

**A STUDY ON ANALYSIS OF JOB SATISFACTION OF THE
EMPLOYEES IN EMBEDDED CORE COMPANIES THE
SILICON HARVEST IN CHENNAI**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
S.YOGACHITRA
21MBA007

Under the Guidance of
DR.K.CHINNACHAKKRAVARTHI B.Com(c.a), M.B.A., M.Phil., Ph.D.,



Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI
APRIL 2023

S.YOGACHITRA

21MBA007

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

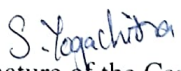
Madurai - 625 004

STATEMENT BY THE CANDIDATE

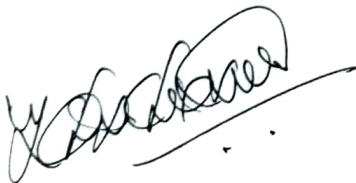
I hereby state that this project entitled “**A STUDY ON ANALYSIS OF JOB SATISFACTION OF THE EMPLOYEES IN EMBEDDED CORE COMPANIES THE SILICON HARVEST IN CHENNAI.**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2021-2023 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 31.05.23



Signature of the Candidate

S.YOGACHITRA



Faculty Guide

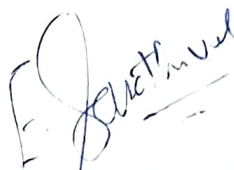
Forwarded


H.O.D.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **YOGACHITRA.S** doing **M.B.A** from **SOURASHTRA COLLEGE** has done her project work titled **JOB SATISFACTION** in our company. The success of this project will have a positive impact on your career. We wish all the best in her future endeavors.

For The Silicon Harvest



E.SAKTHIVEL M.E., Ph.D.,

Manager-Projects

THE SILICON HARVEST
80, Second Floor,
Yannaikal, Simmakal
Madurai-1.

N/UIN:33AAKFT3698P1Z9



#80, Second Floor, Yannikkal, Simmakkal, Madurai - 625 001



info@siliconharvest.net



0452 4383583



www.siliconharvest.net

"A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES IN THE U-POWER SYSTEMS PRIVATE LIMITED"

Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

for fulfillment of the requirements for the award of the degree of

Master of Business Administration

Submitted by

AMPRITHA.G

(22MBA001)

Under the guidance of

Dr. N.M.PAVITHRA MBA., Ph.D.,



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

AMPRITHA.G

22MBA001

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES IN THE U- POWER SYSTEMS PRIVATE LIMITED" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 14/05/2024

G. Amphitha
Signature of the Candidate
(AMPRITHA.G)

FORWARDED


FACULTY GUIDE
Dr. N.M.PAVITHRA MBA., Ph.D.,


HEAD OF THE DEPARTMENT
Dr. N.M.PAVITHRA MBA., Ph.D.,

TRAINING COMPLETION CERTIFICATE

This is to certify that Ms. **AMPRITHA.G (22MBA001)** doing **MBA, DEPARTMENT OF MANAGEMENT STUDIES, SOURASHTRA COLLEGE (AUTONOMOUS) MADURAI**. Student has undergone **PROJECT** and **PROJECT TITLE "A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEE IN THE U-POWER SYSTEMS PRIVATE LIMITED"** for the period of **MARCH 07th to APRIL 06th**. During the tenure she has gathered adequate knowledge. We sincerely hope that you will continue your excellent work in future also. Keep up the good work like this.

Wish to her all the best for future endeavors.

Place: **Madurai**

Date: **17.04.2024**

Yours Truly
For **U-POWER SYSTEMS PVT. LTD.,**


Authorized Signatory.



**SOUTHERN
BATTERIES**



Mfrs.: On Line UPS, Inverters, Stabilizers, CVT

Regd. Office : # 36, Mahalakshmi Agam, Thiruvalluvar Nagar Main Street, Palanganatham, Madurai - 625 003. Ph : 0452-2370289
Cell : 98429-73799, 98429-33799 mail : sales@upowerups.com service@upowerups.com Web : www.upowerups.com

Service Network Chennai Coimbatore Tirunelveli Trichy Ramanathapuram

**“FEASIBILITY STUDY ON RENAATUS HAVING A CORPORATE
OFFICE AT NEW DELHI AND ITS CHARACTERISTICS”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
S.ASHWATHY
(22MBA002)

Under the guidance of
Prof.B.K.ESWARLAL.B.Sc.,M.B.A.,UGC-NET



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024


S.ASHWATHY
22MBA002
Final Year MBA
Department of Management studies
Sourashtra College(Autonomous)
Madurai-625 004.

STATEMENT BY THE CANDIDATE

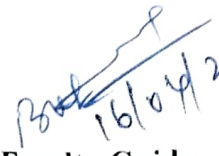
I hereby state that the project entitled "**FEASIBILITY STUDY ON RENAATUS HAVING A CORPORATE OFFICE AT NEW DELHI AND ITS CHARACTERISTICS**" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai


Date: 16/04/24


Signature of the Candidate
(S.ASHWATHY)

Forwarded


16/04/2024
Faculty Guide

PROF.B.K. ESWARLALB.SC., M.B.A., UGC-NET


Head of the Department
DR.N.M.PAVITHRA,MBA.,PH.D

Lr.No.18/04/24/Renaatus/CO/Internship

TO WHOM SO EVER THIS MAY CONCERN

This is to certify that **Ms.Ashwathy S** (Roll No – 22MBA002) MBA student of Saurashtra College, Madurai has successfully completed her Project titled Feasibility Study on *Renaatus* having a Corporate Office at Delhi and its Characteristics, during the period from 07 Mar 2024 to 06 Apr 2024 in HR Management.

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

For Renaatus Projects Private Limited



T U Hariharan
Senior Manager - HR

Lr.No.18/04/24/Renaatus/CO/Internship

TO WHOM SO EVER THIS MAY CONCERN

This is to certify that **Ms.Ashwathy S** (Roll No – 22MBA002) MBA student of Sourashtra College, Madurai has successfully completed her Project titled Feasibility Study on Renaatus having a Corporate Office at Delhi and its Characteristics, during the period from 07 Mar 2024 to 06 Apr 2024 in HR Management.

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

For Renaatus Projects Private Limited



T U Hariharan
Senior Manager - HR

**A STUDY OF EMPLOYEE WORK LIFE BALANCE IN
SRI VIDHYA SPINNERS PVT. LTD – PANDALGUDI**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
BHUVANESWARI S
(22MBA003)**

Under the Guidance of
Dr. N.M. PAVITHRA, MBA., PhD.



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

S. BHUVANESWARI

22MBA003

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)


Madurai - 625 004

STATEMENT BY THE CANDIDATE


I hereby state that this project entitled "A STUDY ON EMPLOYEE WORK LIFE BALANCE IN SRI VIDHTA SPINNINES PVT. LTD - PANDALGUDI." submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 12.04.2024


Signature of the Candidate
(BHUVANESWARI. S)

Forwarded


Faculty Guide
Dr. N.M. PAVITHRA, MBA, PhD,


Head of the Department
Dr. N.M. PAVITHRA, MBA, PhD.,

VITHYA SPINNERS (P) LTD.,

9-D MAIN ROAD,
PANDALGUDI - 626 113
TIRUPPUKOTTAI (TK)
TAMIL NADU
UDHUNAGAR DIST

GSTIN 33AADCS2341A1/4

MILL { 261201
261121

RESI 261249

STD 04566

E-mail vithyamill@gmail.com

Date: 05.04.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. **S.BHUVANESWARI** (Reg.No.22MBA003) doing II year MBA in **Sourashtra College Madurai** has successfully completed her Project Work in our concern "SRI VITHYA SPINNERS (P) LTD" from 06.03.2024 to 05.04.2024. During this period her involvement in the subject and character was good.

Place: Pandalgudi.

Date : 05.04.2024

Signature

for SRI VITHYA SPINNERS (P) LTD.

M. V. Subudhan L
Office Manager 5/4/24

**"A STUDY ON EMPLOYEE MOTIVATION IN GSM PLUS INDIA
PRIVATE LIMITED, MADURAI"**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by

CHITRA BANU.B

(22MBA004)

Under the guidance of

Dr. S.JEYALAKSHMI MA., MBA., M.PHIL., PGDCA., Ph.D



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

CHITRABANU.B

22MBA004

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled "**A STUDY ON EMPLOYEE MOTIVATION IN GSM PLUS INDIA PRIVATE LIMITED, MADURAI**" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 17/04/2024



Signature of the Candidate
(CHITRABANU.B)

FORWARDED



FACULTY GUIDE

**Dr.S.JEYALAKSHMI,MA,MBA.,
MPhil.,PGDCA.,PH.D**



HEAD OF THE DEPARTMENT

Dr.N.M.PAVITHRA,MBA.,PH.D.,

GSM Plus India

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Madurai - 625 002, India

91 - 452 - 2529671

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gsmplusindia.com



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Training Completion Certificate

This is to certificate that **Ms. B CHITRA BANU (22MBA004)** doing MBA,
Department of **MASTER OF BUSINESS ADMINISTRATION** in **SOURASHTRA
COLLEGE, MADURAI**, Student has undergone **PROJECT** and **PROJECT TITLE**
“STUDY ON EMPLOYEE MOTIVATION” for the period of **MARCH 7TH** to
APRIL 6TH. During her tenure she has gather adequate knowledge. We sincerely hope
that you will continue your excellent work in future also. Keep up the good work like
this.

Wish to her all the best for future endeavours.

Place: Madurai

Regards

Date: 15.04.2024

GSM PLUS INDIA

MANAGER

"A STUDY ON EMPLOYEE JOB SATISFACTION IN GSM PLUS INDIA PRIVATE LIMITED, MADURAI"

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
NEELAVATHI K.S.
(22MBA006)

Under the guidance of
Dr. S.JEYALAKSHMI MA.,MBA.,M.PHIL.,PGDCA.,Ph.D



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024


NEELAVATHI K.S
22MBA006
Final Year MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled "A STUDY ON EMPLOYEE JOB SATISFACTION IN GSMS PLUS INDIA PRIVATE LIMITED, MADURAI" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 16/04/2024


Signature of the candidate
(NEELAVATHI K.S.)

FORWARDED


FACULTY GUIDE

Dr. S.JEYALAKSHMI MA.,MBA.,
M.PHIL.,PGDCA.,


HEAD OF THE DEPARTMENT
Dr.N.M.PAVITHRA,MBA.,PH.D.,

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Madurai - 625 002, India

091 - 452 - 2529671

@gsmplusindia.com

gsmplusindia.com



An ISO 14001 : 2015 : ISO 9001 : 2015 & 45001 : 2018 Certified Organization

Training Completion Certificate

This is to certificate that **Ms. K S NEELAVATHI (22MBA006)** doing MBA,
Department of **MASTER OF BUSINESS ADMINISTRATION** in **SOURASHTRA
COLLEGE, MADURAI** ,Student has undergone **PROJECT** and **PROJECT TITLE**
“STUDY ON EMPLOYEE JOB SATISFACTION” for the period of **MARCH 7TH**
to **APRIL 6TH**. During her tenure she has gather adequate knowledge. We sincerely
hope that you will continue your excellent work in future also. Keep up the good work
like this.

