - 575010 from 18.04.2023 to 27.05.2023.

We found that the student is dedicated and committed to her work. We wish her every success in the future endeavor.


(**CHETHAN K SHETTY**)
Sr. Manager (HR & A)
चेतन कुमार शेट्टी / CHETHAN KUMAR SHETTY
वरिष्ठ प्रबंधक (मा. सं. एवं प्रशा.)
Senior Manager (HR & A)
केआईओसीएल लिमिटेड / KIOCL Limited
पणंबूर, मंगलूर / Panambur, Mangaluru - 575 010

To,

Ms. Chaithra,
2nd Year MBA
USN No: 4AL21BA015
Alva's Institute of Engineering and Technology, Mijar
Mijar, Moodbidri.

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ಪರಿಸರ-ನಮ್ಮ ಧೈಯ, ನಮ್ಮ ವ್ಯಾಸ ಪಾರಿಠಿತಿಕೆ - ಹಮಾರಾ ಲಕ್ಷ್ಯ ಹಮಾರಿ ನಿಷ್ಠಾ **ECOLOGY - OUR MISSION OUR OBSESSION**



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **CHAITHRA** bearing **USN 4AL21BA015** 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 WORKING CAPITAL MANAGEMENT WITH REFERENCE TO KIOCL LIMITED, MANGALORE**" is prepared by her under the guidance of **Mrs. Harshitha V Shetty, 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
Dept. of Business Administration
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Signature of Principal
PRINCIPAL

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

DECLARATION

I, CHAITHRA (4AL21BA015), hereby declare that the Project report entitled “A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO KIOCL LIMITED, MANGALORE” prepared by me under the guidance of Mrs. Harshitha V Shetty, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by Mr. Shreejith Pillai, Senior Manager, Department of Finance, KIOCL Mangalore.

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

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandes, AIET, Moodbidre. And I express my deep sense of gratitude to my internal guide Mrs. Harshitha Shetty, Assistant Professor of MBA Department, for the constant support and encouragement to carry out my report successfully without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to Ms. Madhuri, who took interest in explaining concepts and imparting necessary inputs pertaining to the project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project on “A Study on Working Capital Management with special reference with KIOCL Limited, Mangalore”

The study was conducted for the period of 6 weeks. This study tries to explore the impact of working capital management on the profitability of the company. This study gives detailed information regarding the working capital management at KIOCL. Management of current assets, namely cash management, accounts receivable, and similarly managing current liabilities like management of accounts payable and deposits.

This report is divided into five chapters. First chapter is about Introduction and history of the KIOCL Limited. Second chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the KIOCL visiting the organization through the balance Sheet by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study. Then it contains bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the balance sheet and Profit and Loss Account of KIOCL, Mangalore.

**A STUDY ON CASH MANAGEMENT IN “CARDOLITE SPECIALTY
CHEMICALS INDIA LLP, MSEZ,BAJPE”**

Submitted by

MS.CHAYA

4AL21BA022

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

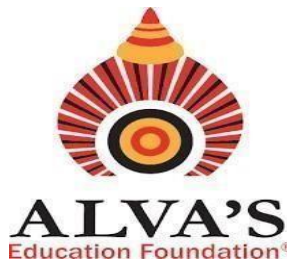
MRS. HARSHITHA SHETTY

Asst. Professor

EXTERNAL GUIDE

MR.VIKRAM

Finance officer



PG Department of Business Administration

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

2023



Cardolite Specialty Chemicals India LLP
(A limited liability partnership registered under the LLP Act, 2008)
LLPIN AAC-1765
IP-1 & IP-2, Mangalore Special Economic Zone,
Bajpe, Mangaluru – 574 142, Karnataka, India
☎ +91- 824 -2888 300

June 20, 2023

CERTIFICATE

(To whomsoever it may concern)

This is to certify that **Ms. Chaya USN No [4AL21BA022]** second year student of MBA from Alvas Institute of Engineering and Technology, Mijar, Moodabidri has successfully completed her project work entitled "A study on Cash Management at Cardolite Specialty Chemicals India LLP" from 21/04/2023 to 27/05/2023.

During the above period we found her sincere & hard working and she has taken proper initiative and efforts towards completing her project.

We wish her all the best in her future endeavors.

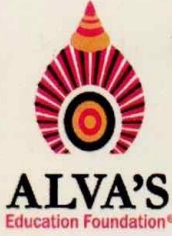
For **Cardolite Specialty Chemicals India LLP**


Authorised Signatory

Visit us at : www.cardolite.com

Registered Office:

No. 61-63, Dr. Radhakrishnan Salai,
Mylapore, Chennai - 600 004, India.



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **CHAYA** bearing USN **4AL21BA022** 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 CASH MANAGEMENT IN CARDOLITE SPECIALITY CHEMICAL LLP, MSEZ BAJPE**" is prepared by her under the guidance of **Mrs. Harshitha V Shetty, 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

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, CHAYA, hereby declare that the project report entitled “A study on cash management in Cardolite Specialty Chemicals India LLP, MSEZ, BAJPE” prepared by me under the guidance of Mrs, Harshitha Shetty, Asst Professor MBA Department, Alva’s Institute of Engineering and Technology and External assistance by Mr. Vikram, Finance officer, at Cardolite Specialty Chemicals India LLP. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the 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: 02-09-2023


Signature of the student

AKNOWLEDGEMENT

I am happy to take this opportunity to extend sincere thanks to all those who have supported me, directly and indirectly in completing this project meaningful. I would like to thank my external guide Mr. Vikram and staff of Cardolite Specialty Chemicals India LLP for their encouragement, suggestion and support throughout the duration of my project. I would like to thank Dr. Peter Fernandez, principal AIET for his support and encouragement to undertake a purposeful project.

I want to extend my genuine appreciation to Mrs. Priya Sequiera, the head of the PG Department of Business Administration, for providing me with valuable guidance and direction for my project work. My thanks to my internal guide Mrs. Harshita shetty, PG department of Business administration, for her feedback and suggestion which have greatly help me in completing this project. I'd like to express my heartfelt gratitude to all those who have been involved in my project..

With sincere regards,

CHAYA

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EXECUTIVE SUMMARY

This project titled “A Study on cash management of Cardilite Specialty Chemicals India LLP at MSEZ, Bajpe” is submitted in partial fulfillment of the requirement for the award of master of business administration. The project is concerned with the cash management tools and techniques adopted in Cardolite Specialty Chemicals India LLP, Bajpe. The main objectives of the study are for understanding the Cash management of the company. For this purpose, the primary data is collected through the direct interaction with the store manager and secondary data from company’s annual reports, websites publication and text books.

Firstly, introduction of information regarding the company and the topic, the company profile, organization profile, product profile, vision and mission statement, and SWOT analysis are made. Then, statement of problem, objectives of the study, scope, methodology, various tools used for data collection and limitation of the study is discussed.

Subsequently, a detailed study is made on conceptual background of cash management. Analysis and interpretation is done on the basis of information regarding the practice for analysis is supported by a descriptive interpretation which implies figures in to clear words

Finally, the suggestion to overcome the drawbacks involved in the project on the basis of the analysis made in the organization.

**“A STUDY ON COST CONTROL AND COST CONTROL TECHNIQUES OF
MATERIAL MANAGEMENT AT GURUCHARAN INDUSTRIES
BAIKAMPADY”**

Submitted by

Mr. Mahammad Sinan

USN: 4AL21BA042

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

Mrs. Harshitha Shetty
Asst Professor
Department of MBA
AIET, Mijar, Moodbidri

External guide

Mrs. Thriveni
Administrative manager
Gurucharan Industries
Baikampady, Mangalore



DEPARTMENT OF MBA
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI
MAY- 2023

GURUCHARAN INDUSTRIES

**PLOT NO.QG-1, 2 & 3 INDUSTRIAL ESTATE
BYKAMPADY, MANGALORE-575 011.**

PH : 0824-2409556,2400966,Fax: 0824-2408466 Cell : 9844074366

1st June 2023

Certificate

This is to certify that Mr. Mahammed Sinan bearing USN No.4AL21BA042 an MBA student of Alva's Institute Of Engineering and Technology, has successfully completed his project on "A Study on Cost Control & Cost Control Techniques Of Material Management At GURUCHARAN INDUSTRIES at Balkampady Mangalore " towards the partial fulfillment of the requirements for the course of Master of Business Administration (MBA) in our organization for 6 weeks.

We have found him to be meticulous, regular and hardworking. We wish him success in his future endeavors.

For **GURUCHARAN INDUSTRIES,**




Manager



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 **MAHAMMAD SINAN** bearing USN 4AL21BA042 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 COST CONTROL AND COST CONTROL TECHNIQUES OF MATERIAL MANAGEMENT AT GURURCHARAN INDUSTRIES, BAIKAMPADY, MANGALORE" is prepared by him under the guidance of Mrs. Harshitha V Shetty, 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

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MIJAR - 574 225

Signature of Principal
PRINCIPAL

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

Declaration

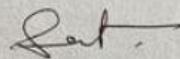
I, Mahammad Sinan hereby declare that the Project report entitled "A Study on Cost Control and Cost Control Techniques of Material Management at Gurucharan Industries, Baikampady, Mangalore" is prepared by me under the guidance of Mrs. Harshitha Shetty, faculty of M.B.A Department, Alvas Institution of Engineering and Technology and external assistance by Mrs. Thriveni, Administrative Manager Gurucharan Industries, Baikampady, Mangalore.

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: 4/08/2023



Signature of the Student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend sincere thanks to all those who have supported me, directly and indirectly in completing this project meaningful.

I would like to thank my external guide Mrs. Thriveni and staff of Gurucharan Industries Baikampay, Mangaloe for their encouragement, suggestion and support throughout the duration of my project.

I would like to thank Dr. Peter Fernandez, principal AIET for his support and encouragement to undertake a purposeful project.

