

**A STUDY ON EMPLOYEE RETENTION STRATEDIES WITH
REFERENCE TO SHARUN PHARMACEUTICAL PVT LTD**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

SATHIYA PRIYA R

REGISTER NO:41740037



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade "A++" by NAAC|12B Status by UGC| Approved by AICTE

JEPPIAAR NAGAR,RAJIV GANDHI SALAI,CHENNAI - 600 119

April - 2024



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www.sathyabama.ac.in

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Ms. **SATHIYA PRIYA R (41740037)** who carried out the Project work entitled ,**A Study On Employee Retention Strategies In “Sharun Pharmaceutical Pvt Ltd”** under our supervision from **January 2024 to March 2024**.

Internal Guide

Dr. Joyce R

Dr.Palani.A

HOD

Dr. BHUVANESHWARI.G

Dean

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner



Sharun Pharmaceuticals Private Limited

R.S. NO. 195/9 & 197/, Pangoor, Ariyur Revenue Village, VilliNUR, Puducherry – 605 102

GSTIN: 34AAXCS3583L1ZH, DL.NO.: 16 13 4220, 16 22 4221

31st March 2024

CERTIFICATE

This is to inform you that your student Ms. Sathiya priya R (Reg no. 41740037) Final Year B.com (General) completed her Project Training Program in our organization from January 2024 to March 2024.

During the period, she was found to be sincere and eager to learn and expressed her interest in being trained in our organization.

For **SHARUN PHARMACEUTICAL PVT LTD**

HEAD HR

DECLARATION

I **SATHIYA PRIYA R (41740037)** hereby declare that the Project Report entitled "**A STUDY ON EMPLOYEE RETENTION STRATEGIES IN SHARUN PHARMACEUTICAL PVT LTD**" done by me under the guidance of **DR.JOYCE R(Internal)** and **Mr. ARUL KUMAR (External)** at **Sharun Pharumaceutical Pvt Ltd (No.195/9 & 197/, Pangoor, Ariyur Revenue Village, villiyanur, puducherry – 605102)** is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE:

SATHIYA PRIYA R

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of Sathyabama Institute of science and technology for their kind encouragement in doing this project and for completing it successfully. I am grateful to them .

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of **Management studies** and **Dr. PALANI A.**, Head for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.JOYCE R (Internal)** for their valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

ABSTRACT

Employee retention is the conscious and deliberate effort to retain quality individuals on the company payroll. Stated otherwise, it is the proactive methods utilized by successful organizations to stop the drain of company profits caused by excessive employee turnover. In today's world the power of intrinsic motivators cannot be undervalued. Employees are constantly exploring various avenues to develop their skills so that they can be promo table and employable in the fast changing times. Organizations need to consider individuals learning needs and address them suitably by creating learning opportunities for them.

The aim of this project is to have an understanding of the employee retention strategies adopted at Sharun pharmaceuticals Pvt Ltd and to study the issues related to it. The primary objective of this project is to study the Employees retention strategies adopted in the organization.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

With the labor market at its tightest in recent memory, the talk of the town seems to be attracting top talent to a company. But what a company does to retain that talent, and the talent it already employs, is arguably more important than attraction. In recent times, employee's retention has become one of the leading challenges for organizations. Given today's weak company loyalty, employees are increasingly "jumping ship" for better job opportunities elsewhere. The issue isn't simply losing a key member of your team; there is also the hassle-and cost-of replacement. It is obvious that employee's retention is one of the most pressing issues that Human Resource Professionals face today. Organizations have come to realize the critical strategic implications of losing their best people. Employee's turnover is assuming crisis proportions for many employers who struggle to retain people in the tightest labor markets in recent memory.

1.1.1 RETENTION

"Employee retention is the conscious and deliberate effort to retain quality individuals on the company payroll. Stated otherwise, it is the proactive methods utilized by successful organizations to stop the drain of company profits caused by excessive employee turnover". HERMAN

Employee retention is not some externally generated set of activities or metrics that have a life of their own and that are applicable to every circumstance. Effective employee's retention is something that is very specific to each individual organization.

OLD TECHNOLOGIES

- High cash.
- High retention bonus
- Work environment
- Learning opportunities on new technologies.

CURRENT TECHNOLOGIES

- Modest cash
- Modest ESOP
- Job excitement
- Work environment bonding.

