

**A STUDY ON  
EMPLOYEE ATTRITION AND RETENTION STRATEGIES WITH SPECIAL  
REFERENCE TO**

**MANDOVI MOTORS PVT. LTD.**

Submitted By

**MS. ASHWINI KUMARI**

**USN: 4AL19MBA10**

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. Johnson Fernandes

Asst. Professor

Business Administration

AIET, Moodbidri.

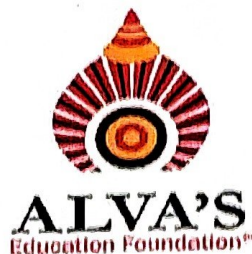
**EXTERNAL GUIDE**

Mr. Rajesh Bhat M

HR Manager

Mandovi Motors Pvt. Ltd.

Mangalore.



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**JULY 2021**



## MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

Arvind Building, Dr. Shivaranga Karantha Road, Hampankatta, Mangaluru - 575 001,

Ph: Sales: 0824-2410128, Fax: 0824-2422877, Mob: 9980180128

Website: www.mandovimotors.in Email: sales@mandovi.net

GST NO: 29AACCM4309H1Z1 PAN: AACCM4309H1 CIN: U34300KA1999PTC024799

MARUTI SUZUKI

Way of Life

REF: MANG/HRD/3437/2021-22

DATE: 05/07/2021

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. ASHWINI KUMARI , student of Master of Business Administration, USN – 4AL19MBA10, PG Department Of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. She completed her Internship towards the partial fulfillment of the requirements for the course of Master Of Business Administration [MBA] in our organization.

She has worked as an Intern from 22<sup>nd</sup> February 2021 to 03<sup>rd</sup> April 2021 and submitted report on "A STUDY ON EMPLOYEE ATTRITION AND RETENTION STRATEGIES with reference to Mandovi Motors Private Ltd" Mangalore.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish her good luck.

For Mandovi Motors Private Limited.,

For MANDOVI MOTORS PRIVATE LIMITED

RAJESH BHAT M

HR MANAGER

Rajesh Bhat M.

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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AIET/MBAID/74

20 July 2021

### CERTIFICATE

This is to certify that **ASHWINI KUMARI** bearing USN **4AL19MBA10**, 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 ATTRITION AND RETENTION STRATEGIES WITH SPECIAL REFERENCE TO MANDОВI MOTORS PVT LTD, MANGALORE**" is prepared by her under the guidance of Mr. 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.

  
Mr. Johnson Fernandes  
Internal Guide

  
Dr. Claret Mendonca  
HOD

  
Dr. Peter Fernandes  
Principal

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

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

Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



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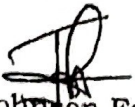
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20 July 2021

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

Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation

## DECLARATION

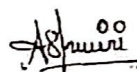
I, Ashwini Kumari, hereby declare that the Project report entitled "A STUDY ON EMPLOYEE ATTRITION AND RETENTION STRATEGIES WITH SPECIAL REFERENCE TO MANDOLI MOTORS PVT. LTD. MAGALORE" prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor, Department of MBA, Alva's Institute of Engineering and Technology and External assistant by Mr. Rajesh M Bhat, HR Manager, Mandoli Motors Pvt. Ltd.

I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of 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 any degree/ diploma from any other university/ Institution.

Place: Tiptur, Moodbidri

Date: 20/07/2021



Signature of the Student

## ACKNOWLEDGEMENT

I would like to thank god almighty for enabling me to complete this project work successfully.

I express my sincere gratitude to **Mr. JOHNSON FERNANDES**, Assistant Prof. for giving guidance to complete this study in the desired manner.

I also express my sincere thanks to **Mr. RAJESH BHAT** HR Manager Mandovi Motors Private Limited Mangalore for their co-operation during study period.

I express my sincere thanks to our beloved HOD, **Dr. CLARET MENDONCA**, for supporting in carrying out this project report.

I express my profound and sincere gratitude to **Dr. PETER FERNANDES.**, Principal, Alva's Institute of Engineering and Technology, Mijar his support in carrying this project.

I thank all the MBA faculty members, my parents, and my friends for helping and encouraging me during my internship. Finally, I would like thank for those who have helped me directly and indirectly in completing my project.

ASHWINI KUMARI  
USN:4AL19MBA10

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## EXECUTIVE SUMMARY

The Project Report is done at Mandovi Motors Private Limited; Mangalore is submitted in partial fulfilment requirement for the award of master of business administration. This project is asincere effort the study and analyse the organization of Mandovi Motors Private Limited Mangalore. The Project contains five chapters. 1<sup>st</sup> chapter consists of introduction, Industry profile and company profile, 2<sup>nd</sup> Chapter consists of Theoretical background about the study and literature review, 3<sup>rd</sup> Chapter consists of Research design, 4<sup>th</sup> chapter consists of data analysis and interpretation, 5<sup>th</sup> chapter consists of findings. Suggestion and conclusions.

In this project, according to the objectives of the study the data analysis and interpretation is done. Here data are collected by providing questionnaire to the employees and data are analysed by using tables and chart.

Due to high level of attrition it is important to whether the employees are satisfied with their job and organisation, if not the reason for leaving. This project will specify the effectiveness of the retention practices used to retain the employees. The study also include various trends of practice followed by the organization and it's effect on the problem of attrition. Retention is a top business priority for more than one-third of the organization.

Thus, this study is conducted to find out directly from the employees the factor that does not motivate them to continue employment with their organization. With help of a self developed questionnaire few factors are taken into consideration for the study. With the help of the study, An attempt is made to find out the effectiveness of the practices and how practical is it to retain the employees.