I want to extend my genuine appreciation to Mrs. Priya Sequeira, the head of the PG Department of Business Administration, for providing me with valuable guidance and direction for my project work. My thanks to my internal guide Mrs. Harshita Shetty, PG department of Business administration, for her feedback and suggestion which have greatly help me in completing this project. I'd like to express my heartfelt gratitude to all those who have beeninvolved in my project.

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EXECUTIVE SUMMARY

The purpose of study is to understand the cost control and cost control techniques of material management of the Gurucharan Industries, Baikampady, Mangalore. To understand the financial aspects of various departments, to learn the concept of business decision in the organization and to know the level at which employees are satisfied at GURUCHARAN INDUSTRIES Baikampady, Mangalore.

GURUCHARAN INDUSTRIES was incorporated on 1996 for setting up of Single screw extrusion. The profit of the company is increasing year by year, last year profit of the company is Rs. 4333220. The company has three functional departments namely, technical, financial and non-technical departments.

Learning in GURUCHARAN INDUSTRIES was a wonderful experience. It helped me to know how cost control techniques are applied practically in the organization. Whatever theoretical information learned in the classes could be seen in practice in internship training and it was good learning experience for me to understand various financial aspects of the organization. The company has adopted modern technology of plant and machinery which helps in achieving fast production. It is important to study the whole company to get to know the activities of the company; each company is different from the other and has its own unique way of managing its affairs.

A PROJECT REPORT ON
A STUDY ON COMPARISON OF INDIAN TREASURY BILLS WITH
OTHER FIXED-INCOME SECURITIES

Submitted By

Mahantesh P Patil

(4AL21BA043)

Submitted To



Visvesvaraya Technological University, Belagavi

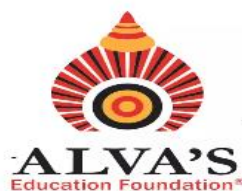
In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

MRS. HARSHITHA V SHETTY

Assistant Professor

PG Department of Business Administration



Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar,
Moodbidri, D.K – 574225
MAY 2023



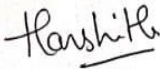
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that MAHANTESH P PATIL bearing USN 4AL21BA043 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 COMPARISON OF INDIAN TREASURY BILLS WITH OTHER FIXED INCOME SECURITIES" is prepared by him under the guidance of Mrs. Harshitha V Shetty, 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

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, Karnataka, India
08258-26272 (O), 262725 (P) | principal@alvet@gmail.com | www.alvet.org.in

DECLARATION

I MAHANTESH P PATIL hereby declare that the Project report entitled "A study on comparison of Indian Treasury Bills with other fixed-income securities" is a record of independent work carried out by me under the guidance of Mrs. Harshitha V Shetty, Assistant Professor, MBA department, Alva's Institute of Engineering & Technology, Mijar.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the 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

I would like to express my heartfelt gratitude to several individuals whose invaluable support and guidance have been instrumental in the successful completion of this independent project. Their contributions have been indispensable, and I wish to extend my sincere thanks to them.

First and foremost, I would like to thank Dr. Peter Fernandez, the Principal of AIET, Moodbidri, for providing me with the opportunity to undertake this project and I would also like to extend my appreciation to Mrs. Priya Sequeira, the Head of the MBA Department at Alva's Institute of Engineering and Technology, Mijar.

However, my most profound gratitude goes to my project guide, Mrs. Harshitha V Shetty, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar. Her expertise, dedication, and unwavering support have been instrumental in shaping this project. Her insightful feedback, patience, and encouragement have been a constant source of motivation for me.

I would also like to express my appreciation to all the faculty members, friends, and family who have supported me during this endeavour. Their encouragement and belief in my abilities have been a significant driving force.

Finally, I would like to thank everyone who played a part, however small, in this project's successful completion. Everyone's support has been invaluable, and I am grateful beyond words.

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EXECUTIVE SUMMARY

The research study titled "A Comparison of Indian Treasury Bills with Other Fixed-Income Securities" aims to analyze and assess the relative performance and attractiveness of Indian Treasury Bills in comparison to other fixed-income securities available in the Indian financial market. This executive summary provides a concise overview of the key findings and implications of the study. The study begins by introducing the significance of fixed-income securities in investment portfolios, highlighting the role of Treasury Bills as a safe and liquid option. It emphasizes the need for investors to make informed decisions in selecting the most suitable fixed-income securities for their investment goals.

The research methodology employed involves the collection and analysis of historical data on Indian Treasury Bills and other fixed-income instruments, including government bonds, corporate bonds, and fixed deposits. Various financial metrics such as yield to maturity, risk-adjusted returns, liquidity, and tax implications are considered to compare these securities.

In summary, this research study provides valuable insights into the comparative performance of Indian Treasury Bills with other fixed-income securities. It serves as a useful resource for investors, financial advisors, and policymakers to make informed decisions regarding fixed-income investments in the Indian market.

PROJECT REPORT ON

“A study on stress management and its impact on organizational performance with special reference to Karnataka soaps and detergents limited, Bangalore”

Submitted by

Monisha P

4AL21BA046

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

INTERNAL GUIDE

Mrs. Harshitha Shetty

Department Of MBA

Alva's institute of engineering and technology

EXTERNAL GUIDE

Dr. Shankarappa

Assistant manager

(HRD)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MOODBIDRI, DAKSHINA KANNADA DISTRICT. -574227

CERTIFICATE FROM THE ORGANIZATION



KARNATAKA SOAPS & DETERGENTS LIMITED.

BANGALORE-55

(A Government of Karnataka Undertaking)

No: 27, Industrial Suburb, P.B No: 5531

Bengaluru-Pune Highway, Rajajinagar, Bengaluru-560055, KARNATAKA

CERTIFICATE

NO: KSDL/HRD/AGM (TRAINING)/23-24/

Date: 30.06.2023

This is to certify that **Ms. Monisha P**, USN No. **4AL21BA046**, Student of MBA, Alva's Institute of Engineering & Technology, Shobhavana Campus, Mijar, Moodbidri-574225, has completed her 6weeks Project work on **"A Study on Stress Management and its impact on Organizational Performance"** at Karnataka Soaps & Detergents Limited Bengaluru-560055.

During Project work her academic ability and character was good.

DEPUTY GENERAL MANAGER i/c
Human Resource & Development

Place: Bengaluru

CERTIFICATE FROM THE HOD



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **MONISHA P** bearing **USN 4AL21BA046** 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 STRESS MANAGEMENT AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO KARNATAKA SOAPS AND DETERGENTS LIMITED, BANGALORE"** is prepared by her under the guidance of **Mrs. Harshitha V Shetty**, 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

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☎ 08254-262724 (O), 262725 (P) ☎ principalaiet08@gmail.com ☎ www.aiet.org.in

DECLARATION

I, **Monisha P**, hereby declare that the Project report entitled "**A study on stress management and its impact on organizational performance**" at with reference to **Karnataka Soaps and Detergents Limited at Bangalore**, prepared by me under the guidance of, **Mrs. Harshitha Shetty and Mr Neeraj Rai** Department of Business Administration, **Alva's institute of engineering and Technology Shobha Vana campus Mijar, Moodbidri**, and external assistance by **Dr. Shankarappa, Assistant manager of Karnataka Soaps and Detergents 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 from any other University / Institution.

Place: Mijar

Date: 2/9/2023

Monisha P
Signature of the student

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide **Mrs. Harshitha Shetty and Mr Neeraj Rai** P G Department of MBA, Alva's Institute of Engineering & Technology, for having guided me on every aspect right from the beginning of the project.

I would like to extend my gratitude to my external guide **Dr. Shankarappa, Assistant manager, of (HRD)**, KS&DL Bangalore, for support and encouragement to do a meaningful study.

I sincerely thank Prof. Priya Sequeria, Head of PG department of Business Administration for all her support and encouragement to do a meaningful study.

My thanks to Dr. Peter Fernandez, Principal of Alva's institute of Engineering & Technology for his whole hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's institute of Engineering & Technology.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMERY

The main purpose of the study conducted to analysis stress management practices how will impact the organizational performance at KSDL focusing on employees of KSDL. The study aimed to gain insights that how employees are reducing their stress by practising stress management practices.

This report shows clear picture of the company's stress management practices towards employees. This executive summary is short detailed information of establishment of soap industry, how the soap industry plays a major role in India and top one sandalwood soap industries in India. And next coming to chapter one company profile of KSDL which includes history of the selected company how it got started, regarding organization profile of the company, what are its vision, mission, quality policies, product profile, promoters, financial statement of the company. Coming to second chapter it includes theocratical background of the study, Literature review about the consumer perceptions, information collected through the secondary data. In Third chapter research design it includes the statement of the problem, need for the study, objectives, hypothesis, limitation of the study and sample size of population is 100. In fourth chapter it includes collection of data through questionnaires and its analysis, interpretation. Fifth chapter includes findings of the study stress management and its impact organizational performance, suggestions and conclusion drawn from the study.

PROJECT REPORT ON
"A STUDY ON FINANCIAL PLANNING OF SALARIED EMPLOYEES
AND TAX SAVING STRATEGIES WITH REFERENCE TO LAMINA
FOUNDRIES LIMITED, NITTE, KARKALA"

SUBMITTED BY

S V RAHUL

4AL21BA065



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

MRS. HARSHITHA SHETTY
Assistant professor

PG Department of business administration

AIET, Mijar

EXTERNAL GUIDE

MR. AVINASH
HR. Manager,

Lamina Foundries Ltd.



P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 – 2023

CERTIFICATE FROM THE ORGANISATION

	Lamina Foundries Limited	
Regd. office & Works: NITTE-574 110, Karkala taluk, Udupi dist., Karnataka State, India Tel: 91-08258-298890 * Email: foundrysales@lamina.co.in * CIN: U85110KA1981PLC004151		
Accounts : 17-19, Balkampady Industrial Area, New Mangalore-575011, Karnataka, India Tel: 91-0824-2407364 * Web: www.laminafoundries.com		

Ref: LFN/HRD/0132/2023-2024

Date: 27.5.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. S.V.Rahul (USN 4AL21BA065) MBA the bonafide student from Alva's Institute of Engineering & Technology Mijar has undergone Project work on "A STUDY ON FINANCIAL PLANNING OF SALARIED EMPLOYEES AND TAX SAVING STRATEGIES" with reference to Lamina Foundries Ltd., Nitte from 18th April to 27th May 2023.