KEY RETENTION STRATEGY

- Compensation, mainly incentives 20%
- Work environment 28%
- ESOP 20%
- Quality of job 15%

1.1.2 EFFECTIVE RETENTION STRATEGIES

On effective employee retention strategies Aldrich's Nancy's explains various strategies as follows,

Retention needs to be looked at differently. The first step towards management of employee retention begins with acceptance of the reality that today it is not the company, which determines the movements of its employees but the market. The reason for such a conclusion is simple. It is not too impossible for a single company to counter the pull of the market. Instead of attempting to minimize migration, the management practices must aim at influencing those who leave and at what time.

Acceptance of the reality thus enables the management to develop a focused retention program duly accompanied by an effective contingency plan for filling the prospective gaps in skills. An honest assessment of an organization's need for a set of employees to remain with the company makes it clear as to which group should be handled with what concern for retaining them. Once this analysis is over and the management identifies who is to be retained for how long, it can customize retention practices to encourage employees to stay loyal to the organization. Some such practices could be:

1.2 COMPANY PROFILE

Sharun Pharmaceuticals Private Limited

Figure 1.1 COMPANY LOGO

HEAD OFFICE

Ariyur Revenue Village

Villianur

Puducherry – 605110

COMPANY INFORMATION

Register Name	Sharun Pharmaceuticals Private Ltd
Registered Office	RS No.195/9 ,Pangoor , Ariyur Revenue, Village, villianur , Pondicherry PY 605102 IN
Registered Number	008082
Entity Type	Private Limited Company

Nature of business Factory / Manufacturing of medicine

Email Id sharunpharmaceuticals@gmail.com

Corporate Identity Number (CIN) U33309PY2016TC008082

Sector(s) that the Company is engaged in Pharmaceutical segments

Sharun Pharmaceuticals Private Limited is an unlisted private company incorporated on 18 July, 2016. It is classified as a private limited company and is located in Pondicherry, Pondicherry. It is a Private Limited Company, incorporated under the companies Act as a company limited by Shares. It is classified as Non-government company and is registered at Roc Pondicherry.

Annual General Meeting (AGM) was last held on 30-11-2021 as per records from the Ministry of Corporate Affairs (MCA).

The authorized share capital of the company is Rs. 25,000,000 and its paid up capital is Rs. 25,000,000. Its balance sheet was last filed on 31-03-2021. SHARUN PHARMACEUTICALS PRIVATE LIMITED corporate identification Number (CIN) is U33309PY2016PTC008082.

In Sharun Pharmaceuticals Private Limited, the date of last Annual General Meeting (AGM) was held on 30-11-2021 and the date of balance sheet is 31-03-2021.

SHARUN PHARMA LOAN DETAILS

- Total Loan - 1
- Active Loan – 1
- Paid Loan – 0
- Total Loan Amount – Rs. 10.80 Crores
- Bank – City Union Bank Limited

BOARD OF DIRECTOR

Name	Designation
Mrs. Sasikala	Chief executive officer
Mrs. Rajeshwari Krishnamoorthy	Director
Mr. Saravanan	Director
Mr. Baskar Vinodha	Director

AWARDS

Over a period of time, Sharun Pharmaceutical Pvt Ltd has been consistently able to receive a series of awards and recognitions for the excellence in customer service, innovation, quality and industrial relations.

Awards For Customer Service

- 2018 – Finding Excellence Award
- 2018- The comforter of customer
- 2020- Award from MUL for superior performance in Quality
- 2021 - Award from MUL for overall excellence
- 2022 – Beat productivity award



Figure 1.1.2

CERTIFICATIONS

It is the right synergy that we are able to create by our incisive knowledge of the industry; the key processes and our worldwide resources that enabled us to get the right Human resources and the advanced technologies helped us to achieve exceptional results for our customers. We have been able to build differentiated leadership and cutting edge operations through integration of knowledge and expertise shared from across our entire worldwide network. All our units are certified to pertinent ISO standards which validate the existence and working of effective system. The processes are monitored and controlled through stringent Internal and External Audits for their effective functioning.

VARIOUS CERTICATIONS OBTAINED BY COMPANY

- ISO9001:2000 – Quality Management system for other industries.
- ISO14001:2004 – Environmental Management system .
- TS16949:2002 – Quality Management system for pharma industry.
- OHSAS18001:2007 – Safety Health Management System.

