

**A STUDY ON TALENT ACQUISITION AND ITS IMPACT ON PRODUCTIVITY  
WITH SPECIAL REFERENCE TO MICROLAND LTD**

Submitted By

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Submitted to



**VISVESVARAYA TECHNOLOGY 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**  
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**EXTERNAL GUIDE**  
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Lead-HR  
Microland Limited



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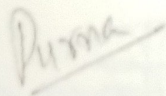
Subject: Internship Completion Letter

This is to certify that **Ms. Keerthana Jingade J**, underwent internship with us from **08-Feb-2021 to 21-Apr-2021**.

During the internship, she has successfully completed the project assigned to her. Her performance during the internship and project work have been satisfactory. We found her sincere, hardworking and result oriented during this tenure.

We wish her every success in future.

With Warm Regards  
For Microland Limited



**Purna Mahidhara**  
Head - HR Global Delivery





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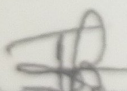
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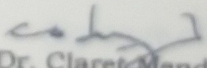
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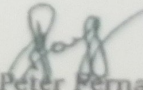
20 July 2021

### CERTIFICATE

This is to certify that **KEERTHANA JINGADE J** bearing USN **4AL19MBA28**, 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 TALENT ACQUISITION AND ITS IMPACT ON PRODUCTIVITY WITH SPECIAL REFERENCE TO MICROLAND LTD**" 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.

  
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Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



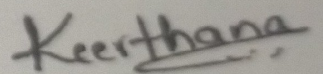
## DECLARATION

I, **KEERTHANA JINGADE J**, hereby declare that the Project report entitled "**Study on Talent acquisition and its impact on Productivity**" with reference to Microland Ltd, Bangalore prepared by me under the guidance of professor **Johnson Fernandes**, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. and external assistance by Denver Andrade, Lead-HR, Microland Ltd. I also declare this project work is towards the partial fulfillment of the university requirement for the award of degree of **MASTER OF BUSINESS ADMINISTRATION** by Visvesvaraya technological 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 undertaken by me and has not been submitted for the award of any degree from any other university.

Date: 20<sup>th</sup> July 2021

Place: Mijar, Moodbidri.



Signature of Student



## ACKNOWLEDGEMENT

Folks, It takes immense pride to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

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.

I am extremely thankful to my family for giving such beautiful feedbacks during this project, special thanks to my father without his support I would not have been successful.

I express my gratitude to all my lectures, for guiding and teaching me. And thanks to my friend (Harsha) for helping me throughout my project.

And finally,

I would like to dedicate this project to my beloved parents (Mr. Jagannath Rao And Mrs. Latha) I am grateful for your endless support and countless advices.

*Keerthana Jingdade*



## Table of Contents

chapter 1: Introduction .....	
1.1. Introduction .....	1
1.2 Industrial Profile:.....	2
1.3 Company Profile: .....	2
1.4 Vision, Mision And Quality Policy:.....	3
1.5 Service Profile: .....	5
1.6 Competitor's Information:.....	6
1.7 SwOt Analysis:.....	6
Chapter 2: Theoritical Background And Literature Review .....	8
2.1 Theoritical Background Study: .....	9
2.2 Literature Review .....	13
Chapter 3 : Research Design.....	19
3.1 Statement Of Problem: .....	20
3.2 Need Of The Study: .....	20
3.3 Objectives: .....	20
3.4 Scope Of Study: .....	20
3.5 Research Methodology:.....	21
3.6 Limitation: .....	21
3.7 Chapter Scheme:.....	22
Chapter 4 : Data Analysis And Interpretation.....	23
Table 4.1: Table Showing the Age of Respondents. ....	24
Table 4.2: Classification of genders .....	25
Table 4.3: Work Experience in Microland Pvt Ltd .....	26
Table 4.4: Education Qualification .....	27
Table 4.5: Implementation of Talent Acquisition Successfully in the Organization. ...	28
Table 4.6: Appointing high caliber employees. ....	29
Table 4.7: A Good salary attracts most of the potential candidates .....	30
Table 4.8: Vacancies will not be kept open for a long time. ....	31



Table 4.9: Organization prefer external sources of recruitment more consider than internal source .....	32
Table 4.10: Salaries are set according to market standards.....	33
Table 4.11: Reference check is an integral part of Talent Acquisition. ....	34
Table 4.12: Talent Acquisition Process of organization meets the legal requirements. ....	35
Table 4.13: Organization is responsible for employer branding. ....	36
Table 4.14: Satisfied with organization's personal polices .....	37
Table 4.15: Employers has good overall knowledge of HR acquisition process and plans. ....	38
Table 4.16: Superiors conduct team members meet for formal career planning session. ....	39
Table 4.17: Organization emphasis issue which concern the development of employees. ....	40
Table 4.18: Employees competence will match with the job specification. ....	41
Table 4.19: Satisfied with this organization as a place to work as compared to other places. ....	42
Table 4.20: Performance review process provides with accurate information. ....	43
Table 4.21 : Significant relation between talent acquisition and competitive advantage. ....	44
Table 4.22: Identification and effective talent helps to improve productivity of the organization. ....	45
Table 4.23: Talent plan in place that guides the talent management in the organization. ....	46
Table 4.24: Talent acquisition is the basis for development of organization capabilities. ....	47
CHAPTER 5: FINDINGD, CONCLUSION AND SUGGESTION .....	48
5.1 Summary Of Findings: .....	49
5.2 Suggestion: .....	50
5.3 Conclusion: .....	51
Human Resource Management – Gary Dessler .....	52
Online Recruiting and selection – John A. Weiner .....	52
Effective recruitment and selection Practices – Alan R. Nankervis .....	52



