

**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Effective Liquidity and Profitability Management at  
Mahindra Tractors”**

By  
**AKASH E**  
**1KG22BA001**

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**  
**Prof. Roopa Balavenu**  
Assistant professors  
**MBAKSSEM**

**EXTERNAL GUIDE**  
**Mr. Suresh K**  
H R Manager  
Mahindra tractors



**KSSEM**  
K'S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





# KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, ACCREDITED BY NAAC  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. AKASH E** bearing USN 1KG22BA001, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Effective Liquidity and Profitability Management at Mahindra Tractors**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109

Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**MAHINDRA TRACTORS**  
84P8+H2W, Kiranalli, Karnataka 571107  
Website: mahindractor.com Ph No: 9113675483

No: MHDRA TRCTR637

2024-25

15.06.2024

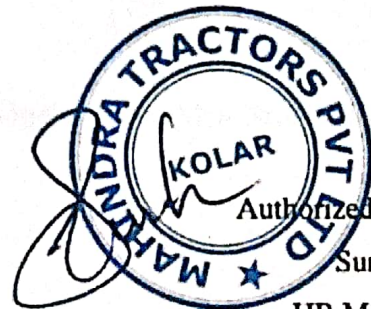
### TO WHOM IT MAY BE OF CONCERN

This certifies that **Mr. AKASH E** (Reg No: **1KG22BA001**), MBA student at **K S SCHOOL OF ENGINEERING AND MANAGEMENT, VTU**, successfully completed a 45-days internship at Mahindra Tractors. His project, "**A STUDY ON EFFECTIVE LIQUIDITY AND PROFITABILITY MANAGEMENT AT MAHINDRA TRACTORS**," showcased dedication, punctuality, and a keen interest in the agricultural marketing domain.

**Internship Duration:** 01<sup>st</sup> May 2024 to 15<sup>th</sup> June 2024.

During his internship, **Mr. AKASH E** demonstrated commendable dedication, punctuality, and a keen interest in understanding the perceptions of farmers towards marketing strategies. His hardworking and inquisitive nature contributed positively to the projects undertaken at Mahindra Tractors,

We extend our best wishes to **Mr. AKASH E** for a successful and prosperous career ahead.

  
Authorized signature  
Suresh  
HR Manager



**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON ASSETS AND LIABILITIES MANAGEMENT”**  
**AT PRECIMEASURE CONTROLS PVT LTD**

By  
**AMRUTHA YV**  
**1KG22BA002**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Asst. Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Arun**  
**Hr Manager**  
**Precimeasure Controls Pvt Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





**KSSEM**  
SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. AMRUTHA Y V bearing USN 1KG22BA002, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Assets and Liabilities Management with reference to Precimeasure Controls Pvt Ltd**, is prepared by her under the guidance of Prof. **Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Professor & HOD-MBA,

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





Date: 06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Amrutha YV bearing USN : 1KG22BA002, is a bonafide student of master of business administration course of the 2024, affiliated to Visvesvaraya Technological University , Belgaum . Project report on "Assets and liabilities" Is prepared by her under the guidance of Murali , in partial fulfillment of the requirements for the award of the degree of master of business administration of visvesvaraya technological University, belagavi Karnataka.

It was a pleasure having her with us in this short period. We wish her all the very best for her future endeavors.

Yours sincerely

Authorized Signatory

For Precimeasures Controls Pvt Ltd

  
Proprietor

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168/C, Industrial Suburb, Peenya 3rd Phase, Bangalore, Karnataka  
[gopal@precimeasure.com](mailto:gopal@precimeasure.com) +91 93437 94867,  
(CIN) U33130KA2001PTC029210



**PROJECT REPORT (22MBAPR407)  
ON  
FUNDAMENTAL ANALYSIS**

**Submitted By  
APEKSHA S  
(1KG22BA003)**

**Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfilments of the requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**  
Under the guidance of*

**INTERNAL GUIDE**

**Prof. Roopa Balavenu  
Assistant professor  
K.S.S.E.M**

**EXTERNAL GUIDE**

**Praveen R K  
Senior Executive Finance  
and Admin  
AMS Bhargava Machining  
Pvt Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(September - 2024)**



# AMS BHARGAVA MACHINING PVT LTD.

Unit I : A-153 & A-154, 2nd 'C' Main Road,  
2nd Stage, Peenya Industrial Estate,  
Bengaluru - 560 058. INDIA  
Tel : +91 - 80 - 28361821

Unit II : Plot No. 31,  
2nd Phase, Peenya Industrial Area,  
Bengaluru - 560 058. INDIA  
Tel : +91 - 80 - 23722021

E-mail : [amsbhargava@abmpl.net](mailto:amsbhargava@abmpl.net) Website : [www.abmpl.net](http://www.abmpl.net)

**ABM**  
ISO 9001:2015 Certified Company

Date: 10<sup>th</sup> June 2024

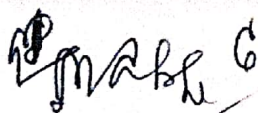
## CERTIFICATE TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. APEKSHA S. (USN 1KG22BA003), MBA-Final year student of K.S. School of Engineering and Management, Bangalore has Successfully completed her project on "A Study on Fundamental Financial Analysis of AMS Bhargava Machining Private Limited"

The Management of AMS BHARGAVA MACHINING PVT.LTD. takes this opportunity to register the appreciation for the enthusiasm and eagerness showed by the student in gathering the required information during the period of project from 29.04.2024 to 05.06.2024

We would like to wish her all the best for his future endeavours.

For AMS BHARGAVA MACHINING PVT. LTD



C. P. PONNAPPA  
MANAGING DIRECTOR



**Ace Micromatic**  
Group Company





**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. APEKSHA S** bearing USN **1KG22BA003**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Fundamental Analysis at AMS Bhargava Machining Pvt. Ltd**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Roopa*  
Signature of Internal Guide

*Dr. K. Rama Narasimha*  
Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

*Mangunallia S*  
Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation











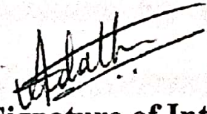
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### CERTIFICATE

This is to certify that Ms. APOORVA K V bearing USN 1KG22BA004, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Employee Work-life Balance at BSNL**, is prepared by her under the guidance of Prof. Arundathi K L, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







# BSNL

*Connecting India*

BHARAT SANCHAR NIGAM LTD

Regional Telecom Training centre

No1 SV Road Halsuru Bangalore-560008 , 080-25546222 [pgoktk@gmail.com](mailto:pgoktk@gmail.com)

DATE:06/06/2024

## **CERTIFICATE**

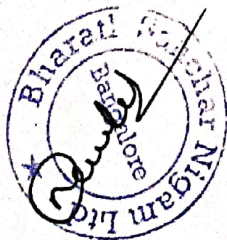
***TO WHOM SO EVER IT MAY CONCERN***

*This is to certify that Ms.APOORVA K V bearing USN: 1KG22BA004 Pursuing her masters degree in business administration (MBA) at K.S. School of Engineering and Mangement Bengaluru*

*She has completed her project work on EMPLOYEE WORK LIFE BALANCE successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period she was punctual and self disciplined.*

*We Wish her all the best in her future endeavors.*

Authorized Signature





**PROJECT REPORT (22MBAPR407)**  
on  
**A STUDY ON LOANS AND ADVANCES ANALYSIS AT HDFC  
BANK**

Submitted By  
**BEENA MARY M**  
**1KG22BA005**

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**  
**Prof. Roopa Balavenu**  
**Assistant Professor**  
**MBA, KSSEM**

**EXTERNAL GUIDE**  
**Mr. Chethan**  
**Cashier**  
**HDFC Bank**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







We understand your world

**HDFC Bank Limited** Ground Floor, No. 3A to 6A, NH-4, Dasanapura, Adakamaranahalli,  
Nelamangala, Karnataka-562162

---

**Dated: 15/06/2024**

***CERTIFICATE***

***TO WHOM SO EVER IT MAY CONCERN***

This is to certify that **Ms. BEENA MARY M**, bearing **USN:1KG22BA005**, student of 4<sup>th</sup> Semester, Master of Business Administration department of **K S School of Engineering and Management, Mallasandra, Bangalore**. She has successfully conducted a project with Title **“A STUDY ON LOANS AND ADVANCES ANALYSIS”** for the period of month starting from **24/04/2024**, to **06/06/2024** at **HDFC BANK, Dasanapura**. We always appreciate her sincerity, dedication and passion towards delivering excellence in work. During this period, we have observed her as most professional and discharged her work very efficiently and conscientiously.

We Wish her all the best for her future endeavours.

**For HDFC BANK**

**Authorized Signature**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. **BEENA MARY M** bearing USN **1KG22BA005**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Loans and Advances Analysis at HDFC Bank**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal

**Dr. K. RAMA NARASIMHA**  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT REPORT (22MBAPR407)**  
on  
**“A study on the Impact of Capital Structure on Financial Performance”**

By  
**STUDENT NAME: BHAVYA M**  
**USN: 1KG22BA006**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Roopa Balavenu**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Ranjitha**  
**HR Manager**  
**Indian Infoline Finance Limited**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





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**K.S. School of Engineering and Management**

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. BHAVYA M** bearing USN **1KG22BA006**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on the Impact of Capital Structure on Financial Performance at Indian Infoline Finance Limited**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**TO WHOMSOEVER IT MAY CONCERN**

This certifies that **Ms. Bhavya M (USN. No. 1KG22BA006)** is student In Master of Business Administration Program at **K S School of Engineering and Management, Bengaluru**. From 23<sup>rd</sup> Apr 2024 to 06<sup>th</sup> Jun 2024, she effectively finished her finance management project work, "**A Study on Capital Structure of an IIFL.**"

We are appreciative of her honesty and great effort in this regard, as the project she completed met our expectations in every way.

We hope for the best for in her further pursuits.

For, India Infoline Finance Ltd.,


Ranjitha  
HR Manager

Regd: Bommanahalli, 1st Floor, No 74 & 75, Begur Road  
Cross, Bangalore Nm, Karnataka 560068



A PROJECT REPORT (22MBAPR407)  
on  
“A Study on Liquidity Management on Profitability” at Power  
Build Batteries Pvt. Ltd.

Submitted by  
**CHANDANA V**  
(1KG22BA007)

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. ROOPA BALAVENU**  
Assistant professor  
**K.S.S.E.M**

**EXTERNAL GUIDE**  
**Ms. DIVYASHREE**  
HR Manager  
Power Build Batteries  
Pvt.Ltd.



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of MBA  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
(September - 2024)





**POWER BUILDS BATTERY PVT LTD.**

No 4 M, KIADB Industrial Area, Yedahalli Village, Dabaspet, Bangalore Rural Dist., Karnataka - 562 111.

**Date :23/06/2024**

**CERTIFICATE**

This is to certify that Ms.CHANDANA V, student of MBA, Reg no: 1KG22BA007, of K.S. School of Engineering and Management has successfully completed the project work entitled "A study on liquidity management on profitability" during the period 23rd April, 2024 to 6th June, 2024.

During her project work in our company, we found her character and conduct was good. We wish her all the very best for your future endeavors.

For POWER BUILDS BATTERY PVT LTD.

POWER BUILDS BATTERY  
PVT LTD  
BANGALORE

Authorized signature





**KSSEM**  
KARNATAKA STATE SEMESTER EXAMINATIONS

**KAMMAVARI SANGHAM (R), 1952**  
**K.S. School of Engineering and Management**

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. CHANDANA V** bearing **USN 1KG22BA007**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Liquidity Management on Profitability at Power Build Batteries Pvt Ltd** is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

**Signature of Internal Guide**

**Signature of HOD**

**Professor & HOD-MBA,**

**K.S School of Engineering & management**  
**#15, Mallasandra, Off. Kanakapura Road.**  
**Bengaluru - 560 109**

**Signature of Principal**

**Dr. K. RAMA NARASIMHA**

**Principal/Director**

**K S School of Engineering and Management**  
**Bengaluru - 560 109**

**Viva-voce Examination**

**Date:**

**Signature of Internal Examiner**  
**Name & affiliation**

**Signature of External Examiner**  
**Name & affiliation**











KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. **CHANDROLLA CHANDRIKA** bearing USN **1KG22BA008**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Investment Pattern and Preference of Retail Investors at Bajaj Finserv Ltd** is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management

Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





## CERTIFICATE OF COMPLETION

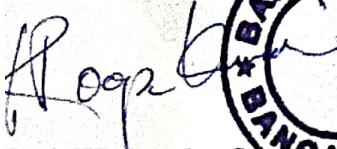
This is to certify that **Ms. Chandrolla Chandrika** a student of Master of Business Administration Program at "K S School of Engineering and Management, Bengaluru." bearing Reg. No: **1KG22BA008** has successfully completed a project in the Finance Department at our organization on the topic "A Study on Investment Pattern and Preference of Retail Investors" from 23<sup>rd</sup> April 2024 to 06<sup>th</sup> June 2024 as a part of academic studies.