VISION AND MISSION OF THE COMPANY

- To strive for continuous growth in Pharmaceuticals industry to meet the ever-exacting market Demands through Research & Development and Excellence in Operation management.
- To be a key global player in pharmaceuticals industry.

WELFARE MEASURES

At Sharun pharmaceuticals Pvt Ltd, the safety, health and physical well being of people represent an important driver of its sustainability. It guarantees an environment in which the intellectual capital is adequately protected at all times, serving as an inducement for others to join.

This sets into motion a virtuous cycle of insight retention, driving sustainability in the process. This safety aspect has been captured in the incidence and frequency rates comprising a part of the Safety, Health and Environment report. As a forward-looking organization, they are also encouraging the reporting of near misses with a view to eliminate the root causes of accidents, representing the base of the safety pyramid. They have also implemented an internal guideline for contractor safety, a training manual for contract workers covering job safety, tool inspection and other initiatives. As an additional initiative, all the manufacturing locations are adequately equipped with occupational health centers. Medical checks are carried out regularly and workplace monitoring is a routine activity, to ensure that exposure limits are not exceeded.

The main aim of the industrial training program is to produce graduates who are ready to face the working world. The program also aims to produce the knowledgeable, skilled and experienced graduates, demands by employers, who are able to apply the knowledge acquired at university to the working world. The training program provides opportunities for exposure to the working world.

India is an attitudes hub in foreign investment in the manufacturing sector of several departments. the program will also equipment students with a real work experience of the graduations as there is strong possible that they would been an development of the industries

1.3 PRODUCT PROFILE

Sharun Pharmaceutical Pvt Ltd today spans a wide spectrum of products for the pharmaceutical sector and is a perfect amalgam of people, technology and resources reinforced with the advantage of a thorough understanding of medicine industry.

Sharun pharma is in the business of providing holistic solutions in medicine sector and is committed to producing products of consistent quality and timely delivery. This is validated because Sharun pharma is the most preferred supplier of products to costumer such as antibiotic drugs, anti – anxiety tablet, antacid drugs and etc.

The company takes pride in being a pharmaceutical company that provides service to customers. The company designs products for medicines and drugs and has impeccable manufacturing process and systems that ensures product quality. Apart from producing parts of consistent quality and upholding stakeholder satisfaction, Sharun pharma takes it as a duty to be socially responsible organization and ensure that all products are environmentally friendly.

Sharun pharma product portfolio consists of extensive range of components for anti-related product such as ibuprofen, naproxen and fenoprofen are some structural derivatives of aryl or heteroaryl acetic acid which comprise some of the most popular NSAIDs. The next category of NASIDs is indole or indene acetic acid which includes popular pain killers including indomethacin and sulindac.

Our vision to become a key global player in the pharmaceutical industry us to imbibe professional work practices into our processes and systems. It also motivates us to take on challenges and deliver on our promises. Our wide range of product portfolio is backed by in-house Design & Developmet facilities.

Antimalarial tablet

- SP
- Any artemisinin-based combination therapy (ACT)
- Artesunate rectal

Anti inflammatory Tablet

- Nurofen
- Naprosyn
- Celecoxib
- Diclofenac
- Etroicoxib

Antacids Tablets

- Aluminum hydroxide gel
- Calcium carbonate
- Pepto - Bismol

1.4 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To have an understanding of the employees retention strategies adopted at Sharun pharmaceuticals Pvt Ltd and to study the issues related to it.

SECONDARY OBJECTIVES

- To study the employees' awareness and knowledge about retention strategies adopted by Sharun pharmaceuticals Pvt Ltd to retain the employees
- To know how employees feel engaged in the organization
- To know what are the managerial role in the retention techniques
- To study the problems of the employees in the organization
- To provide suitable suggestions to retain the employees at Sharun Pharmaceuticals Pvt Ltd.

1.5 NEED FOR THE STUDY

Employee retention is the conscious and deliberate effort to retain quality individuals on the company payroll. Stated otherwise, it is the proactive methods utilized by successful organizations to stop the drain of company profits caused by excessive employee turnover. In the globally competitive and challenging business scenario the success of an organization will be to a great extent, influenced by the human resources. The need for the study is as follows:

To understand the effectiveness of employment strategies in Sharun Pharmaceuticals Pvt Ltd

1. To find out the effective ways to improve the present employee retention strategies.
2. To find out the issues related to employee retention strategies adopted in Sharun Pharmaceuticals Pvt Ltd.

