

PROJECT REPORT ON
“A STUDY ON WORKING CAPITAL MANAGEMENT WITH
REFERENCE TO PRAKRUTI PRODUCTS PRIVATE LTD”

Submitted By

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USN: 4AL18MBA12

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

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AIET, Mijar

EXTERNAL GUIDE

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Ankola



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CERTIFICATE

This is to certify that **Ms.Ashwini Ashok Naik (USN.4AL18MBA12)M.B.A** student of **Alva's Institute Of Engineering And Technology,Mangalore-574225** has successfully completed her Project Work on "**A Study On Working Capital Management**" in our Organisation from 1st January 2020 to 15th February 2020.

Ms.Ashwini Ashok Naik . richly deserves our appreciation for the sincere efforts put in and the keen interest she evinced during her training period.

We wish her success in her pursuit of education and for her professional career advancement.

Manoj Nayak
Sr. Manager
Human Resource



ISO 9001-2008



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **ASHWINI ASHOK NAIK** bearing USN **4AL18MBA12**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO PRAKRUTI PRODUCTS PRIVATE LTD, ANKOLA**" is prepared by her under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

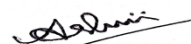
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DECLARATION

I, ASHWINI ASHOK NAIK. Reg.No. (4AL18MBA12), hereby declare that the project report entitled “Working Capital Management with reference to Prakruti Products Pvt. Ltd. Ankola” prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor, P.G. Department of MBA, Alva’s Institute Engineering and Technology, Mijar, DK 574225 and external assistance of Mr Manoj Nayak, Human Resource Manager, Prakruti Products Pvt. Ltd.

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declare that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.



Date: 01/07/2020

ASHWINI ASHOK NAIK

Place: Mijar

(4AL18MBA12)

ACKNOWLEDGEMENT

Any project work either big or small cannot be undertaken and completed satisfactorily without the co-operation, supervision and guidance of right person and at the right time. It gives me immense pleasure to acknowledge the assistance extended by various individuals, institutions in completion of this project.

I express my sincere thanks to our principal Dr. Peter Fernandes, AIET, Mijar for his valuable and inspiring guidance in this endeavour. I would like to express my gratitude to Dr Claret Mendonca, Dean, AIET, Mijar for the guidance and support throughout my project work.

I express my deep sense of gratitude to my project guide Mrs. Priya Sequeira, Assistant Professor, P.G. Department of Business Administration, AIET, Mijar for the guidance and supervision.

I extend thanks to Mr Manoj Nayak (Human Resource Manager) for giving me permission to carry out the project in Prakruti Products Pvt. Ltd. Ankola,

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to all the staff members of Prakruti Products Pvt. Ltd., Ankola, who helped and co-operated in sharing the information for my project report.

I wish to express my gratitude to those who have contributed to my project.

Date: 01/07/2020

Ashwini Ashok Naik

Place: Mijar

(4AL18MBA12)

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EXECUTIVE SUMMARY

A project work on the topic titled “A study on Working capital Management with special Reference to Prakruti Products Pvt. Ltd., Ankola” was undertaken for six weeks and the report was submitted in partial fulfilment of the requirements of the award of Master of Business Administration.

Prakruti Products Pvt. Ltd is a manufacturer and producer of medicines. The main objective of this study was to analyse the working capital management of the company and the factors influencing the performance of the company. The primary data was obtained through discussion with the external guide and the employees of the organisation. The study is mainly based on secondary data and the same was got from accounting books and the annual reports.

This report begins with current scenario of pharmaceutical industry, industry profile, company profile, products and services and also SWOT analysis of the company. Chapter two deals with background study of the topic and also literature view. Chapter three contains research design and the methodology of the project. Chapter four years analyses of working capital trend as well as financial statements of the company.

As part of this project an organization study was conducted by visiting the various functional departments of the organization, observed the actual functioning and interacted with officers and staff of the company. So the industry sector which the organization belongs to is also profiled with the help of the secondary data collected concurrently.

A PROJECT REPORT ON
“A STUDY ON CUSTOMER’S ATTITUDE TOWARDS ONLINE SHOPPING WITH
REFERENCE TO DECATHLON SPORTS PVT LTD”

Submitted By
A.R. PAVITHRA
4AL18MBA01

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

PG department of business administration

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EXTERNAL GUIDE

Mr. Praveen Shetty

Marketing head

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Department of Business Administration

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2020

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Date: 14/02/2020

TO WHOM SO EVER IT MAY CONCERN

We here by certify that Mss. AR Pavithra Reg. No. 4AL18MBA01 a student of MBA Alva's Institute of Engineering & Technology, Moodbidri - 574225. She has done the project on topic of "Customer attitude towards online shopping" From 6th Jan. 2020 to 14th Feb 2020.

Her performance during the training period was found good.

We wish her all the best in her future endeavors.

For Decathlon Sports India Pvt. Ltd.
For Decathlon Sports India Pvt. Ltd.

Authorized signatory
Manager

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Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

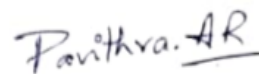
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DECLARATION

I, A.R. Pavithra Reg. no 4AL18MBA01, hereby declare that the project report entitled “CUSTOMER’S ATTITUDE TOWARDS ONLINE SHOPPING” with reference to “DECATHLON SPORTS INDIA PVT LTD” is prepared by me under the guidance of Mrs. Priya Sequira, Assistant Professor of Department of MBA, Alva’s Institute of Engineering and Technology, Mijar and external assistance by Mr. Praveen Shetty, Marketing head at Decathlon Sports Pvt Ltd.

I also declare that this project work is towards the partial fulfilment of the university regulation 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 6 weeks. I further declared that this project is based on the original study undertaken by me and has not been submitted for award of any degree/ diploma from any other university/ institution.



DATE: 04 July 2020

A.R. PAVITHRA

PLACE: Mijar

4AL18MBA01

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be incomplete without expressing the sense of gratitude towards those who made it possible, whose constant guidance and encouragement served as a beckon of light.

A special note of gratitude goes to the organization 'Decathlon Sports India Pvt Ltd' for providing me an opportunity to undergo the 6-week internship.

I would also like to express my sincere thanks to Mr. Praveen Shetty, Marketing Head of the firm for providing me with an opportunity to do my internship in the firm and for the kind co-operation and assistance he extended to me during the course of my study.

I am gratefully indebted to my internal guide Priya Sequiera, Assistant Professor, Dept. of MBA, AIET, for encouraging me and for her constant support throughout the course of the study and helping me completing it successfully.

I would like to express my heartfelt gratitude to thank Dr. Peter Fernandes, Principal, AIET for his valuable suggestions and moral support throughout the course of my study.

I am also thankful to all the faculty members, teaching and non-teaching staff of Dept. of MBA, AIET for their co-operation extended to me during my study. I finally thank my family and friends for their constant support and guidance.

DATE: 04 July 2020

A.R. PAVITHRA

PLACE: Mijar

4AL18MBA01

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Executive summary

As per the curriculum of Visveswaraya technological university the students of MBA have to undergo an internship program of 6 weeks to have a practical experience. This is an essential academic requirement, which is followed by comprehensive report writing usually the choice of organization is based on the area of specialization of the student. This internship furnishes the student with an exposure into the practical world. They are able to look different concepts, given books take up a form and come to life.

I have under taken the project at DECATHLON SPORTS PVT LTD in Chickjala, Bengaluru. It is one of the major manufacturers and marketers of sportswear all over world. For the project work (18MBAPR407) I was assigned as trainee under marketing department for the considerable time duration which helped me to gain insight about the type of work they do and study the function of organization.

This report is an endeavor to cover the overall organization structure, departments, procedures and functions of the organization and also covers industry profile, company profile with their objective that the company have.

This report also features the SWOT analysis, strength, weakness, opportunity and threat of the organization in the present situation. As a result of the study it has been able to get hands on experience of the work culture in the organization.

Project report on
“A STUDY ON PROMOTIONAL ACTIVITY AT HARSHA”

BY
ABHISHEK H D
USN: 4AL18MBA02

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

Under guidance of

INTERNAL GUIDE

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Assistant professor
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EXTERNAL GUIDE

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MIJAR
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek H D** bearing Reg No 4AL18MBA02, M.B.A student from Alvas Engineering and Technology, Moodubidri, has done his project on "**Promotion Activity**" in Harsha Mangaluru 1 from 01.01.2020 to 16.02.2020.

During the project he was taking keen interest in learning those subjects connected to his studies. He was found hard working and sincere.

We wish him every success.

For **PRAKASH RETAIL PVT.LTD,**


B.N.AMIN
GENERAL MANAGER HR





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A Unit of Alva's Education Foundation (R)

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24 June 2020

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Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

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

DECLARATION

I, ABHISHEK H D bearing **USN: 4AL18MBA02**, hereby declare that project report on **“PROMOTIONAL ACTIVITY AT HARSHA”** is prepared by me under the guidance of Mrs. **PRIYA SEQUEIRA** Assistant professor, PG Department of Business Administration studies, Alva’s Institute of Engineering and Technology.

I also declare that this project report works towards the partial fulfillment of the university regulation for the award of Degree of Master of Business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone an internship project for a period of six weeks. I further declare that this project based on original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other institute/ university.



Place: Mijar

Date: 29/06/2020

Signature of the student

(4AL18MBA02)

ACKNOWLEDGEMENT

I wish express my sincere gratitude to all those who have spent their valuable time and continued to encourage me in completion of my project work at **HARSHA** in Mangalore. My special thanks to management of **HARSHA** for granting me the permission to undertake this study on “**STUDY ON PROMOTINAL ACTIVITY AT HARSHA**”. Without their support it would not have possible to complete this project. I am very grateful to my external guide **Mr. B. N. Amin, General Manager, HR Department**, for providing me the necessary inputs and guiding me throughout the project.

I am extremely thankful to the HOD **DR CLARET MENDONCA**, PG Department of Business Administration, Alva’s institute of engineering and technology, also thankful. **MS Priya Sequeira, Assistant Professor, PG** Department of Business Administration. Alva’s Institute of Engineering and Technology, Moodbidri.

I would like to extend my thanks to my family and all my friends who helped to me the completing this project successfully.

Place: Mangalore

Date: 29-06-2020

ABHISHEK H D

(4AL18MBA02)

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Executive Summary

Indian retail sector is witnessing one of the most hectic marketing activities of all times. The companies are fighting to win the hearts of customers who is 'God' said by the business tycoons. There is always first mover advantage' in an upcoming sector. Here, that advantage goes to "HARSHA". It has brought about many changes in the buying habits of people. It has created formats, which provides all items under one roof at low rates, or so it claims. In this project, I studied its promotional activities.

The project titled "A study on promotional Activities at Harsha" helped me to understand the effect of promotional strategy which is responsible for attracting customers towards Harsha. This study is helpful to top level management to improve the present promotional strategy of Harsha.

The project was carried out as per the steps of marketing research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The data collection approached adopted was experimental research and survey research. The target respondents were the visitors of Harsha, with the samples of 100 for the study of sales promotional activities of the company. Tables and chart were used to translate responses into meaningful information to get the most out of the collected data.

“A study on customer attitude towards the purchase of batteries in Moodabidri and its impact on sales of Power Point Batteries.”

By

Afnan Ahmed Sheikh

4AL18MBA05

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

Prof. Priya sequeira

Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mr. Sathyanarayan Kamath

Accounts Department

Power Point Batteries,

Moodbidri



Department of Master of Business Administration

Alva's Institute of Engineering and Technology,

Shobhavana Campus, Mijar, Moodbidri

July-2020



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visit at : www.powerpointbatteries.com

GSTIN : 29AFGPV0692A1ZC

Ref : **PPT/PWC/026**

Date : **04/05/2020**

CERTIFICATE

This is to certify that
Mr.Afnan[USN:4AL18MBA05] student of Alvas
Institute of Engineering & Technology Mijar
Moodbidri has successfully completed his Project
work in our Organisation on the Topic :**A Study on
customer Attitude towards the Purchase of
Batteries in Moodbidri & its impact on sales of
Powerpoint Batteries** “ for a period of 6 Weeks from
January 6 to February 15-2020

During this Period he was found sincere & hard
working in his Approach towards the internship work
& his conduct was good. We wish him all success in
his future Endeavors.