This project has taught **Ms. Chandrolla Chandrika** practical implications of the above topic and we found her to be sincere, punctual and inquisitive during her entire Project.

We believe this practical exposure of **Ms. Chandrolla Chandrika** at our organization will gives a lead in her upcoming career and nurture of her greatest opportunities.

We wish her all success and good luck in her upcoming pursuits.

For Bajaj FinServ Ltd



Head -HR, Legal & Compliance

Place: Bangalore



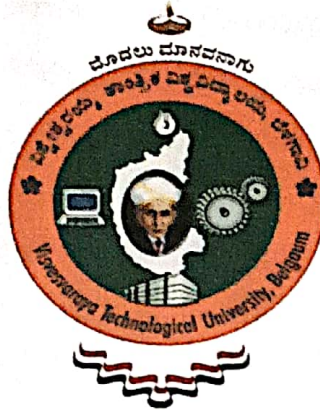
3rd Floor, Prestige Towers, Residency Rd, Shanthala Nagar, Ashok Nagar,  
Bengaluru, Karnataka 560025  
[www.BajajFinServLtd.com](http://www.BajajFinServLtd.com)



**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON CAPITAL BUDGETING ANALYSIS AT WELTECH  
ENGINEERS Pvt.Ltd”**

By  
**DEEPA L  
1KG22BA010**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Harish**  
**HR**  
**Weltech engineers Pvt.Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





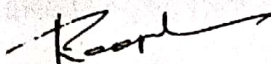
**KSSEM**  
K.S. School of Engineering and Management

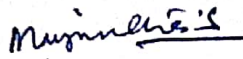
**KAMMAVARI SANGHAM (R), 1952**  
**K.S. School of Engineering and Management**

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. DEEPA L** bearing USN **1KG22BA010**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.  
Project report on **A Study on Capital Budgeting Analysis at Weltech Engineers Pvt. Ltd.**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD

  
Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director

K.S. School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





# WELTECH ENGINEERS PVT. LTD.

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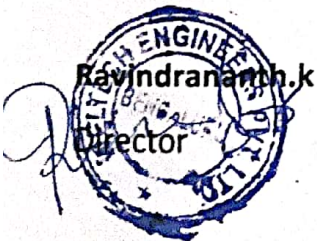
Date: 08/07/2024

## CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **MS. DEEPA. L (1KG22BA010)** of K.S. SCHOOL OF ENGINEERING AND MANAGEMENT, BENGALURU has undergone Project Work at our organisation from 23 - 04 - 2024 to 06 - 06 – 2024 (6 weeks) and she has completed Project Titled "**Capital budgeting**" at **WELTECH ENGINEERS PVT.LTD**, BENGALURU in the field of Finance.

The Conduct of the Student was found Satisfactory during the Project Work.  
We wish her all the best for future endeavours.



---

**WELTECH ENGINEERS PVT. LTD.**

473 D/3, 13th Cross Rd, 4Th Phase,

Peenya Industrial Area Phase IV, Peenya, Bengaluru, Karnataka 560058



**PROJECT REPORT (22MBAPR407)**

on

**“A Study on impact of Leverages on Profitability” at Stove Kraft Pvt Ltd**

By

**DHARANI B**

**1KG22BA011**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**

**Prof. Roopa Balavenu**  
Asst. Professor  
KSSEM

**EXTERNAL GUIDE**

**Ms. Rohini**  
Hr Manager  
Stove Kraft Pvt Ltd



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







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K.S. School of Engineering & Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. DHARANI B** bearing USN **1KG22BA011**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Impact of Leverages on Profitability at Stovekraft Pvt Ltd**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of Principal

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Viva-voce Examination

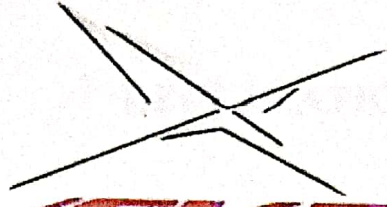
Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**STOVEKRAFT®**

Stove Kraft Ltd.

3rd Block, 297, 10th Main, Bengaluru, Karnataka 560011 ,CIN: L29301KA1999PLC025387.

Date:06/06/2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Dharani B, Reg No – 1KG22BA011** , student of MBA, Reg no: **1KG22BA011** , of **K.S School of engineering and management**, has successfully completed the project work entitled **“A study on PROFITABILITY ANALYSIS AND LEVERAGES”** with reference to **stove kraft pvt ltd** ” during the period **23/04/2024 to 06/06/2024**.

During her project work in our company, we found her character and conduct was good. We wish her all the very best for your future endeavors.



Authorized Signatory





**PROJECT REPORT (22MBAPR407)**  
on  
**“AN EVALUTION OF FINANCIAL PERFORMANCE AT EICHER  
MOTORS”**

By  
**DIWAKAR SHARMA**  
**1KG22BA012**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. ROOPA BALAVENU**  
**ASST. PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**BALAJI L**  
**HR MANAGER**  
**EICHER MOTORS**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. DIWAKAR SHARMA** bearing USN **1KG22BA012**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **An Evaluation of Financial Performance at Eicher Motors**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







No: EICHR98435Y

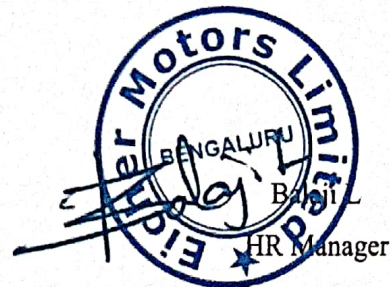
15.06.2024

**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Diwakar Sharma** bearing a register number of **1KG22BA012**, a student of MBA (4<sup>th</sup> semester), VTU, India. Has successfully completed his internship project report titled "**An Evolution on financial performance at Eicher motor limited**" for the period of 6 weeks from 23<sup>rd</sup> may 2023 to 06<sup>th</sup> June 2024. During his internship period he has shown positive attitude towards learning.

We wish him every success in life.

Thanking you



**Eicher Motors Limited**

220, Richmond Towers, 12, Richmond Rd, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560025,  
Karnataka 560025

Website: [www.eichermotors.com](http://www.eichermotors.com)





**PROJECT REPORT (22MBAPR407)**  
on  
**“AN EMPIRICAL STUDY ON MUTUAL FUND PERFORMANCE IN  
INDIA AT ANGEL ONE”**

By  
**D RAKESH REDDY**  
**1KG22BA013**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF.ROOPA BALAVENU**  
**ASST.PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mrs.PRIYA K**  
**HR MANAGER**  
**ANGEL ONE**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

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#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Mr. DOSAKAYALA RAKESH REDDY** bearing USN **1KG22BA013**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **An Empirical Study on Mutual Fund Performance in India at Angel one**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

**Signature of Internal Guide**

**Signature of HOD  
Professor & HOD-MBA,**

**K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.**

**Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director**

**K S School of Engineering and Management  
Bengaluru - 560 109**

**Viva-voce Examination**

**Date:**

**Signature of Internal Examiner  
Name & affiliation**

**Signature of External Examiner  
Name & affiliation**



**TO WHOMSOEVER IT MAY CONCERN**

This certifies that **Mr. Dosakayala Rakesh Reddy** (Reg. No. **1KG22BA013**) is student In Master of Business Administration Program at K S School of Engineering and Management, Bengaluru. From **23<sup>rd</sup> April 2024** to **06<sup>th</sup> June 2024**, he effectively finished his project work, on topic "**An Empirical Study on Mutual Fund Performance in India at Angel One**".

We are appreciative of his honesty and great effort in this regard, as the project he completed met our expectations in every way.

We hope for the best for him in his further pursuits.

**For, Angel One Ltd. (Angel Broking Ltd.)**


**Priya K**

Head - HR Legal & Compliance.

Place: Bangalore.

Address: 15/3, 2nd Floor, Infantry Rd, Shivaji Nagar, Bengaluru, Karnataka 560001

✉ [support@angelone.in](mailto:support@angelone.in)

☎ 1800 1020



**A PROJECT REPORT (20MBAPR407)**

**On**

**“A Study on Consumer Attitudes towards Asian Paints”**

**Submitted by  
DURGA PRASAD M  
(1KG22BA014)**

**Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

*Under the guidance of*

**INTERNAL GUIDE  
Prof. Manjunatha.S  
Associate Professor  
Dept of Management Studies  
KSSEM**

**EXTERNAL GUIDE  
Mr. Nagendra Kumar  
Marketing Manager  
Asian Paints  
India Pvt. Ltd.**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(SEPTEMBER – 2024)**





**KSSEM**

KAMMAVARI SANGHAM (R), 1952

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. DURGAPRASAD M** bearing USN **1KG22BA014**, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Consumer Attitude towards Asian Paints**, is prepared by him under the guidance of **Prof. Manjunatha S**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University Belagavi, Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Manjunatha S*

Signature of HOD

PROFESSOR & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

*K. Rama Narasimha*

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







Asian Paints House. 6A, Shantinagar, Santacruz (E), Mumbai - 400 055, India. Tel: 022 - 6218 1000 | Fax: 022 - 6218 1111.

DATE: 06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.Durga Prasad.M** bearing **USN:1KG22BA014** Pursuing his masters degree in business administration (MBA) At **KS SCHOOL OF ENGINEERING AND MANAGEMENT**

he has completed his project work on **consumer attitude** successfully in our organization for a period of 6 weeks from **23rd April, 2024** to **6th June, 2024**. During this period he was punctual and self disciplined.

We wish him all the best for sucessful career.

Thanking you,

Authorized Signature





**PROJECT REPORT (22MBAPR407)**  
**On**  
**“A STUDY ON EFFECTIVE CONTENT MARKETING THROUGH  
SOCIAL MEDIA AT LIFE LINE FEEDS (IND) PVT. LTD.”**

**Submitted By**  
**GAJULA PRAVEEN KUMAR**  
**1KG22BA015**

**Submitted to**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**MANJUNATHA S**  
**ASSOCIATE PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**KISHORE KUMAR**  
**HR MANAGER**  
**LIFE LINE FEEDS**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





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K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

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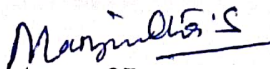
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109


Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. GAJULA PRAVEEN KUMAR** bearing USN **1KG22BA015**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Effective Content Marketing through Social Media at Life Line Feeds (IND) Pvt. Ltd**, is prepared by him under the guidance of **Prof. Manjunatha S**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
**Professor & HOD-MBA,**  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

  
Signature of Principal  
**Dr. K. RAMANARASIMHA**  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







NATCH TO HEALTH

LIFE LINE FEEDS (INDIAN) Pvt.Ltd.,  
(An ISO 9001 :2015 certified company)

DATE:06/06/2024

## CERTIFICATE

This is to certify that **Mr.Gajula Praveen Kumar**, { USN No:1KG22BA015}, 4th semester MBA student of **K S SCHOOL OF ENGINEERING AND MANAGEMENT** has completed his Internship project on "Effective content marketing through social media ." in our organization. he had undergone his project from **23 /04/2024 to 06/06/2024**. During the above period we found his sincere & hard working and displayed good Conduct and character.

We wish him all success in his life.

Thanking you,



Authorized Signatory





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Impact of Digital Marketing Strategies on the Sales of  
Kaleesuwari Refinery Pvt Ltd”**

By  
**HARSHITHA B**  
**1KG22BA016**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mr. MANJUNATHA S**  
**PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. YESWANTH**  
**MANAGER**  
**KALEESUWARI**  
**PVT LTD**



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. HARSHITHA B** bearing USN 1KG22BA016, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Impact of Digital Marketing Strategies on the Sales of Kaleesuwari Pvt Ltd**, is prepared by her under the guidance of Prof. Manjunatha S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Manjunatha S*

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

*K. Rama S*

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**KALEESUWARI**  
REFINERY AND INDUSTRY PRIVATE LIMITED

Date: 23-04-2024

**CERTIFICATE**

*This is certify that Ms. Harshitha B (USN :1KG22BA016) student of MBA 4<sup>th</sup> semester, K S SCHOOL OF ENGINEERING AND MANAGEMENT , has successfully completed her project in our organization in partial fulfillment of the requirement for the award of his MBA Degree from VISVESVARAYA TECHNOLOGICAL UNIVERSITY. The period was from 23/04/2024 to 06/06/2024 .*

*We wish her all the best in her future endeavors*

*For Kaleeshwari refinery pvt ltd.*

**Authorized Signature**



Regd & corp.office: 53,Rajasekaran street mylapore.chennai-600 004, Tel : 914433999,Fax: 9144399939900

Factory: plot no 2, Antharasanahalli industrial area, lingapur village, tumkur-572106, Tel: 0816-2211741/742

Email:mail@kaleesuwari.com,website: [www.kaleesuwari.com](http://www.kaleesuwari.com) TIN NO, 29900053255.