During the project work he has shown keen interest towards learning various aspects.

We wish him all the best for his future endeavours.

For LAMINA FOUNDRIES LTD.


Authorised Signatories

AN IATF 16949 : 2016 COMPANY

CERTIFICATE FROM THE HOD



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 **S V RAHUL** bearing **USN 4AL21BA065** 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 FINANCIAL PLANNING OF SALARIED EMPLOYEES AND TAX SAVING STRATEGIES WITH REFERENCE TO LAMINA FOUNDARIES LIMITED, NITTE, KARKALA"** is prepared by him under the guidance of **Mrs. Harshitha V Shetty, 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
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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, Karnataka, India
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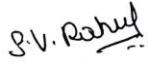
DECLARATION

I, S V RAHUL, hereby declare that the Project report entitled "A STUDY ON FINANCIAL PLANNING OF SALARIED EMPLOYEES AND TAX SAVING STRATEGIES WITH REFERENCE TO LAMINA FOUNDRIES LIMITED, NITTE, KARKALA" prepared by me under the guidance of Mrs. Harshitha V Shetty, faculty of M.B.A Department, Alvas Institute of Engineering and Technology, Mijar and external assistance by Mr. Avinash, HR Manager, Limina Foundries Limited, Nitte, Karkala.

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: 02/09/2023

Acknowledgement

With regard to the project work conducted on **LAMINA FOUNDRIES LIMITED, NITTE, KARKALA**. I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mrs. Harshitha Shetty, Assistant Professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

I express my sincere gratitude to Mr. Avinash, HR. Manager, Lamina Foundries limited, Nitte, Karkala who cooperated and spent his valuable time and shared the information with me.

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EXECUTIVE SUMMARY

This study is conducted on "**A STUDY ON FINANCIAL PLANNING OF SALARIED EMPLOYEES AND TAX SAVING STRATEGIES WITH REFERENCE TO LAMINA FOUNDRIES LIMITED, NITTE**". This project report provides the general information about HR practices in MCF, Mangalore.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the reward system and its impact on employee motivation.

In the 1st chapter, you will find the details about the industry and company profile of Lamina Foundries Limited, vision, mission and SWOT analysis of the company.

In chapter 2 you will find details about the 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.

PROJECT REPORT ON
A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON
EMPLOYEE BEHAVIOR WITH REFERENCE TO ALN RAO MEMORIAL
AYURVEDIC HOSPITAL, KOPPA

SUBMITTED BY

SOUJANYA G

4AL21BA086



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

Mrs. Harshitha V Shetty

Assistant professor

PG Department of business administration

Ayurvedic

Mijar

EXTERNAL GUID

Dr. Sanjaya K S

Principle

ALN Rao Memorial

Hospital

Koppa



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 – 2023

CERTIFICATE FROM THE ORGANIZATION



**Aroor Laxminarayana Rao Memorial
AYURVEDIC MEDICAL COLLEGE**

(Affiliated to Rajiv Gandhi University of Health Sciences &
Recognised by Govt. of Karnataka &
National Commission for Indian System of Medicine, Ministry of AYUSH, Govt. of India)

MANAGED BY AROOR EDUCATIONAL TRUST (R.) KOPPA

Koppa - 577 126, Chikmagalur Dist

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Email: alnrmamc@yahoo.com

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STD Code : 08265
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Mob : 82178 58036

Ref. No. ALNAC:32:2023-24

Date: 12 AUG 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. Soujanya G (Reg. 4AL21BA086) studying 2nd year MBA in ALVA'S Institute of Engineering and Technology Mijar, Moodbidri, D.K-577225 has undergone project work on "A Study on Organizational Culture and Its Impact on Employee Behavior" with the reference to ALN Rao Memorial Ayurvedic Hospital, Koppa beginning from 18th April, 2023 to 27th May 2023 under the Guidance of Dr. Sanjaya K S, Principal of ALN Rao Memorial Ayurvedic Hospital Koppa.

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




12/8
PRINCIPAL
A.L.N. RAO MEMORIAL AYURVEDIC
MEDICAL COLLEGE
KOPPA-577 126

CERTIFICATE FROM THE HOD



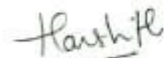
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(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SOUJANYA G** bearing **USN 4AL21BA086** 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 ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR WITH REFERENCE TO ALN RAO MEMORIAL AYURVEDIC HOSPITAL, KOPPA"** is prepared by her under the guidance of **Mrs. Harshitha V Shetty, 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
Dept. of Business Administration
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MIJAR - 574 225

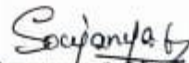

Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

Declaration

I, Soujanya G, hereby declare that the Project report entitled "A STUDY ON ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOR WITH REFERENCE TO ALN RAO MEMORIAL AYURVEDIC HOSPITAL, KOPPA" prepared by me under the guidance of Mrs. Harshitha V Shetty, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Dr. Sanjaya K S, Principle of ALN Rao Memorial Ayurvedic Hospital, Koppa. 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: 02/09/2023


Signature of the Student

ACKNOWLEDGEMENT

With regard to the project work conducted on ALN Rao Ayurvedic Hospital, Koppa, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mrs. Harshitha Shetty, assistant professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's Institution of Engineering and Technology, Mijar.

I express my sincere gratitude to Dr. Sanjaya K S, Principle of ALN Rao Memorial Ayurvedic Hospital who cooperated and spent his valuable time and shared the information with me.

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EXECUTIVE SUMMARY

This study is conducted on organizational culture and its impact on employee behavior with special reference to “ALN Rao Memorial Ayurvedic Hospital, Koppa”. This project report provides the general information about hospital culture and how its impact on employee behavior.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the relationship between organizational culture and its impact on employee behavior.

In the 1st chapter you will find the details about the Ayurvedic hospital industry and ALN Rao Memorial Ayurvedic Hospital, vision, mission and SWOT analysis of the hospital.

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 Ayurvedic Hospital.

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.

A PROJECT REPORT ON
“A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON
EMPLOYEE PRODUCTIVITY AT KOLAR-CHIKKABALLAPUR MILK
UNION LIMITED”

Submitted By

SOWMYA KR

(4AL21BA087)

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

Mrs. Harshitha V Shetty

Assistant Professor

PG Department of Business

Administration

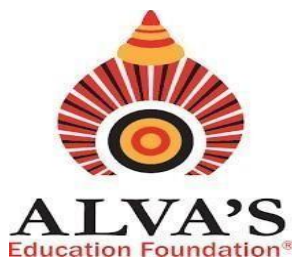
Alva's Institute of Engineering and
Technology, Mijar, Moodbidri

External Guide

Mr. Nagesh

Admin Manager

Kolar-Chikkaballapur milk union
limited



PG Department of Business Administration

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

2022-2023



ಕೋಲಾರ ಜಿಲ್ಲಾ ಸಹಕಾರ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿಯಮಿತ
Kolar District Co-operative Milk Producers Societies Union Ltd.

KMU : ADMN : 1159

: 2023-24

Date : 29.05.2023

CERTIFICATE

This is to certify that SOWMYA.K.R (USN No : 4AL21BA087) Alva's Institute of Engineering and Technology, Moodbidhri, Mijar student studying MBA has undertaken Project in dairy entitled as "A STUDY ON EFFECTIVENESS EMPLOYEE TRAINING AND DEVELOPMENT ON PRODUCTIVITY" at Kolar District Co-operative Milk Producers Societies Union Ltd., Kolar. For the period of six weeks.

For Kolar Milk Union Limited,


Manager (Admin)

ವ್ಯವಸ್ಥಾಪಕರು (ಆಡಳಿತ)

ಕೋಲಾರ ಜಿಲ್ಲಾ ಸಹಕಾರ ಹಾಲು ಒಕ್ಕೂಟ ನಿ.
ಕೋಲಾರ

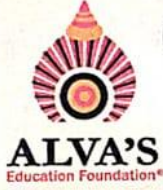
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Kolar Dairy, NH-75, Huttur Post, Kolar - 563 102.

(ISO-22000 ; 2005 Certified)

Ph : 08152-282300, Fax : 08152-282303

E-mail : komulmd@yahoo.co.in komulmd@gmail.com website : www.komul.coop



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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 **SOWMYA K R** bearing **USN 4AL21BA087** 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 EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON EMPLOYEE PRODUCTIVITY AT KOLAR-CHIKKABALLAPUR MILK UNION LIMITED"** is prepared by her under the guidance of Mrs. Harshitha V Shetty, 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.

Harshitha
Signature of Internal Guide

Priya Sequeira
Mrs. Priya Sequeira

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

[Signature]
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
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☎ 08258-262724 (O), 262725 (P) ✉ principalaiet08@gmail.com 🌐 www.aiet.org.in

DECLARATION

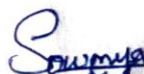
I, SOWMYA KR, hereby declare that the Project report entitled “**A Study on effectiveness training and development on employee productivity Kolar-Chikkaballapur Milk Union Ltd**” prepared by me under the guidance of Mrs. Harshitha V Sheety, Assistant Professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar and external assistance by Mr. Nagesh, Admin Manager, Kolar-Chikkaballapur Milk Union Ltd.

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

Date: 4/09/2023


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 **Mrs. Priya Sequeira**, HOD and also to my internal guide **Mrs. Harshitha V Shetty** 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. Nagesh, admin Manager, Kolar-Chikkaballapur Milk Union Ltd 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

This study is conducted on "A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON EMPLOYEE PRODUCTIVITY AT KOLAR-CHIKKABALLAPUR MILK UNION LTD". This project report provides the general information about training and development on employee productivity in KOMUL, Kolar.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the effectiveness of training and development on employee productivity at KOMUL.