For Powerpoint Battery Industries

Proprietor

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangalore
- Kalasa
- Kaup

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24 June 2020

CERTIFICATE

This is to certify that **AFNAN AHMED SHEIKH** bearing USN **4AL18MBA05**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON CUSTOMER ATTITUDE TOWARDS THE PURCHASE OF BATTERIES IN MOODABIDRI AND ITS IMPACT ON SALES OF POWER POINT BATTERIES**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, Afnan Ahmed Sheikh bearing USN 4AL18MBA05 hereby declare that the Project report entitled "A Study on customer attitude towards the purchase of batteries in Moodabidri and its impact on sales of Power Point Batteries" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Sathya Narayan Kamath, Accounts Department, Power Point Batteries.

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: Moodabidri

Signature of the Student

Date: 2/07/2020

ACKNOWLEDGEMENT

Any task that is under taken reaches successful completion not only by individual efforts but also by the guidance and support of many others. On undergoing this internship and making of project report I sincerely thank everyone who has been a part of this endeavour.

I would like to express my honest thanks to Principal **Dr. Peter Fernandes**, for encouraging us to carry out this project study.

I express my gratitude to my internal guide **Prof. Priya Sequeira**, for constant support and encouragement to carry out my internship project successful without much difficulty.

A special token of gratitude goes to the organisation **Power Point Batteries** and the owner **Mr. Mahendra Verma Jain**, for providing all the facilities for making my internship a successful one.

I am great fully indebted to my external guide **Mr. Sathya Narayan Kamath**, for encouraging me and for his constant support throughout the course of the project work and helping me complete it successfully.

I will extend my regards the accounts department and sales department and also to all the employees who gave me great support to carry out this report.

It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept my going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

Afnan Ahmed Sheikh

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Executive Summary

Consumer attitude is said to be an applied discipline as some decisions are significantly affected by their behaviour or expected action. Understanding the customer attitudes can help a business understand their customers better and perhaps even change their attitudes. Attitude loads any person's decision of activity, and reactions and reactions to challenges. A person with an inspirational mentality is bound to purchase an item and this result in the chance of loving or despising an item.

The aim of the study is to analyse the customers' attitude, satisfaction and perception towards the purchase of batteries in Moodbidri. Based on a sample of 60 customers, the analysis and interpretation of the study is carried out. This project study attempts to understand the customer attitude towards the purchase of electronic batteries and its impact on the sales of company. The study tried to reveal that how customers attitude towards batteries and brands are influenced by their attitude, perceived credibility, interactivity, usefulness and ease of use. The study finds that customer attitude, perception, satisfaction influence them to purchase the products.

In this study, there was a good exposure for learning day to day activity of the organisation and it provides theoretical background and the analysis on the customer attitude.

**“A STUDY ON EMPLOYEE BENEFIT AND WELFARE AND ITS IMPACT
ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO
CARDOLITE SPECIALITY CHEMICALS INDIA LLP, BAJPE”**

BY

AFNAN SALEEM BAJI

4AL18MBA06



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM.

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Johnson Fernandes

Asst. Professor

AIET, MIJAR.

EXTERNAL GUIDE

Mr. Shivanjan Punja

**CARDOLITE SPECIALITY
CHEMICALS INDIA LLP.**



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MANGALORE.

APRIL – 2020



Cardolite Specialty Chemicals India LLP
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February 18, 2020

CERTIFICATE

(To whomsoever it may concern)

This is to certify that **Ms. AFNAN SALEEM BAJI** [USN: 4AL18MBA06] bonafide student of Alva's Institute of Engineering and Technology Mijar has successfully completed her project "A Study on Employee benefit and welfare and its impact on employee performance" from 1st January 2020 to 15th February 2020.

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:
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24 June 2020

CERTIFICATE

This is to certify that, AFNAN SALEEM BAJI bearing USN 4AL18MBA06, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON EMPLOYEE BENEFIT AND WELFARE AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO CARDOLITE SPECIALITY CHEMICALS INDIA LLP, BAJPE", is prepared by her under the guidance of 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, Belagavi, Karnataka.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODIBIRI - 574 225, D.K.

DECLARATION

I, **AFNAN SALEEM BAJI**, hereby declare that the project report entitled "A Study On Employee Benefit And Welfare And Its Impact On Employee Performance With Special Reference To Cardolite Speciality Chemicals India LLP, Bajpe" is prepared by me under the guidance of prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, Alva's Institute of Engineering & Technology and external assistance by Mr. Shivarajan Punja (HR) , Cardolite Speciality Chemicals India LLP.

I also declare that the 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 the project for a period of 6 weeks. I further declare that this report 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, Moodabidri

Date : 26/06/2020



Signature of the student

ACKNOWLEDGEMENT

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

I would like to thank my external guide **SHIVARANJAN PUNJA** and entire staff of Cardolite speciality chemicals India LLP for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONCA** H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. JOHNSON FERNANDES**, DEPT OF MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Afnan Saleem Baji

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EXECUTIVE SUMMARY

A Project titled “A study on employee benefit and welfare and its impact on employee performance with special reference to Cardolite Speciality Chemicals India LLP, Bajpe”. The main intention of this study is to understand the various benefits and welfare measures in the organization. The primary information which consists of open end questions and close end questions and company records are used as secondary data. This study used the simple analytical methods like pie charts are used to examine the data collected.

This study includes chapter first that is Introduction of company and industry profile, chapter second covers conceptual background and literature review, chapter third includes research design, chapter fourth deals with analysis and interpretation and fifth chapter includes findings, suggestions and conclusions. Through this I have emphasized more on employee performance which will increase when there is employee benefits and welfare and also it motivates employees to work better in organization.

In this study it was found that employee benefits and welfare measures are provided by the organization is satisfied by the employees to large extent. Organization's welfare measures is good, trustworthy based on this questionnaire are prepared. In this analysis it is found that employees are well satisfied by various welfare measures and that leads to retain the employees in the organization for future.

Project Report on
A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE
TO TTK PRESTIGE LTD, COIMBATORE.

Submitted By

ANITHA.A

USN: 4AL18MBA07

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Abhijith Bekalkar

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Nirmal

HR

TTK Prestige Ltd

Coimbatore.



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

January-2020-20



TTK Prestige
LIMITED



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GSTIN : 33AAACT6503G1ZQ, CIN No. : L85110TZ1955PLCO15049

14.05.2020

TOWHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. ANITHA A** (Reg.No: **USN 4AL18MBA07**) final year **MBA** student of **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**, Mangalore has successfully completed her Project work on "**Employee job satisfaction**" in our organization from 6th Jan 2020 to 15th Feb 2020.

During this period, she has shown keen interest to learn and her involvement was appreciable

We wish her all the success in her future endeavor.

For TTK PRESTIGE LIMITED,

N.R.S.SUBRAMANIYAM
MANAGER - HR



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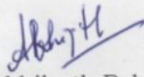
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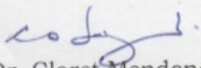
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24 June 2020

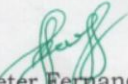
CERTIFICATE

This is to certify that Anitha A bearing USN 4AL18MBA07, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "A Study on job satisfaction with reference to TTK Prestige Limited, Coimbatore" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. 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, Belagavi, Karnataka.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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

DECLARATION

I, Anitha.A, hereby declare that the project report entitled “**Employee job satisfaction employee**” with special reference to “**TTK Prestige Ltd**” Prepared by me under the guidance of **Prof. Abhijith Bekalkar, Assistant Professor**, Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by **Mr. Nirmal HR, TTK Prestige Ltd, Coimbatore**.

I have undergone the internship for a period of 4 weeks. I further declared that this report is based on the original undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Anitha.A

Place: Mijar

ANITHA. A

Date: 24.06.2020

(4AL18MBA07)

ACKNOWLEDGEMENT

First and foremost I wish my sincere gratitude towards all those who have been helpful to me in getting this mighty task to a successful end.

I acknowledge my fullest gratitude to my faculty guide **Prof. Abhijith Bekalkar, Assistant Professor**, Department of Business Administration, for his regular supervision and valuable suggestion.

I would like to thank **Mr. Nirmal HR, TTK Prestige Ltd, Coimbatore**, for helping me to complete my project in an esteemed organization.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Claret Mendonca**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, **Alva's Institute of Engineering and Technology, Mijar, Moodbidri**.

Place: Mijar

Date:

ANITHA.A

(4AL18MBA07)

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Executive summary

“A study on Employee job Satisfaction” was done in “TTK Prestige Ltd”. The primary goal of the examination is to comprehend the fulfilment level of representatives in the organization.

Employee satisfaction assumes a fundamental job in the association. The fundamental factors that remain to be considered in the activity fulfilment of representatives remain working condition, pay, and advancement, etc.

Descriptive technique is used for selecting sample. The primary data was collected through questionnaire. The secondary data was gathered from websites and company records. An organized survey was given to 100 employees and information was collected from them. The data was analysed using likert scale method and percentage method, the analysis leads to conclusion that most of the employees remain satisfied and disappointed with some of the factors was also reported.

Project Report on

**“A STUDY ON EMPLOYEE RETENTION AND ITS IMPACT ON ORGANIZATIONAL
EFFECTIVENESS WITH SPECIAL REFERENCE TO AIZAR PIPES AND FITTINGS”**

Submitted By

ANJALY ANIRUDHAN

USN: 4AL18MBA08

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

JOHNSON FERNANDES

ASSISTANT PROFESSOR

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. RATHISH.P.R

HRMANAGER

AIZAR PIPES AND FITTINGS

Aluva.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2018-2020

24.03.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anjaly Anirudhan (4AL18MBA08)**, student of **“Alva’s Institute of Engineering and Technology”** has successfully completed her project on **“A study on employee retention and it’s impact on organizational effectiveness with special reference to Aizar Pipes and Fittings, Aluva”** as part of her fourth semester MBA course starting from 01st January 2020 to 15th February 2020.

During the period she was found highly responsible, dedicated and sincere.

We wish her all success in her career ahead.

Yours Truly,
For Vajra Plastics



Rathish Kumar.P.R
HR Manager





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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

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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020

CERTIFICATE

This is to certify that, ANJALY ANIRUDHAN bearing USN 4AL18MBA08, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON EMPLOYEE RETENTION AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS WITH SPECIAL REFERENCE TO AIZAR PIPES AND FITTING, ALUVA", is prepared by her under the guidance of 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, Belagavi, Karnataka.


Johnson Fernandes
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

I, **ANJALY ANIRUDHAN (4AL18MBA08)** hereby declare that the project report entitled “**a study on employee retention and its impact on organizational effectiveness with special reference to Aizar pipes and fittings Ernakulam, Aluva**” prepared by me under the guidance of **Prof. Johnson Fernandes**, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology and external assistance by **Rathish.P.R**, Human Resource Manger, Aizar pipes and fitting, Aluva. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree master of business Administration by Visvesvaraya Technology 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.

A handwritten signature in dark ink, reading "Anjaly.", with a horizontal line drawn underneath the name.

Place: Mijar

Signature of the Student

Date: 24-6-2020

ANJALY ANIRUDHAN

ACKNOWLEDGEMENT

I, **Anjaly Anirudhan** 4th semester student of MBA course Alva's Institute of Engineering and Technology Mijar, Mangalore wish to express my gratitude of all concerned people who helped me to successfully complete this reports as a part of fulfillment of master of Business Administration.

I take this opportunity to thank to **Prof. Peter Fernandes** principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

It's a good opportunity to thank **Dr. Claret Mendonca**, Dean MBA, for the invariable support, encouragement and continues guidelines.

I express my deep sense of gratitude to my project guide **Johnson Fernandes**, Assistant professor, Department of Business Administration, Alva's Institute of Engineering and Technology Mijar, Moodbidri, for cooperation and guidance.

I am very thankful to **Rathish.P.R**, HR Manager, for giving me an opportunity to undergo internship and conduct my project work at Aizar pipes and fittings Aluva.

I am extremely thankful to **Ms.Rajani**, HR Executive, Aizar pipes and fittings, Aluva, for their valuable guidance in completing my internship/ project work.

Finally, I would like to express my sincere gratitude to my parents for their continued encouragement and support.