Wish to her all the best for future endeavours.

Place: Madurai

Regards

Date: 15.04.2024

GSM PLUS INDIA

P. Rajesh
MANAGER

ANALYSIS ON DEMAND FOR TRAINING CALENDAR AT RENAATUS PROJECT PVT LTD, CHENNAI

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
PARKAVI P
(22MBA007)**

Under the Guidance of
Dr.N.M.PAVITHRA, MBA., PhD.,



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

P.PARKAVI

22MBA007

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**ANALYSIS ON DEMAND FOR TRAINING CALENDAR AT RENAATUS PROJECT PVT LTD, CHENNAI**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.



Signature of the Candidate

Place: Madurai

Date: 15.04.2024

[PARKAVI P]

Forwarded



Faculty Guide

Dr.N.M.PAVITHRA ,MBA ,Ph.D .,



Head of the department

Dr.N.M.PAVITHRA , MBA,Ph. D.,

Lr.No.19/04/24/Renaatus/CO/Internship

TO WHOM SO EVER THIS MAY CONCERN

This is to certify that **Ms.Parkavi Pandi** (Roll No – 22MBA007) MBA student of Sourashtra College, Madurai has successfully completed her Project titled Analysis On Demand for Training Calendar at Renaatus Project Pvt Ltd during the period from 07 Mar 2024 to 06 Apr 2024 in HR Management.

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

For Renaatus Projects Private Limited



T U Hariharan
Senior Manager - HR

**A STUDY ON EMPLOYEES ORGANIZATIONAL CULTURE WITH
SPECIAL REFERENCE TO TVS MOBILITY PVT LTD-MADURAI.**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

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

Master of Business Administration.

Submitted by
L.S.PRITHIKA RANI
(22MBA008)

Under the Guidance of
Dr. N.M.PAVITHRA, MBA., Ph.D.,



Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

L.S.PRITHIKA RANI

22MBA008

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON EMPLOYEES ORGANIZATIONAL CULTURE WITH SPECIAL REFERENCE TO TVS MOBILITY PVT LTD MADURAL.” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

L.S. Prithika Rani
Signature of the Candidate
(L.S.PRITHIKA RANI)

Place : Madurai

Date : 7/4/24

Forwarded

N.M. Pavithra
Faculty Guide

Dr. N.M.PAVITHRA, MBA, Ph.D.,

N.M. Pavithra
Head of the Department

Dr. N.M.PAVITHRA, MBA, Ph.D.,

06/04/2024

TO WHOMSOEVER IT MAY CONCERN

This is certify that **Ms. L S PRITHIKA RANI (Roll No: 22MBA008)** Second Year MBA from **SOURASHTRA COLLEGE** has undergone a **PROJECT – A Study on Employee Organizations Culture** in our organization from 11th March 2024 to 06th April 2024. During her tenure, we found her active and competent in executing all assigned tasks.

We wish her all success in future endeavours.

For TVS MOBILITY PRIVATE LIMITED


R.GUNASEKARAN

MANAGER – HR & OPERATIONS



A STUDY ON EMPLOYEE JOB SATISFACTION AT PROMPT BARRIER FILMS PRIVATE LIMITED

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
N.REVATHI
(22MBA009)**

Under the Guidance of
Dr. S. JEYALAKSHMI
MA., MBA.,M.PHIL.,PGDCA, Ph.D.



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

N.REVATHI

22MBA009

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

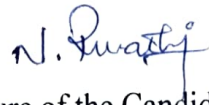
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON EMPLOYEE JOB SATISFACTION AT PROMPT BARRIER FILMS PRIVATE LIMITED” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 24/04/24



Signature of the Candidate
(N.REVATHI)

Forwarded

S. Jeyalakshmi
Faculty Guide

Dr. S. JEYALAKSHMI
MA., MBA., M. PHIL., PGDCA, Ph.D.



HEAD OF THE DEPARTMENT

Dr. N.M. PAVITHRA, MBA., PhD

PROMPT BARRIER FILMS PRIVATE LIMITED

12.04.2024

To
The Head of the Department
Department of Management Studies
Sourashtra College
Pasumalai, Madurai

Sub: Project work / Internship Training Completion – Reg

Dear Sir/ Madam,

This is to certify that **Ms. N. Revathi (22MBA009)** II year MBA Student of your college completed training in Human Resources Management Department of Prompt Barriers Films Private Limited. She has undergone the training from the period of 6th March 2024 to 11th April 2024.

During the period her conduct is very good. We wish her for the brightest future ahead.

Manager Business Development



A STUDY ON EMPLOYEE RETENTION AT ABT MARUTI MADURAI.

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
K.SHANTHINI
22MBA010

Under the Guidance of
Dr. N.M. PAVITHRA, MBA., PhD



Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

K.SHANTHINI

22MBA010

FINAL YEAR MBA


Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**A STUDY ON EMPLOYEES RETENTION AT ABT MARUTI MADURAI.**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.


Signature of the Candidate

Place: Madurai

Date:

Forwarded


Faculty Guide

(Dr.N.M.PAVITHRA MBA., PhD)


Head of the department

(Dr.N.M.PAVITHRA MBA., PhD)



16.04.2024

CERTIFICATE

This is to certify that **Ms. K. SHANTHINI** (Roll No: 22MBA010), a student of Management Studies, Sourashtra College, Madurai has successfully completed her project work titled "**A Study on Employees Retention at ABT Maruti**", in our concern during the period from 07.03.2024 to 06.04.2024.

We have noticed that, during the period, She has shown keen interest in her assignments and was also regular & sincere.

We wish her every success in her life and career.

For ABT Maruti,

Manager - Human Resources

**“A STUDY ON JOB SATISFACTION AMONG EMPLOYEES IN
MEENAKSHI MISSION HOSPITAL AND RESEARCH
CENTRE, MADURAI”**

A Project report submitted by Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
S.SULEHA NASREEN
22MBA011

Under the Guidance of
Dr. S.JEYALAKSHMI, M.A, MBA, M.Phil, PGDCA., Ph.D.,



SOURASHTRA COLLEGE (Autonomous)
MADURAI
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

APRIL 2024

S. SULEHA NASREEN

22MBA011

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project **entitled "A STUDY ON JON SATISFACTION AMONG EMPLOYEES MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE, MADURAI"** submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

S. Suleha Nasreen
Signature of the Candidate

Date: 29.04.2024

(S. SULEHA NASREEN)

Forwarded

S. Jayalakshmi
Faculty Guide

Pavithra
Head of the Department

Dr.S.JAYALAKSHMI, M.A., MBA, M.Phil., PGDCA., Ph.D.,

Dr.N.M.PAVITHRA, MBA.,Ph.D.,



Meenakshi Mission Hospital
& Research Centre
Madurai



12.04.2024

TO WHOMSOEVER IT MAY CONCERN

is to certify that **Ms. S. Suleha Nasreen**, pursuing **2nd Year MBA** at **Sourashtra**
ge, Madurai has underwent Project work on the Topic of "**A STUDY ON JOB**
SFACTION AMONG THE EMPLOYEES IN MMHRC" in our Institution from
..2024 to **07.04.2024**.

g the above period, her involvement in the subject was good.


S. Suleha Nasreen
General Manager - HR



**A STUDY ON EMPLOYEE WELFARE MEASURES WITH SPECIAL
REFERENCE TO BHARATH RUBBER (INDIA) LIMITED - MADURAI.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
N.G. TANYA
(22MBA012)**

Under the Guidance of
Dr. N.M. PAVITHRA, MBA., Ph.D.



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

N.G. TANYA
22MBA012
FINAL YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**A STUDY ON EMPLOYEE WELFARE MEASURES WITH SPECIAL REFERENCE TO BHARATH RUBBER (INDIA) LIMITED-MADURAI.**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 12.04.2024

N. G. Tanya
Signature of the Candidate

Forwarded

[Signature]
Faculty Guide
Dr. N.M. PAVITHRA, MBA., Ph.D.

[Signature]
Head of the Department
Dr. N.M. PAVITHRA, MBA., Ph.D.



REF: BRIL/GEN/PRO-01/2024-2025

DATE: 10.04.2024

TO WHOM SOEVER IT MAY CONCERN

This is to certify that student **Ms.N.G.TANYA (Reg NO:22MBA012)** Final Year MBA Student of **Sourashtra College Madurai** completed his **PROJECT** Successfully at **BHARATH RUBBER (INDIA) LIMITED, MADURAI** during period from: **07.03.2024 to 06.04.2024** .

We Wish **Mr. N.G.TANYA(Reg NO:22MBA012)** all success in his future Endeavors!

Thanking you,

For Bharath Rubber (India) Limited

M. Krishnan
Managing Director

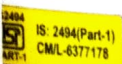
BELTS, CONVEYORS, HOSES

Regd. Office & Plant: 55/5 A, Thiruvallavayanallur (P.O), Thanichyan
T.Vadipatti (Taluk), Madurai-625 221.Tel:0452-2463772, 94421
Email: sales@bharathbelts.com Website: www.bharathbe

CIN: U25199TN2005PLC055836

MSME Reg.No.: UDYAM-TN-12-0001683

GST No: 33AACCB5931



**A STUDY ON EMPLOYEE WELFARE MEASURE IN
GSM PLUS INDIA PRIVATE LIMITED,MADURAI**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

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

Master of Business Administration

Submitted by

THANGARAMALAKSHMI.T

(22MBA013)

Under the guidance of

Dr. S.JEYALAKSHMI MA., MBA., M.PHIL., PGDCA., Ph.D.,



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

THANGARAMALAKSHMI /T22MBA013

Final Year MBA

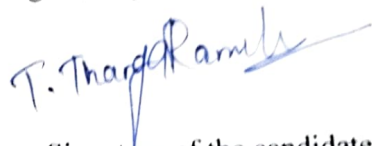
Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled **"A STUDY ON EMPLOYEE WELFARE MEASURES IN GSM PLUS INDIA PRIVATE LIMITED, MADURAI"** submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.



Signature of the candidate

Place: Madurai

Date: 17-04-2024

(THANGARAMALAKSHMI.T)

FORWARDED



FACULTY GUIDE

Dr. S.JEYALAKSHMI MA.,MBA., M.PHIL.,PGDCA.,



HEAD OF THE DEPARTMENT
Dr.N.M.PAVITHRA,MBA.,PH.D.,

Dr.S.JEYALAKSHMI M.A., MBA., M.Phil., PGDCA., Ph.D.,

ASSISTANT PROFESSOR

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004.