In the 1st chapter you will find the details about the industry and company profile of KOMUL, Kolar, 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 company.

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

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

**“A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON ORGANISATION
PERFORMANCE WITH REFERENCE TO MANGALORE CHEMICALS AND
FERTILIZERS LTD, MANGALORE”**

Submitted by

SURAKSHA

4AL21BA094

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS.HARSHITHA V SHETTY

ASSISTANT PROFESSOR

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EXTERNAL GUIDE

MR. DEEKSHITH SHETTY

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MCFL, MANGALORE



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

SEPTEMBER 2023



Date: 10.08.2023

CERTIFICATE

This is to certify that Ms. Suraksha, (USN.4AL21BA094) MBA student of "Alvas Institute of Engineering and Technology, Moodbidri", has done her project work on "A study on talent acquisition and its impact on organization performance with reference to Mangalore Chemicals & Fertilizers Limited, Mangalore" from 17th April 2023 to May 2023.

During the period of her project, she has been found to be keen in learning and displaying good conduct & character.

Wishing her all the best in her career.

A handwritten signature in black ink, appearing to read 'Chetan Mendonca', is written over a horizontal line.

Chetan Mendonca

Joint General Manager-HR

Works office: Panambur, Mangaluru-575010, INDIA. Tel: +91824 2220600, Fax: 918242407938, 'Corporate Identity Number- L24123KA1966PLC002036', Registered Office: Level-11, UB Towers, UB City, 24, Vittal Mallya Road, Bengaluru – 560001.



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Date: 01-09-2023

CERTIFICATE

This is to certify that SURAKSHA bearing USN 4AL21BA094 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 ORGANIZATION PERFORMANCE WITH REFERENCE TO MANGALORE CHEMICALS AND FERTILIZERS LIMITED, MANGALORE" is prepared by her under the guidance of Mrs. Harshitha V Shetty, 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 Sequolra

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Signature of Principal
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DECLARATION

I, **Suraksha(4AL21BA094)** hereby declare that the Project report entitled “**A Study On Talent Acquisition And Its Impact On Organisation Performance**” With Reference To **Mangalore Chemicals And Fertilizers Ltd, Mangalore** is prepared by me under the guidance of **Mrs. Harshitha V Shetty**, Assistant professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Deekshith Shetty**, Assistant HR Manager, Mangalore Chemicals and Fertilizers Ltd.

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:31/08/2023

Suraksha

Signature of the Student

ACKNOWLEDGEMENT

I like to convey my deep sense of gratitude to my internal guide Mrs. Harshitha V Shetty, Assistant Professor, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. And I also thanking with utmost gratitude to my external guide for giving resources and information about the organization which is very crucial to study and prepare the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavors.

My heartfelt gratitude to Mrs. Priya Sequeira, HOD, PG Department of Business Administration for providing me an opportunity to complete the study.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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Executive Summery

The Project report on “A Study On Talent Acquisition And Its Impact On Organization Performance With Reference To Mangalore Chemicals And Fertilizers Ltd, Mangalore” is submitted in fractional implementation of requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, Statement of problem, objectives of the project, methodology, analysis and interpretation, findings, suggestions and conclusion.

Talent Acquisition is an important aspect of organization and management. The increasing research in this field and deliberate study on the subject contributed to its conceptualization and meaning which helped to develop a comprehensive outlook of Talent acquisition process as an important concept in any organization. Talent acquisition is a policies, procedures, values and expectations that exist in an organization which influence the work motivation, commitment, performance and ultimately individual satisfaction in the work, employers or about the whole organization itself.

The study gives the opportunity to identify the existing recruitment process in the organization and how it helps to attain the best candidates as well as suggest that how the talent acquisition process can positively impact the productivity of the organization. To collect the data for the study, primary data is gathered through circulating questionnaire to 100 random employees within the organization and secondary data is collected through company websites and internet and book.

A PROJECT REPORT ON
A STUDY ON PERFORMANCE ANALYSIS OF SELECTED EQUITY
SMALL-CAP MUTUAL FUND SCHEMES WITH SPECIAL
REFERENCE TO BAJAJ CAPITAL LTD, MANGALORE

Submitted By

SURAKSHA

(4AL21BA095)

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

Mrs. Harshitha V Shetty

Assistant Professor

PG Department of Business

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Technology, Mijar, Moodbidri

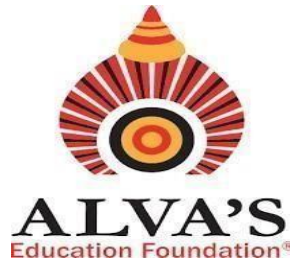
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MAY-2023



Bajaj Capital Limited
Essel Towers, Shop No. BS 4,
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Mangalore, Karnataka 575003

Date : 27/05/2023

This is to certify that Ms. Suraksha.(USN:4AL21BA095), 2nd year M.B.A(IV Semester) student of Alvas Institute Of Engineering & Technology, Mijar, Moodbidri has done her "Project Work" on "A Study on Performance Analysis of Selected Equity Small-Cap Mutual Fund Schemes with special reference to Bajaj Capital Ltd, Mangalore" in our organisation under the guidance of Mr. Jayaraj.K, from 21st April 2023 to 27th May 2023.

During her tenure we found her performance was excellent and she was found hard working and diligent. We wish her all the best for her future endeavors.

For Bajaj capital ltd,

[JAYARAJ K]



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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SURAKSHA bearing USN 4AL21BA095 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 PERFORMANCE ANALYSIS OF SELECTED EQUITY SMALL-CAP MUTUAL FUND SCHEMES WITH SPECIAL REFERENCE TO BAJAJ CAPITAL LTD., MANGALORE" is prepared by her under the guidance of Mrs. Harshitha V Shetty, 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

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DECLARATION


I, SURAKSHA, hereby declare that the Project report entitled "**A Study on the Performance Analysis of Selected Equity Small-Cap Mutual Fund Schemes with special reference to BAJAJ CAPITAL LTD., MANGALORE**" prepared by me under the guidance of Mrs. Harshitha V Shetty, Assistant Professor PG Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by Mr. Jayaraj. K, Branch Manager, Bajaj Capital Ltd, Mangalore.

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 university / Institution.

Place: Mijar

Date: 1-09-2023


Signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mrs. Harshitha V Shetty**, Assistant Professor PG Department of Business Administration, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I am grateful to **Mrs. Priya Sequeira**, HOD of MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri whose timely suggestions and encouragement supported me to complete this project.

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EXECUTIVE SUMMARY

The project is undertaken at Bajaj Capital Ltd, Mangalore. It is a Financial advisory Company and it operates as an investment management company and they offer wealth management, tax savings, mutual funds, bonds, fixed deposits, pension schemes.

There are lot of opportunities are there for today's investors but investors do not have the idea where to invest, As Warren Buffet said do not put all eggs in single basket, investors should not invest their entire money in single schemes, that must be diversified in order to minimize the risk of loss. If the investors want to invest his money and he does not have much knowledge where to invest, mutual fund is appropriate investment avenue for him. The main aim of the study is to know which schemes gives best result from the selected equity small-cap mutual funds for the period of five years.

Over the course of five years, the research aims to measure the performance of a chosen equity small-cap mutual funds. Annual returns of top 20 equity small-cap fund schemes over the course of five years are reviewed, and the best ten are picked based on total performance. Plan selection should be based on the goals of the investor. Overall, mutual funds are an excellent long-term investing choice. Research methodology, data sources, data analysis, and actual return results are discussed in great length here.

The results of the study reveal intriguing insights into the potential of these small-cap mutual fund schemes to generate wealth for investors. The executive summary encapsulates the pivotal outcomes of this study, enabling investors to make informed decisions regarding their investment strategies in the small-cap equity schemes.

A PROJECT REPORT ON
“A STUDY ON WORKING CAPITAL MANAGEMENT AND IT’S IMPACT ON
FIRM’S PROFITABILITY WITH REFERENCE TO GRASIM INDUSTRIES
LIMITED, KARWAR”

Submitted By

SWATI NAIK

(4AL21BA098)

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

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Mrs. Harshitha V Shetty

Assistant Professor

PG Department of Business

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External Guide

Mr. Shailendra M Naik

HR Manager

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Grasim Industries Limited,

Karwar



PG DEPARTMENT OF BUSINESS ADMINISTRATION

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SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

SEPTEMBER - 2023

CERTIFICATE FROM ORGANIZATION



04th September, 2023

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Swati Naik**, a student of MBA from Alva's Institute of Engineering and Technology, Moodbidri has successfully completed her Project in our organization for the period of 6 weeks in Finance Specialization.

During the project her conduct was found to be good.

We wish her all success in her future endeavors.

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CERTIFICATE FROM COLLEGE



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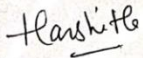
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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SWATI NAIK** bearing USN 4AL21BA098 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 WORKING CAPITAL MANAGEMENT AND ITS IMPACT ON FIRM'S PROFITABILITY WITH REFERENCE TO GRASIM INDUSTRIES LIMITED, KARWAR" is prepared by her under the guidance of Mrs. Harshitha V Shetty, 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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Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
MIJAR, MOODSIDRI - 574 225, D.K.

DECLARATION

I, Swati Naik, hereby declare that the Project report entitled "A Study On Working Capital Management And It's Impact On Firm's Profitability With Reference To Grasim Industries Limited, Karwar" prepared by me under the guidance of **Mrs. Harshitha V Shetty**, Assistant Professor PG Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Mr. Shailendra M Naik**, Hr Manager, Grasim Industries Limited, Karwar.

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 university / Institution.

Place: *Mijar*

Date: *05/09/23*

Swati
Signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mrs. Harshitha V Shetty**, Assistant Professor PG Department of Business Administration, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I am grateful to **Mrs. Priya Sequeira**, HOD of MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri whose timely suggestions and encouragement supported me to complete this project.