## LIST OF TABLES

Table 4.1: Table Showing the Age of Respondents. ....	24
Table 4.2: Classification of genders .....	25
Table 4.3: Work Experience in Microland Pvt Ltd .....	26
Table 4.4: Education Qualification .....	27
Table 4.5: Implementation of Talent Acquisition Successfully in the Organization. ...	28
Table 4.6: Appointing high caliber employees. ....	29
Table 4.7: A Good salary attracts most of the potential candidates .....	30
Table 4.8: Vacancies will not be kept open for a long time. ....	31
Table 4.9: Organization prefer external sources of recruitment more consider than internal source .....	32
Table 4.10: Salaries are set according to market standards.....	33
Table 4.11: Reference check is an integral part of Talent Acquisition. ....	34
Table 4.12: Talent Acquisition Process of organization meets the legal requirements. ....	35
Table 4.13: Organization is responsible for employer branding. ....	36
Table 4.14: Satisfied with organization's personal polices .....	37
Table 4.15: Employers has good overall knowledge of HR acquisition process and plans. ....	38
Table 4.16: Superiors conduct team members meet for formal career planning session. ....	39
Table 4.17: Organization emphasis issue which concern the development of employees. ....	40
Table 4.18: Employees competence will match with the job specification. ....	41
Table 4.19: Satisfied with this organization as a place to work as compared to other places. ....	42
Table 4.20: Performance review process provides with accurate information. ....	43
Table 4.21 : Significant relation between talent acquisition and competitive advantage. ....	44
Table 4.22: Identification and effective talent helps to improve productivity of the organization. ....	45
Table 4.23: Talent plan in place that guides the talent management in the organization. ....	46
Table 4.24: Talent acquisition is the basis for development of organization capabilities. ....	47



## LIST OF CHARTS:

Chart 4.1: Table Showing the Age of Respondents. ....	24
Chart 4.2: Classification of genders .....	25
Chart 4.3: Work Experience in Microland Pvt Ltd .....	26
Chart 4.4: Education Qualification.....	27
Chart 4.5: Implementation of Talent Acquisition Successfully in the Organization. ...	28
Chart 4.6: Appointing high caliber employees.....	29
Chart 4.7: A Good salary attracts most of the potential candidates .....	30
Chart 4.8: Vacancies will not be kept open for a long time. ....	31
Chart 4.9: Organization prefer external sources of recruitment more consider than internal source .....	32
Chart 4.10: Salaries are set according to market standards. ....	33
Chart 4.11: Reference check is an integral part of Talent Acquisition. ....	34
Chart 4.12: Talent Acquisition Process of organization meets the legal requirements. 35	
Chart 4.13: Organization is responsible for employer branding. ....	36
Chart 4.14: Satisfied with organization's personal polices .....	37
Chart 4.15: Employers has good overall knowledge of HR acquisition process and plans. ....	38
Chart 4.16: Superiors conduct team members meet for formal career planning session.39	
Chart 4.17: Organization emphasis issue which concern the development of employees.40	
Chart 4.18: Employees competence will match with the job specification. ....	41
Chart 4.19: Satisfied with this organization as a place to work as compared to other places. ....	42
Chart 4.20: Performance review process provides with accurate information.....	43
Chart 4.21 : Significant relation between talent acquisition and competitive advantage.44	
Chart 4.22: Identification and effective talent helps to improve productivity of the organization. ....	45
Chart 4.23: Talent plan in place that guides the talent management in the organization.46	
Chart 4.24: Talent acquisition is the basis for development of organization capabilities. ....	47



## EXECUTIVE SUMMARY:

A project titled "A study on Talent Acquisition and its impact on productivity with special reference to Microland Ltd". The main purpose of this study is to understand the Talent Acquisition in the organization. With help of primary and secondary data the information was collected by questionnaire and from company report, journal and website respectively. This study used the simple analytical methods like pie charts are used to inspect the data collected.

The first part of the study includes Industrial and company profile, second chapter includes conceptual background and literature review, third chapter contains Research design, fourth chapter includes Analysis and interpretation and last chapter contains Finding and suggestions of project report. The main idea of the project was to study the talent acquisition process incorporated in the company. In addition, Impact of talent acquisition on Productivity and Best practices adopted by the organization.

Study indicates that in certain areas strategies needs to be followed to overcome the traditional recruitment system which has been following in their organizations. By adopting effective Talent Acquisition strategies organization can make sure that the right talent is available at the right time and also to meet the future requirements of the organization.