CERTIFICATE

This is to certify that the project entitled **"A STUDY ON EMPLOYEE WELFARE MEASURES IN GSM PLUS INDIA PRIVATE LIMITED, MADURAI"** submitted by the candidate. **T.THANGARAMALAKSHMI (22MBA013)** Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration during the year 2024 was done by her under my guidance and supervision and it has not previously formed the basis for the award of any other Degree, Diploma, Fellowship or any other similar title.

Place: Madurai

Date: 17-04-2024

S. Jeyalakshmi
FACULTY GUIDE

(Dr.S.JEYALAKSHMI)

GSM Plus India

Manufacturers And Exporters Of Fine Home Textiles
Government of India recognised export House

Manan Kovil 5th Street, (Extension)

Madurai - 625 002, India

091 452 2529671

@gsmplusindia.com

gsmplusindia.com

GSM PLUS



An ISO 14001 : 2015 ISO 9001 : 2015 & 45001 : 2018 Certified Organization

Training Completion Certificate

This is to certificate that **Ms. T THIANGARAMALAKSHMI (22MBA013)** doing **MBA**, Department of **MASTER OF BUSINESS ADMINISTRATION** in **SOURASHTRA COLLEGE, MADURAI** Student has undergone **PROJECT** and **"STUDY ON EMPLOYEE WELFARE MEASURES"** for the period of **MARCH 7TH to APRIL 6TH**. During her tenure she has gather adequate knowledge. We sincerely hope that you will continue your excellent work in future also. Keep up the good work like this.

Wish to her all the best for future endeavours.

Place: Madurai

Regards

GSM PLUS INDIA

MANAGER

Date: 15.04.2024

**"A STUDY ON PERFORMANCE APPRAISAL AND ITS IMPACT ON
FIXING THE MONETARY BENEFITS OF EMPLOYEES AT
RUBY FOOD PRODUCTS PVT LTD"**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
AJITHKUMAR R
22MBA015**

Under the Guidance of
Prof.J.CHRISTOPHER,MBA(SET)



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE(Autonomous)
MADURAI
APRIL-2024**

AJITHKUMAR.TR
22MBAG015
FINAL YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "A STUDY ON PERFORMANCE APPRAISAL AND ITS IMPACT ON FIXING THE MONETARY BENEFITS OF EMPLOYEES " submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai


Signature of the candidate

Date: 15/11/2024

AJITHKUMAR.TR

FORWARDED


Faculty Guide

Prof. J. CHRISTOPHER, MBA (SET)


Head of the Department

Dr. N.M.PAVITHRA, MBA., Ph.D.,



Manufacturers of Fruit Drink & Flavoured Milk

A.S-2, Industrial Estate, K.Pudur, Madurai - 625 007.

Tel. 0452-2566161.

e-mail : info@rubyfood.com / sales@rubyfood.com

website : www.rubyfood.com

Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr Ajithkumar.T.R pursuing final year, MBA (Reg. No. 22MBA015) at Sourashtra College, has completed the Project in A Study on Performance Appraisal and its Impact on fixing the Monetary Benefits of Employees in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd

A handwritten signature in black ink, appearing to be "R. S. P.", followed by a large, stylized flourish.

Authorised Signature

Ruby Food Products Pvt. Ltd.

**A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007**

“A STUDY ON IMPACT OF MARKETING STRATEGIES ON THE CUSTOMER WITH RESPECT TO PROMPT BARRIERS FILMS PRIVATE LIMITED”

A Project report submitted to Sourashtra College (Autonomous)

Affiliated To Madurai Kamaraj University

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

Master of Business Administration

Submitted By

B.M. ARUN KUMAR

(22MBA016)

Under the guidance of

Prof. B.K. ESWARLAL. B.Sc., M.B.A., UGC-NET



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

B.M. ARUN KUMAR

22MBA016

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai – 625004

STATEMENT BY THE CANDIDATE

I hereby state that the project titled “**A STUDY ON IMPACT OF MARKETING STRATEGIES ON THE CUSTOMER WITH RESPECT TO PROMPT BARRIERS FILMS PRIVATE LIMITED**” submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the degree of **Master of Business Administration** during the year 2020-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.



Signature of the Candidate

Place: Madurai

Date: 24.04.24

(B.M. ARUN KUMAR)

Forwarded


24/04/2024
Faculty Guide

Prof. B.K. Eswarlal. B.sc., M.B.A., UGC-NET


Head of the Department

Dr. N.M. Pavithra, MBA., Ph.D.,



PROMPT BARRIER FILMS PRIVATE LIMITED

12.04.2024

To

The Head of the Department

Department of Management Studies

Sourashtra College

Pasumalai, Madurai

Sub : Project work / Internship Training Completion – Reg

Dear Sir/ Madam,

This is to certify that **Mr.B.M. Arun Kumar (22MBA016)** II year MBA Student of your college completed training in Marketing Department of Prompt Barriers Films Private Limited. He has undergone the training from the period of 6th March 2024 to 11th April 2024.

During the period his conduct is very good. We wish him for the brightest future ahead.


Manager Business Development


**“A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT IN
TVS MOBILITY PRIVATE LIMITED, MADURAI”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
ASHOK KUMAR K.R.
(22MBA017)

Under the guidance of
Prof. J. CHRISTOPHER, MBA., (SET).,



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024

ASHOK KUMAR K.R.

22MBA017

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled “A STUDY ON EMPLOYEES TRAINING AND DEVELOPMENT IN TVS MOBILITY PRIVATE LIMITED, MADURAI” submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 15.04.2024



Signature of the Candidate

(ASHOK KUMAR K.R.)

Forwarded



Faculty Guide

Prof. J.CHRISTOPHER, MBA., SET.,



Head of the Department

Dr. N.M.PAVITHRA, MBA., Ph.D.,

06/04/2024

TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. ASHOK KUMAR K R (22MBA017)** MBA student of Sourashtra College Madurai, has completed his project on **“A Study on Employee Training and Development in TVS Mobility Pvt Ltd”** in our organization during the period of 7th March-2024 to 6th April-2024.

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish you all success.

For TVS MOBILITY PRIVATE LIMITED**ASSISTANT MANAGER – HR & OPERATIONS****TVS Mobility Private Limited**

Plot No. B1&B2, SIDCO Industrial Estate

Kappalur, Uchappatty Village

Thirumangalam Taluk, Madurai-625 008

TVS Mobility Private Limited

Registered Office • No. 10, Jawahar Road, Chokkikulam, Madurai - 625 002

CIN U50400TN2018PTC121056

**"A STUDY ON EMPLOYEE WELFARE MEASURES IN MEENAKSHI
MISSION HOSPITAL AND RESEARCH CENTRE, MADURAI"**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

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

Master of Business Administration

Submitted By

**K.J. ASWIN KUMAR
(22MBA018)**

Under the guidance of

Prof. B.K. ESWARLAL. B.Sc., M.B.A., UGC-NET



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024

K.J. ASWIN KUMAR
22MBA018
Final Year MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai-625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "A STUDY ON EMPLOYEE WELFARE MEASURES IN MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE, MADURAI" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.



Signature of the Candidate

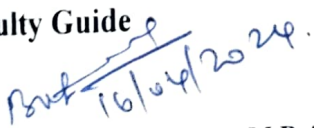
Place: Madurai

Date: 16.04.2024

(K.J. ASWIN KUMAR)

Forwarded

Faculty Guide


Prof. B.K. Eswaral, B.Sc., M.B.A., UGC-NET

Head of the Department



Dr. N.M. Pavithra, MBA., Ph.D

06.04.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. K.J. Aswin Kumar**, pursuing **2nd Year MBA** at **Sourashtra College, Madurai** has underwent Project work on the Topic of **"A STUDY ON EMPLOYEE WELFARE MEASURES IN MMHRC"** in our Institution from **08.03.2024 to 06.04.2024**.

During the above period, his involvement in the subject was **good**.


K. Vivek Chandran
Senior Manager - HR



**“A STUDY ON EMPLOYEES JOB SATISFACTION IN SNP DAIRY MILK -
MADURAI”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
BARATH KUMAR G.S.
(22MBA019)

Under the guidance of
Prof. J. CHRISTOPHER, MBA., SET.,



DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI

APRIL-2024

G.S. BARATH KUMAR
22MBA019
FINAL YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "A STUDY ON EMPLOYEES JOB SATISFACTION IN SNP DAIRY MILK - MADURAI." submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15.04.2024



Signature of the Candidate

Forwarded



Faculty Guide
Prof. J. CHRISTOPHER, MBA., SET.,



Head of the department
Dr. N.M. PAVITHRA, MBA., Ph.D.



Hare Krishna



GST NO : 33ADGPR0483B1ZW

Ref. No: SNP/IPT/2024

Date-11/04/2024

CERTIFICATE

This is to certify that **Mr.G.S.BARATH KUMAR** (ROLL:NO:22MBA019) studying **MBA(HR AND MARKETING)** in **SOURASHTRA COLLEGE (AUTONMOUS) MADURAI**. Has undergone project for (06-03-2024 TO 06-04-2024).

During the project period his conduct and character is very good.

PROJECT TITLE – A STUDY ON EMPLOYEES JOB SATISFACTION IN SNP DAIRY MILK MADURAI

THANKS & REGARDS!



MR. M.SIVABALAN,

HUMAN RESOURCE-MANAGER



+91 84899 19771, 84899 19777, 84899 19779



3/158 NH-7, National Highway, Ayyankottai, Vadipatti Tk, Madurai – 625 221. (TN) India.



customercare@snpdairy.com, info@snpdairy.com



www.snpdairy.com

A STUDY ON CUSTOMER RETENTION AND CUSTOMER LOYALTY IN
SNP DAIRY MILK

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
R DEEN PRADEEMAN
(22MBA020)

Under the guidance of
Prof. B.K. ESWARLAL. B.Sc., M.B.A., UGC-NET



DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI

APRIL-2024

R DEEN PRADEEMAN

22MBA020

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project titled "**A STUDY ON CUSTOMER RETENTION AND CUSTOMER LOYALTY IN SNP DAIRY MILK MADURAI**" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the title.