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EXECUTIVE SUMMARY

This project entitled “A study on employee retention and its impacts on organizational effectiveness with special reference to Aizar pipes and fittings” is submitted in partial fulfillment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation based findings, suggestion, and conclusion.

Employee retention plays very important role in the organizational effectiveness. Employee retention helps employee to stay with the organization for longer period. The organization implementing retention strategies to motivate the employees and to improve the performance of each and every employee in the organization. The main intention was to know the employee retention strategies adopted in the organization and its impact on organizational effectiveness. For this purpose data was collected through questionnaire with sample of 70 respondents, only permanent employees have been considered for the study

Research has found that employees are satisfied to a larger extent by the employee retention strategies followed by the company. There is much importance has been give to the employee retention strategies and training program to motivate and retain the employees by fulfilling their requirements. The suggestion has been give to find out new strategies and improve further with current retention strategies which are followed by the organization.

Employee retention strategies will help an organization to retain manpower effectively for present as well as for future requirements. The study gives a clear picture that more important is given to employee retention strategies to improve the performance of the employees as well as the effective organization.

To find out the effectiveness of employee retention and its impact on organizational effectiveness different statistical tools have been used such as mean, primary and secondary data collection methods.

**A STUDY OF
INVENTORY MANAGEMENT
IN
CARDOLITE SPECIALTY CHEMICALS INDIA LLP, MSEZ, BAJPE**

Submitted By
**Ms. ANUSHA
4AL18MBA09**

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
In partial fulfilment of the requirements for the award of the degree in
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

Mrs. Maithri

Senior Lecturer

PG Department of Business

Administration

AIET, Mijar

External Guide

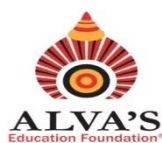
Mr. Vikram

Finance officer

Cardolite Specialty

Chemicals India LLP

MSEZ, Bajpe, DK



POST GRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
2018-2020



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

February 18,2020

CERTIFICATE

(To whomsoever it may concern)

This is to certify that **MS. ANUSHA** [USN: 4AL18MBA09]] bonafide student of Alva's Institute of Engineering and Technology Mijar has successfully completed her project "A study on Inventory Management" from 1st January 2020 to 15th February 2020.

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**



Authorized Signatory

Visit us at : www.cardolite.com

Registered Office:
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Mylapore, Chennai - 600 004, India.



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that **ANUSHA** bearing USN **4AL18MBA09**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY OF INVENTORY MANAGEMENT AT CARDOLITE SPECIALTY CHEMICALS INDIALLP, MSEZ, BAJPE**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, 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, Belagavi, Karnataka.

Mrs. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, **ANUSHA**, hereby declare that the report on internship at Cardolite Specialty Chemicals India LLP is prepared by me under the guidance of **Mrs. Maithri**, Senior Lecturer, P G Department of Business Administration, Alva's Institute of Engineering and Technology and **Mr. Vikram**, Finance officer, External Guide at Cardolite Specialty Chemicals India LLP.

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

I have undergone the project for a period of six weeks, I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma to any other university or institution.



Place: Mijar

Signature of the Student

Date: 30-06-2020

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly in completing this internship meaningfully

I would like to thank my external guide **Mr. Vikram** and staff of Cardolite Specialty Chemicals India LLP for their encouragement, suggestions and support throughout the duration of my project.

I would like to thank **Dr. Peter Fernandes, Principal, AIET** for his support and encouragement to undertake a purposeful project.

My heartfelt thanks to **Dr. Claret Mendonca**, Head, PG Department of Business Administration for giving me the direction for a good project work.

My thanks to my internal guide **Mrs. Maithri, Senior Lecturer**, PG Department of Business Administration, for her feedback and suggestion which have greatly help me in completing this project.

Finally, my gratitude to each and everyone who have been associated with my project.

With sincere regards

Anusha

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EXECUTIVE SUMMARY

This project titled “A Study on Inventory Management of Cardolite Specialty Chemicals India LLP at MSEZ, Bajpe” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration. The project is concerned with the inventory management tools and techniques adopted in Cardolite Specialty Chemicals India LLP, Bajpe.

The main objective of the study is for understanding the management of the inventory and manufacturing process 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 publications and text books.

Firstly, introduction of information regarding the company and the topic, the company profile, organisation profile, product profile, vision and mission statement, achievements and SWOT Analysis are made. Then, statement of problem, objective 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 inventory 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 organisation.

**A STUDY ON
AN ANALYSIS OF EMPLOYMENT LAW AND COST OF
EMPLOYEES BENEFITS AT TRITON VALVES LTD**

Submitted By
Mr. ASHWATH HD
4AL18MBA11



Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance Of

INTERNAL GUIDE

Prof. Abhijith Bekalkar
Assistant Professor
AIET, Mijar

EXTERNAL GUIDE

Mr. Rajashekar
Executive Human Resources
TRITON VALVES LTD, Mysore



POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

2018 – 2020



Date: 15th Feb 2020
Ref: TVL/MYS/HR/20

Sub : Internship Completion Letter

We are glad to inform you that Mr. Ashwath HD bearing USN 4AL18MBA11 from ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY Moodbidri, has successfully completed his internship at Triton Valves Ltd from 1st January to 15th February 2020.

During his internship, he has exposed to various activities, we found him extremely inquisitive and hardworking.

We wish him success in his future endeavors.

Regards,

Rajashekhar N
Executive-Human Resource

TRITON VALVES LIMITED
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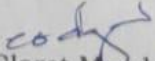
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that **MR. ASHWATH HD** bearing USN **4AL18MBA11**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**AN ANALYSIS ON EMPLOYEMENT LAW AND COST OF EMPLOYEES WITH REFERENCE TO TRITON VALVES LTD**" is prepared by him under the guidance of **Mr. ABHIJEETH BEKALKAR**, 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, Belagavi, Karnataka.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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



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CamScanner

DECLARATION

I, **ASHWATH HD**, hereby declare that the Project report entitled "**A STUDY ON AN ANALYSIS OF EMPLOYMENT LAW AND COST OF EMPLOYEES BENEFITS AT TRITON VALVES LTD**" prepared by me under the guidance of **Prof. Abhijith Bekalkar**, Assistant Professor, faculty of M.B.A Department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR and external assistance by **Mr. Rajashekar**, Executive Human Resource, TRITON VALVES LTD, MYSORE. I also declare that the project work is towards the partial fulfilment of the university regulations for the award of the degree of Masters of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone summer project 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:

Date:



Signature of the student

ACKNOWLEDGEMENT

Acknowledgement is a valuable feeling expressed to valuable people in our life. I take this opportunity to express my deep sense of gratitude to my external guide **Mr. Rajashekar** for his guidance and allowance for me to undergo summer internship / project in his branch.

I also express my deep sense of my gratitude to my internal guide **Prof. Abhijith Bekalkar**, Assistant Professor, Dept. of MBA at Alva's Institute of Engineering and Technology.

I extend my heartfelt thanks to my beloved HOD Dr. Claret Mendonca and Dr. Peter Fernandez, the Principal of Alva's Institute of Engineering and Technology for their valuable support and motivation.

My deep sense of gratitude to the entire team of TRITON VALVES for their continuous and steadfast support and encouragement during my project.

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EXECUTIVE SUMMARY

Triton Valves is one of the leading manufacturing company and company has good network with strong management backed up by good number of employments in the organization. This company is engaged in the manufacturing of products that are mandatory, through supply chain management it reaches to the various other departments such as marketing, HR and other departments.

AN ANALYSIS ON EMPLOYMENT LAW AND COST OF EMPLOYEES BENEFITS is a topic of my study. Employment law is one of the parts in law system which includes the relationship between the employer and the employee. It reveals the official relationship that must be maintained in the work place. Employment law is necessary in every organization because in order to provide justice for the workers and to ensure their safety and to make sure that every employee is treated equally.

The main purpose of my study is to know whether the healthy relationship will be maintained between the employer and the employee. Employee safety is mandatory in the workplace to make sure that employees are well and secured by their employers at their workplace.

Employment law is mandatory in every company because there are some rules and regulations laid by the government which will be helpful for the security of the employment universally. The main intention of the employment law was to provide equal rights towards the employees in the organization. The cost of employment benefits serves as a blue print to get the overall picture of the employer and employee relationship in the company. Therefore, Human Resources are to be treated as the Asset of the company and the company should abide by all the rules and the regulations laid down in the Employment Law.

PROJECT REPORT ON

**“A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION
WITH SPECIAL REFERENCE TO FORTUNE INN VALLEY VIEW”**

BY

ASHWITHA

4AL18MBA13

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Johnson Fernandes

AIET, MIJAR

EXTERNAL GUIDE

Mrs. Shwetha

FORTUNE INN, MANIPAL



DEPARTMENT OF MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR, MANGALORE

June -2020

19th February 2020

Member ITC's hotel group

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Ashwitha (USN 4AL18MBA13)** MBA student of Alva's Institute of Engineering and Technology has been successfully completed her project from 6th Jan 2020 to 19th February 2020. This project evolved comprehensively in the Title **"A Study on Employee Engagement and Its Impact on Employee Retention with respect to FIVV, Manipal"**. During this period she had shown keen interest in learning of the HR department functions and her conduct was good.

We wish her Good luck for her future endeavors.

For Fortune Inn Valley View


Assistant Manager HR




ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that, **ASHWITHA** bearing USN **4AL18MBA13**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FORTUNE INN VALLEY VIEW, MANIPAL**", is prepared by her under the guidance of 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, Belagavi, Karnataka.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, ASHWITHA (4AL18MBA13) hereby declare that the project report entitled “a study on employee engagement and its impact on employee retention with special reference to Fortune inn valley view, Manipal” prepared by me under the guidance of **prof. Johnson Fernandes**, faculty of MBA Department, Alva’s Institute of Engineering and Technology, and external assistance by **Mrs Shwetha (HR)**, FORTUNE INN, Manipal.

I also declare that the project work is towards the partial fulfilment of the university regulations for the award of degree of master of business administration by Visvesvaraya Technology University Belgaum.

I Have undergone the project for a period of six weeks, I further Declare that this report is based on the original study under taken 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: 26/06/2020

ACKNOWLEDGEMENT

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

I would like to thank my external guide **Mrs. SHWETHA** and entire staff of FORTUNE INN Valley View for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. JOHNSON FERNANDES** assistant professor, dept. of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Ashwitha

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EXECUTIVE SUMMARY

This project entitled “A study on employee engagement and its impact on employee retention with special reference to Fortune Inn Value view” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation-based findings, suggestion and conclusion. The main intention of this study was to understand the employee engagement strategies used and how it will impact on employee retention in the organisation. The primary information was obtained by questionnaire and information also collected from company report, journal, and company website are used as resources of secondary data. This study used the simple analytical methods like pie charts are used to inspect the data collected.

Employee engagement, also called work engagement or worker engagement, is a business management concept. An "engaged employee" is one who is fully involved in, and enthusiastic about, his or her work, and thus will act in a way that furthers their organizations interests.

The role of an employee can be clearly defined as the set of duties and responsibilities or expected results associated with job to perform at his work place and skill and capacity required to perform the job successfully in role.

In this study it was found that employees with highest level of commitment perform better and are less likely to leave the organization, which indicates that engagement is linked positively with employee retention and organizational performance. Employee engagement is the emotional commitment employee feels towards their organisation and the actions they take to ensure the organisations success; engaged employees demonstrate care, dedication, enthusiasm accountability and results focus.

A project report on
“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH
REFERENCE TO ND SONS ENGINEERS”, MANGALORE

Submitted by
Chandrakantha
4AL18MBA16

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

Under the guidance of

Internal guide

Prof.Priya Sequeira
Assistant Professor
Department of MBA
AIET Mijar.

External guide

Mr.Amith Kumar
Accounts Officer
ND Sons Engineers,
Mangalore.



Department of MBA
Alvas Institute of Engineering And Technology, Mijar

2020



**NDSons
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03.03.2020


TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Chandrakanth USN: 4AL18MBA16 S/o Mr. Ananda Devadiga residing at Kompadavu House, Muchur Post And Village, - 574144 And MBA student of Alva's Institute of Engineering And Technology, Shobhavana Campus, Mijar, Moodbidri, Mangalore -574225, has successfully completed his Project Work "Financial Analysis of the Company" in our organization from 01-01-2020 to 15-02-2020 with respect to MBA curriculum under my guidance and Supervision.