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EXECUTIVE SUMMARY

Working capital refers to the capital available for day-to-day operations and is crucial for sustaining business activities. Effective working capital management involves balancing current assets and liabilities to ensure smooth operations and maximize profitability.

An effective working capital management strategy can significantly impact a company's profitability. By optimizing the management of its current assets and liabilities, a company can achieve improved financial performance. Here's a concise executive summary of the key points related to working capital management and profitability

The study uses secondary data, that is from the financial statements, annual reports and company websites. The period covered under this study is five financial years i.e., from 2017-18 to 2021-22.

To find out the impact of working capital management on Firm's profitability, Descriptive statistics, Karl Pearsons Correlation and regression analysis have been used.

The study shows the company's efforts in improving inventory management, optimizing payment cycles, and managing working capital have positively impacted its profitability, as reflected in the increasing ROA. The analysis suggests that efficient working capital management and faster cash collection contribute to better financial performance.

PROJECT REPORT ON
“A STUDY ON FACTORS LEADING TO WORK STRESS AND ITS IMPACT ON
EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO GRASIM
INDUSTRY LTD, KARWAR”

Submitted by
DIVYA RAJENDRA NAIK
USN: - 4AL21BA029

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

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Assistant Professor
Department of MBA
AIET Mijar.

EXTERNAL GUIDE

Mr. Shailendra M Naik
HR Manager
Grasim Industries Ltd
Karwar.



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

2022-23



19th August, 2023

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Divya R Naik (USN: 4AL21BA029), a student of MBA, from Alva's Institute of Engineering & Technology, Mijar has successfully completed her Internship in our organization for the period of 6 weeks.

During the Internship her conduct was found to be good.

We wish her all success in her future endeavors.

For Grasim Industries Limited,
Chemical Division Karwar

Shailendra M Naik
Dy. Officer- HR



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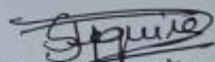
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **DIVYA RAJENDRA NAIK** bearing USN 4AL21BA029 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 FACTORS LEADING TO WORK STRESS AND IT'S IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO GRASIM INDUSTRY LTD., KARWAR" 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.


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

DECLARATION

I, DIVYA RAJENDRA NAIK (4AL21BA029), hereby declare that the project report entitled **"A STUDY ON FACTORS LEADING TO WORK STRESS AND IT'S IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO GRASIM INDUSTRY LTD, KARWAR"** prepared by me under the guidance of Mr. Johnson Fernandes, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Mr. Shailendra M Naik, HR manager, Department of Human Resource, Grasim industries, Karwar.

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 for 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: 14/09/2023

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mr. Johnson Fernandes, Assistant Professor of MBA department**, for constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to **Mr. Shailendra M Naik, Human Resource Manager**, who took interest in explaining concepts and imparting necessary inputs pertaining to the project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

I am privileged to thank **Mrs. Priya Sequeira, HOD**, Department of business administration, Alva's institution of engineering and technology, Mijar

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EXECUTIVE SUMMARY

The Project work on **“A Study on Factors Leading to Work Stress and It’s Impact on Employee Performance with Special Reference to Grasim Industries Ltd, Karwar”**, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the impact of work stress on employee performance.

This report is divided into five chapters. First chapter is about Introduction and history of the concept work stress. Second chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the employees of Grasim industries visiting the organization through the questionnaires by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study. Then it contains bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire and the balance sheet of Grasim Industries, Karwar.

PROJECT REPORT ON
“A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND
ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST
NEURO HOSPITAL”

Submitted by
EENA ADELINE PINTO

4AL21BA030

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

MR. Johnson Fernandes

Assistant Professor

EXTERNAL GUIDE

MR. KENNITH PRASAD

Human Resource



Department Of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY, SHOBHAVANA CAMPUS,
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This is to certify that **Ms. Eena Adeline Pinto** M.B.A-H.R & Finance (Reg No: 4AL21BA030) student from Alvas Institute of Engineering & Technology, Mijar-Moodbidri has successfully completed her project work on **"A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND IT'S IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST NEURO HOSPITAL"**.

During this period, we found her sincere, hardworking and having good behavior and moral character.

We wish her all success in her future endeavor.

For First Neuro Hospital

Kenneth Prasad

Asst. Manager-Human Resources

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Date: 01-09-2023

CERTIFICATE

This is to certify that **EENA ADELINE PINTO** bearing USN **4AL21BA030** 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 EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND IT'S IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FIRST NEURO HOSPITAL"** 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.

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DECLARATION

I Eena Adeline pinto hereby declare that the project report entitled "A Study of effectiveness of employee engagement practices and its impact on employee retention" with reference to First Neuro Hospital prepared by me under the guidance of Mr. Johnson Fernandes, Assistant professor of Alva's institute of engineering and technology and external assistance by Mr. Kennth prasad, Hr of First Neuro Hospital. I also declare that this project work is towards the partial fulfilment of 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 **2/09/2023**


Signature of student

ACKNOWLEDGEMENT

I am glad to take this opportunity to thank all those who have supported me to carry on my project work.

I like to convey my deep sense of gratitude to my internal guide Mr. Johnson Fernandes, Assistant professor, PG department of business administration, having guided me on every aspects right from beginning of the project report.

I am thankful to Mr. Kenneth Prasad, Human resource department of “FIRST NEURO HOSPITAL”, who has permitted me to do this project work and facilitated me throughout the study with his valuable recommendations despite of his extremely busy schedule.

My heart felt gratitude to Mrs. Priya Sequeira HOD, OF PG Department of business administration, Alva’s Institute of engineering and technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, continuous support and help during my project.

I am thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project

Thank you

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EXECUTIVE SUMMARY

The project report on “A STUDY ON EFFECTIVENESS OF EMPLOYEE ENGAGEMENT PRACTICES AND ITS IMPACT ON EMPLOYEE RETENTION WITH REFERENCE TO “FIRST NEURO HOSPITAL” This project includes industry profile, company profile, Statement of the problem, Objectives of the study, Methodology, analysis and interpretation, findings, suggestion and conclusion.

In essence, effective employee engagement practices can help improve employee retention by creating a workplace where employees feel valued, supported, and motivated to contribute their best efforts.

This study gives the opportunities to identify employee’s engagement practices and how to improve the relationship with employees, and look into factors that are affecting employee engagement practices and employee retention.

This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship was done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 100 random first neuro hospital employees and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various sources studied.

PROJECT REPORT ON

**“A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET
RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF
CAMPCO CHOCOLATE FACTORY”**

Submitted By

PRAJNA

4AL21BA057

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELGAVI

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

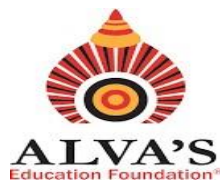
Business Administration AIET, Mijar

External Guide

Mr. Radhesh Kundalpaday

HR Manager, Campco chocolate factory

Puttur



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SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

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04.08.2023

CERTIFICATE

This is to certify that, Ms.Prajna, Reg No: 4AL21BA057, IInd year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidre, has completed the Project work on the subject of "A Study on leveraging customer feedback and market research to enhance product innovation and quality of Campco Chocolate Factory", Puttur, during the period from 17.04.2023 to 27.05.2023 as a part of her curriculum. During this period her conduct and performance are found good. We wish her all the best for her future endeavors.

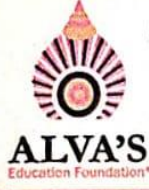
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Date: 01-09-2023

CERTIFICATE

This is to certify that PRAJNA bearing USN 4AL21BA057 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 LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHOCOLATE FACTORY" 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.

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DECLARATION

I Prajna, hereby declare that the Project report entitled "A study on leveraging customer feedback and market research to enhance product innovation and quality of CAMPCO chocolate factory" prepared by me under the guidance of Mr. Johnson Fernandes, a faculty of M.B.A. department, AIET Mijar and external assistance by Mr. Radhesh Kundalpady HR Manager, CAMPCO chocolate Puttur. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. 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: 4/09/2023


Signature of the student

ACKNOWLEDGEMENT

“A successful project can never be prepared by the single effort to whom the project is assigned, but it also demands the help and guardianship of some conversant person or group who helps in the undersigned actively or passively in the completion of successful project”

With regard to the Project report titled “A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHACOLATE FACTORY, PUTTUR” I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

It is my privilege to express my profound gratitude to Dr. Peter Fernandes, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide Mr. Johnson Fernandes Assistant Professor of MBA department, for constant support and encouragement to carry out my report successful without much difficulty.

I extend my sincere thanks to Mr. Radhesh Kundalpady, HR manager of CAMPCO chocolate factory and other staff of the company. I appreciate the patience and whole- hearted co-operation they have rendered out of their busy schedule.

Finally, I express my thanks to my family, friends and all the staff of MBA department, whose support and encouragement kept me keep going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank you,

PRAJNA

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EXECUTIVE SUMMARY

“A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHOCOLATE FACTORY” is the name of the project. Marketing areca nut and cocoa products is very important to the chocolate manufacturer CAMPCO LTD. Through this study, the CAMPCO chocolate factory can acquire understanding into customer inclinations, anticipations, and requisites. This data can be utilized to enhance product excellence and conception, resulting in increased customer contentment and allegiance. By using market research, the company can identify emerging trends and new opportunities in the market, which helps them in developing new and innovative products. Customer feedback can also provide useful insights into product features, pricing and packaging that can improve the product’s appeal and competitiveness in the market. Campco chocolate factory’s market share and profitability can be increased by improving product innovation and quality. Higher customer satisfaction and loyalty can also lead to increased repeated business and word of mouth referrals also can help the company expand its customer base and revenue.

In an ever-evolving and competitive chocolate industry, Campco Chocolate Factory recognizes the paramount importance of continuous product innovation and quality enhancement to maintain its market leadership. This study delves into the significance of harnessing customer feedback and market research as invaluable tools in achieving these objectives.