Place: Madurai

Date: 16-04-2024



Signature of the Candidate

(R DEEN PRADEEMAN)

Forwarded

Faculty Guide


Prof. B.K. Eswarlal. B.Sc., M.B.A., UGC-NET

Head of the Department


Dr. N.M. Pavithra, MBA., Ph.D

from fresh cow's milk



Happy Krishna



GST NO : 33ADGPR0483B1ZW

Ref. No: SNP/IPT/2024

Date-11/04/2024

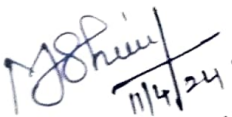
CERTIFICATE

This is to certify that Mr.R.DEEN PRADEEMAN (ROLL:NO:22MBA020) studying MBA (MARKETING) in SOURASHTRA COLLEGE (AUTONOMOUS) MADURAI. Has undergone project for (06-03-2024 TO 06-04-2024).

During the project period his conduct and character is very good.

PROJECT TITLE – A STUDY ON CUSTOMER RETENTION AND CUSTOMER LOYALTY IN SNP DAIRY MILK

THANKS & REGARDS!


MR. M.SIVABALAN,



HUMAN RESOURCE-MANAGER

+91 84899 19771, 84899 19777, 84899 19779

3/158 NH-7, National Highway, Ayyankottai, Vadipatti Tk, Madurai – 625 221. (TN) India.

customer@snpdairy.com, info@snpdairy.com

 www.snpdairy.com

**A STUDY ON CUSTOMER SATISFACTION IN MEENAKSHI AUTO ZONE
PRIVATE LIMITED, KAPPALUR, MADURAI**

A Project report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the degree of

Master of Business Administration

Submitted By

S. GURU PRASATH

Reg.no. 22MBA021

Under the guidance of

Prof. J.CHRISTOPHER, MBA, SET.,



**SOURASHTRA COLLEGE MADURAI
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
APRIL-2024**

S.GURU PRASATH

22MBA021

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled "A STUDY ON CUSTOMER SATISFACTION IN MEENAKHI AUTO ZONE PRIVATE LIMITED" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022- 2024 is my original work and that no part of the work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 16/07/24

S.Guru Prasath

Signature of the Candidate

(S.GURU PRASATH)

Forwarded

J. Christopher

Faculty Guide

(Prof. J.CHRISTOPHER, MBA., SET.,)

N.M. Pavithra

H.O.D

(N.M.PAVITHRA,MBA., Ph.D.,)

Date: 12/04/2024

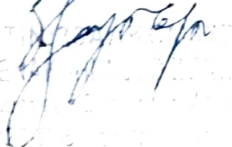
TO WHOM SO EVER IT MAY CONCERN

This is to confirm that **Mr.GURU PRASATH.S** Roll No – 22MBA021 pursuing II year MBA IN SOURASHTRA COLLEGE, VILACHRY MAIN ROAD, PASUMALAI, MADURAI – 625 004, has been completed the project Title **A STUDY ON CUSTOMER SATISFACTION** in **MEENAKSHI AUTO ZONE Pvt Ltd** at HR Department from **07 MAR 2024** to **06 APR 2024**.

Project and his conduct is GOOD

Thanks & regards

For Meenakshi Auto Zone Pvt Ltd


SUSTAINABLE
VEE
HRM
625 531

HRM

**“A STUDY ON EMPLOYEES SATISFACTION IN RUBY
FOOD PRODUCTS PRIVATE LIMITED, MADURAI,
TAMILNADU”**

A Project report submitted by Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

In partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted By

**R.R. HARI HASAN
22MBA022**

Under the Guidance of

Prof. B.K. ESWARLAL. B.Sc., MBA., UGC- NET



**SOURASHTRA COLLEGE (Autonomous)
MADURAI
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

APRIL – 2024

R.R. HARI HASAN

22MBA022

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai- 625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "**A STUDY ON EMPLOYEE SATISFACTION IN RUBY FOOD PRODUCTS PRIVATE LIMITED, MADURAI, TAMIL NADU**" Submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022 – 2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 17/04/24



Signature of the Candidate

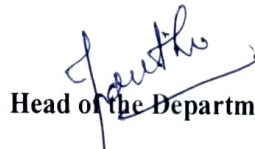
(R.R. HARI HASAN)

Forwarded



Faculty Guide

Prof. B.K. ESWARLAL. B.Sc., MBA., UGC-NET



Head of the Department

Dr. N.M. Pavithra, MBA., Ph.D

Ruby FOOD PRODUCTS PVT. LTD.,

Manufacturers of Fruit Drink & Flavoured Milk

A S 2, Industrial Estate, K Pudur, Madurai - 625 007,

Tel : 0452 2566161.

e-mail : info@rubyfood.com / sales@rubyfood.com

website : www.rubyfood.com

Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr Harihasan.R.R pursuing final year, MBA (Reg. No. 22MBA022) at Sourastra College, has completed the Project in A Study on Employee Satisfaction in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd

R.S.O. 

Authorised Signature

Ruby Food Products Pvt. Ltd.

A-S-2, Industri
K.Pudur, MADURAI - 625 007

"A STUDY ON CUSTOMER SATISFACTION ON PROMPT BARRIERS FILMS PRIVATE LIMITED"

A Project report submitted to Sourashtra College (Autonomous)

Affiliated To Madurai Kamaraj University

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

Master of Business Administration

Submitted By

A.HARIRAM

(22MBA023)

Under the guidance of

Prof. J.Christopher. MBA,(SET)



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

A.HARIRAM

2MBA023

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625004

STATEMENT BY THE CANDIDATE

I hereby state that the project titled “A STUDY ON CUSTOMER SATISFACTION ON PROMPT BARRIERS FILMS PRIVATE LIMITED” submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the degree of **Master of Business Administration** during the year 2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.



signature of the candidate

(A.HARIRAM)

Place: Madurai

Date: 24/4/24

Forwarded



Faculty Guide

Prof. J.Christopher.MBA,(SET)



Head of the Department

Dr. N.M.Pavithra,MBA.,Ph.D

PROMPT BARRIER FILMS PRIVATE LIMITED

12.04.2024

To

The Head of the Department
Department of Management Studies
Sourashtra College
Pasumalai, Madurai

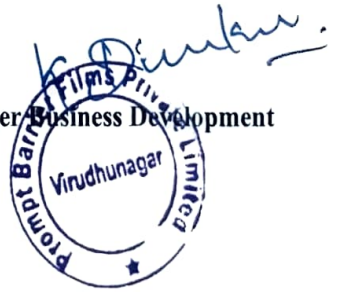
Sub : Project work / Internship Training Completion – Reg

Dear Sir/ Madam,

This is to certify that **Mr. A.Hariram (22MBA023)** II year MBA Student of your college completed training in Marketing Department of Prompt Barriers Films Private Limited. He has undergone the training from the period of 6th March 2024 to 11th April 2024.

During the period his conduct is very good. We wish him for the brightest future ahead.

Manager Business Development



**“A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN
ANAAMALAIS TOYOTA, MADURAI”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
P.M.KARTHICK
(22MBA024)

Under the guidance of
Prof. B.K. ESWARLAL. B.Sc., M.B.A., UGC-NET



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024

P.M.KARTHICK

22MBA024

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT IN ANAAMALAIS TOYOTA MADURAI" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the title.

Place: Madurai

Date: 16/04/2024

P.m. Karthick
Signature of the Candidate

(P.M.KARTHICK)

Forwarded

16/04/2024
Faculty Guide

Prof. B.K. Eswarlal. B.Sc., M.B.A., UGC-NET

Head of the Department

Dr. N.M.Pavithra, MBA., Ph.D

PROJECT CERTIFICATE

This is certify that MR.P.M.Karthick (22MBA024) MBA Student of Sourasthra College Madurai. He has completed his Project on **"A Study on Employee Training and Development in Anaamalais Toyota"** Madurai from 07.03.2024 to 06.04.2024.

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish all success in his future endeavors.



R. JAGAN KAMARAJ
HEAD - HR

A STUDY ON EMPLOYEE JOB SATISFACTION IN EMASSAM MEDICS PRIVATE LIMITED IN MADURAI

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
S.R. KARTHICK
(22MBA025)**

Under the Guidance of
Prof. J. Christoper, MBA., (SET)



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI
APRIL 2024**

S.R. KARTHICK
(22MBA025)

Department of Management studies

Sourashtra college (Autonomous)

Madurai – 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON EMPLOYEES JOB SATISFACTION IN EMASSAM MEDICS MADURAI” submitted to Sourashtra college (Autonomous) affiliated Madurai Kamaraj University for the award of the degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15.04.2024



Signature of Candidate

(S.R. Karthick)

Forwarded



Faculty Guide

J. Christoper, MBA., (SET)


H.O.D.

Dr. N.M. Pavithra, MBA., Ph D



Since 1976

EMASSAM MEDICS

Manufacture & Research in Siddha & Ayurveda Since 1976

231A, Senthooor nagar II street,

PKM nagar, Vandiyur, Madurai 625 020.

Email emassammdu@gmail.com

Mfg Lic no 242/250

GST 33AAEFE2680A1Z1

Mob 9443107888, 9842909060

o
The Head of the Department
Department of MBA
Gourashtra college(autonomous)
Madurai

Sir,

This is to certify that Mr. S.R. Karthick (22MBA025) MBA final
year student of your college has undergone project on " **A study on
Employees Job satisfaction in our organization from 07.03.2024 to
06.04.2024**"

For EMASSAM MEDICS

Managing Partners

**“A STUDY ON EMPLOYEES ABSENTEESIM AT RUBY FOOD
PRODUCTS PVT LTD, MADURAI.”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
S. KARTHICKRAJA
(22MBA026)

Under the Guidance of
Prof. B.K. ESWARLAL. B.Sc., M.B.A., UGC-NET



DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

S. KARTHICKRAJA

22MBA026

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "**A STUDY ON EMPLOYEES APSENTEEISM AT RUBY FOOD PRODUCTS PVT LTD MADURAI.**" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

S. Karthickraja

Signature of the Candidate

Place: Madurai

Date: 17.04.2024

(S. KARTHICKRAJA)

Forwarded

Prof. B.K. Eswarlal
24/04/2024

Faculty guide

Prof. B.K. ESWARLAL, B.Sc., M.B.A., UGC-NET

Dr. N.M. Pavithra
Head of the department

Dr .N.M. Pavithra, MBA., Ph.D

 **FOOD PRODUCTS PVT LTD**

Manufacturers of Fruit Drink & Flavourised Milk

A S 2 Industrial Estate, K.Pudur, Madurai - 625 007

tel: 0452 2566161

e-mail: info@rubyfood.com / sales@rubyfood.com

website: www.rubyfood.com

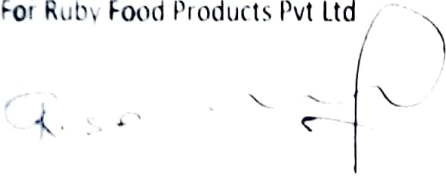
Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Karthick Raja.S pursuing final year, MBA (Reg. No. 22MBA026) at Sourashtra College, has completed the Project in A Study on Employees Absenteeism in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd



Authorised Signature

Ruby Food Products Pvt. Ltd.