He was sincere and had taken keen interest in completing his project.

We wish success in his future endeavors.

For NDSons Engineers


M.D. Poojari
(Proprietor)



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24 June 2020

CERTIFICATE

This is to certify that **CHANDRAKANTHA** bearing USN **4AL18MBA16**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO ND SONS ENGINEERS, MANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, Chandrakantha, hereby declare that the project report entitled "A study on financial performance analysis" with reference to "ND Sons Engineers Mangalore" prepared by me under the guidance of Prof. Priya Sequeira faculty of MBA Department, Alvas Institute Of Engineering And Technology, Moodbidri and external assistance by Mr. Amith Kumar, Accounts Officer, ND Sons 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. 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: 28/05/2020


signature of the student

ACKNOWLEDGEMENT

To start with, a special note of appreciations goes to the organization 'ND Sons Engineers' Mangalore for giving me an opportunity to undertake an internship. I would also like to express great respect to Mr.M.D.Poojary, The M.D of ND Sons for providing me opportunity to do my project report in the company. I am extremely grateful to my external guide Mr.Amith Kumar, Accounts Officer, ND Sons for his continuous support during these period.

I would like to express my sincere thanks to Prof. Priya Sequeira, Dept. of MBA, and AIET for her valuable suggestions, advice and encouragement throughout the course of this work and helping me completing it successfully.

I am very glad to express my gratitude to thank Dr.Peter Fernandez, Principal,AIET and Dr.Claret Mendonca, The HOD,Dept. of MBA,AIET for her well-timed help throughout the study.

I am also grateful to all faculty members of Dept., of MBA, AIET for their co-operation during the study. I finally thanks to family and friends for their support and guidance.

Finally, an appreciation for all those who helped me directly or indirectly in bringing out this project report.

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EXECUTIVE SUMMARY

An internship is an organized training period which will provide hands on experience to a student's in achieving their career objective. It also boosts the student's academic, career and self-development. Project work during these internship allows us to gather more information relating to the opted industry and current scenario in the corporate world. The main motto of the internship is –

- ❖ To understand the real business world
- ❖ To disclose the job world
- ❖ To acquire confidence prior to entering to the corporate world
- ❖ To apply the theoretical knowledge into practice

This project work is the outcome of 6 weeks internship conducted in ND Sons Engineers, Mangalore. The report is prepared as per the needs and guidelines specified by university for MBA program. This internship enabled me to build a relationship with prospective employer and employees, acquire the knowledge and skill set in the business field. These periods also enlarged my networking with the various corporate personnel.

The 6 week internship allowed me to learn overall performance of the company particularly in the field of finance. “A study of financial performance with reference to the ND Sons Engineers” has given me a detailed insights about the company's financial position. Since the company is a manufacturer of boiler and its accessories, it provided me an opportunity to learn new facts about the boilers manufacturing in India also workings of boiler. Along with the finance area, it also gave me an ideas about the marketing strategy followed by the firm.

**“A STUDY ON WORKING CAPITAL MANAGEMNT
REFERENCE TO GURUCHARAN INDUSTRIES”**

Submitted by:

DEEKSHITH KUMAR

U.S.N: 4AL18MBA18

Submitted to:



VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidelines of

Internal Guide:

Mrs. Priya

Associate professor

MBA Deaprtment

AIET, Mijar

External Guide:

Mrs. Triveni

Branch Manager

Gurucahrn industries

Managalore



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR, MOODBIDRI

(2019-2020)

GURUCHARAN INDUSTRIES

PLOT NO.QG-1, 2 & 3 INDUSTRIAL ESTATE
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PH : 0824-2409556,2400966,Fax: 0824-2408466 Cell : 9844074366

16th June 2020

Certificate

This is to certify that Mr.Deekshith Kumar (4AL18MBA18) M.B.A student of, Alva's Institute Of Engineering And Technology Moodbidri Mangalore, has undergone project on "Study On Working Capital Management" in our Organization from 01/01/2020 to 15/02/2020. He has acquainted himself with all the departments and successfully completed his Project.

During the study, we found him quite regular and took keen interest in understanding the organization, sincere, hardworking and enthusiasm to work. We also found his performance and conduct is good.

We wish him all success in his future endeavors.



For **GURUCHARAN INDUSTRIES,**

MANAGER



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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

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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020

CERTIFICATE

This is to certify that **DEEKSHITH KUMAR** bearing USN **4AL18MBA18**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO GURUCHARAN INDUSTRIES, BAIKAMPADY**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

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

DECLARATION

I, DEEKSHITH KUMAR, hereby declare that the Project report entitled "A STUDY ON WORKING CAPITAL MANAGEMENT" with reference to "GURUCHARAN INDUSTRIES, Bykampady, Managlore " prepared by me under the guidance of Mrs PRIYA, Assistant professor, faculty of MBA department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and External assistance by Mrs. Triveni, Branch manger, Gurucharan Industries, Bykampady, Manglore. I also declare that this project work is towards the partial fullfilment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the orginal study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: Mijar

Date: 27/06/2020


DEEKSHITH KUMAR

ACKNOWLEDGEMENT

I would like to extend my heartiest thanks with a deep sense of gratitude and respect to all those who provides me immense help and guidance during my training period

I would like to thank our respected Principal, Dr PETER FERNANDES for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to Mrs CLARET MENDONCA, Dean of MBA Department for giving me the opportunity and for her encouragement.

I am deeply indebted to my faculty guide Mrs PRIYA, Assistant professor, department of MBA, AIET for offering valuable guidance and support in every single stage throughout the course of my entire project work.

I would like to thank my External guide Mrs Triveni, the Branch Manager and entire staff of Gurucharan Industries for their constant encouragement, suggestions and moral support throughout the duration of my project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

DEEKSHITH KUMAR

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EXECUTIVE SUMMARY

It is predicted that a well-designed and executed work environment would positively lead to value development. The study on "An analysis of working capital management for GURUCHARAN INDUSTRIES, Bykampady Mangalore" is based on this report. It is also published.

The scheme took 45 days study in GURUCHARAN INDUSTRIES Mangalore. In the study, information was collected from various sources. The key knowledge was obtained from an external guide discussion. The study is based primarily on secondary data collected from the company's annual reports. The study covers the 2015-16 to 2018-2019 period.

The research was done in order to know the management productivity of the company's work resources including the analysis of currency, the stock of inventories and the management of business receivables. This report involves the analysis of GURUCHARAN INDUSTRIES. This project report provides a brief overview of the company's methods and policies to maintain its working capital techniques.

The analytical ratio is the analytical tool employed. The data taken from the company's balance sheet have been used for that period to calculate sixteen ratios.

The company's overall performance is encouraging, but it must also focus on internal factors to strengthen its current status. In some way this study on the management of work capital will benefit the company.

Project Report on
“A STUDY ON RATIO ANALYSIS AT
BHARAT ELECTRONICS LIMITED”

Submitted By:

Ms Deekshitha G S

USN: 4AL18MBA19

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

EXTERNAL GUIDE

Dr. Nagendra S

Sr. Assistant professor

MBA Department, AIET Mijar

Mr. Arun Mohan Das

Assistance Manager Finance

Bharat Electronics Limited

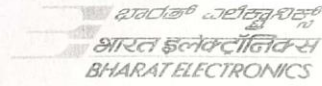
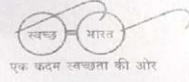


DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

July - 2020

COMPANY CERTIFICATE



भारत इलेक्ट्रॉनिक्स लिमिटेड
(भारत सरकार का उद्यम, रक्षा मंत्रालय)
जालहल्ली पोस्ट, बेंगलूर - 560 013, भारत
BHARAT ELECTRONICS LIMITED
(A Govt. of India Enterprise, Ministry of Defence)
Jalahalli Post, **BENGALURU - 560 013, India**

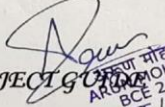
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फैक्स / Fax :
ईमेल / E-mail :

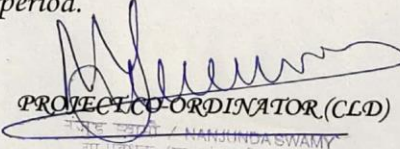
1410/CLD/HR/2019-20/27/780
12-Feb-2020

CENTRE FOR LEARNING AND DEVELOPMENT CERTIFICATE

This is to certify that *Ms. DEEKSHITHA G S* student of *ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI* has undergone Internship in *BEL* from 14-01-2020 to 12-02-2020 and has undergone Orientation in "*FINANCE*" Department and acquired knowledge in "*A STUDY ON RATIO ANALYSIS AT BHARAT ELECTRONICS LIMITED*".

He / She was regular and punctual in his / her attendance and his/her conduct was satisfactory during the period.


PROJECT CO-ORDINATOR
ARUN MOHAN DAS
BCE 216156
सहायक प्रबंधक / ASST. MANAGER
केंद्रीय वित्त / CENTRAL FINANCE


PROJECT CO-ORDINATOR (CLD)
नंदिनी दासवाम्य
DEPUTY MANAGER (HR/CLD)
भारत इलेक्ट्रॉनिक्स लिमिटेड, बेंगलूर - 13
BHARAT ELECTRONICS LTD. BLORE-13

9914 041 002 19

पंजीकृत एवं कारपोरेट आफिस : नागावारा, आउटर रिंग रोड, बेंगलूर - 560 045, भारत
Reg. & Corporate Office : Nagavara, Outer Ring Road, Bengaluru - 560 045, India
सी आई एन / CIN : L32309KA1954GOI000787
आई एस ओ / ISO 9001 and 14001 प्रमाणित कंपनी / Certified Company

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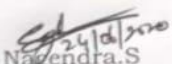
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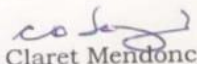
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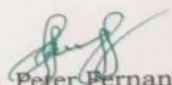
24 June 2020

CERTIFICATE

This is to certify that, Deekshitha G.S. bearing USN 4AL18MBA19 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled " A STUDY ON RATIO ANALYSIS AT BHARAT ELECTRONICS LIMITED", is prepared by her under the guidance of Dr.Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr. Nagendra.S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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

DECLARATION

I, DEEKSHITHA G S hereby declare that the project report entitled “A STUDY ON RATIO ANALYSIS AT BHARAT ELECTRONICS LIMITED” prepared by me under the guidance of Dr. Nagendra S Senior Assistance Professor, Department of Business Administration, Alva’s Institute of Engineering & Technology, and external assistance by Mr. Arun Mohan Das, Assistance Manager Finance, BEL, Bangalore.

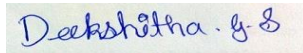
I also declare that this project report is towards the partial fulfilment of the university regulations for the award of degree in Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone this project for a period of 4 weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree or diploma from any other university/institution.

Date: 04 July 2020

DEEKSHITHA G S

Place: Mijar

A rectangular box containing a handwritten signature in blue ink that reads "Deekshitha . G . S".

ACKNOWLEDGEMENT

I, DEEKSHITHA G S, 2nd year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri, wish to express my gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Master of Business Administration.

I'm extremely thankful to my External guide Mr. Arun Mohan Das Assistance Manager Finance, Bharat Electronics Limited, Bangalore for guiding me and for extending full support at all stages of this project.

I extend my heartfelt gratitude to my internal guide Dr. Nagendra S Senior Assistance Professor, Department of Business Administration, Alva's Institute of Engineering & Technology, for his valuable advice and guidance rendered to me to complete this project successfully. I would like to express my sincere gratitude to my Parents for their continued encouragement and support.

DEEKSHITHA G S

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EXECUTIVE SUMMARY

Ratio analysis is one of the techniques of financial analysis where ratios are used as a yardstick for evaluating the financial condition and performance of the firm. Analysis and interpretation of various accounting ratios gives a better understanding of financial and performance of firm.

Trend ratios indicate the direction of change in the performance- improvement, deterioration or constancy- over the year.

Objective of the study:

1. To evaluate operational efficiency, liquidity, and solvency of firm.
2. To compare the previous four years performance of the company.
3. To give suggestion and recommendation based on the study.

“A study on employee engagement, work culture and its impact on employee retention with special reference to bigbasket”.

