

PROJECT REPORT
ON
“A STUDY ON WORKPLACE INCLUSION AND DIVERSITY AND ITS IMPACT
ON EMPLOYEE ENGAGEMENT AND RETENTION AT KLASSIK ENTERPRISES
PVT LTD BANGALOR”

Submitted by
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4AL22BA018

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In the 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

Assistant Professor

Department of MBA

AIET Mijar

EXTERNAL GUIDE

Mr. Radha Krishna

HR Head & Admin

Klassik Enterprises Pvt Ltd



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri

September 2024

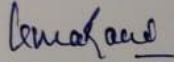
TO WHOMSOEVER IT MAY CONCERN CERTIFICATE

This is to certify that **Ms.Deekshitha N (4AL22BA018)** student of Alva's Institute of Engineering and Technology, Moodbidiri has successfully completed her Internship as a "Guest Relations Executive" at our Company from 23rd April 2024 to 6th June 2024

During her Internship in our Company, we found her performance and conduct are good

We wish her all the best in her future endeavors

For KLASSIK ENTERPRISES PVT LTD



Authorised Signatory

Place: Bangalore

Date: 06.06.2024



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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Deekshitha N** bearing **USN 4AL22BA018**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on **"A study on workplace inclusion and diversity and its impact on employee engagement and retention with reference to Klassik enterprises private limited, Bangalore"** is prepared by her under the guidance of Mrs. Harshitha V Shetty Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

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DECLARATION

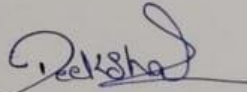
I Ms, Deekshitha N (USN: 4AL22BA018) hereby declare that the project report entitled "**A STUDY ON WORKPLACE INCLUSION AND DIVERSITY AND ITS IMPACT ON EMPLOYEE ENGAGEMENT AND RETENTION AT KASSIK ENTERPRISES PVT LTD (BANGALORE)**" prepared by me under the guideline of Mrs. Harshitha Shetty, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mr. Radha Krishna, HR head & Admin, klassik Enterprises Private Limited Bangalore.

I also declare that this project work is towards the partial fulfilment of the university Regulations for awards of degree Master of Business Administration by Visvesvaraya Technological university, Belagavi.

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: 20/09/2024

Place: Mijar.


signature of the student

ACKNOWLEDGEMENT

With regard to the project work conducted on KLASSIK ENTERPRISES 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 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. Radha Krishna HR head and admin of klassik enterprises private limited who cooperated and spent his valuable time and shared the information with me.

Thank you

Deekshitha N

TABLE OF CONTENT

CHAPTER NUMBER	CONTENT	PAGE NO.
1	Introduction: Industry profile: Real estate industry Residential real estate Company profile Promoters Vision and Mission Quality policy Product and services Infrastructure facilities Competitor's information SWOT analysis Future growth and prospects Financial statement	2-16
2	Theoretical Background and Literature Review	18-24
3	Research Design: Statement of the problem Need for the study Objectives Scope of the study Research methodology Hypothesis Limitation Chapter scheme	26-29
4	Analysis And Interpretation	31-43
5	Findings, Suggestions and Conclusion	45-17
6	Bibliography	48-49
7	Annexure	50-55

LIST OF TABLES

TABLE NO	TITTLE OF THE TABLE	PAGE NO
4.1	Table showing key factors contributing to an inclusive culture that positively influences employee commitment	32
4.1.1	Table showing the importance of a sense of belonging in contributing to your commitment to the organization	33
4.1.2	Table showing describe how often your organization seeks input from employee on diversity and inclusion initiatives	34
4.1.3	Table showing ideas and opinions are valued in your organization	35
4.1.4	Table showing the effectiveness of organization's efforts in promoting work-life balance to support and inclusive culture	36
4.1.5	Table showing on organization's commitment to diversity and inclusion impacts your loyalty to the company	37
4.1.6	Table showing the assessment of how likely respondents recommend organization to others based on its inclusive culture	38
4.2	Table showing the correlation between workplace diversity initiative and increased employee engagement and retention	39
4.3	Table showing the diverse of leadership on fostering an inclusive environment and its subsequent efforts on employee retention	42

LIST OF CHARTS

CHART NO	TITTLE OF THE CHARTS	PAGE NO
4.1.1	The important is a sense of belonging in contributing to your commitment to the organization	33
4.1.2	how often your organization seeks input from employee on diversity and inclusion initiatives	34
4.1.3	how much you think. your ideas and opinions are valued in your organization	35
4.1.4	your organization's efforts in promoting work-life balance to support and inclusive culture	36
4.1.5	how your organization's commitment to diversity and inclusion impacts your loyalty to the company	37
4.1.6	how likely you are to recommend your organization to others based on its inclusive culture	38

EXECUTIVE SUMMARY

The project report on “A STUDY ON WORKPLACE INCLUSION AND DIVERSITY AND ITS IMPACT ON EMPLOYEE ENGAGEMENT AND RETENTION” 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.

Workplace inclusion and diversity 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 interpretation on the data collected from the samples population choose from the klassik enterprises.

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

Bibliography and Annexure are attached relating to the Project.