**A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007**

“A STUDY ON EMPLOYEE WELFARE MEASURES IN SARA CONTAINERS PRIVATE LIMITED”

A Project report submitted by Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted By

K.M. KUBENDRAN
22MBA027

Under the Guidance of

Prof. J. CHRISTOPHER, MBA., (SET)



SOURASHTRA COLLEGE (Autonomous)
MADURAI
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

APRIL – 2024

K.M. KUBENDRAN

22MBA027

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)


Madurai- 625 004.

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "**A STUDY ON EMPLOYEE WELFARE MEASURES IN SARA CONTAINERS PRIVATE LIMITED**" Submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022 – 2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15.04.2024


Signature of the Candidate

(K.M. KUBENDRAN)

Forwarded


Faculty Guide

Prof. J. CHRISTOPHER, MBA., (SET)


Head of the Department

Dr. N.M. Pavithra, MBA., Ph.D



SARA CONTAINERS PVT LTD

Manufacturer Of Quality Printed Tin Containers

Address: 10, East Madurai, Madurai, Tamil Nadu, India. Phone: 0452-2555555
E-mail: info@saracontainers.com Website: www.saracontainers.com

Date:06.04.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.KUBENDRAN.K.M pursuing MBA.,in Sourashtra College, Madurai, has undergone project work titled " A STUDY ON EMPLOYEE WELFARE MEASURES IN SARA CONTAINERS PVT LTD, Madurai". In our institution from 07-03-2024 to 06-04-2024.

During the above period, His involvement in the subject was good.

**For SARA CONTAINERS PRIVATE
LIMITED**


DIRECTOR

**A STUDY OF SATISFACTION LEVEL OF THE EMPLOYEES ON THE
VARIOUS WELFARE FACILITIES PROVIDED BY TVS MOBILITY
PRIVATE LIMITED**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
M.MOHAMMED ISMAIL
(22MBA028)**

Under the Guidance of
Dr. S. JEYALAKSHMI
MA., MBA., M.Phil., PGDCA, Ph.D.,



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

M.MOHAMMED ISMAIL

22MBA028

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

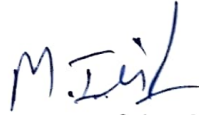
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY OF SATISFACTION LEVEL OF THE EMPLOYEES ON THE VARIOUS WELFARE FACILITIES PROVIDED BY TVS MOBILITY PVT LTD” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

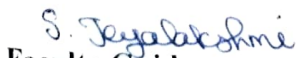
Place: Madurai

Date: 15.04.2024



Signature of the Candidate
(M.MOHAMMED ISMAIL)

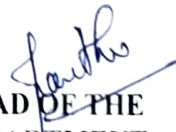
Forwarded



Faculty Guide

Dr. S. JEYALAKSHMI

MA., MBA., M.Phil., PGDCA, Ph.D.,



HEAD OF THE
DEPARTMENT

Dr. N.M. PAVITHRA, MBA., PhD



TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. M.MOHAMMED ISMAIL (22MBA028)** MBA student of Sourashtra College Madurai, has completed his project on **"A STUDY OF SATISFACTION LEVEL OF THE EMPLOYEES ON THE VARIOUS WELFARE FACILITIES PROVIDED BY TVS MOBILITY PRIVATE LIMITED"** in our organization during the period of 7th March-2024 to 6th April-2024

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish you all success.

For TVS MOBILITY PRIVATE LIMITED

ASSISTANT MANAGER – HR & OPERATIONS

TVS Mobility Private Limited

Plot No. B1&B2, SIDCO Industrial Estate
Kappalur, Uchappatty Village
Thirunangulam Taluk, Madurai - 625 008

TVS Mobility Private Limited

**Registered Office No. 10, Jawahar Road, Chokkikulam, Madurai - 625002 CIN
U50400TN2018PTC121056**

**“A STUDY ON EMPLOYEE JOB SATISFACTION IN
VADAAMALAYAN HOSPITALS PRIVATE LIMMITED
MADURAI ”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**SUBMITTED BY
S.MOTHESWARAN
Reg.no. 22MBA029**

Under the guidance of
Prof. J.CHRISTOPHER, MBA (SET)



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL -2024

**A STUDY ON RECRUITMENT AND SELECTION PROCESS AT RUBY
FOODS PRIVATE LIMITED COMPANY IN MADURAI**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

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

Master of Business Administration

Submitted by

KARAN.R

22MBA048

Under the Guidance of

Dr.S. JAYALAKSHMI, MA MBA M. Phil PGDCA PH.D



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (Autonomous)

MADURAI

APRIL-2024

KARAN R

22MBA048

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "**A STUDY ON RECRUITMENT AND SELECTION PROCESS AT RUBY FOODS PRIVATE LIMITED COMPANY IN MADURAI**" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 17-04-2024

R. Karan

Signature of the candidate

KARAN.R

FORWARDED

S. Jayalakshmi
FACULTY GUIDE

Dr.S.JAYALAKSHMI, MA MBA M. Phil PGDCA PH.D

Dr. N.M. Pavithra
HEAD OF THE DEPARTMENT

Dr.N.M PAVITHRA, M.B.A.,PH.D



FOOD PRODUCTS PVT. LTD.,

Manufacturers of Fruit Drink & Flavoured Milk

A S-2, Industrial Estate, K Pudur, Madurai - 625 007,

Tel: 0452 2566161

e-mail: info@rubyfood.com / sales@rubyfood.com

website: www.rubyfood.com

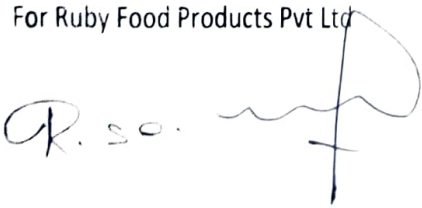
Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr Karan.R pursuing final year, MBA (Reg. No. 22MBA048) at Sourastra College, has completed the Project in A Study on Recruitment and Selection Process in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd



Authorised Signature

Ruby Food Products Pvt. Ltd.
A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007

**"A STUDY ON EMPLOYEE MOTIVATION IN SARA CONTAINERS
PVT LTD, MADURAI"**

A Project report submitted to Sourashtra college (Autonomous)
Affiliated to Madurai Kamaraj University
in partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
NAGARJUN V.R.
(COMBAINS)

Under the guidance of
Prof. B.K. ESWARLAL, B.Sc., MBA, UGC-NET



SOURASHTRA COLLEGE: MADURAI
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
APRIL-2024

NAGARJUN V.R.

22MBA030

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled "**A STUDY ON EMPLOYEE MOTIVATION IN SARA CONTAINERS PVT LTD, MADURAI**" submitted to sourashtra college (Autonomous) Affiliated to Madurai kamaraj university for the award of the Degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of the work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

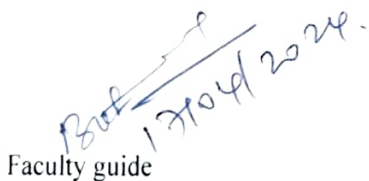
Date: 17.04.2024



Signature of the candidate

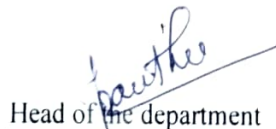
(NAGARJUN V.R)

Forwarded



Faculty guide

Prof. B.K. Eswarlal. B.Sc., M.B.A., UGC-NET



Head of the department

Dr. N.M. Pavithra, MBA., Ph.D.,



SARA CONTAINERS PVT LTD

Manufacturer Of Quality Printed Tin Containers

Head Office: 10/1, Anna Salai, Madurai - 625 002
Branch Office: 10/1, Anna Salai, Madurai - 625 002

Date:06.04.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.NAGARJUN.V.R pursuing MBA.,in Sourashtra College, Madurai, has undergone project work titled " A STUDY ON EMPLOYEE MOTIVATIONS IN SARA CONTAINERS PVT LTD, Madurai".In our institution from 07-03-2024 to 06-04-2024.

During the above period, His involvement in the subject was good.

**For SARA CONTAINERS PRIVATE
LIMITED**


DIRECTOR

**A STUDY ON CUSTOMER SATISFACTION IN RUBY FOOD
PRIVATE LIMITED, MADURAI.**

A Project report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the degree of

Master of Business Administration

By

N. NARENDRAN

Reg.no. 22MBA031

Under the guidance of

Prof. J.Christopher.MBA,(SET)



**SOURASHTRA COLLEGE MADURAI
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIESMBA
PROGRAMME
APRIL-2024**

N.NARENDRAN

22MBA031

FINAL YEAR MBA

Department of Management Studies

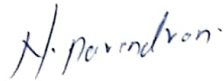
Sourashtra College(Autonomous) Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled “A STUDY ON CUSTOMER SATISFACTION” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022- 2024 is my original work and that no part of the work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date : / 7/04/24



Signature of the Candidat

N.NARENDRAN

Forwarded




Faculty Guide

PROF. J.CHRISTOPHER, MBA


H.O.D

Dr. N.M. PAVITHRA, MBA., Ph.D.,

 **FOOD PRODUCTS PVT LTD**

Manufacturers of Fruit Drink & Flavoured Milk

A-S-2 Industrial Estate, K. Pudur, Madurai - 625 007

tel: 0452 2566161

e-mail: info@rubyfood.com / sales@rubyfood.com

website: www.rubyfood.com

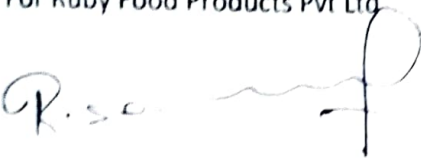
Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr Narendran.N pursuing final year, MBA (Reg. No 22MBA031) at Sourashtra College, has completed the Project in A Study on Customer Satisfaction in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd



Authorised Signature

Ruby Food Products Pvt. Ltd.

**A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007**

**"A STUDY ON CAUSES AND CONSEQUENCES OF STRESS IN JOB
PERFORMANCE AT RUBY FOOD PRODUCT PVT.LTD"**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

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

Master of Business Administration

Submitted by

PANDIA MANNAN.P

22MBA032

Under the Guidance of

Dr.S. JAYALAKSHMI,MA MBA M. Phil PGDCA PH.D



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL-2024

PANDIA MANNAN.P
2019MBA032
1ST YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "A STUDY ON CAUSES AND CONSEQUENCES OF STRESS IN JOB PERFORMANCE AT RUBY FOOD PRODUCT PVT.LTD" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15/04/24



Signature of the candidate

PANDIA MANNAN.P

FORWARDED

S. Jayalakshmi
FACULTY GUIDE

Dr.S.JAYALAKSHMI, MA MBA M. Phil PGDCA PH.D



HEAD OF THE DEPARTMENT

Dr.N.M PAVITHRA, M.B.A.,PH.D

Ruby FOOD PRODUCTS PVT. LTD.