In conclusion, leveraging customer feedback and market research is essential for Campco Chocolate Factory's sustained growth, product innovation, and quality enhancement. By embracing these insights and acting upon the recommendations, Campco Chocolate Factory is well-positioned to remain a frontrunner in the competitive chocolate industry, meeting the evolving needs and expectations of its valued customers.

A PROJECT REPORT ON
“A STUDY ON EMPLOYEE WELFARE MEASURES AND ITS IMPACT ON
EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO
MANDOVI MOTORS PRIVATE LIMITED, MANGALORE”

SUBMITTED BY

SHRAVYA

4AL21BA074



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

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PG Department of business administration

AIET, Mijar

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MR. SHIVAPRASAD,

HR. Manager,

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limited, Mangalore



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 2023



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Ref: MANG/HRD/ 1279/2023-24

Date: 17/06/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. Shravya (Reg. 4AL21BA074) studying 2nd year MBA in ALVA'S Institute of Engineering & Technology Mijar, Moodbidri, D.K- 574225 has undergone Project work on 'A Study on Employee Welfare Measures & It's Impact on Employee Performance' with the reference to Mandovi Motors Private Limited at our organization from 20th April,2023 to 27th 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 A
Manager- HR



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Date: 01-09-2023

CERTIFICATE

This is to certify that SHRAVYA bearing USN 4AL21BA074 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 EMPLOYEE WELFARE MEASURES AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO MANDOVYI MOTORS PRIVATE LIMITED 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

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☎ 09226-262721 (D), 262722 (P) ✉ principal@alvaet.org ✉ www.alvaet.org/in


Declaration

I, **SHRAVYA, (4AL21BA074)** hereby declare that the Project report entitled “**A STUDY ON EMPLOYEE WELFARE MEASURES AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO MANDОВI MOTORS PRIVATE LIMITED, MANGALORE**” prepared by me under the guidance of Mr. Johnson Fernandes, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by Mr. Shiva Prasad, HR Manager Mandovi Motors Private Limited, Mangalore.

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


Signature of the Student

ACKNOWLEDGEMENT

With regard to the project work conducted on Mandovi Motors Private Limited, Mangalore, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr. Johnson Fernandes, assistant professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alvas institution of engineering and technology, Mijar.

I express my sincere gratitude to Mr. Shivaprasad, HR manager, Mandovi Motors Private Limited who cooperated and spent his valuable time and shared the information with me.

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EXECUTIVE SUMMARY

This study is conducted on “A study on employee welfare measures and its impact on employee performance with special reference to Mandovi Motors Private Limited Mangalore”

The study was conducted for the period of 6 weeks. The main objective of this study is to know the various welfare measures provided by the company and its impact on performance of the employees.

In the 1st chapter you will find the details about the industry and company profile of Mandovi Motors Private Limited, vision, mission, product and services 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 and 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.

A study on employee welfare measures and its impact on employee performance is a study conducted to know how the employee wellbeing facilities provided by the organization will impact in the job performance of employees working in the organization. The overall analysis of the study says that there is a positive relationship between the employee measures and employee performance.

A PROJECT REPORT ON
**"A STUDY ON REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE
MOTIVATION WITH SPECIAL REFERENCE TO NMPT, MANGALURU"**

SUBMITTED BY
SHREYA PAI
4AL21BA077



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

MR. JOHNSON FERNANDES,
Assistant professor ,
PG Department of business administration
AIET, Mijar

EXTERNAL GUIDE

MR. KARTHIK SALIAN,
Dy. Manager,
New Mangalore Port Authority,
Panambur, Mangalore - 575 010



P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 2023



ನವ ಮಂಗಳೂರು ಬಂದರು ಪ್ರಾಧಿಕಾರ
नव मंगलूर पत्तन प्राधिकरण
NEW MANGALORE PORT AUTHORITY
(Fully Solar Powered)
भारत सरकार (पत्तन, पोत परिवहन और जलमार्ग मंत्रालय)
Govt of India (Ministry of Ports, Shipping and Waterways)
ಪಂಚುರು ಪಣಬುರ Panambur / ಮಂಗಳೂರು ಮಗಲೂರ Mangalore - 575010

75
Azadi Ka
Amrit Mahotsav



No.5/1/TRG/Intern/2023-24

Date: 07.08.2023

CERTIFICATE

This is to certify that Ms. Shreya Pai (USN: 4AL21BA077) student of MBA, Alva's Institute of Engineering & Technology, MIJAR has successfully completed her Project work at New Mangalore Port Authority from 25.04.2023 to 27.05.2023.

During this training period, we found her sincere and hard working.

We wish her all the best in her future endeavor.

Dy. Manager (Corp. Relations & Comm.)

उप प्रबंधक-कॉर्पोरेट संबंध एवं संचार
Dy. Manager-Corporate Relations & Communications
नव मंगलूर पत्तन प्राधिकरण
New Mangalore Port Authority
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ದೂರವಾಣಿ / ದೂರವಾಣಿ / Phone : 0824- 2407341, 2887399
आईएसओ 9001:2015, 14001:2015, 45001: 2018 एवं आईएसपीएस अनुपालनकर्ता पत्तन
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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

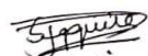
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that SHREYA PAI bearing USN 4AL21BA077 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 REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO NMPT, MANGALURU" 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

DEAN
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.

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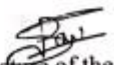
Declaration

I, **Shreya Pai** , hereby declare that the Project report entitled "**A STUDY ON REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO NMPT, MANGALURU**" prepared by me under the guidance of Mr. Jhonson Fernandies , faculty of M.B.A Department, Alva's Institute of Engineering and Technology, and external assistance by Mr. Karthik Salian, Dy. Manager, New Mangalore Port Authority, Panambur, Mangalore .

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


Signature of the Student:

Date: 25/8/2023

Acknowledgement

With regard to the project work conducted on **NMPT, MANGALURU**, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr. Johnson Fernandes, Assistant Professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

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EXECUTIVE SUMMARY

This study is conducted on” **A STUDY ON REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO NMPT, MANGALURU**”. This project report provides the general information about rewards provided by NMPT , Mangaluru..

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the reward system and its impact on employee motivation.

In the 1st chapter you will find the details about the industry and company profile of NMPT 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.

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

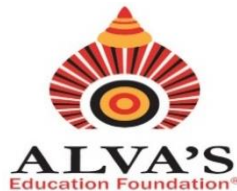
Mr. Shivaprasad

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 2nd 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 20th April,2023 to 27th 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
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

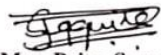
(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

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.

PROJECT REPORT ON
“A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM AND ITS IMPACT ON
ORGANIZATIONAL EFFICIENCY”

Submitted by

SWETHA B

USN: 4AL21BA099

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

Department of MBA

AIET Mijar

EXTERNAL GUID

Mr. Vinod

HR Head and Admin

Indigo Blues Export Limited

Bangalore



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI
2022 – 2023

CERTIFICATE FROM ORGANIZATION

INDIGO BLUES

(A unit of Gokaldas Exports Ltd.)
Plot No. 2, KIADB Indl. Area, Doddaballapur – 561203

Date: 27th May 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Swetha B.**, bearing **USN No. 4AL21BA099**, MBA student of Alva's Institute Of Engineering & Technology , Mijar has completed an internship about six weeks on "**Human Resource Information System**" from **18th Apr 2023 to 27th May 2023**.

During the period of her internship programme with us, she had been exposed to different process and was found diligent and hardworking.

We wish her every success in life and career.

For **Indigo Blues**

(A Unit of Gokaldas Exports Ltd)


Authorized Signatory



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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @Moodbidri)
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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 **SWETHA B** bearing USN 4AL21BA099 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 HUMAN RESOURCE INFORMATION SYSTEM AND ITS IMPACT ON ORGANIZATIONL EFFICIENCY WITH SPECIAL REFERENCE TO INDIGO BLUES A UNIT OF GOKALDAS EXPORT LIMITED, DODDABALLAPUR, BANGLORE" 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 Sequiera
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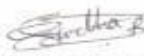
DECLARATION

I, Ms. Swetha B (USN: 4, L21BA099) hereby declare that the project report on "A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM AND ITS IMPACT ON ORGANIZATIONAL EFFICIENCY WITH SPECIAL REFERENCE TO INDIGO BLUES EXPORT PRIVATE LIMITED BANGLORE" is prepared by me under the guidelines of Mr. Johnson Fernandes, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mr. Vinod, HR Head & Admin, Indigo Blues Limited Bangalore.

I also declare that this project work is towards the partial fulfilment of the university regulations for award of degree of MASTER OF BUSINESS ADMINISTRATION by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period of 6 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.

Date: 4/9/2023
Place: Mijar


Signature of the Student

ACKNOWLEDGEMENT

With regard to the project work conducted on INDIGO BLUES EXPORT PRIVATE LIMITED BANGLORE, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr. Johnson Fernandes, Assistant Professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's Institution of Engineering and Technology, Mijar.

I express my sincere gratitude to Mr. Vinod HR Head and Admin of Indigo Blues Export Private Limited who cooperated and spent his valuable time and shared the information with me.

Thank You

Swetha B

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EXECUTIVE SUMMARY

The project report on “A study on Human Resource Information System and its Impact on Organizational Efficiency” is submitted in partial fulfilment of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Human Resource Information System is important aspect of organization and Management. This project provides certain information regarding company which tools adopted relating to Human resource information system and how it is impact on organization efficiency. The study was conducted for the period of 6 weeks. The main objective of this study is to know the impact of human resource information system on organizational efficiency.

In the 1st chapter you will find the details Introduction about Indigo Blues Export Ltd, Vision & Mission, Promoters, SWOT Analysis, Infrastructure Facilities, Competitors, Future Growth and Prospective, Financial Statement.

In 2nd Chapter will find the detail information about conceptual back ground 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 will find Analysis and Graphical Representations on the data collected from the samples population choose from the Indigo Blues.