1.6 SCOPE OF THE STUDY

The scope for the study is explained as follows:

1. This study helps the organization to find the effectiveness of retention strategies adopted in Sharun pharmaceuticals Pvt ltd.
2. This study helps to make decisions regarding the improvement in the retention strategies.
3. This study focuses on understanding employee awareness and knowledge about the employee strategies.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Abeysekera (2007) in a study evaluated the HR practices like realistic information about job, job analysis, work life balance and career opportunities, supervisor support and compensation and their impact on employees' intentions to leave which resulted that compensation and job analysis have positive impact on employee turnover.

Hay Group (2009) stated that employee engagement includes components such as commitment and discretionary effort. Commitment refers to employees' attachment with an organization and the intent to continue with. Discretionary effort refers to the employees' readiness to leave. It is discussed that these two components must be considered seriously.

Chitra Devi and Latha (2011) conducted research on employee retention in the IT sector.

The main aim of the research is to identify why employees are migrating one from companies to another i.e. reasons for migration and to analyze the retention benefits. Discriminant analysis tools were used and resulted in the sector having to focus on compensation, job satisfaction and job security as these were some of the important tools used for retention of employees in organizations.

Kossivi and Kalgora (2016) attempted to study the various factors for retention from the findings of various previous research studies and brought some factors such as opportunity for development, work-life balance, compensation, style of leadership of the management, work environment, autonomy, training & development, social support etc.

Vijayalakshmi V (2012) discussed in the study that employees-the bases of a company and hence human resource department must focus on them by identifying why employees are voluntarily leaving in an organization and what are all their needs relating to their growth, education and personal life. This approach would create a positive impact in employee retention in organizations.

Dr.Mitra Mehta and Aarti Kurbetti and Ravneeta Dhankhar (2014) This review paper's main objective is to identify the best practices and methods adopted by various organizations across industries to help enhance commitment and employee retention. Focused about the various HR practices that help employee retention and foster employee commitment in the organization.

Marie Rose Muir and Lin Li (2014) mainly identified a theoretical framework with two levels of turnover collective and individual turnover. They probed into each level and elaborated on the top factors in each domain. And focused on the effects on turnover and retention strategies are included for each factor.

Muppuri. Nagabhaskar (2014) This theoretical paper investigated motivational factors that influence employee retention and examined their impacts on both organizations and employees. This paper argues the motivational factors that are crucial in influencing employee retention are financial rewards, job characteristics, career development, recognition, management and work-life balance. This research sought to identify factors that affect employee retention and predict ways that the organization can improve on current practices.

N. Hemalatha and Dr. A. Savarimuthu, (2013) The main objectives of their study – collected the opinion of the employee about the various aspects of the company. And identified how the organization takes interest & develops approaches towards the retaining employee. Its desirable state of existence involving retention strategies generally fall into one of four categories: salary, working conditions, job enrichment and education.

Bidisha Lahkar Das, Dr. Mukulesh Baruah (2013) This review paper mainly analyzed various research works that have been done in the area of employee retention. They highlighted the various factors which affect retention initiatives in an organization. And explore the relation between various factors and job satisfaction. They finally concluded that still much scope remains for more exploration in the field of employee retention and it by taking into consideration the factors like compensation practices, leadership and supervision, career planning and development, alternative work schedule, working conditions, flexible working hours etc.

Toys .R (2008) analyzed comprehensive and valuable resources for all managers and HR professionals who want to retain critical talent in their organizations. Calculating cost of attritions and creating effective retention solutions. Retention refers to the desire of an organization to hold on to their good employees. Retention is the other side of the recruitment coin .However retaining qualified motivated employees is a critical issue that will become more important for the individual employee.

Bliss (2007) and Sutherland (2004) contend that organizations lose productivity, social capital and suffer customer defection when a productive employee quits. Knowledge, skills and contacts that a departing employee takes out of the organization constitutes a huge loss. These attributes are, in most cases, lost to a competitor organization that may use this to gain competitive advantage.