BY

Devagi.M

4AL18MBA21



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Abhijith Bekalkar

AIET, MIJAR

EXTERNAL GUIDE

Mr. Yashvanth

Hr Deputy Manager



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2020

INNOVATIVE RETAIL CONCEPTS PVT. LTD

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Next to Gopalan Signature Mall, Nagavarapalya

Old Madras Road, Bengaluru 560 093

CIN: U74130KA2010PTC052192

bigbasket.com



TO WHOM SO EVER IT MAY CONCERN

This is to certify that Devagi M with the USN No. 4AL18MAB21 studying 2nd year MBA in Alva's Institute of Engineering and Technology, Moodbidri, has successfully completed the project work **"Study on Employee engagement and work culture"** from 2/Jan/2020 to 16/Feb/2020 at Innovative retail Concepts PVT LTD (Big basket) under the guidance of Mr. Yashvanth HR Deputy Manager.

We found her sincere in her efforts to study and learn various aspects related to her project work.

We wish her success in her future endeavors.

A handwritten signature in black ink, appearing to be 'Yashvanth', written over a large, faint 'big basket' watermark.



Authorized signature.

HR Deputy Manager



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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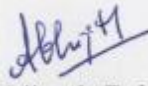
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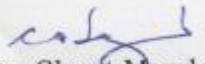
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24 June 2020

CERTIFICATE

This is to certify that Devagi M bearing USN 4AL18MBA21, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "A Study on Employee Engagement Work Culture and its impact on Employee retention with reference to Bigbasket, Bangalore" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. 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, Belagavi, Karnataka.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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

DECLARATION

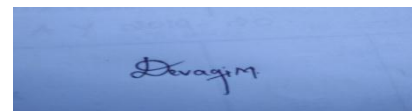
I DEVAGIM hereby declare that the project report entitled “a study employee engagement and work culture with employee retention” with reference to “bigbasket at Bangalore” prepared by me under the guidance of PROF. ABHIJITH faculty of M.B.A department, alva’s institute of engineering and technology and external assistance by project executive director YASHWANTH in bigbasket. 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: 24.06.2020

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Devagim' written in a cursive style.

SIGNATURE OF THE STUDENT

ACKNOWLEDGEMENT

I DEVAGI M II YEAR student of MBA course in, Alva's Institute of engineering and technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya technological university for giving opportunity to undertake this project study as a part of the fulfilment of master of business administration.

I express my deep gratitude to my internal guide Prof. Abhijith, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr. Yashvanth, bigbasket for guiding me for extending full support at all stages of this project report.

I am also thankful to the faculty members, teaching and non teaching staff of the department of MBA, Alva's institute of engineering and technology, Mijar, Moodbidri, for their cooperation extended to me during my internship report.

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EXICUTIVE SUMMARY

This report describes internship conducted in “BIGBASKET AT BANGALORE” the main purpose of the project is to identify the causes attrition in company and how it can be dealt with employee retention strategies. Since employees engagement is important achievement organisational goal, also if employee turnover is high it will cost more for the organization to hire new employees this can be solved by conducting employees survey and understanding what employees are looking for here mainly HR DEPARTMENT is targeted as it has the highest attrition rate when compared to other department in “BIGBASKET”.

From a business perspective, an extensive study was done on the ownership pattern, achievements and awards of the company, future growth and prospects. A thorough SWOT analysis was conduct to highlights strategically strengths weakness, opportunities and threats.

The management is well prepared for the future technologies challenges and they have been adapting to the situation and the government agencies. More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for BIGBASKET AT BANGALORE, limited to optimize its functioning.

The data was collected mainly based on primary and secondary data and suggestions have been given to improve the employee engagement activities and reduce employee retention. Conclusion of the study was that at present time working environment, salary etc., are not major concern for the employees but career growth and work engagement is they want to involve in work and utilize their skills and generate ideas, this directly affects the retention and productivity of the employees and hence high attrition rates can be reduced.

PROJECT REPORT ON
“WORKING CAPITAL MANAGEMENT”
LIFT UP SOLUTIONS INDIA PRIVATE LIMITED, BANGALORE

Submitted by

DHEERAJ

USN: 4AL18MBA23

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

Under the guidance of

INTERNAL GUIDE

Priya Siquera

Assistant Professor

Department of MBA

AIET, Mijar

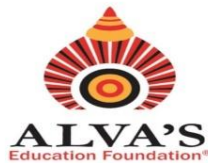
EXTERNAL GUIDE

Miss. Namitha.K

Account Manager

Lift up solutions India

Private Limit



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
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June 2020



Lift Up Solutions India Pvt. Ltd.

CERTIFICATE

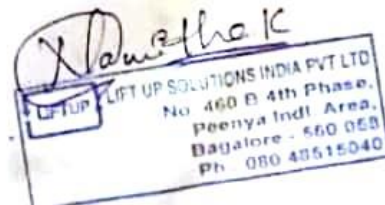
TO WHOM SO EVER IT MAY CONSERN

This is to certify that, Mr. Dheeraj pursuing his MBA, final year 4th semester-USN 4A118MBA23, has successfully completed 6 weeks of internship project at LIFT UP SOLUTIONS INDIA PVT LTD from 1st January to 15th February 2020.

We found him actively participating in team work and done his project work practically well, as per of a team during his tenure. We take this opportunity to wish him all the best in his future endeavors.

DATE 16/02/2020

PLACE BANGALORE



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24 June 2020

CERTIFICATE

This is to certify that **DHEERAJ** bearing USN **4AL18MBA23**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON WORKING CAPITAL MANAGEMENT IN LIFT UP SOLUTIONS INDIA PRIVATE LIMITED, BANGLORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

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

DECLARATION

I, **DHEERAJ**, hereby declare that the project report entitled "A STUDY ON WORKING CAPITAL MANAGEMENT" with reference to "LIFT UP SOLUTIONS INDIA PRIVATE LIMITED, BANGALORE" prepared by me under the guidance of Prof. Priya Sequera faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance Namitha. K, Accounts Manage, Lift Up Solutions India Private Limited and I also declare that this project work is towards the partial fulfilment of the university regulation 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.

Date : 03.07.2020

Place : MIJAR


(DHEERAJ)

ACKNOWLEDGEMENT

The report entitled “WORKING CAPITAL MANAGEMENT” a study in Lift Up Solutions India Private Limited represents the guidance and co-operation of few individuals, to whom I would like to express my deep sense of gratitude.

I wish to express my sincere thanks to Dr. Peter Fernandes, Principal, MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and our beloved Head of the Department Prof. Claret Mendonca, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their support to undertake this project.

I take this opportunity to thank my internal guide Prof. Priya Sequera, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for helping me in completing this project. I thanks to her for constructive help and valuable suggestions.

I also express my sense of gratitude and thanks towards my external guide Miss Namitha K, Accounts Manager, Lift Up Solutions Private Limited, who guided me with her insights and knowledge and also providing relevant information, his encouragement during the period of my internship.

At last, I thank the entire MBA faculty, my parents and all my friends for helping and encouraging me during the period of my project.

Date: 03/07/2020

Place: MIJAR

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EXECUTIVE SUMMARY

As a part of curriculum course of Master of Business Administration Alva's Institute of Engineering and Technology, I had required to undertaken a research project in fourth semester. It enables me to know the realities of the business and application of theoretical knowledge in practical. A secondary research study was undertaken to understand the company and product segment.

The topic "WORKING CAPITAL MANAGEMENT" in Lift up Solutions Private Limited was selected as to understand the financial need and importance with special reference to Lift up solutions Private Limited, Bangalore.

As the working capital refers to the administration of all the analysis of working capital, ratios and trend analysis by studying, interpreting various financial statements. Objective of the project was to study the pattern and procedures followed for managing various components of working capital. This training gives me an opportunity to make a study and analysis the ratios and trends for current assets.

Even efforts have been made to collect the relevant information about the topic. Secondary data were collected from the various sources including the annual report of company for the years from 2017 to 2020. The data required for the study was collected through annual reports, company website. Ratio analysis is the major tool for analyzing the working capital management of Lift up Solutions India Private Limited.

**PROJECT REPORT ON
A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO
“EXIDE INDUSTRIES LIMITED”**

Submitted By

MR. SUNIL KUMAR B V

USN: 4AL18MBA80

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. PRIYA SEQUIERA

ASSISTANT PROFESSOR

P.G. Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

MR. NAVEEN REDDY

MARKETING DEP

EXIDE INDUSTRIES LIMITED

BANGALORE.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MANGALORE

REF : EIL/HR/2020/PC-102

Date : 18.02.2020

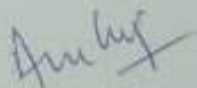
CERTIFICATE

This is to Certify that **Mr. Sunil Kumar. B. V (Reg. No. 4AL18MBA80)**, MBA Student of **Alva's Institute of Engineering & Technology, Mijar, Mangalore**, has successfully completed '**A study on Customer Satisfaction**' at our Factory in partial fulfillment of the requirement for the award of his degree. The period of internship was from 04.01.2020 to 15.02.2020

During his studies, he has evinced keen interest and his conduct and character were satisfactory.

We wish him all the success in his future endeavours.

For Exide Industries Limited



Ambuj Srivastava

Sr. Deputy Manager – Plant HR

Received





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This is to certify that **SUNIL KUMAR B V** bearing USN **4AL18MBA80**, is a bona fide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO EXIDE INDUSTRIES LIMITED, BANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, Asst. 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

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DECLARATION

I, **SUNIL KUMAR BV**, Reg. No.(**4AL18MBA80**) hereby declare that the Project report entitled “Customer Satisfaction” with reference to “**EXIDE INDUSTRIES LIMITED**” is prepared by me under the guidance of **Prof. MRS. PRIYA**, Assistant Professor, Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by **Mr. NAVEEN REDDY**, Marketing Department, Exide Industries Limited, Bangalore.

I also declare that this internship 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 the internship for a period of 6 weeks. I further declare that this report 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: BANGALORE

Date: 02/07/2020

SUNIL KUMAR BV

(4AL18MBA80)

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to the Dean **DR. CLARET MENDONCA**, Department of Business Administration and Alva's Institute of Engineering and Technology, Moodbidri for providing me an opportunity to complete the study.

I am extremely grateful to the management of "**EXIDE INDUSTRIES LIMITED**", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of **Prof. PRIYA, Assistant Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri. Her feedback and solutions have greatly helped me in this internship.

I express my gratitude to **Mr. Naveen Reddy**, Branch Manager, **EXIDE INDUSTRIES LIMITED**, for guiding and teaching me the core concepts at the organizational level and explaining in detail about the company. I am thankful for his feedback during my time at **EXIDE INDUSTRIES LIMITED**

Thank You

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EXECUTIVE SUMMARY

- Exide Industry is basically India's largest storage battery company with widest range of both conventional flooded as well as latest VRLA batteries. The project has been undertaken on the topic "A STUDAY ON CUSTOMER SATISFACTION ON EXIDE INDUSTRIES" Customer satisfaction is most often related to purchase, loyalty and retention behavior with an effect on an organizational profitability.
- The data are collected from the company itself as well as the customers. And circulating the questionnaire to customers to know about the satisfaction level of the batteries and service provided by the Exide. The interaction with the vehicle owners regarding the battery quality, Price and service gave a clear information about the satisfaction level of the customers.
- The project report is divided in to various chapters, each chapter having its importance giving correct and full information of the corresponding chapters. The chapters are divided to make it simple for understanding the concepts.
- The first chapter tells about Introduction industry and company profiles. Vision, Mission, SWOT analysis and about the different kind of batteries manufactured in Exide industries by utilizing the reports giving by the Exide. The second chapter tells about the conceptual background of the company and Literature review. In the third chapter brief research design for study of needs and objectives, statement of the problems. The fourth part manages the analysis and data interpretation. Finding of the study and suggestions for the betterment of the company to function effectively and efficiently are given in fifth chapter of the chapter of the project. And also, this chapter gives the conclusion of the project based on the study conducted.