The 5th Chapter is about the Findings, Suggestions and Conclusion of the Project.

Bibliography and Annexure are attached relating to the Project.

A PROJECT REPORT ON
“A STUDY ON SEARCH ENGINE OPTIMIZATION AND ITS IMPACT ON
ACQUIRING NEW CUSTOMERS WITH SPECIAL REFERENCE TO AMAZON
INDIA”

Submitted By

VARADA

(4AL21BA103)

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

Technology, Mijar, Moodbidri



PG Department of Business Administration

Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri,
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MAY-2023

CERTIFICATE



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 **VARADA** bearing USN **4AL21BA103** 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 SEARCH ENGINE OPTIMIZATION AND ITS IMPACT ON ACQUIRING NEW CUSTOMERS WITH SPECIAL REFERENCE TO AMAZON INDIA**" 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.

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Mrs. Priya Sequêira

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DECLARATION

I, VARADA, hereby declare that the Project report entitled **"a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India"** with reference to **"Amazon India"**, prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar. 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

Date: 4/9/23



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 **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.

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EXECUTIVE SUMMARY

The project work on “**a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India**”. The project was done on Amazon India. In the realm of contemporary business operations, where online presence plays a paramount role, the implementation of effective Search Engine Optimization (SEO) strategies emerges as a pivotal determinant in acquiring new customers, driving substantial website traffic, and ultimately bolstering sales. This comprehensive analysis has substantiated the profound influence that SEO exerts across various dimensions of digital commerce.

The organisation is developing day by day. From this project work on “a study on search engine optimization and its impact on acquiring new customers with special reference to amazon India” I learnt on examining and analysing various SEO tactics to determine how they affect attracting new clients, increasing website traffic, and boosting sales. This comprehensive analysis underscores the profound symbiosis between effective SEO practices and the overarching success of businesses in the dynamic realm of online commerce. As the digital ecosystem continues to evolve, embracing robust SEO strategies remains a non-negotiable imperative for companies aspiring to thrive and flourish.

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. This chapter sets the stage for understanding the company's position and future possibilities.

In the second chapter, I delved into the theory that supports our study and explored existing research on the topic. 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. By looking at a wide range of literature, we gained insights that guided our research and highlighted areas that haven't been explored thoroughly.

In the third part, I 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 assumption.s we're testing. While exploring the topic's boundaries, we acknowledged potential constraints that might affect the study's outcome.

In the fourth chapter, I 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.

The fifth chapter summarizes my discoveries, drew conclusions, and provided valuable suggestions and recommendations. This chapter serves as a condensed guide for implementing insights gained from the study.

Project Report on

**"A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE
PRODUCTIVITY WITH SPECIAL REFERENCE TO NMPT, MANGALURU"**

SUBMITTED BY

ZAHIRA BANU

4AL21BA111



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

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MR. JOHNSON FERNANDES
Assistant professor

PG Department of business administration

AIET, Mijar

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MR. KARTHIK SALIAN,
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P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022-2023



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नव मंगलूर पत्तन प्राधिकरण
NEW MANGALORE PORT AUTHORITY
(Fully Solar Powered)

भारत सरकार (पत्तन, पोत परिवहन और जलमार्ग मंत्रालय)
Govt of India (Ministry of Ports, Shipping and Waterways)
ಪಣಂಬೂರು ಪಂಚುರ Panambur / ಮಂಗಳೂರು ಮಂಗಲೂರ Mangalore - 575010

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Azadi Ka
Amrit Mahotsav



SAGARMALA
PORT-LED PROSPERITY

No.5/1/TRG/Intern/2023-24

Date: 07.08.2023

CERTIFICATE

This is to certify that **Ms. Zahira Banu (USN: 4AL21BA111)**
student of **MBA, Alva's Institute of Engineering & Technology,**
MIJAR has successfully completed her Project work at **New Mangalore**
Port Authority from 25.04.2023 to 27.05.2023.

During this training period, we found her sincere and hard working.

We wish her all the best in her future endeavor.

Dy. Manager (Corp. Relations & Comm.)

उप प्रबंधक-कॉर्पोरेट संबंध एवं संचार

Dy. Manager-Corporate Relations &
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आईएसओ 9001:2015, 14001:2015, 45001: 2018 एवं आईएसपीएस अनुपालनकर्ता पत्तन

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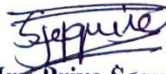
Date: 01-09-2023

CERTIFICATE

This is to certify that **ZAHIRA BANU** bearing **USN 4AL21BA111** 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 **"EMPLOYEES ENGAGEMENT AND IT'S IMPACT ON EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO NMPT PANAMBUR/MANGLORE"** 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

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MIJAR - 574 225



Signature of Principal
PRINCIPAL

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

Declaration

I, ZAHIRA BANU, hereby declare that the Project report entitled "EMPLOYEE ENGAGEMENT AND IT'S IMPACT ON EMPLOYEE PRODUCTIVITY" with reference to NMPT PANAMBUR / MANGALORE prepared by me under the guidance of Mr. Johnson Fernandes, faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Karthik Salian Dy Manager, New Mangalore Port Panambur. 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: *Mirza*

Date: *2/9/2023*


Signature of the Student :

Acknowledgement

I am glad to take this opportunity to thank all those who have supported me to carry on my project work.

I like to convey my deep sense of gratitude to my internal guide Mr. Johnson Fernandes, Assistant professor, PG department of business administration, having guided me on every aspects right from beginning of the project report.

I am thankful to Mr. Karthik Salian Dy manager, New Mangalore Port Panambur, who has permitted me to do this project work and facilitated me throughout the study with his valuable recommendations despite of his extremely busy schedule.

My heart felt gratitude to Mrs. Priya Sequeira HOD, OF PG Department of business administration, Alva's Institute of engineering and technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, continuous support and help during my project.

I am thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project

Thank you

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EXECUTIVE SUMMARY

This study is conducted on” **A STUDY ON EMPLOYEE ENAGAGEMENT AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY WITH SPECIAL REFERENCE TO NMPT, MANGALURU**”.

This project includes industry profile, company profile, Statement of the problem, Objectives of the study, Methodology, analysis and interpretation, findings, suggestion and conclusion.

In essence, effective employee engagement can help improve employee retention by creating a workplace where employees feel valued, supported, and motivated to contribute their best efforts.

This study gives the opportunities to identify employee’s engagement productivity and how to improve the relationship with employees, and look into factors that are affecting employee engagement impact and employee productivity .

This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship was done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 100 random first neuro hospital employees and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various sources studied.

**A PROJECT REPORT ON
A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON
EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO
SRI NAVADURGA INDUSTRIES**

Submitted By

JASMINE RITA DANTIS

(4AL21BA115)

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

EXTERNAL GUID

Shrikanth Kamath

General Manager

PG Department of Business Administration

Alva's Institute of Engineering and

Technology, Mijar, Moodbidri



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**Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri,
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Ref :

Date : 17/05/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. Jasmine Rita Dantis (Reg. 4AL21BA115)
Studying 2nd year MBA in ALVAS'S Institute of Engineering & Technology
Mijar, Moodbidri, DK- 574225 has undergone Project work on "A Study on
Training and Development and its impact on Employee Performance" with
reference to Sri Navadurga Industries at our organization from 20th April,
2023 to 27th May 2023

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

We wish her all the success in her future career.

FOR SRI NAVADURGA INDUSTRIES



Partner



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 JASMINE RITA DANTIS bearing USN 4AL21BA115 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 TRAINING AND DEVELOPMENT AND IT'S IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO SRI NAVADURGA INDUSTRIES, SACHERIPETE, BOLA, KARNATAKA" 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

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Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
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Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

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DECLARATION

I **Jasmine Rita Dantis**, hereby declare that the project report entitled “**A study on Training and Development and its impact on employee performance with reference to Shri Navadurga Industries**” prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor of M.B.A Department, Alva’s Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the 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: 25 - 8 - 2023

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mr. Johnson Fernandes**, Professor Dept. of the MBA, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodabidri.

I am grateful to **Mrs. Priya Sequeira**, HOD, the MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodabidri. whose timely suggestions and encouragement support me to complete this project.

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EXECUTIVE SUMMARY

This study is conducted on” A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO SRI NAVADURGA INDUSTRIES" This project report provides general information about training provided by Sri Navadurga Industries.

The study was conducted for a period of 6 weeks. The main objective of this study is to understand the training and development and its impact on employee performance. In the 1st chapter, you will find the details about the industry and company profile of Sri Navadurga Industries, vision, mission and SWOT analysis of the company.

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

The 3rd chapter will explain about Statement of the problem, the 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 of the data collected from the sample population chosen from the company.

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

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

The primary objective of the study is to evaluate the impact of skill development programs on employee performance. The researcher has done a great job of looking into the various ideas around education and growth. Training, the need for analysis, transfer, comprehension management, resistance, and many ideas were thoroughly investigated across a range of sources.

PROJECT REPORT ON
“A STUDY ON BRAND AWARENESS AND PROMOTIONAL STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO KSDL”

Submitted by

Arshad M P

4AL21BA007

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

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Assistant Professor

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EXTERNAL GUIDE

SMT. Sushma R

Marketing Manager

KSDL, Bangalore.



PG Department Of Business Administration

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY,
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI, D.K – 574225**

2022-2023



KARNATAKA SOAPS & DETERGENTS LIMITED.

BANGALORE-55

(A Government of Karnataka Undertaking)

No: 27, Industrial Suburb, P.B No: 5531

Bengaluru-Pune Highway, Rajajinagar, Bengaluru-560055, KARNATAKA

CERTIFICATE

NO: KSDL/HRD/AGM (TRAINING)/23-24/ **24**

Date: 26.05.2023

This is to certify that **Mr. Arshad M P**, USN No: **4AL21BA007**, Student of MBA, Alva's Institute of Engineering & Technology, Shobhavana Campus, Mijar, Moodbidri-574225, has completed his **6 Week** Project work on "**A Study on Brand Awareness and Promotional Strategies and its Impact on Consumer Behaviour**" at Karnataka Soaps & Detergents Limited Bengaluru-560055.