Manufacturers of Fruit Drink & Flavoured Milk

A.S-2, Industrial Estate, K. Pudur, Madurai - 625 007.

Tel : 0452-2566161.

e-mail : info@rubyfood.com / sales@rubyfood.com

website : www.rubyfood.com

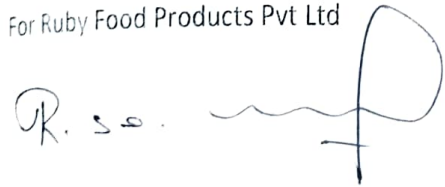
Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Pandia Mannan.P pursuing final year, MBA (Reg. No. 22MBA032) at Sourashtra College, has completed the Project in A Study on Causes and Consequences of Stress in Job Performance in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd



Authorised Signature

Ruby Food Products Pvt. Ltd.

A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007

**-A STUDY ON PERCEPTION OF CLIENTS ABOUT CONTENT
MARKETING CAMPAIGNS IN ALICE BLUE FINANCIALS
SERVICES PVT LTD IN CHENNAI**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submit by
K. RAHUL
22MBA033

Under the Guidance of
PROF.J. CHRISTOPHER,MBA(SET)



Department of management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

K. RAHUL

22MBA033

FINAL YEAR MBA

Department of management Studies

Sourashtra College (Autonomous)

Madurai-625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **“A STUDY ON PERCEPTION FO CLIENTS ABOUT CONTENT MARKETING CAMPAIGNS IN ALICE BLUE FINANCIALS SERVICES PVT LTD IN CHENNAI.”** submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2023-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: *Madurai*

Date: *24/04/2024*



Signature of the Candidate

K. RAHUL

Forwarded



FACULTY GUIDE

PROF.J. CHRISTOPHER,MBA(SET)



HEAD OF THE DEPARTMENT

Dr. N.M.PAVITHRA, MBA, Ph.D.

Date: 18-April-2024

Project Certificate

This is to certify that **Mr. Rahul K**, student from Sourashtra College has successfully completed his project titled "**A STUDY ON PERCEPTION OF CLIENTS ABOUT CONTENT MARKETING CAMPAIGNS IN ALICE BLUE FINANCIAL SERVICES PVT LTD IN CHENNAI**" at Alice Blue Financial Services pvt ltd During the period of **07th March 2024 to 06th April 2024**.

During his tenure, he has demonstrated his skills with self-motivation to learn new skills and has successfully completed the project, to our satisfaction.

For Alice Blue Financial Services Pvt. Ltd




Authorized Signatory

LICE BLUE FINANCIAL SERVICES PRIVATED LIMITED

N : U65929TZ2017PTC028583

Corporate Office: 153/2, 3rd Floor, M.R.B. Arcade, Bagalur Main Road, Dwaraka Nagar, Yelahanka, Bengaluru - 560063, Karnataka.

Registered Office: Old No. 56/2, New No. 58, LIC Nagar, Vinayagar Kovil Street, Erode, Tamil Nadu - 638002.

askus@aliceblueindia.com  www.aliceblueonline.com 080-352 15 000

**“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT
AFFECT SALES IN RUBY FOOD PRODUCTS PRIVAT LIMITED
MADURAI”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
SADHURAGIRI.M
22MBA034**

Under the Guidance of
Dr. S. JAYALAKSHMI, MA MBA M.Phil PGDCA PH.D



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL-2024

SADHURAGIRI.M

22MBA034

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AFFECT SALES IN RUBY FOOD PRODUCTS PRIVATE LIMITED”** submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 30-04-2024

M. Sadhuraagiri
Signature of the candidate
SADHURAGIRI.M

FORWARDED

S. Jayalakshmi
FACULTY GUIDE

Pavithra
H.O.D

Dr. S. JAYALAKSHMI, MA MBA M.Phil PGDCA PH.D Dr. N.M. PAVITHRA M.B.A.,PH.D

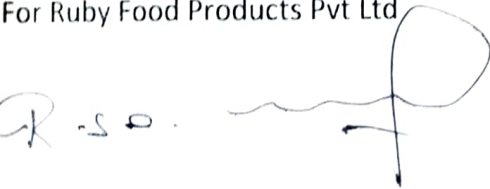
Date: 09.04.2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr Sadhuragiri.M pursuing final year, MBA (Reg. No. 22MBA034) at Sourastra College, has completed the Project in A Study on Customer Relationship Management Affect Sales in our organization from 07.03.2024 to 06.04.2024.

During this time he has exhibit great interest and enthusiasm. Wish him all the best for the future.

For Ruby Food Products Pvt Ltd



Authorised Signature

Ruby Food Products Pvt. Ltd.
A-S-2, Industrial Estate
K.Pudur, MADURAI - 625 007

**“A STUDY ON HR POLICIES REGARDING EMPLOYEE’S SAFETY IN
ANAAMALAIS TOYOTA, MADURAI.”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
T. G. SANJAY
(22MBA035)**

Under the Guidance of
Prof. J. CHRISTOPHER, MBA (SET)



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

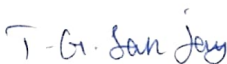
T. G. SANJAY
22MBA035
FINAL YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON HR POLICIES REGARDING EMPLOYEE’S SAFETY IN ANAAMALAIS TOYOTA, MADURAI.” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15/04/2024



Signature of the Candidate
(T. G. SANJAY)

Forwarded



Faculty Guide

Prof. J. CHRISTOPHER, MBA (SET).



Head Of The Department

Dr. N.M. PAVITHRA, MBA., Ph.D.

PROJECT CERTIFICATE

This is certify that MR.T.G.Sanjay (22MBA035) MBA Student of Sourashtra College Madurai.He has completed his Project on ***"A Study on HR Policies regarding Employee Safety in Anaamalais Toyota Madurai"*** from 07.03.2024 to 06.04.2024.

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish all success in his future endeavors.



✓ R.JAGAN KAMARAJ
HEAD - HR

**A STUDY ON IMPACT OF EMPLOYEES' MOTIVATION,
ENGAGEMENT AND PERFORMANCE IN MEENAKSHI AUTO
ZONE PRIVATE LIMITED, SPECIAL REFERENCE WITH
KAPPALUR, MADURAI, TAMIL NADU.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted by

SANTHOSH .U
(22MBA036)

Under the guidance of

Dr. S.JEYALAKSHMI MA., MBA., M.Phil., PGDCA., Ph.D



DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI
APRIL-2024


SANTHOSH .U
22MBA036
Final Year MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai-625 004.

STATEMENT BY THE CANDIDATE


I hereby state that the project entitled **“A STUDY ON IMPACT OF EMPLOYEES’ MOTIVATION, ENGAGEMENT AND PERFORMANCE IN MEENAKSHI AUTO ZONE PRIVATE LIMITED, SPECIAL REFERENCE WITH KAPPALUR, MADURAI, TAMILNADU.”** submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 16.04.2024


Signature of the candidate
(SANTHOSH .U)

FORWARDED


FACULTY GUIDE
Dr. S.JEYALAKSHMI MA.,MBA.,
M.PHIL.,PGDCA.,


HEAD OF THE DEPARTMENT
Dr.N.M.PAVITHRA,MBA.,PH.D.,

Date: 12/04/2024

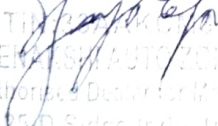
TO WHOM SO EVER IT MAY CONCERN

This is to confirm that **Mr. SANTHOSH.U** Roll No – **22MBA036** pursuing II year MBA in **SOURASHTRA COLLEGE, VILACHRY MAIN ROAD, PASUMALAI, MADURAI – 625 004**, has been completed the project Title **A STUDY ON IMPACT OF EMPLOYEES MOTIVATION, ENGAGEMENT AND PERFORMANCE** in **MEENAKSHI AUTO ZONE Pvt Ltd** at HR Department from **07 MAR 2024** to **06 APR 2024**.

Project and his conduct is GOOD

Thanks & regards

For Meenakshi Auto Zone Pvt Ltd


GSTIN : 33AAKCM3378A1ZO
MEENAKSHI AUTO ZONE PVT LTD
(Authorized Dealer for Maruti, Suzuki)
No: 25-D, Sidco Industrial Estate,
KAPPALUR - 625 004

HRM

**A STUDY ON RECRUITMENT AND SELECTION PROCESS IN RAMANI
CARS
PRIVATE LIMITED, VOLKSWAGEN, MADURAI.**

A Project report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the degree of

Master of Business Administration

By

S.SHEIK IBRAHIM SHA

Reg.no. 22MBA037

Under the guidance of

Prof. J.Christopher.MBA,



**SOURASHTRA COLLEGE MADURAI
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
APRIL-2024**

**A STUDY ON RECRUITMENT AND SELECTION PROCESS IN RAMANI
CARS
PRIVATE LIMITED, VOLKSWAGEN, MADURAI.**

A Project report submitted to Madurai Kamaraj University in partial fulfillment
of the requirements for the award of the degree of

Master of Business Administration

By

S.SHEIK IBRAHIM SHA

Reg.no. 22MBA037

Under the guidance of

Prof. J.Christopher.MBA,



**SOURASHTRA COLLEGE MADURAI
(AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
APRIL-2024**

S.SHEIK IBRAHIM SHA

22MBA037

FINAL YEAR MBA

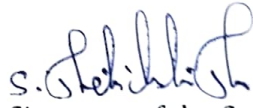
Department of Management Studies
Sourashtra College(Autonomous)
Madurai-625 004.

Statement by the Candidate


I hereby state that the project entitled "**A STUDY ON RECRUITMENT AND SELECTION PROCESS**" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022- 2024 is my original work and that no part of the work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 12.04.24


Signature of the Candidate

Forwarded


Faculty Guide


H.O.D



04.04.2024

Date

TO WHOM SO EVER IT MAY CONCERN

Volkswagen Madurai

Ramani Cars Private Limited,

H-11, SIDCO Industrial Estate,

G.S.T. Road, Kappalur,

Madurai - 625008.

Phone 91-452-2489933, 2489955

91-452-2481000, 2481010

Fax 91-452-2489888

salesmdu@vw-ramanicars.co.in

This is to certify that **Mr.S.Sheik Ibrahim Sha (Reg No: 22MBA037)**, II Year MBA Student of Sourashtra College , Madurai has undergone his Main Project work done on **“Study on Recruitment and Selection Process in Ramani Cars Private Limited, Volkswagen Madurai”** in our concern during the period from **07th March 2024 to 6th April 2024.**

He has been regular and shown keen interest in the assignment and his conduct and character were good.

