

PROJECT REPORT ON
“A STUDY ON STRATEGIES TO REDUCE ATTRITION, ABSENTEEISM AND
LATECOMING WITH SPECIAL REFERENCE TO GOKALDAS EXPORTS,
BANGALORE”

Submitted By
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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

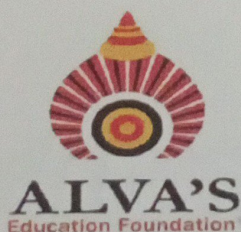
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PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

2020-21

gokaldas exports ltd

19th July, 2021

CERTIFICATE

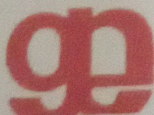
This is to certify that **Lekhana R V**, student of Master of Business Administration from **Alvas Institute of Engineering and Technology, Mijar** has successfully completed her Project on "**A Study on Strategies to reduce Attrition, Absenteeism and Late coming in an Apparel Industry**" at **Gokaldas Exports Ltd, Bangalore** from **22nd February 2021** to **03rd April 2021**.

We wish her the very best in her future endeavors.

For **Gokaldas Exports Ltd.**,

Roopa B K

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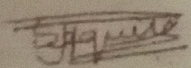
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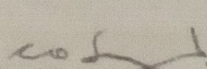
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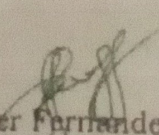
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CERTIFICATE

This is to certify that **LEKHANA R V** bearing USN **4AL19MBA32**, 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 STRATEGIES TO REDUCE ATTRITION, ABSENTEEISM AND LATECOMING WITH SPECIAL REFERENCE TO GOKALDAS EXPORTS, BANGALORE"** 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.


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Date:

Signature of Internal Examiner

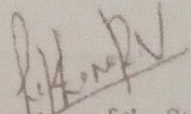
Signature

DECLARATION

I, LEKHANA. R. V hereby declare that the internship report entitled "A STUDY ON STRATEGIES TO REDUCE ATTRITION, ABSENTEEISM AND LATECOMING WITH SPECIAL REFERENCE TO GOKALDAS EXPORTS" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor, P G Department of Business Administration, Alva's Institute of Engineering & Technology and external assistance by Mr. Manjunath CS, General Manager at Gokaldas Exports Limited. 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 from any other university institution

Place- Mijar

Date- 24/07/2021


Signature of the Student

4AL19MBA32

ACKNOWLEDGEMENT

It's my honest duty to acknowledge all who have helped me to complete this project work. It was not possible for me to complete project work if **GOKALDAS EXPORTS LIMITED** had not allowed me to do work on the topic. I express deep sense of gratitude to my internal guide Mrs. Priya Sequeira and external guide Mr. Manjunath CS and Mr. Amith Sir who gave me the permission and support for my project. I would like to express my sincere thanks to Dr Claret Mendonca, the HOD, PG Department of Business Administration for her direction and motivation. I would also like to express my gratitude towards Honourable Principal of our college Dr. Peter Fernandes. My project work and this report was done with my own interest. I finally thank the P G Department of Business Administration and Gokaldas Exports for the support.

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EXECUTIVE SUMMARY

The project includes "A Study on Strategies to reduce Attrition, Absenteeism and Late coming with special reference to Gokaldas Exports, Bangalore"

The study mainly aimed at a why the Gokaldas Exports had more attrition, absenteeism and late coming in the company.

The report includes 5 chapters which shows as follows:

First chapters which includes everything about the introduction of the attrition, absenteeism and late coming, industry profile, market size, history, company profile. SWOT Interpretation of the study, Global opportunity in Gokaldas Exports, market opportunity, impact on raising of the Chinese domestic market, consumption of manmade fibres will grow globally, Vision and mission of Gokaldas Exports Limited and also the Financial statement of the company.

Second chapter which includes conceptual background and literature review of the reference topics.

Third chapter includes the research design like statement of the problem, need of the study, objective of the study, scope of the study, Research Methodology, Research Instrument, data collection, sample size, statistical tool, and limitations.

Fourth chapter includes the Interpretation done based on the questionnaire why there is more attrition, absenteeism and late coming in the industry and given findings, suggestions and conclusions in the final chapter.

Finally summary of findings, suggestion and conclusions which provides the clear picture of my finding about the study and my solutions on the basis of the technical Interpretation and finally about the overall study.