

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
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4AL22BA039

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 Amritha Kumar K P
Department of MBA
Alva's institute of engineering and technology

EXTERNAL GUIDE

Mr K L Ramachandra
Junior Officer
(HRD)



PG Department of Business Administration
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Moodbidri, Dakshina Kannada – 574225

September-2024



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/TRAINING/24-25/79

Date: 03.06.2024

This is to certify that **Ms. Kruti K S, Reg.No.4AL22BA039**, Student of M.B.A, Alva's Institute of Engineering and Technology, Shobhavana Campus, Moodbidri, Daskhina Kannada-574225 has completed her Project work on "A Study on Stress Management and Its Impact on Organizational Performance" at Karnataka Soaps & Detergents Limited Bengaluru-560055 period from **24.04.2024 to 01.06.2024**.

During Internship work on her academic ability and character was good.


MANAGER

Human Resource Development

K.C. SUNDARAMUTHY

Manager (HRD)

KARNATAKA SOAPS AND DETERGENTS LTD.
BANGALORE-560055

Place: Bengaluru





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Affiliated to Visvesvaraya Technological University, Belagavi

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

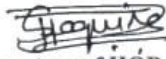
Accredited by NBA (CSE & ECE)

Date: 09/09/2024

CERTIFICATE

This is to certify that **Kruti K S** bearing **USN 4AL22BA039**, is a bonafide student of the Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri, for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**A Study on Stress Management and its Impact on Organizational Performance, with special reference to Karnataka Soaps and Detergents Limited**", is prepared by her under the guidance of **Mrs. Amritha Kumar K P**, 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.


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DECLARATION

I, **KRUTI K S (4AL22BA039)** hereby declare that the Project report entitled "**A Study on Stress Management and It's Impact on Organizational Performance**", with special reference to Karnataka Soaps and Detergents Limited." prepared by me under the guidance of **Mrs. Amritha Kumar K P**, Assistant Professor, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by **Mr. K L Ramachandra**, Junior Officer, HRD, 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, 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.

Place: Mijar

Date: 20/09/2024


Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my deep gratitude to my internal guide Mrs. Amritha Kumar K P, PG Department of Business Administration, Alva's Institute of Engineering & Technology, for guiding me on every aspect right from the beginning of the project.

I would like to extend my gratitude to my external guide **Mr. K L Ramachandra, Junior Officer, HRD**, KS&DL Bangalore, for support and encouragement to do a meaningful study.

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

I thank Dr. Peter Fernandez, Principal of Alva's Institute of Engineering & Technology for his wholehearted 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

Date: 09/09/2024

Place: Mijar

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EXECUTIVE SUMMARY

This research examined the interrelation between one on either side of stress management strategies and organizational performance at KSDL, focusing on employee well-being. The study examined the stress management strategies used by KSDL employees and their potential influence on the company's overall success.

By analyzing KSDL's existing stress management programs and gathering employee perspectives, the exploration aimed to comprehensively acknowledge the company's approach to promoting employee well-being.

The research began with a comprehensive analysis of the Indian soap industry, focusing on KDSL's role as a prominent sandalwood soap producer. The following sections explored the company's background, performance, and financial strategy.

A survey involving 107 employees was conducted to gather data on stress management and organizational performance. This information was analyzed to discover important findings, recommendations, and conclusions regarding the association between these two factors at KDSL.