**PROJECT REPORT (22MBAPR407)**  
On  
**“A STUDY ON NON-PERFORMING ASSETS WITH REFERENCE TO  
CANARA BANK”**

By  
**HEMANTH YADAV S U**  
**1KG22BA017**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF.ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**MR PRABHU KUMAR**  
**MANAGER**  
**CANARA BANK**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Mr. HEMANTH YADAV S U** bearing USN **1KG22BA017**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Non-Performing Assets with Reference to Canara Bank**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109.

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







ಕರ್ನಾಟಕ  
Canara Bank

DATE:6/06/2024

## CERTIFICATE

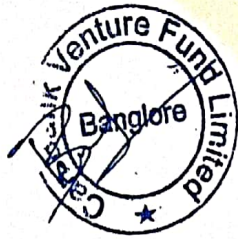
TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.HEMANTH YADAV S U** bearing **USN: 1KG22BA017** Pursuing his masters degree in business administration (MBA) at **K.S. School of Engineering and Management .**

He has completed his project work on **NON PERFORMING ASSET** successfully in our organization for a period of 6 weeks from **23rd April, 2024 to 6th June, 2024.** During this period he was punctual and self disciplined.

We wish him all the best for sucessful career.

Thanking you,



Authorized Signature

Circle Office Bangalore Metro branch is Circle office spencer towers, , no.86, m.g.road, , bangalore (karnataka)

- 560001 [canarabank@gamil.com](mailto:canarabank@gamil.com), 080974421-0800911422





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON FUND FLOW MANAGEMENT AT- KPDCL  
COMPANY”**

By  
**K DINESH**  
**1KG22BA018**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**MR HARISH**  
**ASSISTANT OFFICER**  
**KPDCL COMPANY**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. K DINESH** bearing USN **1KG22BA018**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Fund Flow Management at KPDCL Company**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







Kashmir Power Distribution Corporation Limited

66kV "A" - Station Compound Anand rao circle Bengaluru-560009 CIN:U40109KA1999SGC025521

Date:06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.K DINESH** bearing **USN: 1KG22BA018** Pursuing his masters degree in business administration (MBA) at **K.S. School of Engineering and Mangement**

He has completed his project work on **FUND FLOW ANALYSIS** successfully in our organization for a period of 6 weeks from **23rd April, 2024** to **6th June, 2024**. During this period he was punctual and self disciplined.

We wish him all the best for successful career.

Thanking you,

Authorized signature

For Kashmir Power Distribution Corporation  
  
Proprietor





**PROJECT REPORT (22MBAPR407)**  
**On**  
**“A STUDY ON EFFECTIVENESS OF RECRUITMENTS AND  
SELECTION PROCESS AT MAHARAJ SOAPS INDUSTRY PVT LTD”**

**By**  
**KIRAN KUMAR K**  
**1KG22BA019**

**Submitted to**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Arundathi K L**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**MOHITH**  
**HR**  
**MAHARAJ SOAPS**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109 (September - 2024)**





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KARNATAKA SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

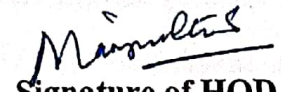
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109


Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. KIRAN KUMAR K** bearing USN **1KG22BA019**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Effectiveness of Recruitment and Selection Process at Maharaj Soaps Industry Pvt Ltd**, is prepared by him under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD

  
Signature of Principal

**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







PLOT NO: 768/500, NEAR INDUSTRIAL AREA LOKIKERE MAIN ROAD BANGALORE KA  
561203 IN . [msipl99@outlook.com](mailto:msipl99@outlook.com), Ph: 08192 - 262826 / 08880062826.

DATE:07/06/2024

**CERTIFICATE**  
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr.KIRAN KUMAR K** bearing **USN: 1KG22BA019** Pursuing his masters degree in business administration (MBA) at **K.S. School of Engineering and Management Bengaluru**

He has completed his project work on **RECRUITMENT AND SELECATION** successfully in our organization for a period of 6 weeks from **23rd April, 2024** to **6th June, 2024**. During this period he was punctual and self disciplined.

We wish him all the best for sucessful career.

Thanking you

Authorized Signature





**PROJECT REPORT (22MBAPR407)**

On

**“A STUDY ON IMPACT OF OPERATING EXPENDITURE  
ON FIRM’S PROFITABILITY AT BLUEPULSE VENTURES  
PVT LTD”**

Submitted By  
**KRUTHIKA H  
(1KG22BA020)**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
Assistant Professor  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Kumar**  
Finance Head  
BluePulse Ventures  
Pvt.Ltd



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-0279001, Affiliated to VTU, Bangalore, ACCREDITED BY NAAC

#15, Near Vajrashali, Malasandra, off Kanakapura Road, Bangalore- 560 109


Ph : +91 80 2842 5153, Mob : 9944 44028 / 99060 99006, Website : www.ksssem.edu.in





## CERTIFICATE

This is to certify that **Ms. KRUTHIKA H** bearing USN **1K022BLAN20**, is a bonafide student of **Master of Business Administration** course of the Institute, **2022-2024** batch, affiliated to **Vivekananda Technological University, Bangalore**.

Project report on **A Study on Impact of Operating Expenditure on Firm Profitability at BluePulse Ventures Pvt Ltd**, is prepared by her under the guidance of **Prof. Rangya Balavenu**, in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** of **Vivekananda Technological University, Bangalore, Karnataka**.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,  
K.S. School of Engineering & Management  
#15, Malasandra, Off. Kanakapura Road  
Bangalore - 560 109

  
Signature of Principal  
Dr. K. RAJAKRISHNA SHANKAR  
Principal/Chairman  
K.S. School of Engineering and Management  
Bangalore - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



Date: 31-05-2024

**TO WHOMSOEVER IT MAY CONCERN**

**Ms. Kruthika H** undergone intern ship on **Study on Impact of Operating Expenditure on Firms Profitability** project as part of the final semester requirements for the Master of Business Administration (MBA) program USN bearing 1KG22BA020 at **Bluepulse Ventures Pvt Ltd.**

Ms. Kruthika H has demonstrated the project with dedication, diligence, and competence throughout the duration of the project (**18<sup>th</sup> April 2024 to 1<sup>st</sup> June 2024**). Their commitment to excellence and their ability to effectively apply theoretical knowledge to practical scenarios have been commendable.

The project undertaken by Ms. Kruthika H focused on **Study on Impact of Operating Expenditure on Firms Profitability** was thorough research, analytical thinking, and strategic planning, have delivered a comprehensive and insightful report.

Moreover, Ms. Kruthika H exhibited good communication skill, collaboration, and professionalism while working on this project. She effectively engaged with stakeholders, sought feedback, and adapted to evolving requirements, ensuring the successful completion of the project within the stipulated timeline.

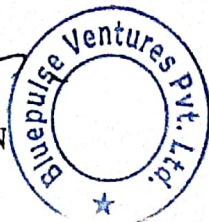
It is with great pleasure that I recommend Ms. Kruthika H for their exemplary performance and dedication. I have no doubt that they will continue to excel in their future endeavors and contribute significantly to the business community.

Please feel free to contact me if you require any further information or clarification regarding Ms. Kruthika H or the project they have completed.

Thank you for your attention to this matter.

Sincerely,

Head – HR & ADMIN



**BluePulse Ventures Private Limited**

2nd Floor, Ramanuja Complex,  
Malleshwaram, 5th Cross, Bangalore (KA)- 560 003, INDIA  
Call: +91 98444 05540 | E-mail: info@bluepulse.in | Web: www.bluepulse.in





**PROJECT REPORT (22MBAPR407)**

**On**

**“A SUDY ON RECRUITMENT AND SELECTION PROCESS AT  
INTENSE INFO SOLUTION”**

**BY**

**M.VANI  
1KG22BA021**

**Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs.Arundathi K L**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**MS.Vishnu priya**  
**H R Manager**  
**Intense Info Solutions**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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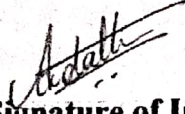
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

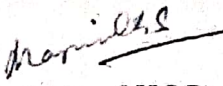
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssom.edu.in

## CERTIFICATE

This is to certify that Ms. M VANI bearing USN 1KG22BA021, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Recruitment and Selection Process at Intense Info Solutions Pvt. Ltd**, is prepared by her under the guidance of Prof. Arundathi K L, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

  
Signature of Principal  
Principal / Director  
K.S. School of Engineering & Management  
Bangalore-560 062

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**Intense**

INFO SOL PVT LTD

CIN : U78100KA2023PTC177320

Date: 22/04/2024

To,  
The principal  
K.S. School of Engineering and Management  
Bangalore – 560109

Subject: Permitted for Project work in our Organisation.

Dear Ms. M VANI (IKG22BA021)

With reference to your requesting letter, we are pleased to inform you that you have been permitted to do your Project work in our organisation. Project work period will be from 22nd April 2024 to 3rd June 2024. On completion of your Project work, you shall have to submit a Project work report to your project guide.

Thanking you,

For INTENSE INFO SOLUTIONS PVT L

*R. Prashanth Kumar Pillai*

DIRECTOR

---

Intense Info Solutions Pvt Ltd

214/1 1st Cross Lakshmi Layout Near Sai Hospital, Bengaluru, Karnataka 560068  
+91 9505040051 | support@intenseinfosol.com | www.intenseinfosol.com





**PROJECT REPORT (22MBAPR407)**  
**On**  
**“A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED  
SECURITIES IN INDIA AT ANANDRATHI FINANCIAL SERVICES  
PVT LTD”**

**By**  
**MADHVESH RAO S**  
**1KG22BA022**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**ARIJITH**  
**MANAGER**  
**ANANDRATHI**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109 (September - 2024)**



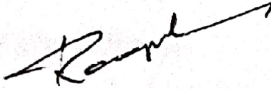



KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Mr. MADHVESH RAO S** bearing USN **1KG22BA022**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Risk and Return Analysis of Selected Securities in India at Anandrathi Financial Services Pvt. Ltd**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of Principal

**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of HOD  
**Professor & HOD-MBA,**  
K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





# ANANDRATHI

## INVESTMENT SERVICES

312, HARIDAS COMPOUND, ACHAR STREET, CHICKPETE, TUMKUR, KARNATAKA, INDIA, 572101, Reg no: AP0109490181771

Contact Number: 08162-276864, 1800 222244, Email: [customercare@unionbankofindia.com](mailto:customercare@unionbankofindia.com)

### CERTIFICATE

#### TO WHOM SO EVER IT MAY CONCERN

*This is to certify that Mr. MADHVESH RAO S bearing USN: 1KG22BA022 Pursuing his masters degree in business administration (MBA) at K.S. School of Engineering and Management*

*He has completed his project work on RISK AND RETURN successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period he was punctual and self disciplined.*

*We wish him all the best for successful career.*

*Thanking you,*

  
ANADARATI FINANCIAL  
SERVICES LTD  
BANGALORE

Authorized signature





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON INFLUENCE ON BRAND PRODCUT VALUE OF  
EURAKA FORBES LTD”**

By  
**MALLIKARJUNA N**  
**1KG22BA023**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mr. MANJUNATHA N**  
**PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. VITTAL**  
**MANAGER**  
**EURAKA FORBES**  
**LTD**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. MALLIKARJUNA N** bearing USN **1KG22BA023**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Influence of Brand Value on Products of Eureka Forbes Ltd**, is prepared by him under the guidance of **Prof. Manjunatha S**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University Belagavi, Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Manjunatha S*

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

*Dr. K. Rama Narasimha*

Signature of Principal  
**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





DATE:06/06/2024

## **CERTIFICATE**

*This is to certify that Mr.Mallikarjuna N ,{ USN No:1KG22BA023} , 4<sup>th</sup> semester MBA student of K S SCHOOL OF ENGINEERING AND MANAGEMENT has completed his Internship project on "BRAND MANAGEMETN AT EUREKA FORBES PVT LTD." in our organization. he had undergone his project from 23 /04/2024 to 06/06/2024. During the above period we found his sincere & hard working and displayed good Conduct and character.*

*We wish him all success in his life.*

*Thanking you,*

**Authorized Signatory**



**Eureka Forbes Limited**  
near 560100, State Bank of India Building,  
24th Cross Rd, Banashankari Stage II,  
Singasandra, Bengaluru - Karnataka 560070  
(CIN) U27109MH1931PLC353890  
[customercare@eurekaforbes.com](mailto:customercare@eurekaforbes.com)  
Phno:01205097238 - 186026 61177



**PROJECT REPORT (22MBAPR407)**  
on  
**"A STUDY ON CONSUMER BEHAVIOR AT TITAN WATCHES "**

By  
**MEGHA.A**  
**1KG22BA024**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. MANJUNATHA S**  
**ASSOCIATE PROFESSOR**  
**AND HOD**  
**KSSEM**