**“A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO
KARNATAKA SOAPS AND DETERGENTS LIMITED, BENGALURU”**

Submitted by

GEETHA M

USN: 4AL18MBA25

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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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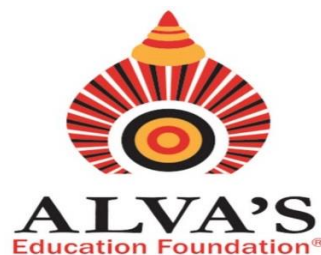
EXTERNAL GUIDE

Mr. K C Sundara Murthy

Assistant General Manager

KS&DL,

Bengaluru



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Batch- 2018-2020

CIN : U85110KA1980SGC003871



ಕರ್ನಾಟಕ ಸಾಬೂನು ಮತ್ತು ಮಾರ್ಜಕ ನಿಯಮಿತ

(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಸ್ವಾಮ್ಯಕ್ಕೆ ಒಳಪಟ್ಟಿದೆ)

Karnataka Soaps & Detergents Limited

(A Government of Karnataka Undertaking)



KSDL/HRD/59[C]-A/2019-20/06

Date: 13.02.2020

CERTIFICATE

This is to certify that **Ms.Geetha. M. USN No. 4AL18MBA25, MBA,** Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidri-574225 has done project work on **"Inventory Management"** at Karnataka Soaps & Detergents Limited, Bengaluru-560055, from: **01.01.2020 to 13.02.2020.**

During her Project work in our Company, her performance & Conduct is good.

We wish her success in Life and Career.

GENERAL MANAGER
[Human Resource & Development]

Karnataka Soaps & Detergents Limited
27, Industrial Suburb,
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24 June 2020

CERTIFICATE

This is to certify that **GEETHA M** bearing USN **4AL18MBA25**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO KARNATAKA SOAPS AND DETERGENTS LIMITED, BENGALURU**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, 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, Belagavi, Karnataka.

Mrs. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal

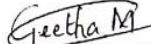
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, **GEETHA M**, hereby declare that the Project report entitled "**A STUDY ON INVENTORY MANAGEMENT**" with reference to "**KARNATAKA SOAPS AND DETERGENTS LIMITED, BENGALURU**" prepared by me under the guidance of **Mrs. Maithri**, Senior Lecturer, faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by **Mr. K C Sundara Murthy**, Assistant General Manager, Accounts department, Karnataka Soaps & Detergents Limited, Bengaluru. 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: 01-07-2020


Signature of the Student

ACKNOWLEDGEMENT

I, **GEETHA M**, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my guide **Mrs. Maithri**, Senior Lecturer, MBA Department, Alva's Institute of Engineering and Technology, for her ideal guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to **Mr. K C Sundara Murthy**, Assistant General Manager, KS&DL, Bengaluru for showing me immense support with valuable guidance and helped me in getting the information.

I am grateful to the staff of KS&DL, Bengaluru for providing me the useful information with the co-operation during the period of study.

I am extremely thankful to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology for providing me a chance to carry up this project.

I also express my sincere gratitude to **Dr. Claret Mendonca**, Head of Department, MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I thank everyone who helped me directly or indirectly in completing my project. Last but not the least I would like to thank my parents and friends for their continuous encouragement for my work.

Thank you,

GEETHA M

4AL18MBA25

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EXECUTIVE SUMMARY

This project titled “A Study on Inventory Management with reference to Karnataka Soaps and Detergents Limited, Bengaluru” is submitted in partial fulfilment of the requirement for the award of master of business administration. The project is concerned with the inventory management tools and techniques in KS&DL, Bengaluru.

The main objective of the study is for understanding the management of the inventory and manufacturing process of the company. For this purpose, the primary data is collected through the direct interaction with the store’s manager and secondary data from company’s annual reports, websites, publications and textbooks. Data collected from various sources are analyzed through the Ratios, Trend analysis and correlation and even graphs and charts are used as tools.

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

Finally, the suggestions are given to overcome the drawbacks involved in the project on the basis of the analysis.

**“A STUDY ON FINANCIAL PERFORMANCE AND EVALUATION AT
MEDOPHRAM”**

**Submitted by
GOWTHAM KN
USN: 4AL18MBA26
SUBMITTED TO**



VISVESVARAYA TECHONOLOGICAL UNIVERSITY, BELGAUM

**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMISTRATION**

Under the guidance

INTERNAL GUIDE

**Dr.Nagendra S
Assistant professor
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CERTIFICATE

TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Mr.Gowtham K N USN NO-4AL18MBA26** Student from Alva's Institute of Engineering and Technology Magalore, has undergone Internship in our Organization from: **03-01-2020 to 18-02-2020.**

During his internship period, He was found to be hard Working,
Sincere.

We wish him all the best.

For **MEDOPHARM**


Authorized Signatory



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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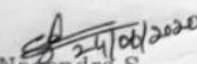
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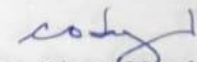
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24 June 2020

CERTIFICATE

This is to certify that, GOWTHAM K N bearing USN 4AL18MBA26 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON FINANCIAL PERFORMANCE AND EVALUATION" is prepared by him under the guidance of Dr.Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr. Nagendra S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

DEAN
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MIJAR - 574 225


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
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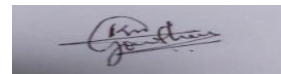
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Declaration

I GOWTHAM KN, hereby declare that the project report titled “**A study on Financial performance and evaluation at Medopharm**” prepared by me under the guidance of **Dr.Nagendra S** , Associate Professor of MBA Department , Alva’s Institute Of Engineering And Technology and external assistance from **Mr. Vinod** (Finance Manager)

I also declare that the project study undertaken by me after the Third semester of Master of Business Administration (MBA) is as per the curriculum requirement and the regulations stipulated by Visvesvaraya Technological University, Belgaum. I have undertaken this project study program for a period of Eight weeks from (3st Jan 2020 to 18 feb 2020).

I further declare that this project study 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 : Bangalore

Date : 18/02/2020

Gowtham K N

(4AL18MBA26)

Acknowledgement

The project would not complete without expressing gratitude to those who extended their wholehearted support for the successful completion of the project. I would like to articulate my heartfelt gratitude to all people stood behind throughout the work.

My whole hearted gratitude to our beloved principal **Dr.Peter Fernandes**,Alva's Institute of Engineering and Technology, Mijar for extending his valuable support in completing the project.

I express my special thanks to **Dr.Claret Mendoca**, HOD department of MBA, Alva's Institute of Engineering and Technology, Mijar for her support for the valuable guidance and support throughout the project.

I express my heart full thanks to internal guide **Associate Prof.Dr.Nagendra S .** who have been a constant source of inspiration in completing the project and his valuable guidance and support throughout the project.

Last but not the list I express my sincere thanks to my external guide **Mr.Vinod Finance Manager, Medopharm.** For their valuable suggestions, guidance and support throughout the project.

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Executive Summary

All organization whether

its small scale industries, medium scale industries and large scale industries has to maintain stock or inventory, because when we maintain the stock in correct way it use full to the running production in Easley and continues. This process helps to company getting more profit without any business problems.

All foremost organization has invested the high amount to stock, because it is help full to manufacturing process. Stock 1 of the current asset. This asset helps to the firm when needed the finance through financial institutional and banks, because all banks are concentrate only asset.

This project takes ten period of time, at MEDOPHARM malur from 01-january-2020 to 15-february-2020, but we can't analyze whole whole performance activities in particular period of time, this project includes industrial profile, company profile, product of the company, area of operation, SWOT analysis, literature review of management experts, and all financial performance and evaluation on annual report. And theoretical back ground of the study data analysis and my suggestion to the company

The main vision of this project to know the what are all the techniques, and methods are using in stock management.

PROJECT REPORT ON
A STUDY ON TRAINING AND DEVELOPMENT AND IT'S IMPACT ON EMPLOYEE
PERFORMANCE WITH REFERENCE TO SANJIVINI PIPES AND FITTING Pvt Ltd.

Submitted by

HARSHITA GOUDAR

4AL18MBA28

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION



Under the guidance of

INTERNAL GUIDE

JOHNSON FERNANDES

Assistant professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mr. SHRINIVAS

HR Manager

Sanjivini pipes and fitting Pvt . Ltd

Kundapur, udupi.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

2018-2020



SANJIVINI PIPES & FITTINGS PVT. LTD.

D-II/120, Devalkunda, Hemmadi, Kundapura Taluk Udupi Dist., Karnataka-576230.

Tel: 9071765086, 7022631898. Email: sanjivinipipes@gmail.com, info@sanjivinigroup.com Web : www.sanjivinigroup.com

AN ISO 9001 2008 CERTIFIED COMPANY

Ref No: SPFPL/104/19-20

Dated 18.02.2020

Certificate of Internship

This is to certify that **Ms. Harshita Goudar** (USN:4AL18MBA28), student of MBA of Alva's Institute of Engineering And Technology Moodbidri - 574225, has undergone her internship on "A Study on Training and Development and its Impact on Employee Performance with reference" in our organization from 06th January 2020 to 18th February 2020.

During her internship in our Company, we observe that she is very attentive in learning, systematic in her approach towards the study on the topic chosen by her.

At this occasion, we wish her a great success in all her future carrier.



For Sanjivini Pipes & Fittings Pvt Ltd.
For **SANJIVINI PIPES & FITTINGS (P) LTD.**

Authorized Signatory

(Authorized Signatory)



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24 June 2020

CERTIFICATE

This is to certify that, **HARSHITA GOUDAR** bearing USN **4AL18MBA28**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO SANJIVINI PIPES AND FITTING Pvt Ltd.**", is prepared by her under the guidance of 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, Belagavi, Karnataka.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN

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

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

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

DECLARATION

I, **HARSHITA GOUDAR** Reg.No (4AL18MBA28), hereby declare that the project report entitled “ **A study on training and development and its impact on employee performance with special reference to sanjivini pipes and fitting pvt ltd**”, kundapur. Prepared by me under the guidance of **Prof. Johnson Fernandes**, faculty of M. B.A department , Alvas Institute of Engineering and Technology and external assistance by Mr. Srinivas , HR manager, Sanjivini pipes and fitting pvt ltd. 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/ deploma from any other university /Institute.



Date: 24/6/2020

HARSHITA GOUDAR

Place: Mijar

MBA

ACKNOWLEDGEMENT

Motivation causing people to act in certain direction is very necessary for the success of any task. It gives me immense pleasure to mention those who motivated me and contributed directly or indirectly for completing this project successfully.

First of all I would like to thank the management of “Sanjivini Pipe and Fitting Pvt Ltd” for giving me the opportunity to do my project at their company and hereby gain some partial experience and business knowledge.

I express my gratitude to Mr. Srinivas at Sanjivini Pipes and Fitting Pvt Ltd for providing the necessary guideline and support, which help me complete the project successfully.

I express my sincere thank to prof. Johnson Fernandes assistant professor department of business administration, Alva’s Institute of Engineering and Technology , for the valuable guidance and support throughout the course of my project work .

I would like to thank my beloved friends and all my well wishers for supporting me in the successful completion of my project report.

Date:24/6/2020

HARSHITA GOUDAR

Place : Mijar

MBA

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EXECUTIVE SUMMARY

Every organisation needs to have well trained and experienced people to perform the activities that have to be done. Training and development programme is necessary to raise the skill levels and increase the versatility and adoptability of employees. It is being increasingly common for individual to change the career several times during their working lives. In a rapidly changing society employee training is not only an activity that is desirable but also an activity that an organisation must commit resources to if it is to maintain a variable and knowledgeable work force.

This project contains industry and company profiles, vision, Mission, & Quality policy, SWOT analysis. And it also talks about the training and development in theoretical as well as new trends, objectives of study, research methodology, analysis and interpretation, findings, suggestions and conclusion of the study.

The organisation tries to provide all training and development programme to employees in order to improve their skills and knowledge. It is concluded from the research that training and development programme is an important function performed by the organisation in order to improve the performances and self fulfillment of their workers through various activities. In this research it is concluded that most of the employees are satisfied with the overall training programme only few of them were dissatisfied with the training programme. Organisation needs to take care of fulfillment of organisation goal which can grow along with the employees.

