

**PROJECT REPORT**  
**ON**  
**A STUDY ON EVALUATING THE EFFECT OF DIGITAL TOOLS IN HR**  
**PRACTICES WITH REFERENCE TO MEGHA FRUIT PROCESSING PVT LTD,**  
**PUTTUR**

**SUBMITTED BY:**

**SHAMA**

**4AL22BA086**



**SUBMITTED TO:**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfillment of the requirement for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance**

**INTERNAL GUIDE**

**Mrs. Harshitha V Shetty**

**Asst. Professor**

**AIET**

**EXTERNAL GUIDE**

**Mrs. Namitha**

**HR Manager**

**MF PROCESSING PVT LTD**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY MOODBIDRI**  
**SEPTEMBER - 2024**

CIN : U51221KA2003PTC032843



Megha Fruit Processing Pvt. Ltd.

**TO WHOM IT MAY CONCERN**

This is to certify that Ms. Shama (Register No:4AL22BA086) MBA of Alva's Institute of Engineering and Technology had done a Project in our organization "MEGHA FRUIT PROCESSING PVT LTD", Narimogeru, Puttur, from 23.04.2024 to 06.06.2024

Throughout the project, her conduct and character were found to be commendable.  
All the best for academic career

Thanking You



Best Regards,  
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Chips, Noodles  
& Extruded Products



Carbonated Beverages

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Subject to Puttur-Karnataka  
Jurisdiction

"An ISO 22000:2005 Certified Company"



# 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 NBA (CSE & ECE)

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Shama** bearing USN 4AL22BA086, 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 evaluating the effect of digital tools in HR practices with reference to Megha Fruit Processing Pvt Ltd ,Puttur" 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.

  
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Signature of HOD

  
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### **DECLARATION**

I, SHAMA, hereby declare that the Project report entitled “**A Study on Evaluating the effect of digital tools on HR management efficiency with reference to Megha Fruit Processing Pvt Ltd.**” prepared by me under the guidance of Mrs. Harshitha V Shetty, faculty of M.B.A Department, Alvas’s Institute of Engineering and Technology, Moodbidri and external assistance by Mrs. Namitha, HR Manager, Megha Fruit Processing Pvt 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, Belgavi. 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: Moodbidri**

**Date: 20/09/2024**



**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 Mrs. Priya Sequeira HOD of PG Department and my Internal Guide Mrs. Harshitha V Shetty, Asst. Professor of MBA Department, for the 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 Mrs. Namitha, 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 co-operation.

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**

In an institute we learn about the theoretical concepts. But in the present-day scenario, environment surrounding the business is complex and dynamic. The industries are so much diversified and specialized that it requires us to be nourished with knowledge and skills in the respective field of our specialization. Exposure is the key and it gives the practical knowledge.

For this reason, VTU designed a scheme under which the students of MBA have to undertake the “Project work” for the period of 6 weeks. I have written a report about company’s knowledge and analysis of the problem. This report has been written in simple language including the five chapters.

**Project on “A Study on evaluating the effect of digital tools in HR practices with reference to Megha Fruit Processing Pvt Ltd Puttur.**

There are five chapters in this report. The introduction and history of Megha Fruit Processing Pvt Ltd are covered in the first chapter. The conceptual background and literature review of the subject under study are presented in the second chapter. The third chapter, on research design, includes the problem statement, justification for the investigation, goals, parameters, research approach, and study limits. The examination and interpretation of the data gathered in questionnaire and personal interview are covered in the fourth chapter. The study's findings, conclusions, and recommendations are covered in the fifth chapter. After that, there is a bibliography that lists the several websites that were used to gather secondary data and the literature study for the project. The Annexure includes the questionnaire used for the study.