

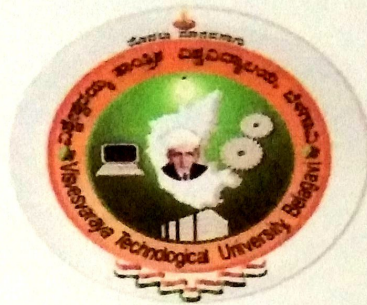
**A PROJECT REPORT ON**  
**“ARTIFICIAL INTELLIGENCE POWERED HIRING ON FMCG SECTOR”**

Submitted By

**MS. SINCHANA B**

**USN: 4AL19MBA72**

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**

**Neeraj Rai**

Assistant Professor

PG Dept of Business Administration

AIET, Moodbidri

**EXTERNAL GUIDE**

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Senior HR Manager

Bisleri International

Pvt Ltd



**ALVA'S**  
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**DEPARTMENT OF BUSINESS ADMINISTRATION**

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

Batch 2019 – 2021



3<sup>rd</sup> April, 2021

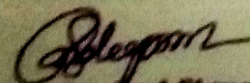
### CERTIFICATE

This is to certify that Ms. Sinehana B (Reg. no. 4AL19MBA72) a student of MBA at Alva's Institute of Engineering & Technology, Mangalore, affiliated to VTU University, has completed his summer internship project with Bisleri International Pvt. Ltd. from 22<sup>nd</sup> Feb, 2021 to 03<sup>rd</sup> April, 2021 with our guidance and supervision.

During the period, we have found her to be hardworking and sincere.

We wish her good luck in all her future endeavor.

For Bisleri International Pvt. Ltd.,

  
Authorized Signatory

CIN:U15540MH1984PTC127572

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AIET/MBAID/54

20 July 2021

## CERTIFICATE

This is to certify that **SINCHANA B** bearing USN **4AL19MBA72**, 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 ARTIFICIAL INTELLIGENCE POWERED HIRING ON FMCG SECTOR**" is prepared by her under the guidance of Mr. Neeraj S Rai, 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.

*Neeraj S Rai*

Mr. Neeraj S Rai  
Internal Guide

*Dr. Claret Mendonca*  
Dr. Claret Mendonca  
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Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



### DECLARATION

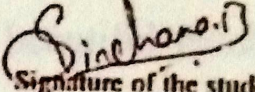
I, Ms SINCHANA B Reg. No(4AL19MBA72) hereby declare that the project report on "ARTIFICIAL INTELLIGENCE POWERED HIRING AND ITS INFLUENCE ON FMCG SECTOR" is prepared by me under the guidelines of, NEERAJ RAI, Assistant Professor, PG Dept of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I also declare that this summer project work is towards the partial fulfilment of the university regulations for award of degree of MASTER OF BUSINESS ADMINISTRATION by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 45 Days. 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.

Date: 23/7/21

Place: Bangalore mijar

  
Signature of the student



## ACKNOWLEDGEMENT

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

I am thankful to Sandeep M M , Senior HR Manager of Bisleri International Pvt Ltd, who has permitted me to do this project work and facilitated me throughout the study with his valuable suggestions in spite of his extremely busy schedule.

My heartfelt gratitude to Dr. Claret Mendonca, Head, PG Dept of Business Administration, Alva's Institute of Engineering and Technology. Mijar. For providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, support and help during my project.

I am extremely thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project.

And finally,

**I would like to dedicate this project to my beloved parents** I am really grateful for your endless support, and countless advice. Thank you both for everything.

Thank You,



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## **EXECUTIVE SUMMARY**

The project report on **"A STUDY ON ARTIFICIAL INTELLIGENCE POWERED HIRING AND ITS INFLUENCE ON FMCG SECTOR"** is submitted in fractional implementation of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Artificial Intelligence has become very significant and a pressing necessity for employees in both the commercial and governmental sectors in today's era of globalization. This is essentially a technique that reviews an employee's performance on a regular basis. In this study, an attempt is made to identify the artificial intelligence in recruitment and to make recommendations for improvement.

It improves first-class with the aid of using recruitment standardized activity coordinating with characteristics. Shrewd screening that robotizes the resumes, guarantees a great street for the scouts halting disturbance in the work process, competitor work process, and calls for minimum statistics era support.