Hendricks (2006) notes that employees with scarce skills are in great demand by the South African government and becoming difficult to source. When these categories of employees are eventually sourced, they become even more difficult for the government to retain. It is not only, government that is finding it difficult retaining highly skilled employees.

Jane in the year (2004) has conducted the study on Trainer as retention Agent. The findings suggested that a strategic focus on the importance of a strategic focus & delivered training program should be made in order to enhance the organization's ability to attract & retain the best employees leading to the success of the firm.

Ramalall (2013) Estimates the cost of employee turnover as 150% of an individual employee's annual salary. This cost can be substantial especially when high profile employees or a high number of employees are involved.

Stovel and Bontis (2012), High turnover can be detrimental to the organization's productivity. This can result in the loss of business patronage and relationships, and can even jeopardize the realization of organization.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

Types of research methodology:

- Qualitative research
- Quantitative research

3.1 Research design

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

- The study is about the employee retention strategies in the growth of the company.
- The study is being made to find out the strategies and needs of the Hr department employees
- The type of data collected for this study is from questionnaire. And it was collected from the employees of the organization.
- This study is designed as descriptive study to make research useful.

3.2 Sources of data

3.2.1 Primary data:

The present study data have been collected through questionnaire

3.2.2. Secondary data:

Secondary data has been collected from company websites, journals, books and internet.

3.3 Structure of questionnaire

Questionnaire was divided into two types. First section contains general information about the employees and the second section contains the questions about employee retention strategies.

3.4 Sample size

For this study, I have collected 120 respondents from employees of Sharun Pharmaceuticals Pvt Ltd.

3.5 Sampling technique

I have used the simple random sampling in probability sampling technique for this study.

3.5.1 Probability Sampling

This sampling technique uses randomization to make sure that every element of the population gets an equal chance to be part of the selected sample. It's alternatively known as random sampling.

3.5.2 Simple Random Sampling

Every element has an equal chance of getting selected to be the part sample. It is used when we don't have any kind of prior information about the target population.

3.6 Period of study

The period of study is from January 2024 to March 2024.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Table showing Gender of the respondents

S.no	Particulars	No. of respondents	Percentage
1	Male	77	55
2	Female	63	45
	TOTAL	140	100

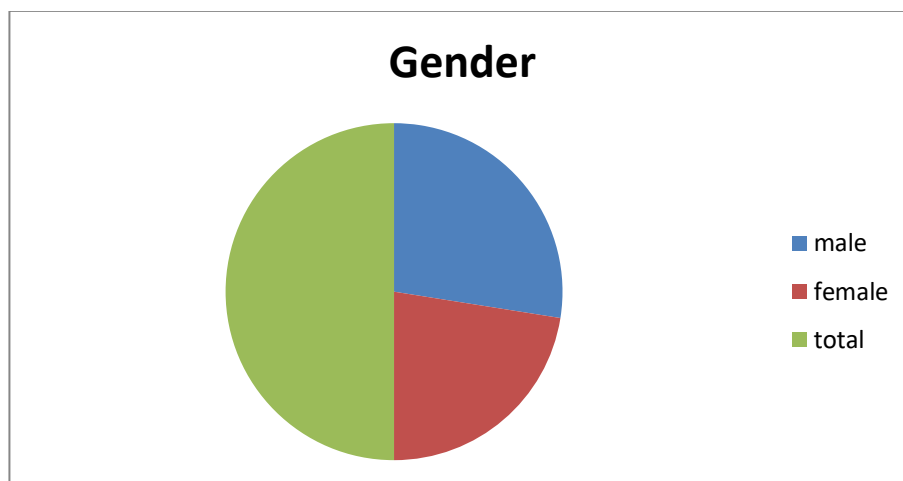


Chart 4.1.1: Chart representing Gender of the respondents

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 55% and female respondents is 45%.

INFERENCE

Majority of the respondents fall under the age category of below 30.