We wish him all the best for future endeavor.

For Ramani Cars Private Limited


Hasan Ali.B
Assistant Manager



**“A STUDY ON IMPACT OF BRAND EQUITY AMONG CONSUMERS
SPECIAL REFERENCE TO SUBBURAJ COTTON MILLS PRIVATE
LIMITED”.**

A project report submitted to Sourashtra College (Autonomous) Affiliated to Madurai
Kamaraj University In partial fulfillment of the requirements for the awards of the degree of

Master of Business Administration

Submitted by

K.V.SRIHARAN

(22MBA038)

Under the guidance of

DR. S. JEYALAKSHMI MA., MBA., M.Phil., PGDCA., Ph.D.,



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

Madurai

APRIL 2024

K.V.SRIHARAN

22MBA038

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON THE IMPACT OF BRAND EQUITY AMONG CONSUMERS SPECIAL REFERENCE TO SUBBURAJ COTTONG MILLS PRIVATE LIMITED” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 24/04/2024

K.V. Sriharan

Signature of the Candidate
(K.V.SRIHARAN)

Forwarded

S. Jeyalakshmi
Faculty Guide

Dr. S. JEYALAKSHMI
MA., MBA., M.PHIL., PGDCA, Ph.D.

Faith
HEAD OF THE DEPARTMENT
Dr. N.M. PAVITHRA, MBA., PhD

SUBBURAJ COTTON MILL PRIVATE LIMITED

Date : 13.04.2024

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. K.V.Shriharan (22MBA038)** a full time education student from Sourashtra College, Madurai was attended the training from 6th March 2024 to 11th April 2024. During the period his conduct is very good. We wish him for the brightest future ahead.



Manager HR



A STUDY ON PERFORMANCE APPRAISAL AMONG THE EMPLOYEES AT VADAMALAYAN HOSPITAL, MADURAI

A Project report submitted to Sourashtra College (Autonomous)

affiliated to Madurai Kamaraj University

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

Master of Business Administration

Submitted by

S.SUBRAMANIAM

22MBA039

Under the Guidance of

Prof J.CHRISTOPHER (MBA, SET)



Department of Management Studies

MBA PROGRAMME

SOURASHTRA COLLEGE (Autonomous)

MADURAI

APRIL 2024

S.SUBRAMANIAM

22MBA039

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **"A STUDY ON PERFORMANCE APPRAISAL AMONG THE EMPLOYEES AT VADAMALAYAN HOSPITAL, MADURAI"** Submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai
Candidate

Date : 12.04.24

S. Subramaniam
Signature of the

Forwarded

J. Christopher
Faculty Guide

paetho
H.O.D

VMH/HR/Training/2024/132

06/04/2024

Observation Certificate

This is to certify that **Mr SUBRAMANIAM S**, Reg No:22MBA039, II year, MBA (HR & Finance), Sourashtra College, Madurai, has undergone observation training in our Human Resource Department at Vadamalayan MultiSpeciality Tertiary Care Hospitals, Madurai from 07/03/2024 to 06/04/2024. During the aforementioned period his attendance and conduct was found good.

We wish him all the best in his future endeavors.



Dr.V.Pugalagiri

(Chairman & Managing Director)

**“A STUDY ON EMPLOYEE JOB SATISFACTION IN ANAAMALAIS
TOYOTA MADURAI ”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**SUBMITTED BY
A. SUNDAR
Reg.no. 22MBA040**

Under the guidance of
Dr. S. JEYALAKSHMI MA,MBA,M.PHIL,PGDCA PH.D



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL -2024

A.SUNDAR
22MBA040
FINAL YEAR MBA
Department of Management Studies
Sourashtra College (Autonomous)
Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled "**A STUDY ON EMPLOYEE JOB SATISFACTION IN ANAAMALAIS TOYOTA MADURAI**" submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

A. Sundar

Signature of the Candidate

(A. SUNDAR)

Place: Madurai

Date: 15/4/24

Forwarded

S. Jayalakshmi
Faculty Guide

Dr. s. Jayalakshmi. MA., MBA., M.Phil, PhD

N.M. Pavithra
Head of the Department
Dr. N.M Pavithra. MBA., PhD.

PROJECT CERTIFICATE



This is certify that **MR.A.Sundar (22MBA040)** MBA Student of Sourasthra College Madurai. He has completed his Project on "**A Study on Employee Job Satisfaction in Anaamalais Toyota Madurai**" from **07.03.2024 to 06.04.2024.**

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish all success in his future endeavors.



R.JAGAN KAMARAJ
HEAD - HR

**“A STUDY ON EMPLOYEE JOB SATISFACTION IN
VADAAMALAYAN HOSPITALS PRIVATE LIMITED
MADURAI ”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**SUBMITTED BY
S.MOTHESWARAN
Reg.no. 22MBA029**

Under the guidance of
Prof. J.CHRISTOPHER, MBA (SET)



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL -2024

S.MOTHESWARAN

22MBA029

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “A STUDY ON EMPLOYEE JOB SATISFACTION IN VADAMALAYAN HOSPITALS PRIVATE LIMITED MADURAI” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.



Signature of the Candidate

Place: Madurai

Date: 15.4.2024

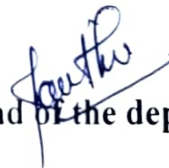
S.MOTHESWARAN

Forwarded



Faculty Guide

J.CHRISTOPHER,MBA.,



Head of the department

Dr.N.M.PAVITHRA,MBA.,Ph.D

Dr.N.M.PAVITHRA
HEAD OF THE DEPARTMENT
Department of management studies
Sourashtra college (Autonomous)
Madurai-625 004

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON EMPLOYEE JOB SATISFACTION IN VADAMALAYAN HOSPITALS PRIVATE LIMITED MADURAI**” Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** during the year 2022-2024 was done by her under my guidance and supervision and it has not previously formed the basis for the award of any other Degree, Diploma, Fellowship or any other similar title.

J. Christopher

Place: Madurai

Date: 15.4.2024.

FACULTY GUIDE
PROF.J(CHRISTOPHER),MBA



Vadamalayan
Hospitals (P) Ltd.,



VMH/HR/Training/2024/11
07/04/2024

Project Certificate

This is to certify that **Mr. S. MOTHESWARAN** Reg. No:22MBA029 Pursuing II year, MBA in SOURASHTRA College, Madurai, has undergone a project on "**A study on Job Satisfaction Survey at Vadamalayan MultiSpeciality Tertiary Care Hospital**", Madurai from 03/03/2024 to 07/04/2024.

During the above period, his involvement in the subject was good.



V. P.
Dr.V.Pugalagiri.

(Chairman & Managing Director)

Jawahar Road, Chokkikulam, Madurai - 625002. Ph: 0452 3545450,
2545420 (100 Lines) 4361022, 4361633 bhai Road, Chokkikulam,
Madurai-625002. Fax: +91 452 2522225

**A STUDY ON EMPLOYEES RETENTION WITH SPECIAL REFERENCE
TO TVS MOBILITY PVT LTD-MADURAI.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration.

Submitted by
L A VENKATESH
(22MBA041)

Under the Guidance of
Prof. J CHRISTOPHER, MBA, SET



Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

L A VENKATESH

22MBA041

FINAL YEAR MBA

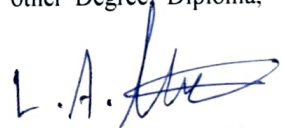
Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**A STUDY ON EMPLOYEES RETENTION WITH SPECIAL REFERENCE TO TVS MOBILITY PVT LTD MADURAI.**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.




Signature of the Candidate
(L.A.VENKATESH)

Place : Madurai

Date : 12/4/2024

Forwarded



Faculty Guide

J.CHRISTOPHER,MBA,SET.,



Head of the Department

Dr. N.M.PAVITHRA, MBA,Ph.D.,



06/04/2024

TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. L A VENKATESH (Roll No: 22MBA041)** Second Year MBA from **SOURASHTRA COLLEGE** has undergone a **PROJECT – A Study on Employee Retention** in our organization from 11th March 2024 to 06th April 2024. During him tenure, we found him active and competent in executing all assigned tasks.

We wish him all success in future endeavours.

For TVS MOBILITY PRIVATE LIMITED


R.GUNASEKARAN

MANAGER – HR & OPERATIONS



A STUDY ON THE IMPACT OF EMPLOYEE MOTIVATION ON ORGANISATION DEVELOPMNT AT SUBBURAJ COTTON MILLS PRIVATE LIMITED

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
V.VIGNESH
(22MBA042)**

Under the Guidance of
Dr. S. JEYALAKSHMI
MA., MBA.,M.PHIL.,PGDCA, Ph.D.



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

V.VIGNESH

22MBA042

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**A STUDY ON THE IMPACT OF EMPLOYEE MOTIVATION ON ORGANISATION DEVELOPMNT AT SUBBURAJ COTTON MILLS PRIVATE LIMITED**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 24.04.2024

V.Vignesh

Signature of the Candidate
(**V.VIGNESH**)

Forwarded

S. Jeyalakshmi
Faculty Guide

Dr. S. JEYALAKSHMI
MA., MBA., M.PHIL., PGDCA, Ph.D.

Pavithra
HEAD OF THE DEPARTMENT

Dr. N.M. PAVITHRA, MBA., PhD

SUBBURAJ COTTON MILL PRIVATE LIMITED

Date : 13.04.2024

TO WHOMEVER IT MAY CONCERN

This is to certify that **Mr. V.Vignesh (22MBA042)** a full time education student from Sourashtra College, Madurai was attended the training from 6th March 2024 to 11th April 2024. During the period his conduct is very good. We wish him for the brightest future ahead.


Manager HR



**“A STUDY ON THE EFFECTIVENESS OF EMPLOYEES' TRAINING
AND DEVELOPMENT AT SANGEETHA CREATIONS TIRUPUR”**

A Project report submitted to Sourashtra College (Autonomous)

Affiliated to Madurai Kamaraj University

In Partial fulfilment of the requirements for the award of the degree of

Master of Business Administration

Submitted By

V.VINOTHKUMAR

(22MBA043)

Under the Guidance of

Prof. B. K. ESWARLAL B.Sc., M.B.A., UGC-NET



DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

SOURASHTRA COLLEGE (AUTONOMOUS)

MADURAI

APRIL-2024

V.VINOTHKUMAR

22MBA043

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai – 625 004

STATEMENT BY THE CANDIDATE

I hereby state that the project entitled “**A STUDY ON THE EFFECTIVENESS OF EMPLOYEES’ TRAINING AND DEVELOPMENT AT SANGEETHA CREATIONS TIRUPUR**” submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the Degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 17/04/2024


Signature of the Candidate

V.VINOTHKUMAR

Forwarded

Faculty Guide


Prof. B.K. Eswarlal B.Sc., M.B.A., UGC-NET

Head of the Department


Dr. N.M. Pavithra MBA., Ph.D.