**EXTERNAL GUIDE**  
**MR. CHANDAN**  
**MARKETING HEAD**  
**TITAN WATCHES**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5270001, Affiliated to VTU, Belagavi, ACCREDITED BY NAAC

#15, Near Vajarahalli, Mallanandra, off Kanakapura Road, Bengaluru- 560 109

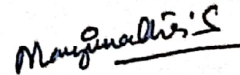
Ph : +91 80 2842 5103, Mob : 88844 44408 / 96000 65900, Website : www.kssem.edu.in


## CERTIFICATE

This is to certify that Ms. MEGHA A bearing USN 1KG22BA024, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on A Study on Customer Behaviour at Titan Watches, is prepared by her under the guidance of Prof. Manjunatha S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,  
K.S. School of Engineering & management  
#15, Mallanandra, Off. Kanakapura Road,  
Bengaluru - 560 109

  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







WORLD OF TITAN

DATE:06/06/2024

**CERTIFICATE**  
**TO WHOM SO EVER IT MAY CONCERN**

*This is to Certify that Ms. Megha A (Reg No: 1KG22BA024) from KS SCHOOL OF ENGINEERING AND MANAGEMENT, has done her 6- week project from 23<sup>rd</sup> April 2024 to 06<sup>th</sup> June 2024 in our company.*

*During her internship, she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations, and she was able to complete the project on time.*

*We wish her all the best for her upcoming career.*

*For Aditya Auto Products & Engineering (I) Pvt Ltd*

Authorized Signatory





**PROJECT REPORT (22MBAPR407)**

on

**“A Study of Impact on Workers Participation Management at INDO-MIM  
Pvt. Ltd.”**

By

**MONISHA N  
1KG22BA025**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs. Arundathi K L**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Mohan Kumar**  
**HR**  
**INDO-MIM Pvt. Ltd.**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





DATE:06/06/2024

**CERTIFICATE**  
**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Ms. **Monisha N** with USN **1KG22BA025** , 3rd Semester, Master of Business Administration department of **K S School Of Engineering And Management** , Mallasandra, Bangalore has successfully completed her internship for the period of month starting from **26/04/2024**, To **06/06/ 2024** at Indo-mim Privat Limited ,Doddaballapura. We always appreciate her sincerity, dedication and passion towards delivering excellence in work. During this period we have observed her as most professional and discharged her work very efficiently and conscientiously.

We Wish her all the best in his future endeavors

For indo-mim (I) Pvt Ltd



Authorized Signatory





**SSEM**  
SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109


Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. MONISHA N** bearing USN **1KG22BA025**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Impact of Workers Participation in Management at INDO-MIM Pvt. Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of Principal  
**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT WORK (22MBAPR407)**  
**A STUDY ON EMPLOYEE ENGAGEMENT AND TEAM BUILDING**  
**HIMATSINGKA PVT LTD**

**SUBMITTED BY**

**MUKKARA SAI CHANDANA CHOWDARY**  
**1KG22BA026**

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**  
**Mrs. Arundathi K. L**  
**Assistant Professor**  
**MBA, KSSEM**

**EXTERNAL GUIDE**  
**Mr. M. Murali**  
**Assistant Manager**  
**Himatsingka Pvt Ltd**



**KSSEM**  
**K S SCHOOL OF ENGINEERING AND MANAGEMENT**

**Department of MBA**  
**K S School of Engineering and Management**  
**#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-109**  
**(September- 2024)**





**KSSEM**  
K.S. School of Engineering and Management

# KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. **MUKKARA SAI CHANDANA CHOWDARY** bearing USN **1KG22BA026**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Employee Engagement and Team Building at Himatsingka Seide Ltd**, is prepared by her under the guidance of Prof. Arundathi KL, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







# Himatsingka

Date:06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

*This is to certify that Ms. MUKKARA SAI CHANDANA CHOWDARY bearing USN: 1KG22BA026 Pursuing her masters degree in business Administration (MBA) at K.S. School of Engineering and Management .*

*She has completed her project work on Employee engagement and team building successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period she was punctual and self disciplined.*

*We wish her all the best for successful career.*

*Thanking you,*



Authorized Signature

23 / A, Kiadb Ind. Area, Doddaballapur, Veerapura Post, Bengaluru, Karnataka 561203.

Phno 080 4837 2584 , [www.himatsingka.com](http://www.himatsingka.com) , CIN L17112KA1985PLC006647



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PROJECT REPORT (22MBAPR407)  
on  
"A STUDY ON EMPLOYEE REWARD SYSTEM  
AT VARALAKSHMI SHARP TOOLS "

By  
NAMRATHA A V  
1KG22BA027

Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

**INTERNAL GUIDE**  
Mrs ARUNDATHI K L  
ASSISTANT PROFESSOR  
K S S E M

**EXTERNAL GUIDE**  
Mr. VIJAYA KUMAR N.  
H R MANAGER.  
Varalakshmi Sharp Tools



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of MBA  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(September - 2024)





**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

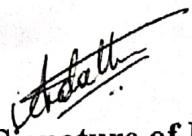
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

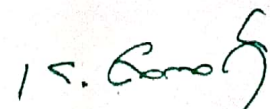
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. NAMRATHA A V bearing USN **1KG22BA027**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Employee Reward System at Varalakshmi Sharp Tools**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**VARALAKSHMI**  
SHARP TOOLS

**VARALAKSHMI SHARP TOOLS**

Mfrs: All types of carbide cutting Tools, Re-sharpening, carbides, HSS & Brazied TOOLS etc..

GSTIN No : 29DFSPK9811R1Z6

ISO 9001:2015

NO:220122,5th cross hegganahalli main road, near milk dairy bus stop, Bangalore-560091

Email: varalakshmi.sharptools@gmail.com,

DATE :06/06/2024

## CARTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **MS.NAMRATHA A V** bearing **USN: 1KG22BA027** Pursuing her master degree in business Administration (MBA) at **K.S. School of Engineering and Mangemer Bengaluru**

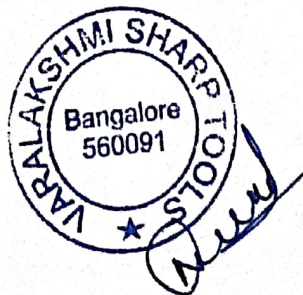
She has completed her project work on **EMPLOYEE REWARD SYSTEM** successfully in o organization for a period of 6 weeks from **23rd April, 2024 to 6th June, 2024**. During this peri she was punctual and self disciplined.

We wish her all the best for sucessful career.

Thanking you

We wish you to have a successful future

Authorized signature





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Employee Medical And Safety AT NASH  
Industries Pvt Ltd”**

By  
**NAVEEN G**  
**1KG22BA028**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs ARUNDATHI KL**  
**PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr SRIKANTH**  
**HR MANAGER**  
**NASH INDUSTRIES**  
**PVT LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





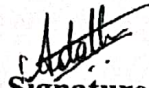
**KSSEM**  
K.S. School of Engineering and Management

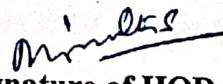
# KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. NAVEEN G** bearing USN **1KG22BA028**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Employee Medical & Safety at Nash Industry Pvt Ltd**, is prepared by him under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







Industries Pvt Ltd

115/3, 4th Floor, M.L. Chambers, 6th Main, Yeshwanthpura Indl Suburb II Stage, Bangalore -560022. (Near Big Mishra)  
080411364273- 08042239282,

## CERTIFICATE

### *TO WHOM SO EVER IT MAY CONCERN*

*This is to certify that Mr.NAVEEN G bearing USN: 1KG22BA028 Pursuing his masters degree in business administration (MBA) at K.S. School of Engineering and Management Bengaluru*

*He has completed his project work on EMPLOYEE MEDICAL AND SAFETY .successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period he was punctual and self disciplined.*

*We wish him all the best for successful career.*

*Thanking you,*

**Authorized Signature**





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study On Optimal Portfolio Construction”**

By  
**NIKITHA B**  
**1KG22BA029**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr Yashwanth**  
**HR Manager**  
**Pagariya Food Products (P). Ltd.**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







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SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1982

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, ACCREDITED BY NAAC

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. NIKITHA B** bearing USN **1KG22BA029**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Optimal Portfolio Construction** at Pagariya Food Products Pvt. Ltd, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





# PAGARIYA FOOD PRODUCTS (P). LTD.



**Factory:** Unit Plot No # 302 A, Phase - 2,  
KIADB Industrial Estate,  
Harohalli Taluka Kanakapura,  
Dist Ramanagara, Pin Code: 562 112, Karnataka State, India.

## TO WHOMSOEVER IT MAY CONCERN

This certifies that **Ms. Nikitha B** (USN. No. **IKG22BA029**) is student In Master of Business Administration Program at **K S School of Engineering and Management, Bengaluru**. From 23 Apr 2024 to 06\* Jun 2024, she effectively finished her finance management project work, "**A Study on optimal portfolio construction at Pagariya Food Products (P) LTD.**"

We are appreciative of her honesty and great effort in this regard, as the project she completed met our expectations in every way.

We hope for the best for in her further pursuits.

For, Pagariya Food Products (P) LTD.,

  
**Yashwanth**  
HR Manager





**PROJECT REPORT (20MBAPR407)**  
**ON**  
**AN EMPIRICAL STUDY ON OPTIONS AND FUTURES ANALYSIS OF**  
**IT SECTOR**  
**AT ANGEL ONE**

**SUBMITTED BY**

**NITHYA. S R**  
**1KG22BA030**

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. Roopa Balavenu**  
Assistant Professor  
MBA, KSSEM

**EXTERNAL GUIDE**  
**Mr. Veeru Prasad**  
Research Associate  
Angel one



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Center**  
**K S School of Engineering and Management**  
**#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-**  
**560109**

**(August - 2024)**





Date:06/06/2024

To,

**NITHYA. S R**  
K. S. School of engineering and management

Subject: Internship Completion certificate.

This is to certify that Ms. NITHYA.SR (USN-1KG22BA030) pursuing IV semester MBA at K.S.School of Engineering & Management affiliated to VTU University. As part of her curriculum and for the partial fulfilment of MBA degree she has successfully completed Internship at ANGEL BROKING from 23/04/2024 to 06/06/2024 on "Derivative analysis at Angel Broking".

During the period of her Internship project work with us, her conduct was good.

We wish her all the very best for her future Endeavours.

For ANGEL BROKING



**Subhash Menon**  
Chief Human Resource Officer



**CSO & Corporate Office:**  
6th Floor, Akruti Star, Central Road,  
MIDC, Andheri (E) Mumbai-400 093.  
Tel: (022) 4000 3600  
Fax:(022) 3935 7699

**Regd Office:**  
G-1, Akruti Trade Centre, MIDC, Road  
No-7, Andheri (E), Mumbai - 400 093.  
Tel: (022) 6807 0100  
Fax: (022) 6807 0107  
E-mail: support@angelbroking.com  
Website: www.angelbroking.com

**Angel Broking Limited**  
CIN: L67120MH1996PLC101709,  
SEBI Registration No Stock Broker:  
INZ000161534, CDSL: IN-DP-384-2018, PMS:  
INP000001546, Research Analyst:  
INH000000164, Investment Advisor:  
INA000008172, AMFI Regn. No. ARN-77404,  
PFRDA, Regn. No.-19092018.







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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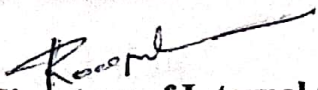
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

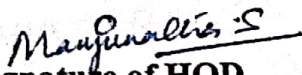
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE


This is to certify that Ms. NITHYA S R bearing USN 1KG22BA030, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **An Empirical Study on Option and Future Analysis of IT Sector at Angle One** is prepared by her under the guidance of Prof. Roopa Balavenu, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

  
Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Impact of Artificial Intelligence (AI) on Financial Decision Making at Amul”**

By  
**NIVEDITHA M K**  
**1KG22BA031**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs.Roopa Balavenu**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Annapoorneshwari**  
**Managing Director**  
**AMUL**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. NIVEDITHA M K bearing USN 1KG22BA031, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on A Study on Impact of Artificial Intelligence (AI) on Financial Decision Making at Amul, is prepared by her under the guidance of Prof. Roopa Balavenu, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Professor & HOD-MBA,

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K.S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





06.06.2024

## TO WHOM SO EVER IT MAY CONCERN

This certifies that Ms. NIVEDITHA M K (USN. No. 1KG22BA031) is student In Master of Business Administration Program at K S School of Engineering and Management. From 23rd April 2024 To 06th June 2024, She effectively finished her Finance management project work, "A study on impact of AI on Financial decision making." We are appreciative of her honesty and great effort in this regard, as the project She completed to met our expectations in every way...