**“A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE
OF PATANJALI PRODUCT’S WITH REFERENCE TO PATANJALI
AYURVED LIMITED, BENGALURU”**

Submitted by

HEMA PRASADA T

USN: 4AL18MBA30

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. Priya Sequeira

Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mrs. Shahina Jia

Product Manager

Patanjali Ayurved Limited

Bengaluru



**DEPARTMENT OF BUNESINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Batch- 2018-2020**

CIN: U24237DL2006PLC144789



PATANJALI AYURVED LIMITED

HRS Layout, Bengaluru, Karnataka-560102

PAL/HRD/59(C)-A/2019-20/07

Date: 15-02-2020

CERTIFICATE

This is to certify that **Mr. HEMA PRASADA T**, bearing USN : **4AL18MBA30**, 2nd year MBA student of **Alva's Institute of Engineering and Technology**, Shobhavana campus, Mijar has undertaken the project work entitled "**A Study on Product Positioning and Customer Acceptance of Patanjali Products**" with reference to patanjali Ayurveda limited Bengaluru. From 1-1-2020 to 15-2-2020

During his project work in our company, we found his character and conduct is good.

"We wish him success in his life carrier"

GENERAL MANAGER

(Human resources & Development)



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24 June 2020

CERTIFICATE

This is to certify that **Mr. HEMA PRASAD T** bearing USN **4AL18MBA30**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled **"A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE WITH REFERENCE TO PATANJALI AYURVED LIMITED, BENGALURU"** is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN

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Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

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

DECLARATION

I, HEMA PRASADA T, hereby declare that the Project report entitled "A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE OF PATANJALI PRODUCTS" with reference to "PATANJALI AYURVED LIMITED, BENGALURU" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor, faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mrs. Shahina Jia, Product Manager, Patanjali Ayurved Limited, Bengaluru. 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 undertaken 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: 01-07-2020


Signature of the Student

ACKNOWLEDGEMENT

I, **HEMA PRASADA T**, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my guide **Mrs. Priya Sequeira** for her ideal guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to **Mrs Shahina Jia**, Product Manager, Patanjali Ayurved Limited, Bengaluru for showing me immense support with valuable guidance and helped me in getting the information.

I am grateful to the staff of Patanjali Ayurved Limited, Bengaluru for providing me the useful information with the co-operation during the period of study.

I am extremely thankful to my principal **Dr. Peter Fernandes** for providing me a chance to carry up this project.

I also express my sincere gratitude to **Dr. Claret Mendonca**, Head of Department, MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I thank everyone who helped me directly or indirectly in completing my project. Last but not the least I would like to thank my parents and friends for their continuous encouragement for my work

HEMA PRASADA T

4AL18MBA30

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EXECUTIVE SUMMARY

This project titled “A Study on Product Positioning and Customer Acceptance of Patanjali Product’s with reference to Patanjali Ayurved Limited, Bengaluru” is submitted in partial fulfilment of the requirement for the award of master of business administration. The project is concerned with the Product positioning strategies and customer acceptance of Patanjali products.

Product positioning and customer acceptance plays vital role in any of the company as the sales and growth of the company depends on the product positioning strategies used by the companies to attract the customers, the sales can be increased using the product positioning and customer acceptance. In this scenario an attempt is made to study the Product positioning and customer acceptance of Patanjali products.

In the first stage, an attempt is made to identify, understand and analyze various product positioning strategies. In the second stage, random customers were selected to know their view on the Patanjali’s products positioning and customer acceptance with designing well-structured questionnaire with the help of internal and external guide.

A sample of 100 respondents were selected from customers of Patanjali, the respondents opinion for the designed questionnaire is collected. The collected data were tabulated and analyzed using percentage analysis and inference is drawn for each set of questions.

One way ANOVA is used in order to test the effectiveness of the product positioning and customer acceptance will make any impact on the buying behavior of the customer of Patanjali, as the outcome of the test, it is inferred that product positioning and customer acceptance has huge impact on attracting the customers, retaining the existing customers and increasing the sales.

**“A STUDY ON INVENTORY MANAGEMENT AT
PRECIMEASURE CONTROL PVT LTD”**

Submitted by

JAGADISH H N

USN: 4AL18MBA31

SUBMITTED TO



VISVESVARAYA TECHONOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMISTRATION

Under the guidance

INTERNAL GUIDE

Dr.Nagendra S

Senior Assistant professor

AIET,Mijar

EXTERNAL GUIDE

Mr. Amanda Krishnan

Finance Manager

**Precimeasure Control Pvt
ltd**



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus,Mijar,Moodbidri,DK Karnataka-574225

Date: 15/02/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Jagadish HN USN- 4AL18MBA31** bonafide student doing his MBA at **Alva's Institute of Engineering and Technology, Moodbidri, Karnataka**, has done a Internship titled " **A study on Inventory Management System at Precimeasure Controls Pvt. Ltd., Bangalore**" from 1st Jan 2020 to 15th Feb 2020.

His Character and conduct are uniformly Good. He deserves all Encouragement.

for Precimeasure Controls Pvt. Ltd.,



Harish BG

Asst. Manager - HR





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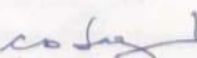
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24 June 2020

CERTIFICATE

This is to certify that, JAGADISH H N bearing USN 4AL18MBA31 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON INVENTORY MANAGEMENT SYSTEMAT PRECIMEASURE CONTROL PVT LTD" is prepared by him under the guidance of Dr. Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr. Nagendra.S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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



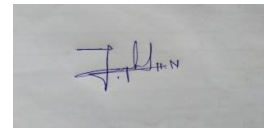
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Declaration

I **JAGADISH H N**, hereby declare that the project report titled “**A study on inventory management at Precimeasure Control Pvt Ltd**” prepared by me under the guidance of **Dr.Nagendra S** , Senior Assistant Professor of MBA Department , Alva’s Institute Of Engineering And Technology and external assistance from **Mr. Amanda Krishnan** (Finance Manager)

I also declare that the project study undertaken by me after the Third semester of Master of Business Administration (MBA) is as per the curriculum requirement and the regulations stipulated by Visvesvaraya Technological University, Belgaum. I have undertaken this project study program for a period of Eight weeks from (1st Jan 2020 to 15th Feb 2020).

I further declare that this project study 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 : Dobaspet

Date : 15/02/2020

JAGADISH H N

(4AL18MBA31)

Acknowledgement

The project would not complete without expressing gratitude to those who extended their wholehearted support for the successful completion of the project. I would like to articulate my heartfelt gratitude to all people stood behind throughout the work.

My whole hearted gratitude to our beloved principal **Dr.Peter Fernandes**,Alva's Institute of Engineering and Technology, Mijar for extending his valuable support in completing the project.

I express my special thanks to **Dr.Claret Mendoca**, HOD department of MBA, Alva's Institute of Engineering and Technology, Mijar for her support for the valuable guidance and support throughout the project.

I express my heart full thanks to internal guide **Associate Prof.Dr.Nagendra S .** who have been a constant source of inspiration in completing the project and his valuable guidance and support throughout the project.

Last but not the list I express my sincere thanks to my external guide **Mr. Harish B.G. Asst H.R Manager, Precimeasure Controls Pvt ltd.** For their valuable suggestions, guidance and support throughout the project.

Name : **Jagadish HN**

USN : 4AL18MBA31

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Executive Summary

This report is the result of 6 weeks project directed in the organization to study the inventory management at Precimeasure Control Pvt Ltd. Inventory is a central process in manufacturing unit. This inventory is concerns to all departments i.e from planning department to selling department in which it process through planning department, HR department , Logistic department, finance department, costing department and commercial department etc. So managing inventory is having a wide scope in manufacturing company.

At the beginning the study deals with the industry and company profile and the complete history, Vision and Mission of the firm and its function with SWOT Analysis and its Competitors and overall view of the company.

It deals with the theoretical background of the study, literature review and cost analysis and Cost Control its techniques such as Economic Order Quantity, Activity based costing and also moving averages which shows the trend for the future of the company it is the powerful tool which helps in decision making of the firm and it is represented in the form of graphs and table in the project.

It deals with the objectives, statement of problem, scope of study, research methodology, and Hypothesis and limitation of the study this is the view of the project in brief. The data was collected from the secondary sources like a company cost sheet. The last section deals with the information to the main contents of the report that is bibliography and annexures.

**“A study on Working Capital Management at
Power Point Batteries, Moodbidri”**

By

Jovita Noronha

USN: 4AL18MBA32

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

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Dr. Nagendra

Sr. Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mr. Sathyanarayan Kamath

Accounts Department

Power Point Batteries,

Moodbidri



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GSTIN : 29AFGPV0692A1ZC

Ref. : PPT/PWC/021

CERTIFICATE

Date : 15-02-2020

This is to Certify that Ms Jovita Noronha
[USN4AL18MBA32] student of Alvas Institute of
Engineering & Technology Mijar Moodbidri has
successfully completed her project work in our
Organisation on the topic "**A Study on working Capital
Management at Powerpoint Batteries Moodbidri**" for
a period of 6 Weeks from January 6 ,to February 15 -
2020.

During the Project period, her conduct & Character was
good.

For Powerpoint Battery Industries


Proprietor
Yours Faithfully

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangalore
- Kalasa
- Kaup



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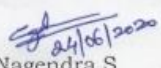
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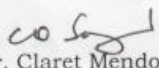
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24 June 2020

CERTIFICATE

This is to certify that Jovita Noronha bearing USN 4AL18MBA32, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON WORKING CAPITAL MANAGEMENT AT POWERPOINT BATTERIES, MOODBIDRI" is prepared by her under the guidance of Dr. Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr Nagendra S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


Dr. Peter Fernandes
Signature of Principal

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PRINCIPAL
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DECLARATION

I, Jovita Noronha, hereby declare that the Project report entitled "A study on Working Capital Management" with reference to "Power Point Batteries", prepared by me under the guidance of Dr. Nagendra, Sr. Assistant Professor, faculty of M.B.A. Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Sathya Narayana Kamath, Accounts Department, Powerpoint Batteries.

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.

Date: 02/07/2020

Place: Mijar, Moodbidri



Signature of the Student

ACKNOWLEDGEMENT

The satisfaction that accompanies the successful completion of any work would be incomplete without thanking the person who made it perfect with their constant guidance and encouragement.

I express my sincere thanks to our principal Dr. Peter Fernandes, AIET, Mijar for his valuable and inspiring guidance in this endeavour. I would like to express my gratitude to Dean and Head of Departmentt. Dr Claret Mendonca, AIET, Mijar for her support throughout my project work.

A special note of gratitude goes to the organization Powerpoint Batteries, Moodbidri for providing me an opportunity to undergo the project study.

I would also like to express my sincere thanks to Mr. Mahendra Verma Jain, the owner of the firm, for providing me with an opportunity to do my project study in the firm and for the kind co-operation and assistance he extended during my study.

I express my deep sense of gratitude to my project guide Dr. Nagendra, Sr.Assistant Professor, Department of Business Administration, for his valuable guidance and help in completing this project work.

I am gratefully indebted to my external guide Mr. Sathya Narayana Kamath, for encouraging me and for his constant support throughout the course of the project work and helping me completing it successfully.

I am thankful to my Parents and Friends for their valuable guidance support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of Power Point Batteries for extending their support and co-operation in collecting data for my project report.

Jovita Noronha

USN: 4AL18MBA32

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Executive Summary

Working capital is a significant element of the capital of a organization that helps to carry out the everyday operations and activities. If working capital is managed well it can help a company to optimize its activities. This project study attempts to understand the impact of working capital on the gainfulness and liquidity of Power Point Batteries. The ratio analysis such as net working capital, inventory turnover, debtors turnover, average collection period, liquidity ratio, profitability ratios are used in this project study for analysing the financial statements and to ascertain the powerfulness of working capital. The study suggests that maintaining adequate cash balance in the company, quick collection of accounts receivable, and the small inventory periods are favourable for the company to acquire benefits.

In this study, there was a good exposure for learning day to day activity of an association. Working capital management shows significance to development of the company. This study provides theoretical background and the analysis on management of working capital.