Prof. B. K. ESWARLAL B.Sc., M.B.A., UGC-NET

Assistant Professor

Department of Management Studies

Sourashtra College (Autonomous)

Madurai – 625004

CERTIFICATE BY FACULTY GUIDE

This is to certify that the project entitled “**A STUDY ON THE EFFECTIVENESS OF EMPLOYEES’ TRAINING AND DEVELOPMENT AT SANGEETHA CREATIONS TIRUPUR**” submitted by the candidate **V. VINOTHKUMAR (22MBA043)** Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** during the year 2024 was done by him under my guidance and supervision and it has not previously formed the basis for the award of any other Degree, Diploma, Fellowship or any other similar title.

Place: **Madurai**

Date: 17/04/2024

FACULTY GUIDE

B.K. Eswarlal
24/04/2024.
(Prof. B.K. ESWARLAL)

S.F.No. 342, Ramraj Nagar,
80 Feet Road,
Gandhinagar (Post)
TIRUPUR - 641 603 INDIA
Phone : 91 421-2474038
Mobile : 91 98433 70703
Email : hrd@sangeethacreations.com
Website : www.sangeethacreations.com
GSTIN : 33ADFPR4351K1ZF

TO WHOM IT MAY CONCERN

This is to certify that Mr. **VINOTHKUMAR V** MBA final year in SOURASHTRA COLLEGE, Madurai has done his project titled "**A STUDY ON THE EFFECTIVENESS OF EMPLOYEES TRAINING AND DEVELOPMENT AT SANGEETHA CREATIONS TIRUPUR** " from 7th March 2024 to 6th April 2024.

During the main project his performance is certified as good and we wish him success in his academic performance.

For Sangeetha Creations

For Sangeetha Creations


Authorised Signatory

Authorised Signatory

**“A STUDY ON PERFORMANCE APPRAISAL AMONG THE
EMPLOYEES IN MEENAKSHI MISSION HOSPITAL AND
RESEARCH CENTRE, MADURAI”.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

Submitted by
J G VISHNU KUMAR
(22MBA044)

Under the Guidance of
Dr. N.M. PAVITHRA, MBA., PhD



Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI

APRIL 2024

J.G. VISHNU KUMAR

22MBA044

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **"A STUDY PERFORMANCE APPRAISAL AMONG THE EMPLOYEES MEENAKSHI MISSION HOSPITAL AND RESEARCH CENTRE, MADURAL."** submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.

Place: Madurai

Date: 15/06/2024



Signature of the candidate
(VISHNUKUMAR J.G)

Forwarded



Faculty Guide

Dr. N.M. PAVITHRA, MBA., Ph.D.,



Head of the Department

Dr. N.M.PAVITHRA, MBA., Ph.D.,



Meenakshi Mission Hospital
& Research Centre
Madurai



06.04.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. J.G. Vishnu Kumar**, pursuing 2nd Year MBA at **Sourashtra College, Madurai** has underwent Project work on the Topic of "**A STUDY ON PERFORMANCE APPRAISAL AMONG EMPLOYEES IN MMHRC**" in our Institution from **08.03.2024 to 06.04.2024**.

During the above period, his involvement in the subject was good.


K. Vivek Chandran
Senior Manager - HR



**“A STUDY ON EMPLOYEES WELFARE ACTIVITIES IN
TVS MOBILITY PRIVATE LIMITED, MADURAI”**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

Submitted By
YATHEESWARAN B.S.
(22MBA045)

Under the guidance of
Dr. N.M. PAVITHRA, MBA., Ph.D.,



**DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME
SOURASHTRA COLLEGE (AUTONOMOUS)
MADURAI**

APRIL-2024

YATHEESWARAN B.S.

22MBA045

Final Year MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai-625 004.

Statement by the Candidate

I hereby state that the project entitled "**A STUDY ON EMPLOYEES WELFARE ACTIVITIES IN TVS MOBILITY PRIVATE LIMITED, MADURAI**" submitted to Sourashtra College (Autonomous) Affiliated to Madurai Kamaraj University for the award of the degree of **Master of Business Administration** during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, fellowship or other part of the titles.

Place: Madurai

Date: 15.04.2024



Signature of the Candidate

(YATHEESWARAN B.S.)

Forwarded



Faculty Guide

Dr. N.M.PAVITHRA, MBA., Ph.D.,



Head of the Department

Dr. N.M.PAVITHRA, MBA., Ph.D.,

06/04/2024

TO WHOMSOEVER IT MAY CONCERN

This is certify that **Mr. YATHEESWARAN B S (22MBA045)** MBA student of Sourashtra College Madurai, has completed his project on “**A Study on Employee Welfare Activities in TVS Mobility Pvt Ltd**” in our organization during the period of 7th March-2024 to 6th April-2024.

He has been regular and shown keen interest in the assignment and his conduct and character was good. We wish you all success.

For TVS MOBILITY PRIVATE LIMITED



ASSISTANT MANAGER – HR & OPERATIONS

TVS Mobility Private Limited

Plot No. B1&B2, SIDCO Industrial Estate
Kappalur, Uchapatty Village
Thirumangalam Taluk, Madurai-625 008

TVS Mobility Private Limited

Registered Office • No. 10, Jawahar Road, Chokkikulam, Madurai - 625 002
CIN U50400TN2018PTC121056

**A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL
REFERENCE TO BHARATH RUBBER (INDIA) LIMITED - MADURAI.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfilment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
B. MAHESWARI
(22MBA046)**

Under the Guidance of
Dr. S. JEYALAKSHMI
MA., MBA.,M.PHIL.,PGDCA, Ph.D.



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

B. MAHESWARI

22MBA046

FINAL YEAR MBA

Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled “**A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO BHARATH RUBBER (INDIA) LIMITED-MADURAI.**” submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.


Place: Madurai

Date: 12.11.2024



Signature of the Candidate

Forwarded



Faculty Guide

Dr. S. JEYALAKSHMI

MA., MBA., M. PHIL., PGDCA, Ph.D.



Head of the Department

Dr. N.M. PAVITHRA, MBA., Ph.D.

ACKNOWLEDGEMENT

A project is never the outcomes of a single person's efforts. It is a confluence of a thought process harmoniously integrated into a resourceful product. It is, but natural that I feel indebted to several people for having made this project possible.

First of all, I thank GOD, for his blessings in completing my project successfully and my beloved PARENTS, for their motivation in completing the project.

I would like to express my sincere thanks to our respected our Principal **Capt. Dr. K. R. SRINIVASAN, M.A.(Hons), M. Phil., MBA., M.Phil. (Mgt), Ph. D., D. P. & C. S., C. L. I. Sc.**, for granting permission in preceding the project.

I would like to express my gratitude and my sincere thanks to my Faculty Guide **Dr. S. JEYALAKSHMI MA., MBA., M. PHIL., PGDCA, Ph.D.**, Department of Management Studies, Sourashtra College, Madurai for her wholehearted guidance, continuous supervision and support till the completion of the project.

I would like to extend my sincere thanks to the Company project guide Mr.Kumaresan and all staff members of **BHARATH RUBBER (INDIA) LIMITED-MADURAI** for their guidance during my project tenure. Finally, I thank all my faculty, my family members and my MBA friends for their valuable suggestions during the course of this study.

B. Maheswari
(B.MAHESWARI)

**A STUDY ON CUSTOMERS SATISFACTION TOWARDS NEXA
CARS IN ASIR AUTOMOBILES PRIVATE LIMITED,
MADURAI.**

A Project report submitted to Sourashtra College (Autonomous)
Affiliated to Madurai Kamaraj University
In Partial fulfillment of the requirements for the award of the degree of
Master of Business Administration

**Submitted by
R.MOHANAVEL
(22MBA047)**

Under the Guidance of
Dr. N.M. PAVITHRA, MBA., PhD



**Department of Management Studies
MBA PROGRAMME
SOURASHTRA COLLEGE (Autonomous)
MADURAI**

APRIL 2024

R.MOHANAVEL

22MBA047

FINAL YEAR MBA


Department of Management Studies

Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **“A STUDY ON CUSTOMERS SATISFACTION TOWARDS NEXA CARS IN ASIR AUTOMOBILES PRIVATE LIMITED, MADURAI”** submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.


Signature of the Candidate
(R. MOHANAVEL)


Place: Madurai

Date: 15.04.2024

Forwarded


Faculty Guide

Dr. N.M. PAVITHRA, MBA., PhD


**HEAD OF THE
DEPARTMENT**
Dr. N.M. PAVITHRA, MBA., PhD

R. MOHANAVEL

22MBA047

FINAL YEAR MBA

Department of Management Studies


Sourashtra College (Autonomous)

Madurai - 625 004

STATEMENT BY THE CANDIDATE

I hereby state that this project entitled **“A STUDY ON CUSTOMERS SATISFACTION TOWARDS NEXA CARS IN ASIR AUTOMOBILES PRIVATE LIMITED, MADURAI”**


submitted to Sourashtra College (Autonomous) affiliated to Madurai Kamaraj University for the award of the Degree of Master of Business Administration during the year 2022-2024 is my original work and that no part of this work has been submitted for the award of any other Degree, Diploma, Fellowship or other part of the titles.



Signature of the Candidate
(R. MOHANAVEL)

Place: Madurai

Date: 15.04.2024

Forwarded


Faculty Guide
Dr. N.M. PAVITHRA, MBA., PhD


HEAD OF THE
DEPARTMENT
Dr. N.M. PAVITHRA, MBA., PhD

NEXA

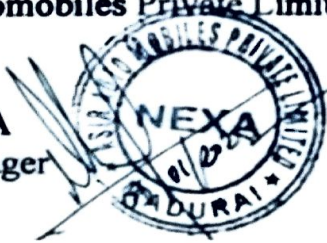
CERTIFICATION OF COMPLETION TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. R.MOHANAVEL** (22MBA047) II year MBA student of SOURASHTRA COLLEGE, MADURAI. Has successfully completed his project "**A Study on Customer Satisfaction Towards NEXA cars**" In our organization ASIR AUTOMOBILES PVT LTD from 07.03.2023 to 07.04.2024

During this period he performed well, based on his activities with excellent skills and knowledge as some routine works and special jobs are assigned by the organization. We wish him all the best for the future endeavors.

For Asir Automobiles Private Limited

Chellapandi A
Quality Manager



Asir Automobiles Private Limited

176, Main Road, Kamarajar Salal, Madurai-625 009.

sales.mdu@asirexa.com Mobile: 7904754167