**Duration of internship:** 23<sup>rd</sup> April 2024 to 06<sup>th</sup> June 2024.

Thanking You



Authorized Signature  
**Preran Desai**  
HR & Admin



**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON MARKETING STRATEGIES AT MARUTHI MOTORS”**

**By**  
**PALEGAR RAJU**  
**1KG22BA032**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**MANJUNATHA S**  
**ASSOCIATE PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**SUNIL KUMAR**  
**HR MANAGER**  
**MARUTHI MOTORS**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : [www.kssem.edu.in](http://www.kssem.edu.in)

## CERTIFICATE

This is to certify that **Mr. PALEGAR RAJU** bearing USN **1KG22BA032**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Marketing Strategies at Maruthi Motors Pvt. Ltd**, is prepared by him under the guidance of **Prof. Manjunatha S**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Manjunatha S*

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109.

*Dr. K. Rama Narasimha*

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





DATE:06/06/2024

## CERTIFICATE

This is to certify that **Mr. Palegar Raju (USN:- 1KG22BA032)** from **KS SCHOOL OF ENGINEERING AND MANAGEMENT** has successfully completed the Internship Project with Maruthi motors for the period of **23rd April, 2024 to 6th June, 2024..** He has conducted a project with Title "**A study on Marketing strategies at maruthi motors**"  
During this Internship project, his performance was satisfactory and best to the industry. We wish him all the best for future endeavors.

For Ujjivan Small Finance Bank.



Authorized Signature



**PROJECT REPORT (22MBAPR407)**  
on  
**"A STUDY ON RATIO ANALYSIS AT RITTEL INDIA PVT LTD"**

By  
**PALLAVI K N**  
**1KG22BA033**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Asst. Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Kunal**  
**Hr Manager**  
**Rittel India Pvt Ltd**



**KSSEM**  
A SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
K.S. School of Engineering & Management

KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : [www.kssem.edu.in](http://www.kssem.edu.in)

**CERTIFICATE**

This is to certify that Ms. **PALLAVI K N** bearing USN **1KG22BA033**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Ratio Analysis at Rittal India Pvt Ltd**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of Principal

Signature of HOD  
Professor & HUD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







RITTAL India Private Limited  
No. 23 & 24  
KIADB Industrial Area  
Veerapura  
Doddaballapura  
561203 Bangalore Dist

☎ +91(0)8061413900  
☎ +91(0)8061414099  
✉ [info@rittal-](mailto:info@rittal-india.com)  
[india.com](http://www.rittal-india.com)  
[www.rittal-](http://www.rittal-india.com)  
[india.com](http://www.rittal-india.com)

CIN : U31100KA1994PTCO15641

Date: 06-06-2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that Ms.Pallavi KN . [ USN-1KG22BA033J MBA Final year student of K.S school of engineering and management has successfully completed the internship project entitled Title "A STUDY ON RATIO ANALYSIS AT RITTAL INDIAN PVT LTD." during the duration 23-04-2024 to 06-06-2024 at our premises.*

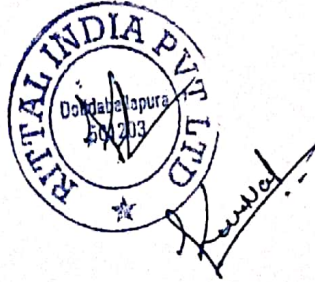
*Ms.Pallavi KN. has displayed professional traits during her internship project and managed to complete all assigned tasks as required. she was hardworking, dedicated and committed.*

*It was a pleasure having her with us in this short period. We wish her all the very best for her future endeavors.*

*Yours sincerely*

**For, Rittal India Pvt. Ltd**

**Authorized signature**





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON CREDIT MANAGEMENT ON PROFITABILITY AT  
UJJIVAN SMALL FINANCE BANK”**

By  
**PAVAN KALYAN P R**  
**1KG22BA034**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**

**Prof. ROOPA BALAVENU**

**ASST. PROFESSOR**

**KSSEM**

**EXTERNAL GUIDE**

**Mr. RAJKUMAR D**

**HR MANAGER**

**UJJIVAN SMALL**

**FINANCE BANK**



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K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. PAVAN KALYAN P R** bearing USN **1KG22BA034**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on the Impact of Credit Management Analysis on Profitability at Ujjivan Small Finance Bank**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

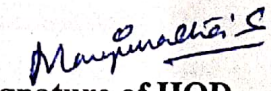
  
Signature of Internal Guide

  
Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560

  
Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**UJJIVAN SMALL FINANCE BANK:**

2<sup>nd</sup> floor, Prakash Building B H Road, Subhash Nagar Nelamangala, Bengaluru,  
Karnataka 562123

E-MAIL ID:mo.West@ujjivan.com

TELEPHONE:912041412121

DATE:06/06/2024

**CERTIFICATE**

*This is to certify that .Mr.PAVAN KALYAN P R (USN: 1KG22BA034) from K.S. School of Engineering and Management - Bangalore, has successfully completed the Internship with Ujjivan Small Finance Bank for the period of 23rd April, 2024 to 6th June, 2024.. He has conducted a project with Title "A study on credit management on profitability at ujjivan small finance bank,*

*During this Internship, his performance was satisfactory and best to the industry. We wish him all the best for future endeavors. For Ujjivan Small Finance Bank. Authorized Signature*

*Authorized Signature*





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS AT ITC  
ESSENTRA LTD”**

By  
**POLEPALLI HARI BABU**  
**1KG22BA035**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**MR NITHIN GOWDA**  
**HR MANAGER**  
**ITC COMPANY**



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Mr. **POLEPALLI HARI BABU** bearing USN **1KG22BA035**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Financial Performance Analysis at ITC Essentra Ltd**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**TO WHOMSOEVER IT MAY CONCERN**

This certifies that **Mr. Polepalli Hari Babu** (Reg No. 1KG22BA035) is student In Master of Business Administration Program at **K S School of Engineering and Management, Bangalore**. From 23<sup>rd</sup> Apr 2024 to 06<sup>th</sup> Jun 2024, he effectively finished his project work, on topic " **A Study on Financial Performance Analysis of the ITC Company.** "

We are appreciative of his honesty and great effort in this regard, as the project he completed met our expectations in every way.

We hope for the best for him in his further pursuits.

For, **ITC ESSENTRA LIMITED.,**

A handwritten signature in black ink, appearing to be "Hari Babu", written over a large, faint watermark of the ITC logo.

Authorized Signatory



**ITC ESSENTRA LIMITED**  
No. 139/140, Veerapura Village, Kasaba Hobli,  
Doddaballapur Taluk, Bengaluru 561203  
+9108028569500|[itcessentra@essentra.com](mailto:itcessentra@essentra.com)  
[www.itc-essentral.com](http://www.itc-essentral.com)  
CIN: U851 IOKA1993PLC014278



**PROJECT REPORT (22MBAPR407)**  
**On**  
**“A STUDY ON PERFORMANCE APPRAISAL AT PACIFIC  
INDUSTRY PVT LTD”**

**By**  
**POOJA VASANTH RAJ URASU**  
**1KG22BA036**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Arundathi K L**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**MANOJ UV**  
**HR**  
**PACIFIC INDUSTRY**



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**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**

**(September - 2024)**





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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that Ms. **POOJA VASANTH RAJ URASU** bearing USN **1KG22BA036**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Performance Appraisal at Pacific Industry Pvt Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

**Viva-voce Examination**

**Date:**

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







421, 12th Cross Sadashiv Nagar Bengaluru, Karnataka, 560080, (CIN) L14101KA1989PLC062041

08036343880-0802843430, pacificindu971@.in

Date:06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms.POOJA VASANTH RAJ URASU bearing USN: 1KG22BA036 Pursuing her masters degree in business administration (MBA) at K.S. School of Engineering and Mangement Bengaluru

She has completed her project work on PERFORMANCE APPRAISAL successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024.During this period she was punctual and self disciplined.

We wish her all the best for sucessful career.

Thanking you,



Authorized Signature





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Inventory Management and Controls at Musashi Auto Parts  
India Pvt. Ltd.”**

**By**  
**POORNIMA.R**  
**1KG22BA037**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Santhosh Kumar**  
**HR Manager**  
**Musashi Auto Parts India Pvt. Ltd.**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. POORNIMA R** bearing USN **1KG22BA037**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Inventory Management at Musashi Auto Parts India Private Limited**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

Signature of Principal

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**MUSASHI AUTO PARTS INDIA PRIVATE**  
**LIMITED**

Sy No. 52/1, 52/2P, 53P, 54/18, 55, 56, 61/1, 61/2, 62/1 & 62/2, Doddaballapura 3<sup>rd</sup> Phase Industrial Area  
Village-Raghnathapur, Hobil-Kasaba, Taluk-Doddaballapura, District-bangalore Rural-561205, India. Ph:  
080-2807 9700

Date: 06-06-2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Ms. Poornima R [ USN-1KG22BA037] MBA Final year student of  
K.S School of engineering and management has successfully completed the internship project entitled  
"Topic of INVENTORY MANAGEMENT " at Musashi auto parts pvt LTD" during the duration  
23-04-202 to 06-06-2024 at our premises.

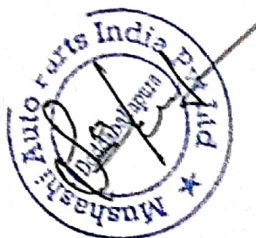
Ms. Poornima R . has displayed professional traits during her internship project and managed to  
complete all assigned tasks as required. she was hardworking, dedicated and committed.

It was a pleasure having her with us in this short period. We wish her all the very best for her future  
endeavors.

Yours sincerely

From Musashi Auto Parts India Pvt. Ltd.

Authorized Signatory



Registered office: UG-17C, Somdutt Chambers-1, 5 Bhikaji Cama Place, New Delhi-  
110068E-mail: Info@map-id.com website: <http://www.musashi.co.in/>  
CIN:U34300DL2003PTC116292





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON ACCOUNT RECEIVABLE MANAGEMENT AT SIDHI  
VINAYAKA FAB ENGINEERING PVT LTD”**

By  
**POTHULA PRAVEEN KUMAR**  
**1KG22BA038**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. ROOPA BALAVENU**  
**ASST. PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. HEMANTH KUMAR**  
**HR MANAGER**  
**SIDHI VINAYAKA FAB**  
**ENGINEERING PVT LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. POTHULA PRAVEEN KUMAR** bearing USN **1KG22BA038**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Account Receivable Management Sidhi Vinayaka Fab Engineering Pvt Ltd**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109.

Signature of Principal  
**DR. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner

Signature of External Examiner







Sidhi Vinayaka Fab Engineering Pvt.ltd.

DATE:06/06/2024

**CERTIFICATE  
TO WHOM SO EVER IT MAY CONCERN**

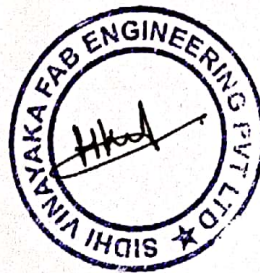
This is to certify that **Mr.POTHULA PRAVEEN KUMAR** bearing **USN: 1KG22BA038** Pursuing his masters degree in business adminstration (MBA) at **K.S. School of Engineering and Management Bengaluru**

He has completed his project work on **ACCOUNTS RECEIVABLE AND MANAGEMENT** successfully in our organization for a period of 6 weeks from **23rd April, 2024 to 6th June, 2024**. During this period he was punctual and self disciplined.

We wish him all the best for sucessful career.

Thanking you,

Authorized signature



206, 11Th Main, 3Rd Phase,  
Peenya Industrial Area,  
Bengaluru, Karnataka 560058  
Phone: +91-080-4117 1891 ,+91-080-28390891





**PROJECT REPORT (22MBAPR407)**  
on  
**BURNOUT AMONG HEALTHCARE WORKERS AT TRUST WELL HOSPITAL**

Submitted

By

**PRAPULLA KUMAR M**  
**1KG22BA039**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**



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

*Under the guidance of*

**INTERNAL GUIDE**

**Mrs. Arundathi K L**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**

**Mrs Nikitha Prashanth**  
**HR Manager**  
**Trust Well Hospital**



**KSSEM**  
**K S SCHOOL OF ENGINEERING AND MANAGEMENT**

**Department of Management Studies and Research Centre**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September-2024)**





## TO WHOMSOEVER IT MAY CONCERN

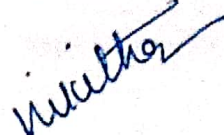
### Project Certificate

This is to Certify that **Mr. Prapulla Kumar M, 1KG22BA039** final year student of MBA from K S College of Engineering and Management has successfully completed One month of Project Work in Human Resources department from 20<sup>th</sup> April 2024 to 07<sup>th</sup> June 2024 at our Trustwell Hospitals Pvt. Ltd.

During the tenure of his Project Work with us, he was found hardworking, punctual, and well disciplined. His character and conduct is good.

We wish him success in his future endeavour.

With Best Wishes  
For Trustwell Hospitals Pvt. Ltd.