During Project work on his academic ability and character was good.



Place: Bengaluru

ASST. GENERAL MANAGER
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ಕರ್ನಾಟಕ ಸೋಪ್ ಅಂಡ್ ಡೀಟರ್ಜೆಂಟ್ಸ್ ಲಿಮಿಟೆಡ್
(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಒಂದು ಉದ್ಯಮ)
ಬೆಂಗಳೂರು - 560 055



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 **ARSHAD M P** bearing USN 4AL21BA007 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 BRAND AWARENESS AND PROMOTIONAL STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO KSDL, BANGALORE" is prepared by him 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

DEAN

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DECLARATION

I, **ARSHAD M P (4AL21BA007)**, hereby declare that the Project report entitled “**A STUDY ON BRAND AWARENESS AND PROMOTIONAL STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO KSDL, BANGALORE**” prepared by me under the guidance of Mr. Johnson Fernandes, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Smt. Sushma R, Marketing Manager, KSDL, Bangalore.

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: 23-08-2023

A handwritten signature in black ink, appearing to be 'AP - d' with a horizontal line and a small mark below it.

Signature of the Student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandes, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide Mr. Johnson Fernandes, Assistant Professor of MBA department, for constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to Smt. Sushma R Marketing Manager, who took interest in explaining concepts and imparting necessary inputs pertaining to the project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of Business Administration, Alvas Institute of Engineering and Technology, Mijar

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EXECUTIVE SUMMARY

The study on brand awareness, promotional strategy, and its influence on consumers buying behavior with reference to KSDL (Karnataka Soaps and Detergents Limited) reveals critical insights into the dynamics of this well-established brand in the soap and detergent industry. Brand awareness is a fundamental factor that shapes consumer preferences and buying decisions. KSDL has successfully cultivated a strong brand identity over the years through its flagship product, "Mysore Sandal Soap," which is known for its distinctive fragrance and quality. The study shows that this brand awareness plays a pivotal role in attracting and retaining customers.

KSDL's promotional strategy is a key driver of its brand awareness. The brand's heritage and association with sandalwood, a unique selling proposition, have been leveraged strategically in their promotions. The influence of brand awareness and promotional strategy on buyer behavior is profound. The study indicates that customers often perceive KSDL products as reliable and of high quality due to the strong brand image. This perception results in brand loyalty, as consumers tend to choose KSDL products over competitors. Additionally, promotional campaigns, especially those emphasizing the natural ingredients and eco-friendly production processes, resonate with environmentally conscious consumers, further driving sales.

The various statistical tools and technique are used to analyze the facts and figures collected for the purpose of this study. To find the relationship between brand awareness, promotional strategy and consumer behavior the correlation analysis is done. For the purpose of analyzing the effectiveness of brand awareness and promotional strategy and its impact on consumer behavior Chi- Square analysis is conducted.

In conclusion, the study underscores the importance of brand awareness and a well-executed promotional strategy in influencing buyer behavior. KSDL's success in establishing a robust brand identity and effective promotional strategy are adopted by the company. As consumer preferences continue to evolve, the company's ability to adapt its branding and promotional efforts will remain pivotal to its continued growth and success.

**" A STUDY ON SERVICE QUALITY AND ITS IMPACT ON
CUSTOMER SATISFACTION WITH REFERENCE TO VRL
LOGISTICS LTD"**

**Submitted by
ASHWAL KONA
4AL21BA011**

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

**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**

EXTERNAL GUIDE

**Manjunath Bhavikat
Marketing manager**



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CERTIFICATE

This is to certify that **Mr. Ashwal Kona**, Student of MBA IV Semester (Reg. No.4AL21BA011), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from **12.05.2023** to **24.06.2023** in our organization on the topic of "**Analysing the Service Quality and its Impact on Customer Satisfaction with Reference to VRL Logistics Limited**" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For VRL LOGISTICS LIMITED



VIVEKANAND CHOLAKI

ASSISTANT COMPANY SECRETARY



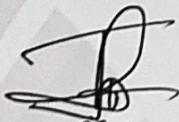
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Place: Hubli

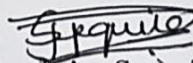
Date: 01-09-2023

CERTIFICATE

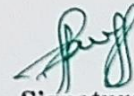
This is to certify that **ASHWAL A KONA** bearing USN **4AL21BA011** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO VRL LOGISTICS LTD, HUBBALLI"** is prepared by him 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



Signature of Principal
PRINCIPAL

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Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I ASHWAL KONA, hereby declare that the Project report entitled "ANALYSING THE SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO VRL LOGISTICS LTD."

prepared by me under the guidance of Johnson Fernandes, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Manjunath Bhavikat, Marketing manager at VRL Logistics ltd, Hosur Hubballi.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the 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: - Hubballi

DATE:-



SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide Manjunath Bhavikat, Marketing manager at VRL Logistics ltd, and my internal project guide Johnson Fernandes, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

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EXECUTIVE SUMMARY

The Project work “A study on quality of service and customer satisfaction with reference to VRL logistics ltd.”, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To assess the degree of service quality provided by VRL Logistics Ltd.
- To assess how service quality influences customer satisfaction.
- To identify the areas of improvement in the service quality of VRL Logistics Ltd.

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of VRL logistics ltd. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from VRL logistics ltd through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire

**" A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON
CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG
BASKET BANGALORE"**

Submitted by

KARTHIK N

4AL21BA038

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfillment 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

EXTERNAL GUIDE

Punith s

Marketing Manager



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.

26.08.2023

CERTIFICATE

This is to certify that **Mr. KARTHIK N**, Student of MBA IV Semester (Reg. No.4AL21BA038). Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 13.04.2023 to 27.05.2023 in our organization on the topic of **"A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET, BANGALORE"** as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

Punit S
Store manager



A TATA Enterprise



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **KARTHIK N** bearing USN **4AL21BA038** 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 CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET, BANGALORE" is prepared by him 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.


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DECLARATION

I **KARTHIK N**, hereby declare that the Project report entitled "**A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET BANGALORE.**" prepared by me under the guidance of Johnson Fernandes, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Punith S, Store manager at Big Basket Bangalore.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the 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:- 11/9/23


SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide **Punith S**, Branch manager at **Big Basket**, and my internal project guide **Mr. Johnson Fernandes**, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

DATE: - 1/9/23

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EXECUTIVE SUMMARY

This study examines the impact of customer satisfaction on customer retention in the context of Big Basket, a leading online grocery company. The research focuses on understanding the existing state of customer satisfaction, identifying the problem areas, and highlighting the importance of the study for the company.

The study utilizes a mixed-methods approach, incorporating both quantitative and qualitative data collection techniques. The primary data is collected through surveys using a Likert scale questionnaire, while secondary data is gathered from relevant literature, industry reports, and online sources.

The findings reveal that customer satisfaction plays a significant role in customer retention for Big Basket. Customers who are satisfied with the quality of products, user experience, and customer support are more likely to continue using the platform for their grocery shopping needs. Competitive pricing, variety of products, and convenient delivery options are also key factors influencing customer loyalty.

Based on the research findings, several suggestions are provided to enhance customer satisfaction and improve customer retention. These recommendations include improving product quality, streamlining delivery services, enhancing the user-friendliness of the website, providing excellent customer support, and diversifying product variety.

The study has certain limitations, including the sample size and geographical scope. However, the findings offer valuable insights for Big Basket to optimize its strategies and strengthen customer satisfaction and retention.

Keywords: customer satisfaction, customer retention, online grocery, Big Basket, user experience, product quality, competitive pricing, convenience, customer support, diversification.

**“A STUDY ON SERVICE QUALITY AND ITS IMPACT ON
CUSTOMER SATISFACTION WITH SPECIAL REFERENCE
TO ROYAL ORCHID CENTRAL SHIVAMOGGA”**

Submitted by

SHIVU M

4AL21BA072

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. JHONSON FERNANDES

ASSISTANT PROFESSOR

EXTERNAL GUIDE

Mr. SRI NIDHI

Marketing manager



Department of MBA

**ALVA'S INSTITUTE OF ENGINEERING &
TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR,
MOODBIDRI.**

Date:22.08.2023

CERTIFICATE

This is to certify that **Mr. Shivu M**, Student of MBA IV Semester (Reg. No.4AL21BA072), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 12.05.2023 to 24.06.2023 in our organization on the topic of "**A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO ROYAL ORCHID CENTRAL.**" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For, Royal Orchid Central, Shimoga.

Authorized Signature





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

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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 **SHIVU M** bearing **USN 4AL21BA072** 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 SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO ROYAL ORCHID CENTRAL SHIVAMOGGA"** is prepared by him 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

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Signature of Principal

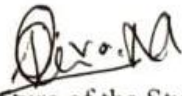
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Declaration

I, SHIVU M, hereby declare that the Project report entitled "A study on service quality and its impact on customers satisfaction with special reference to royal orchid central shivamogga" with reference to Royal orchid central Shivamogga prepared by me under the guidance of Mr, johnson fernandes , faculty of M.B.A Department of Alvas institute of engineering and technology and external assistance by Mr. Srinidhi, Marketing manager, Royal orchid central Shivamogga. 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 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: 02/09/2023.


Signature of the Student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr, Srinidhi, Marketing manager in, ROYALORCHID CENTRAL, SHIVAMOGGA, and my internal project guide Prof JOHNSON FERNANDES, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, PETER FERNANDES, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support

PLACE: - MIJAR

DATE: - 02-09-2023

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EXECUTIVE SUMMARY

The Project work “A study on service quality and its impact on customer satisfaction with special reference to royal orchid central shivamogga”, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To study about the factors influencing the customer satisfaction towards service quality.
- Analyze the Relationship Between Service Quality and Customer Satisfaction.

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of royal orchid central shivamogga. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from Royal orchid through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.