**“A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND
CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX
FOODS PVT LTD”**

Submitted by:

JYOTHI

U.S.N: 4AL18MBA33

Submitted to:



VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidelines of

Internal Guide:

Mrs. Priya

Associate professor

MBA Department

AIET, Mijar

External Guide:

Mr. Srinidhi

Marketing Manager

Garuda polyflex foods Pvt Ltd

Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI

(2019-2020)



In Partnership With Polyflex

GARUDA POLYFLEX FOODS PRIVATE LIMITED



REFF : GPFL/HRD/2020/A1793

DATE : 24/02/2020

CERTIFICATE

This is To Certify That **Ms. Jyothi, 4AL18MBA33**, MBA student of **Alva's Institute of Engineering & Technology, Mijar, Moodabidre** has Successfully Completed her Project work on the subject of "A Perceptual study of relationship between Branding and customer royalty towards chocolates of Garuda Polyflex Foods Pvt Ltd Bangalore", during the period from 01.01.2020 to 15.02.2020, as a part of her MBA course. During the above period her conduct and performance are found good. We wish her all the best for her future endeavors.

For M/S Garuda Polyflex Food Pvt Ltd.,

Mr. Shrinidhi Thulapule

General manager



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24 June 2020

CERTIFICATE

This is to certify that **JYOTHI** bearing USN **4AL18MBA33**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX FOODS PVT LTD**" is prepared by her under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

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

DECLARATION

I, JYOTHI, hereby declare that the Project report entitled "A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX FOODS PVT LTD" with reference to "GARUDA POLYFLEX FOODS PVT LTD, BANGALORE" prepared by me under the guidance of Mrs PRIYA, Assistant professor, faculty of MBA department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and External assistance by Mr. Srinidhi, Marketing Manger, Garuda Polyflex Foods Pvt Ltd, Bangalore. I also declare that this project work is towards the partial fullfilment of the university. Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgum. 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: 20/06/20.



JYOTHI

ACKNOWLEDGEMENT

“Gratitude is not a thin-g of expression: it is more matter of feeling”.

There is always a sense of gratitude which one express toward other for their help and supervision in achieving the goal. The formal piece of acknowledgement is an attempt to express the feeling of gratitude towards people who helpful me in successfully completing of my training.

I am very glad to express my gratitude to Mrs. Priya sequeira Prof. MBA department. Alva’s Institute of Engineering and Technology Mijar., for her encouragement, advice and guidance.

I wish to express my heartfelt thanks to Ms. Anusha, and Mr. Shrinidhi T for their sincere corporation and all staffs of GP foods Ltd., for providing me an opportunity to do my project works in the organization.

My ever-reading debt is to my parents, my institutions, my lectures, my friends who are provided me with the time, support and inspiration needed to prepare project work.

I thank the library staff of Alva’s Institute of Engineering and Technology Moodbidri for providing me with books for reference and being a great support.

I am thankful to my beloved parents and almighty god for the immense wishing and blessing that gave motivation and confidence to complete this project work.

With sincere regards

JYOTHI

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EXECUTIVE SUMMARY

This project entitled “A perceptual study on relationship between branding and customer loyalty” is submitted in partial fulfillment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and take the information from the frequent customer of Gerry Gone Mad chocolates Bangalore to collect the data.

This internship has been done Garuda Polyflex Foods Pvt Ltd, Bangalore for a period of 6 weeks. This internship program has exposed me to many facts of an organization and also helps me to gain practical knowledge. In this report we can know the history, vision and mission, SWOT analysis of the company.

Branding and customer loyalty are an asset for the company. GP FOODS LTD. provides healthy as well as quality products to its customers at least cost. In Bangalore region, there are, majority of the respondents are loyal customers towards GP Ltd. Customer like to recommend the GERY GONEMAD chocolates to their friends and relatives because they felt that, quality of GERY GONEMAD chocolates is good and availability of chocolates are at reasonable price. GONE MAD chocolates do have loyal customers for their products but they have to improve their branding strategies to grab people's attention and to retain the loyal customers. The report gives brief knowledge about the organization's core concepts and relationship with branding and customer loyalty.

“A Study on Supply Chain in Operations Management at Bigbasket.com”

Submitted By

MR. K. NIKHIL

USN: 4AL18MBA34

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. Priya Sequeira

P G Department of Business Administration

AIET, Mijar.

External Guide

Mr. ABHISHEK

HR MANAGER

BIGBASKET



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Dakshina Kannada, Karnataka – 574225

Submitted on March 2020

INNOVATIVE RETAIL CONCEPTS PVT. LTD

Regd. Office: Divine Nithya Heights, Old#143/1, New #7/1
Next to Gopalan Signature Mall, Nagavarapalya
Old Madras Road, Bengaluru 560 093
CIN: U74130KA2010PTC052192
bigbasket.com



TO WHOM SO EVER IT MAY CONCERN

This is to certify that K.NIKHIL with the USN No. 4AL18MBA34 studying 2nd year MBA in Alva's Institute of Engineering and Technology, Moodbidri, has successfully completed the project work **"Study on SUPPLY CHAIN IN OPERATIONS MANAGEMENT"** from 1/Jan/2020 to 15/Feb/ 2020 at Innovative retail Concepts PVT LTD (Big basket) under the guidance of Mr. ABHISHEK HR Manager.

We found her sincere in her efforts to study and learn various aspects related to her project work.

We wish her success in her future endeavors.



Authorized signature.

HR Deputy Manager

15.12.2020



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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24 June 2020

CERTIFICATE

This is to certify that **K. NIKHIL** bearing USN **4AL18MBA34**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON SUPPLY CHAIN IN OPERATIONS MANAGEMENT WITH REFERENCE TO BIGBASKET.COM, BANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

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

DECLARATION

I, **K.Nikhil** hereby declare that the Project report entitled “**A Study on Supply Chain in Operations Management**” with reference to **Bigbasket.com**” prepared by me under the guidance of **Mrs. Priya Sequeira**, P G Department of Business Administration, Alva’s Institute of Engineering and Technology and external assistance by Mr.Abhishek, HR Manager, Bigbasket.

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/Institute.

Place: mijar

Date:01/07/2020



K.NIKHIL

(4AL18MBA34)

ACKNOWLEDGEMENT

I K.NIKHIL, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya technological university for giving opportunity to undertake this project study as a part of the fulfilment of master of business administration.

I express my deep gratitude to my internal guide Prof PRIYA SEQUERIA, Assistant Professor, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr.ABHISHEK, big basket for guiding me for extending full support at all stages of this project report.

I am also thankful to the faculty members, teaching and non teaching staff of the department of MBA, Alva's institute of engineering and technology, Mijar, Moodbidri, for their cooperation extended to me during my internship report.

Place: Mijar

K. NIKHIL

Date:01/07/2020

(4AL18MBA34)

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Executive summary

I have undertaken my internship with A Study On Supply Chain In operation Management With Reference To Big basket of Supermarket Grocery Supplies Private Limited. As supply chain as a whole is a very big area for cover in just 45 days so I select a particular area of supply chain in receiving process and with the help of some company people I select a topic that is SUPPLY CHAIN IN OPERATION MANAGEMENT.

Today stock out is the major retail industry is very new and India is a very diverse country different people like different things, they have different culture different preferences so the stock out problem is major issue. The second part of my problem is Damages/wastages of inventory which is more important than shortages because when any inventory is damaged then there is both financial loss either for vendor or to company and also shortage for that damaged inventory in the warehouse.

I divided my project into two parts of one month each. In the first part of my project I visited the warehouse of company and hub of company.

I try to understand there way of working, reasons of shortage and damages in the warehouse and in delivery. I try to understand the way of working in hub. In the second part I visited different hub of company in the Bangalore region and the shortage and damages of merchandise at warehouse.

After practically working in warehouse I realized that are some problems due to which the problems of shortages and damages occurs and I try to give come recommendation which may be helpful in getting out of from these problems. So on these basis I have discussed all problem and solution related to these in my report.

**“A SUDY ON FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE TO ADITYA
BIRLA SUN LIFE INSURANCE COMPANY LIMITED”**

Submitted By

KIRAN B GOUDAR
USN: 4LV18MBA35

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

Dr. Nagendra S

Sr. Assistant Professor

EXTERNAL GUIDE

Mr. Hilary D'souza

Sr. Training Manager



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Julay-2020

TO WHOMEVER IT MAY CONCERN

CERTIFICATE

This is to certify that, **MR. KIRAN B GOUDAR (4AL18MBA35)**, student of Master of Business Administration at **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI** has undertaken project work regarding “ **A STUDY ON FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE OF ADITYA BIRLA SUN LIFE INSURANCE COMPANY LIMITED**” in our company from **1st January 2020 to 15th February 2020** and has successfully completed his project work.

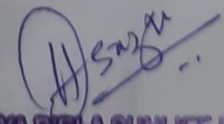
He has gained the practical knowledge in the field of insurance during this period.

We wish him all the best and success in his future endeavours.

For Aditya Birla Sun Life Insurance Company Limited.

Place: Mangaluru

Date: 17-02-2020


ADITYA BIRLA SUN LIFE INSURANCE CO. LTD
HILARY D. SOUZA
KAWARANJ, 3rd Floor, M.G. Road
Adm. B.C. Junction, Salsabagh
MANGALURU 575003
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Branch Code -736-



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(Affiliated to Visvesvaraya Technological University, Belagavi

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

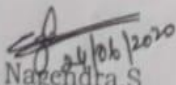
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

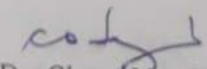
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24 June 2020

CERTIFICATE

This is to certify that, Kiran B Goudar bearing USN 4AL18MBA35 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited", is prepared by him under the guidance of Dr.Nagendra S, Sr. 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, Belagavi, Karnataka.


Dr. Nagendra.S
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


Dr. Peter Fernandes
Signature of Principal
ALVA'S INSTITUTE OF ENGG. & TECHNOLOGY,
MIJAR, MOODBIDRI - 574 225, D.K

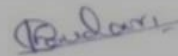
DECLARATION

I, **Kiran B Goudar**, hereby declare that the Project report entitled “**A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited**” with reference to “**Aditya Birla Sun Life Insurance Co. Ltd. Mangaluru**” prepared by me under the guidance of **Dr. Nagendra S**, faculty of M.B.A Department, Alva’s Institute of engineering and Technology, mijar and external assistance by **Mr. Hilary D’souza, Sr. Training Manager**. 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: Badami

Date: 01-07-2020



Signature of the Student

ACKNOWLEDGEMENT

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

Firstly, I would like to thank my parents for inspiring me to choose this course in this institute. I am indebted to them for their support throughout my life. I would also like to thank my favourite faculty **Dr. Nagendra S.** for his love and support.

My heartfelt gratitude to the HOD **Dr. Claret Mendonca**, Associate Professors of Department of Business Administration and Alva's Institute of Engineering and Technology, mijar, for providing me an opportunity to complete the study.

I am extremely grateful to the Management of 'Aditya Birla Sun Life Insurance Company Ltd.' for giving me this opportunity to pursue my project work (internship). This project work would not have been a successful one without the guidance of **Dr. Nagendra S.** Sr. Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, mijar. His feedback and solutions have greatly helped me in this project work.

I express my gratitude to **Mr. Hilary D'soza**, Training Manager, Aditya Birla Sun Life Insurance Company Limited, for guiding and teaching me the core concepts of finance at the organizational level. I am thankful for his feedback during my time at company. I am thankful to all the employees and staff of Aditya Birla Sun Life Insurance Company Limited, whom I have made valuable contact with, and who have developed my learning experience there.

I am thankful to my all faculties at AIET, shared their ideas and learning with me, during this period. Also, I would like my classmates at Alva's Institute of Engineering and Technology, who have given me constant feedback into making me better at a professional level.

Thank You,

Kiran B Goudar

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EXECUTIVE SUMMARY

This report describes the 6-week mandatory project work (internship) conducted by the student at Aditya Birla Sun Life Insurance Company Limited. The aim of the study is to study a company profile, services profile, competitors, vision, mission and quality policy, facilities, SWOT Analysis, future growth and prospects and financial statements. The purpose of the project work is to get the opportunity to connect the theory taught in classrooms to the practical working in a real organization.

This study is found that related to the concept of finance. This concept is one of the dynamical parts of the company business. This study entitled in 'A Study on Financial Performance with Special Reference to Aditya Birla Sun Life Insurance Company Limited'.

Aditya Birla Sun Life Insurance Company Limited is (formerly known as Birla Sun Life Insurance Company Limited) and company business performance is very good in the incurrence field.

It can be concluded that the company has a strong background in its business. The management are well prepared for the future business challenges and they have been adapting to the IRDAI rules and Regulations.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for Aditya Birla Sun Life Insurance Company Limited to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.