  
**Nikitha Prashanth**  
HR - Manager



Trustwell Hospitals Private Limited  
CIN : U85300KA2018PTC112656

Registered Office : No.5, J.C. Road, Bengaluru, Karnataka - 560 002. Tel: +(91) - 80 - 4566 6777  
E-mail: [customercare@trustwellhospitals.com](mailto:customercare@trustwellhospitals.com) | web: [www.trustwellhospitals.com](http://www.trustwellhospitals.com)

Emergency No : +(91) - 80 - 4566 6888







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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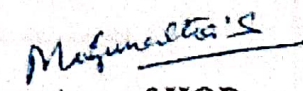
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. PRAPULLA KUMAR M** bearing **USN 1KG22BA039**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Burnout Among Health Workers at Trustwell Hospital**, is prepared by him under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD

  
Signature of Principal

**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation











**KSSEM**  
Kannada State Society of Engineering and Management

KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

**CERTIFICATE**

This is to certify that **Ms. PRIYANKA K** bearing USN **1KG22BA040**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Labor Welfare Facilities at Birla Shakti Pvt Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**BIRLA SHAKTHI PVT LTD**

Date: 06/06/2024

## **CERTIFICATE**

### **TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that Ms. PRIYANKA K bearing USN: 1KG22BA040 Pursuing her masters degree in business administration (MBA) at K.S. School of Engineering and Management Bengaluru*

*She has completed her project work on **LABOUR WELFARE FACILITIES** successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period she was punctual and self disciplined.*

*We wish her all the best for successful career.*

*Thanking you,*

*Regards  
Shashidhar k  
Unit manager*





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON CUSTOMER PERCEPTION AT VARUN MOTORS”**

By  
**RAGHAVENDRA R**  
**1KG22BA041**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. MANJUNATHA S**  
**ASSOCIATE PROFESSOR AND HOD**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr SHRIDHAR**  
**MARKETING HEAD**  
**VARUN MOTORS**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5270001, Affiliated to VTU, Belagavi, ACCREDITED BY NAAC  
#15, Near Vajarahalli, Mallanandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5103, Mob : 80044 44400 / 90000 06900, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Mr. RAGHAVENDRA R bearing USN 1KG22BA041, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on A Study on Customer Perception at Varun Motors., is prepared by him under the guidance of Prof. Manjunatha S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Manjunatha S*  
Signature of Internal Guide

*Manjunatha S*  
Signature of HOD  
Professor & HOD-MBA,  
K.S. School of Engineering & Management,  
#15, Mallanandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

*K. Rama*  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date: \_\_\_\_\_

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





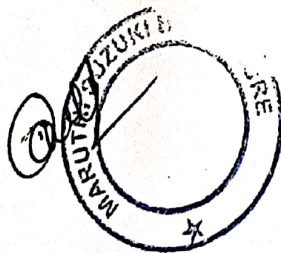
## CERTIFICATE

This is to certify that Mr. Raghavendra R, (USN No: 1KG22BA041), 4th semester MBA student of K S SCHOOL OF ENGINEERING AND MANAGEMENT has completed his Internship project on "Customer Persaption ." in our organization. he had undergone his project from 23 /04/2024 to 06/06/2024. During the above period we found his sincere & hard working and displayed good Conduct and character.

We wish him all success in his life.

Thanking you,

Authorized Signatory





**PROJECT REPORT (22MBAPR407)**  
on  
**“Cash Management Analysis at BRF Ltd”**

By  
**RAKSHITHA N**  
**1KG22BA042**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Assistant Professor**  
**MBA-KSSEM**

**EXTERNAL GUIDE**  
**Mr. Jagdish**  
**HR**  
**BRF LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**Bombay Rayon Fashions**

Dated:06/06/2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that Ms.RAKSHITHA N bearing the Register No.1KG22BA042 Student of K.S.SCHOOL OF ENGINEERING AND MANAGEMENT, Has Successfully Completed the Internship project with the Bombay Rayon Fashions Limited for the period of 24/04/2024 to 06/06/2024.*

*He has conducted a project with Title "A Study on cash managment Analysis At Bombay Rayon Fashions Ltd".*

*During this internship project, Her performance was Satisfactory and Best to the Industry. We wish her all the Best for the Future endeavors.*

*Yours sincerely,*

**Bombay Rayon Fashions Ltd.**



**Authorized Signature**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. RAKSHITHA N** bearing USN **1KG22BA042**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Cash Management Analysis at Bombay Rayon Fashion Ltd**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director

K.S. School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT WORK (20MBAPR407)  
A STUDY ON EMPLOYEE ABSENTEESIM AT INCAP PVT LTD**

**SUBMITTED BY**

**RAKSHITHA Y M  
1KG22BA043**

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  
Mrs. Arundathi K.L  
Assistant Professor  
MBA, KSSEM**

**EXTERNAL GUIDE  
Mr. Surya Bhat  
HR Manager  
Incap pvt Ltd**



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA  
K S School of Engineering and Management  
#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-109  
( September- 2024)**







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. RAKSHITHA Y M bearing USN 1KG22BA043, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Employee Absenteeism and Organizational Commitment at Incap Pvt Ltd**, is prepared by her under the guidance of Prof. Arundathi K L, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

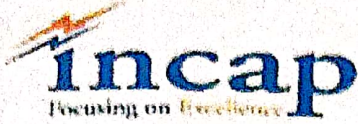
Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







Survey no 36-39, Pandlithanahalli Hirehalli (p)Tumkur-572134

Tel:+918163981400

CIN NO :U29128KA2007PTC042518

DATE : 23/04/2024

**. CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that RAKSHITHA Y M bearing USN: 1KG22BA043 Pursuing her masters degree in business administration (MBA) at K.S. School of Engineering and Mangement Bengaluru*

*She has completed her project work on EMPLOYEE ABSENTISM successfully in our organization for a period of 6 weeks from 23rd April, 2024 to 6th June, 2024. During this period she was punctual and self disciplined.*

*We wish her all the best for successful career.*

*Thanking you,*

*Authorized signature*





**PROJECT REPORT (22MBAPR407)**

On

**“A STUDY ON EQUITY ANALYSIS AT SHRI VASUPRADA  
PLANTATIONS LTD”**

Submitted By  
**RATHAN Y C**  
**(1KG22BA044)**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa Balavenu**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Sajikumar Panicker**  
**General Manager**  
**Shri Vasuprada**  
**Plantations Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
KARNATAKA STATE SCHOOL OF ENGINEERING & MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

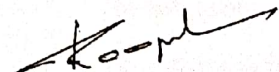
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

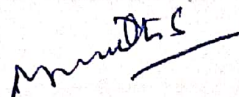
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in


## CERTIFICATE

This is to certify that **Mr. RATHAN Y C** bearing USN **1KG22BA044**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Equity Analysis of Shri Vasuprada Plantations Limited**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**SHRI VASUPRADA PLANTATIONS LIMITED**  
(Formerly: Joonktolee Tea & Industries Ltd.)

Goomankhan Tea Estate

P.B.No.23, Hirebyle P.O. - 577 121, Chikmagalur, Karnataka

Phone: OFFICE (08263) -270032 e-mail - [jtigmk@svpl.in](mailto:jtigmk@svpl.in)

Date-5<sup>th</sup> June 2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr.RATHAN Y C (USN: 1KG22BA044)** from **K.S. School of Engineering and Management-Bangalore** under **Visvesvaraya Technological university Belgaum**. He has successfully completed the Project with **SHRI VASUPRADA PLANTATIONS LTD (Formerly: Joonktolee Tea and Industries Ltd)** for the period of **24-04-2024 to 03-06-2024**.

He has conducted a project under the title "**Study on Equity Analysis of the Company towards Shri Vasuprada Plantation Ltd**" During this Project his performance was satisfactory.

We wish him all the best for future endeavours.

For SHRI VASUPRADA PLANTATIONS LTD

Authorised Signatories

21, STRAND ROAD, KOLKATA - 700 001

☎ : 91 (33) 2230-9601 (4 lines) • E-mail : [info@svpl.in](mailto:info@svpl.in) • Website : [www.svpl.in](http://www.svpl.in)

TEA ESTATES : JOONKTOLLEE • JAMIRAH • NILMONI • GOOMANKHAN • PULLIKANAM • COFFEE ESTATE : COWCOODY  
RUBBER ESTATES : CHEMONI • ECHIPARA & PUDUKAD





**PROJECT REPORT (22MBAPR407)**

On

**“A Study on Cost Control with Reference to Ever Blue Apparel Limited ”**

By

**RAYAPATI SUJITHA  
1KG22BAO45**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE  
Prof. Roopa Balavenu  
Asst. Professor  
KSSEM**

**EXTERNAL GUIDE  
Mr Arjun  
HR Manager  
Ever Blue Apparel Ltd.**



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(September – 2024)**







**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. RAYAPATI SUJITHA** bearing USN **1KG22BA045**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Cost Control with Reference to Ever Blue Apperel Pvt Ltd**, is prepared by her under the guidance of **Prof. Roop Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

Signature of Principal  
Dr. K. RAMANARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**EVERBLUE**

○ RAYMOND INITIATIVE

**EVERBLUE APPAREL LTD.**

No. D1 & D2, Apparel Ltd Park,  
KIADB Industrial Area, Doddaballapur  
Bangaluru-561203  
Tel : 080-2289-4700  
www.raymond.in  
CIN : U72900MH2000PLC24912

Dated: 21/11/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

*This is to certify that Ms,Rayapati Sujitha . following Reg No: 1KG22BA045, MBA Final year student of K.S school of engineering and management has successfully completed the internship project entitled Title" COST CONTROL at Everblue Apparel Limited" during the duration 23-04-2024 to 06-06-2024 at our premises.*

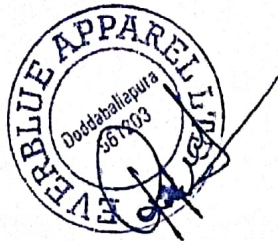
*Ms,Rayapati Sujitha. has displayed professional traits during her internship and managed to complete all assigned tasks as required. she was hardworking, dedicated and committed.*

*It was a pleasure having her with us in this short period. We wish her all the very best for her future endeavors.*

*Yours sincerely*

**Ever blue Apparel Ltd.**

**Authorized Signature**



**Registered office :**  
New Hind House, Narottammorajee,  
Ballard Estate, Mumbai 400001 IN.  
Tele:(91-22)22686-000











**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. SAGAR A S** bearing USN **1KG22BA046**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on E -Banking Operations at Kotak Mahindra Bank**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

Signature of Principal

Dr. K. RAMANARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





## CERTIFICATE OF COMPLETION

This is to certify that **Mr. Sagar A S** a student of Master of Business Administration Program at **K S School of Engineering and Management, Bengaluru**, bearing Reg. No: **1KG22BA046** has successfully completed a project in the Finance Department at our organization on the topic "**A Study on E -banking operations of Kotak Mahindra Bank**" from 23<sup>rd</sup> April 2024 to 06<sup>th</sup> June 2024 as a part of academic studies.

This project has taught **Mr. Sagar A S** practical implications of the above topic and we found him to be sincere, punctual and inquisitive during his entire Project.

**Mr. Sagar A S** will get invaluable experience and guidance throughout his time here at our company, which we hope will pave the way for his future success.

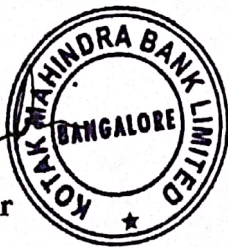
we wish him all success and good luck in his upcoming pursuits.

For, Kotak Mahindra Bank

*Manali Kumbhar*

**Manali Kumbhar**

Head -HR, Legal & Compliance



Place: Bangalore

Regd: 22, Ground Floor, Mahatma Gandhi Rd, Craig Park Layout, Ashok Nagar,  
Bengaluru, Karnataka 560001



**PROJECT REPORT (22MBAPR407)**  
on  
**"A Study on Risk and Return of  
Automobile Industry" at SJS Enterprises**

By  
**SANGEETHA A S**  
**1KG22BAO47**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**Dept of Management Studies**

**EXTERNAL GUIDE**  
**Ms. MONIKA**  
**TRAINING AND DEVELOPMENT**  
**SJS Enterprises Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**



**S.J.S. Enterprises Limited**

Sy No 28/P16 of Agra Village and Sy No 65/P6  
of B.M. Kaval Village, Kengeri Hobli,  
Bangalore- 560082.

P: +91 80 61940777 F: +91 80 28425110

Email: info@sjsindia.com, compliance@sjsindia.com

ISO 14001 ISO 45001

ISO 9001 IATF 16949

Certified

CIN: L51909KA2005PLC036601

www.sjsindia.com



Creating Possibilities

**SJS/HRM/PRJ CER/F36/ -R4169**

**June 12, 2024**

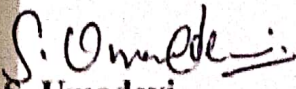
**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Sangeetha A S** USN: **1KG22BA047** student of MBA-2nd year from **K S School of Engineering and Management**. She has successfully completed her Project titled **"A Study on Risk and Return of Automobile Industry"** starting from **23-04-2024 to 06-06-2024**.

