

PROJECT REPORT ON
“A STUDY ON DIVERSITY AND INCLUSION AND ITS IMPACT ON
ORGANISATIONAL PERFORMANCE WITH REFERENCE TO SPAR
HYPERMARKET, SHIMOGA”

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance

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06 Jun 2024,

TO WHOM IT MAY CONCERN

INTERNSHIP COMPLETION LETTER.

This is to certify that **Mrs. Shreni C S**, USN NO; **4AL22BA095**, student of MBA, Alva's Institute of Engineering and technology, Mijar, Moodbidri has successfully completed her project from.

23-04-2024 to 06-06-2024 on the topic "**A study on diversity and inclusion and its impact on organizational performance with reference to spar Hypermarket, Shivamogga**" At spar hypermarket Shivamogga.

During this project work, all the necessary details were provided from our side for the project. we wish her the very best in all future endeavours.

With Regards

Santhosh Kumar
Deputy HR Manager



 **LANDMARK
GROUP**

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Affiliated to Visvesvaraya Technological University, Belagavi

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

Accredited by NBA (CSE & ECE)

Date: 09/09/2024

CERTIFICATE

This is to certify that **Shreni C S** bearing **USN 4AL22BA095**, 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, Belagavi. The Project report on "**A study on Diversity and Inclusion and Its Impact on Organizational Performance with reference to Spar Hypermarket, Shimoga**", is prepared by her under the guidance of **Johnson Fernandes**, 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 **SHRENI C S (4AL22BA095)** hereby declare that the Project report entitled "**A STUDY ON DIVERSITY AND INCLUSION AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE WITH REFERENCE TO SPAR HYPERMARKET, SHIMOGA**" prepared by me under the guidance of **Mr Johnson Fernandes** Assistant professor, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar. and external assistance by **Mr Santhosh Kumar D**, Deputy Manager, Spar Hypermarket, Shimoga.

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 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


Signature of the Student

Date: 19-09-2024

ACKNOWLEDGEMENT

It was my privilege to undergo the company study at Spar Hypermarket Shimoga. Many people have helped me to complete this study successfully. I am grateful to acknowledge the help, which guided my efforts with success.

It is my foremost duty to express my wholehearted thanks to my guide Mr. Johnson Fernandes for the valuable guidance, support and motivation during this study. The inspiration provided by my guide at every stage of my work has helped me immensely in completing this organization study and preparing this report. I am also very thankful to Alva's Institute of Engineering and Technology and the faculties of the MBA department for their cooperation.

My profound thanks to Mr. Santhosh Kumar D who took an interest in explaining concepts and imparting necessary inputs about the organization study, 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.

Place: 09-09-2024

SHRENI C S

Date: Mijar

4AL22BA095

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Executive Summary

This study explores the effect of diversity and inclusion on organizational performance, specifically in the context of Spar Hypermarket in Shimoga. It aims to understand how embracing diverse workforces and inclusive practices influences performance metrics such as employee satisfaction, productivity, and overall business success.

The research is grounded During a thorough examination of the literature Certainly spotlights, the growing importance of diversity and inclusion in the modern workplace. It reflects on theories and previous studies that establish a positive correlation between inclusive environments and enhanced organizational outcomes.

An effective research design was used. involving both qualitative and quantitative methods to gather data from employees and management at Spar Hypermarket. The analysis and interpretation of These facts offer views into the current state of diversity and inclusion practices within the organization and their direct and indirect effects on performance metrics.

The findings reveal that Spar Hypermarket's commitment to diversity and inclusion positively impacts employee morale, reduces turnover rates, and fosters a more innovative and adaptable workforce. However, there are locations for improvement, particularly in the implementation of more structured diversity and inclusion policies.

The research ends with recommendations for enhancing these practices, including targeted training programs, establishing clear diversity and inclusion objectives, and ongoing monitoring to ensure that inclusion becomes a core component of the firm's culture, thereby driving sustained organizational performance.