**Sangeetha A S** displayed a professional character during her project and completed all her assigned tasks, during her internship programme with us, she was found self-motivated, hardworking, and inquisitive.

We wish her all the best for future endeavours.

**For SJS Enterprises Limited,**

  
**S. Umadevi**

**AGM – HR & Admin**







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. SANGEETHA A S** bearing USN **1KG22BA047**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Risk and Return of Automobile Industry at SJS Enterprises**, is prepared by her under the guidance of **Prof. Roop Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

Signature of Principal

K.S School of Engineering & management.  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109.

Dr. K. RAMA NARASIMHA  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Impact of Customer Relationship Management on Sales  
at Indigo Blues Pvt Ltd”**

By  
**SATHISH B**  
**1KG22BA048**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mr. Manjunatha S**  
**Head of the Department**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mrs. Radha**  
**Marketing Manager**  
**Indigo Blues Pvt Ltd**



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





**KSSLM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management


Approved AICTE-1-5279001, Affiliated to VTU, Belagavi, ACCREDITED BY NAAC


#15, Near Vajrathalli, Malasandra, off Kanakapura Road, Bengaluru- 560 100


Ph : +91 90 2842 0103, Mob : 9944 4409 / 99090 00908, Website : www.ksssm.edu.in

## CERTIFICATE

This is to certify that **Mr. SATHISH B** bearing **USN INGG22B048**, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on Impact of Customer Relationship Management Sales at Indigo Blues Pvt Ltd**, is prepared by him under the guidance of **Prof. Manjunatha S.**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD  
Professor & HOD-MBA,  
K.S. School of Engineering & Management,  
#15, Malasandra, Off. Kanakapura Road  
Bengaluru-560 100

  
Signature of Principal  
**Dr. K. RAMA MANJUNATHA**  
Principal/Chairman  
K.S. School of Engineering and Management  
Bengaluru - 560 100

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



# INDIGO BLUES

( A unit of Gokaldas Exports Ltd. )  
Plot No. 2, KIADB Indl. Area, Doddaballapur - 561203

---

Dated: 06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sathish B.** [ USN-1KG22BA048] MBA Final year student of **K.S. School of Engineering and Management** has successfully completed the internship project **"At Indigo Blues, A Unit of Gokaldas Exports Limited"** during the duration **26-04-2024 to 06-06-2024** at our premises.

**Mr. Sathish B.** has displayed professional traits during his internship and managed to complete all assigned tasks as required. He was hardworking, dedicated and committed.

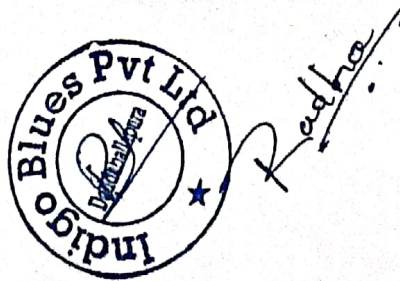
It was a pleasure having him with us in this short period.

We wish him all the very best for his future endeavours.

Yours sincerely

For, Indigo Blues  
( A Unit of Gokaldas Exports Limited )

Authorized Signatory



---

Reg. Office: - #25, 2nd Cross, 3rd Main, Industrial Suburb, Yeshwanthpur  
Bangalore-560022, Karnataka, INDIA  
Tel: +91-80-68951000  
Facsimile: +91-80-68951001





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON BUDGETARY CONTROL AT RANE ENGINE  
VALVE LTD”**

**By**

**SHARATH KUMAR K N  
1KG22BA049**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Roopa balavenu**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. Kiran Yadav**  
**Manager**  
**Rane Engine valve ltd**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. SHARATH KUMAR K N** bearing USN **1KG22BA049**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Budgetary Control at Rane Engine Valve Ltd**, is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





# Rane

Expanding Horizons  
RANE ENGINE VALVE LTD.

DATE:06/06/2024

## CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

*This is certify that Mr.Sharath Kumar KN . (USN: 1KG22BA049) student of MBA 4th Semester, KS SCHOOL OF ENGINEERING AND MANAGEMENT, has successfully completed his Internship project (BUDGETRY CONTROL)in our organization in partial fulfillment of the requirement for the award of his MBA Degree from VISVESVARAYA TECHNOLOGICAL UNIVERSITY. The period was from 24/04/2024 to 07/06/2024.*

*We Wish him all the best in his future endeavors*

Authorized Signature





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Motivational on Employee Performance towards at Texport  
Industry Pvt Ltd”**

By  
**SHRAVANI J**  
**1KG22BA050**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs ARUNDATHI KL**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr Sridhar Kumar**  
**HR MANAGER**  
**TEXPORT**  
**INDUSTRIES Pvt Ltd**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





# K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952  
Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. **SHRAVANI J** bearing USN **1KG22BA050**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Motivation on Employee Performance at Texport Industries Pvt Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Professor & HOD-MBA,

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

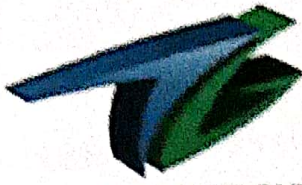
Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







TEXPORT INDUSTRIES PVT LTD

1102, Balaji Naidu Building, Mylanahalli Village, Nelamangala, Bangalore, Karnataka 562123, India, 08197034108,  
[www.texport.com](http://www.texport.com) contact-us.HTML, (CIN) U18101MH1979PTC021996, [mail@texport.com](mailto:mail@texport.com)

DATE:06/06/2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

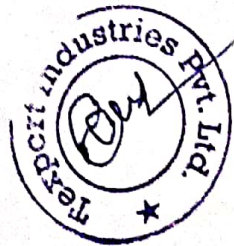
*This is to certify that Ms. SHRAVANI J (USN 1KG22BA050) from K S School of Engineering and Management - Bangalore, has successfully completed the Project with Texport Pvt Ltd. for the period of 26/04/2024-06/06/2024.*

*she has conducted a project with Title "A Study on Motivational factors for employees At Texport Pvt Ltd".*

*During this Project, her performance was satisfactory and best to the industry.*

*We wish her all the best for future endeavors.*

*For Texport Pvt LTD.*



**Authorized Signature**





**PROJECT REPORT (22MBAPR407)**  
on  
**“A Study on Effectiveness of Employee Training and Development at Aditya Auto  
Products and Engineering (I) Pvt. Ltd.”**

**By**  
**SINDHU K**  
**1KG22BA051**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs. Arundathi K L**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Ms. Swetha**  
**HR**  
**Aditya Auto Products and**  
**Engineering (I) Pvt. Ltd.**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







DATE:06/06/2024

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

*This is to Certify that Ms. K. Sindhu (Reg No: 1KG22BA051) from K. S. School of Engineering and Management, has done her 6- week project from 26th April 2024 to 06<sup>th</sup> June 2024 in our company.*

*During her internship, she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations, and she was able to complete the project on time.*

*We wish her all the best for her upcoming career.*

**For Aditya Auto Products &Engineering (I) Pvt Ltd**



**Authorized Signatory**

**ADITYA AUTO PRODUCTS &ENGINEERING (I) PRIVATE LIMITED**

Corporate Head office  
#13E, KIADB Industrial Area, Doddaballapura,  
Bangalore, Karnataka, India 561203  
+91 8022637000 | mktg@adityaauto.com  
www.adityaauto.com  
CIN: U35204KA1996PTC020766

Automotive Systems  
#13E, KIADB Industrial Area, Doddaballapur,  
Bangalore, Karnataka, India 561203  
+91 8022637000 | mktg@adityaauto.com







**KSSEM**  
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

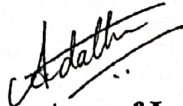
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109


Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

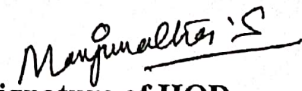
## CERTIFICATE

This is to certify that **Ms. SINDHU K** bearing USN **1KG22BA051**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Effectiveness of Employee Training and Development at Aditya Auto Products & Engineering (I) Private Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of Principal  
**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

  
Signature of HOD  
Professor & HOD-MBA,  
K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON EMPLOYEE JOB SATISFACTION AT MK  
AGRO TECH PVT LTD”**

**By**  
**SNEHA G**  
**1KG22BA052**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Mrs Arundathi K L**  
**Assistant professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr Sundar BM**  
**HR**  
**Mk agro tech pvt ltd**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

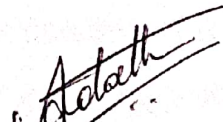
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

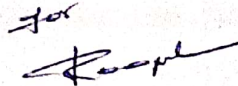
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. SNEHA G** bearing USN **1KG22BA052**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Employee Job Satisfaction at MK Agro Tech Pvt Ltd**, is prepared by her under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

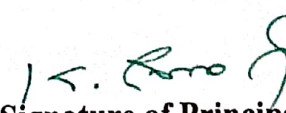
  
Signature of Internal Guide



Signature of HOD

Professor & HOD-MBA,

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109.

  
Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management

Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**DATE:23/04/2024****CERTIFICATE****TO WHOM SO EVER IT MAY CONCERN**

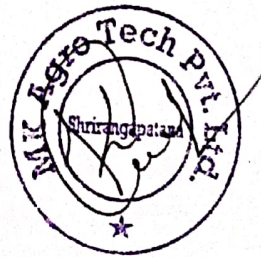
*This is to certify that Ms. SNEHA G (1KG22BA052) from K.S. School of Engineering and Mangement - Bangalore, has successfully completed the project with M K Agro Tech Pvt Ltd. for the period of 23rd April, 2024 to 6th June, 2024.*

*she has conducted a project with Title "A Study on Employee Job Satisfaction at M K Agro Tech Pvt Ltd".*

*During this project, her performance was satisfactory and best to the industry. We wish her all the best for future endeavors.*

*For M K Agto tech Pvt LTD.*

*We Wish her all the best in her future endeavors*



**Authorized Signature**



**A PROJECT REPORT (22MBAPR407)**  
On  
**“A Study on Customer satisfaction towards pai  
international electronics ltd”**

Submitted by  
**SUDEEP S**  
**(1KG22BA053)**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. Manjunatha.S**  
**Associate Professor**  
**Dept of Management Studies**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr.Prakash M**  
**Marketing Manager**  
**Pai international**  
**electronics. Ltd.**



**KSSEM**  
K'S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(SEPTEMBER – 2024)**





KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

Approved AICTE-1-5270601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kassem.edu.in

**CERTIFICATE**

This is to certify that **Mr. SUDEEP S** bearing USN **1KG22BA053**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Customer Satisfaction towards Pai International Electronics Ltd**, is prepared by him under the guidance of **Prof. Manjunatha S**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Manjunatha S*

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road  
Bengaluru - 560 109

*K. Rama Narasimha*

Signature of Principal

**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







PAI INTERNATIONAL

Email: [Midpai15@gmail.com](mailto:Midpai15@gmail.com)

+918722804022 | +919886333000

Pal International Electronics Ltd. # 28/1A, 100 Feet Road, Near CMH Road, Indiranagar, Bangalore - 560 038.

**DATE:06/06/2024**

**CERTIFICATE**

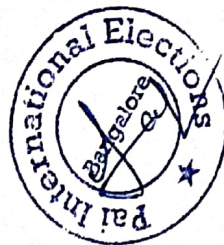
**TO WHOM SO EVER IT MAY CONCERN**

*This is to certify that **Mr.SUDEEP S (USN: 1KG22BA053 )** from **K.S. School of Engineering and Management - Bangalore**, has successfully completed the Internship Project with PAI INTERNATIONAL. for the period of **23-04-2024/ 06-06-2024 .***

*he has conducted a project with Title "**A Study on Customer satisfaction towards Pai international** During this Project, his performance was satisfactory and best to the industry.*

*We wish him all the best for future endeavors.*

**Authorized Signature**





**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON IMPACT OF WORKING CAPITAL MANAGEMENT ON  
PROFITABILITY OF NEO LABELS INC”**

**By**  
**SUMAVATHI G**  
**1KG22BA054**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. ROOPA BALAVENU**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Ms MEENAKSHI**  
**HR**  
**NEO LABELS INC**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





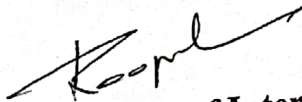


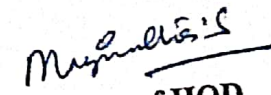
KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**


Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109  
Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. SUMAVATHI G** bearing USN **1KG22BA054**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.  
Project report on **A Study on Impact of Working Capital Management on Profitability of Neo Labels Inc.**, is prepared by her under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
Signature of Internal Guide

  
Signature of HOD

  
Signature of Principal

**Dr. K. RAMA NARASIMHA**  
Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Date:

Viva-voce Examination

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







# NEO LABELS INC.

AN ISO 9001 : 2015 CERTIFIED COMPANY



All types of Manufacturing Electronic Labels, Device Labels, Barcode Labels, RFID Labels, Custom Labels & Aluminium Name Plates

To,

Date: 06/06/2024

SUMAVATHI G

K S School of Engineering and Management

Subject : Internship Completion Certificate

This is certify that Ms. SUMAVATHI G (UIN - [REDACTED]) pursuing B.Tech Computer MBA at K S School of Engineering and Management affiliated to VTU University. As a part of her curriculum and for the partial fulfillment of MBA degree she has successfully completed internship project at NEO LABELS INC from 21/04/2024 to 06/06/2024 on "Study on Working Capital Management at NEO LABELS INC"

During the period of her internship project work with us, her conduct was good

We wish her all the very best for her future Endeavour's

For NEO LABELS INC.



**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON INVESTMENT MANAGEMENT AT  
MUTHOOT FINANCE LTD”**

By  
**SUPRIYA K**  
**1KG22BA055**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF. NIRAJA S PATIL**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**Mr. PREETHAM R**  
**HR & ADMIN**  
**MUTHOOT FINANCE LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**





**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Ms. SUPRIYA K** bearing USN **1KG22BA055**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Investment Management at Muthoot Finance Ltd**, is prepared by her under the guidance of **Prof. Niraja S Patil**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Niraja*

Signature of Internal Guide

*Mangalath's*

Signature of HOD

*K. S. Patil*

Signature of Principal

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







# Muthoot Finance

No 616, Leela Plaza, 100 Feet Ring Road, Banagiri Hills, Banashankari 3rd Stage, Bangalore - 560085, Opposite BDA Bus Stop, Near Devegowda Petrol Bunk

Phone Number: 0820 252 4998, Email: info@muthootgroup.us , Website: <https://www.muthootfinance.com>

Ref: MTF/BLR/CE/0004/2024

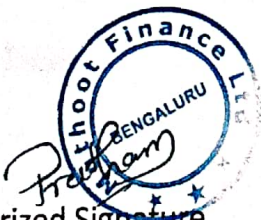
Date: 06/06/2024

## To Whom so ever it May Concern

This certifies that Ms. SUPRIYA K (USN. No 1KG22BA055) is student In Master of Business Administration Program at K S School of Engineering and Management From 23rd April 2024 to 06th June 2024, she effectively finished her Finance management project work, "A study on Investment Management ."We are appreciative of her honesty and great effort in this regard, as the project. she completed to meet our expectations in every way.

Internship duration: 23-4-2024 to 6-6- 2024

For, Muthoot Finance Ltd,



Authorized Signature

**Preetham R**

HR & Admin





**A PROJECT REPORT  
(22MBAPR407)  
on  
“A STUDY ON FINANCIAL STATEMENT at PEPSICO INDIA  
HOLDING PRIVATE LTD”**

**By  
TEJASHWINI D R  
1KG22BA056**

**Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE  
Prof. NIRAJA S PATIL  
ASSITANT PROFESSOR  
KSSEM**

**EXTERNAL GUIDE  
Ms. MONISHA SINHA  
HR MANAGER  
PEPSICO PVT LTD**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(September - 2024)**







**KSSEM**  
K.S. SCHOOL OF ENGINEERING & MANAGEMENT

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. **TEJASHWINI D R** bearing USN **1KG22BA056**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Financial Statement Analysis at Pepsico Pvt Ltd**, is prepared by her under the guidance of **Prof. Niraja S Patil**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
Professor & HOD-MBA,

K.S. School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109

Signature of Principal

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**PEPSICO**  
India Region



Date: 03<sup>rd</sup> June 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certifies that Ms. Tejashwini DR (USN. No. 1KG22BA056) is student In Master of Business Administration Program at KS School of Engineering and Management, Bangalore. From 18<sup>th</sup> April 2024 to 01<sup>st</sup> June 2024, she effectively finished her project work, on topic "A Study on Financial Statement Analysis at PepsiCo India Holding Pvt Ltd."

We are appreciative of her honesty and great effort in this regard, as the project she completed met our expectations in every way.

We hope for the best for her in further pursuits.

Regards,  
For PepsiCo India Holdings Pvt. Limited (Frito-Lay Division)

*Monisha*  
Monisha Singh  
HR Manager - East



**PEPSICO INDIA HOLDINGS PRIVATE LIMITED**

Regd office: 5, NH 44, Lavakusha Nagar, Pragathi Nagar, Electronic City, Bengaluru, Karnataka 560100

☎ 914-253-3150

✉ PepsiCoDMKSG@pepsico.com





**A PROJECT REPORT (22MBAPR407)**

**ON**

**‘COMPARATIVE STUDY IN EQUITY SCHEMES OF VARIOUS COMPANIES AT SHAREKHAN’**

**Submitted by**

**VENUGOPAL.D**

**(1KG22BA057)**

**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Prof.NIRAJA S PATIL**

**Assistant Professor**

**KSSEM**

**EXTERNAL GUIDE**

**Mr. ANIRUDHA**

**Finance Executive**

**SHAREKHAN**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**BENGALURU- 560109**

**(SEPTEMBER -2024)**







KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that **Mr. VENUGOPAL** bearing USN **1KG22BA057**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Comparative Study in Equity Schemes of Various Companies at Sharekhan** is prepared by him under the guidance of **Prof. Niraja S Patil**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Niraja*

Signature of Internal Guide

*Marginalha S*

Signature of HOD

**Professor & HOD-MBA,**

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road.  
Bengaluru - 560 109.

*K. Rama S*

Signature of Principal  
**Dr. K. RAMA NARASIMHA**

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





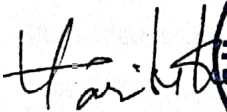
**TO WHOMSOEVER IT MAY CONCERN**

This certifies that **Mr. Venugopal** (Reg. No. 1KG22BA057) is student In **Master of Business Administration Program** at **K S School of Engineering and Management, Bengaluru**. From **23<sup>rd</sup> April 2024** to **06<sup>th</sup> June 2024**, he effectively finished his project work, on topic " **A Study on Comparative Study in Equity Schemes of Various Companies.**"

We are appreciative of his honesty and great effort in this regard, as the project he completed met our expectations in every way.

We hope for the best for him in his further pursuits

Warm Regards,



**Harish Kumar**

HR Manager



Regd. Office: Bangalore- Jayanagar Branch,  
New No 5, 3rd Floor, SS Royal, Elephant Rock Road, 3rd  
Block Jayanagar Bengaluru - 560011  
Ph no: +918376844274



**PROJECT REPORT (22MBAPR407)**  
on  
**“A STUDY ON GST AND ITS IMPACT ON AUDIT”**

By  
**VISHALAKSHI K M**  
**1KG22BA058**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**NIRAJA PATIL**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**SATHISH KUMAR**  
**MANAGER**  
**PRO TEAM SOLUTION**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

## CERTIFICATE

This is to certify that Ms. VISHALAKSHI K M bearing USN 1KG22BA058, is a bonafide student of Master of Business Administration course of the Institute, 2022-2024 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on GST and Its Impact on Audit at Pro-TEAM Solutions**, is prepared by her under the guidance of Prof. Niraja S Patil, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

For

Signature of HOD

**Professor & HOD-MBA,**

K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





## CERTIFICATE OF COMPLETION

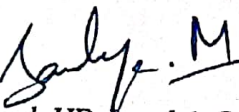
This is to certify that **Ms. Vishalakshi K M** a student of Master of Business Administration Program at “K S School of Engineering and Management, Bengaluru.” bearing Reg. No: **1KG22BA058** has successfully completed a project in the Finance Department at our organization on the topic “**A Study on GST Impact on Audit at Pro-Team Solutions**” from 23<sup>rd</sup> April 2024 to 06<sup>th</sup> June 2024. as a part of academic studies.

This project has taught **Ms. Vishalakshi K M** practical implications of the above topic and we found her to be sincere, punctual and inquisitive during her entire Project.

We believe this practical exposure of **Ms. Vishalakshi K M** at our organization will gives a lead in her upcoming career and nurture of her greatest opportunities.

We wish her all success and good luck in her upcoming pursuits.

For, Pro-TEAM Solutions.

  
Head -HR, Legal & Compliance



Place: Bangalore



PROJECT REPORT (22MBAPR407)  
ON  
"A STUDY ON EQUITY ANALYSIS OF TEAMLEASE SERVICE LTD"

Submitted by  
VISHWAS.A.N  
(1KG22BA059)

Submitted to  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

**INTERNAL GUIDE**  
**NIRAJA S PATIL**  
Assistant Professor  
**KSSEM**

**EXTERNAL GUIDE**  
**Rakshith R**  
Senior Finance Executive  
**TEAMLEASE SERVICE LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
(SEPTEMBER -2024)



7-JUNE-2024

**To Whomsoever It May Concern**

This is to certify that **Vishwas AN**, a student from **K.S. School of Engineering and Management , Bengaluru** has successfully completed Internship Program from **April.24,2024 to June.6,2024** at **TeamLease Services Limited., Bengaluru**

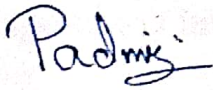
He has worked in **Business Finance** Department & has successfully completed the project.

Project Name: **"A STUDY ON EQUITY ANALYSIS OF TEAMLEASE SERVICES LTD"**

The project summary was presented in detail to the team. During the period of his Internship program, his conduct and performance was good.

We wish **Vishwas AN**, all the best in future endeavors.

**For TeamLease Services Limited.**



**Padmini Vinay**  
**Assistant Vice President – Human Resources**

"This document has been electronically signed & no changes have been made to this document since the time of such electronic signature"

**TeamLease Services Limited, CIN No: L74140KA2000PLC118395**

Registered Office: 315 Work Avenue Campus, #77, Ascent Building, Koramangala Industrial Layout, Jyothi Nivas College Road,  
Koramangala, Bangalore – 560095





**KSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : [www.kssem.edu.in](http://www.kssem.edu.in)

## CERTIFICATE

This is to certify that **Mr. VISHWAS A N** bearing USN **1KG22BA059**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Equity Analysis of Teamlease Ltd**, is prepared by him under the guidance of **Prof. Niraja S Patil**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Niraja*

Signature of Internal Guide

*Mangurathes'S*

Signature of HOD

*K. Rama*

Signature of Principal

Principal/Director  
K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation





**PROJECT REPORT (22MBAPR407)**  
On  
**“A STUDY ON ACCOUNTS PAYABLE MANAGEMENT AT  
POORVIKA MOBILES PVT LTD”**

By  
**YAMUNA G B**  
**1KG22BA060**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**PROF.NIRAJA S PATIL**  
**ASSISTANT PROFESSOR**  
**KSSEM**

**EXTERNAL GUIDE**  
**RAMESH KUMAR**  
**HR MANAGER**  
**POORVIKA MOBILES PVT LTD**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of MBA**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(September - 2024)**







KAMMAVARI SANGHAM (R), 1952  
**K.S. School of Engineering and Management**

Approved AICTE-1-5279601, Affiliated to VTU, Belagavi, **ACCREDITED BY NAAC**

#15, Near Vajarahalli, Mallasandra, off Kanakapura Road, Bengaluru- 560 109

Ph : +91 80 2842 5163, Mob : 88844 44408 / 96060 55906, Website : www.kssem.edu.in

### CERTIFICATE

This is to certify that **Ms. YAMUNA G B** bearing USN **1KG22BA060**, is a bonafide student of Master of Business Administration course of the Institute, **2022-2024** batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **A Study on Accounts Payable Management at Poorvika Mobiles Pvt Ltd**, is prepared by her under the guidance of **Prof. Niraja S Patil**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*Niraja*

Signature of Internal Guide

*Mangalatha S*

Signature of HOD  
Professor & HOD-MBA,

K.S School of Engineering & management  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109

*K. Rama Narasimha*

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation







**TO WHOMSOEVER IT MAY CONCERN**

This certifies that **Ms. Yamuna G B** (USN. No. **1KG22BA060**) is student In Master of Business Administration Program at **K S School of Engineering and Management, Bengaluru**. From **23<sup>rd</sup> Apr 2024** to **06<sup>th</sup> Jun 2024**, she effectively finished her financial management project work, "**A Study on Account Payable Management of Poorvika Mobiles.**"

We are appreciative of her honesty and great effort in this regard, as the project she completed met our expectations in every way.

We hope for the best for in her further pursuits.

For, Poorvika Mobiles Pvt Ltd.,


**Ramesh Kumar**  
HR Manager

No.186/2-1, Lamsy Square, Hosur main road Maruti Towers Silk Board Flyover, opposite to Madiwala,  
Police Station, Bengaluru, Karnataka 560068