Table 4.1.2: Table showing Age of the respondents

S.no	Particulars	No. of respondents	Percentage
1	20-30	66	47.1
2	30 – 40	29	20.7
3	40 – 50	31	22.1
4	Above 50	14	10
	TOTAL	140	100

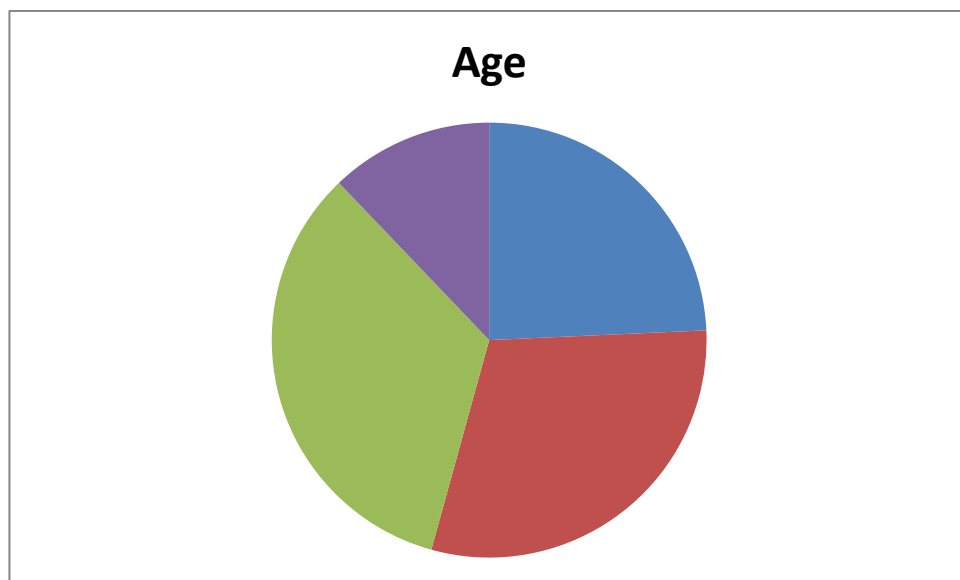


Chart 4.1.2: Chart representing Age of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents 20-30 is 47.1% between 30- 40 is 20.7%, between 40 - 50 is 22.1% and above 50 is 10%. I

INFERENCE

Majority (50.4%) of the respondents are female

Table 4.1.3: Table showing Education background of the respondents

S.no	Particulars	No. of respondents	Percentage
1	UG	34	24.3
2	PG	42	30
3	Diploma	47	33.6
4	Others	17	12.1
	TOTAL	140	100

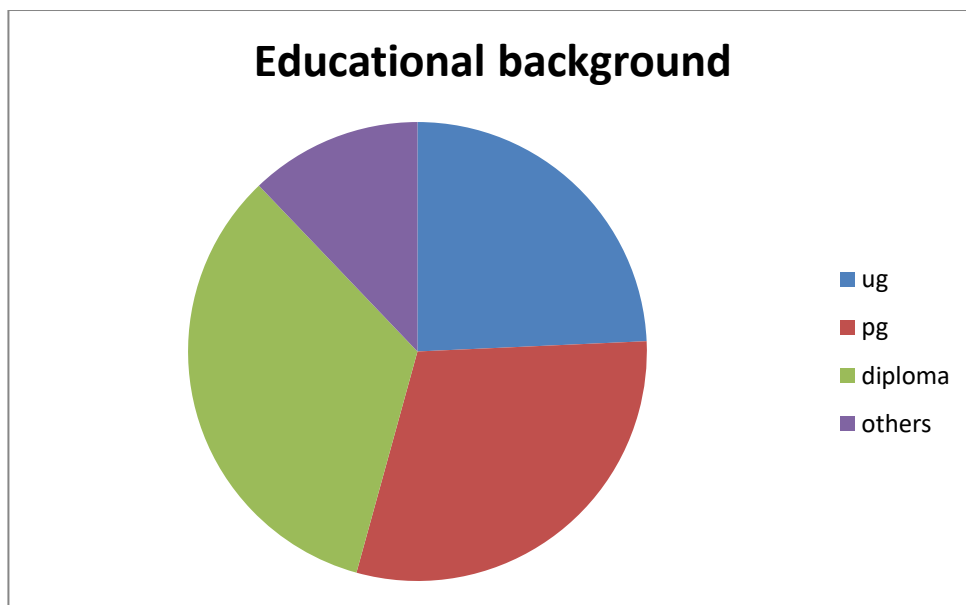


Chart 4.1.3: Chart representing education background of the respondent

INTERPRETATION

From the above table it is interpreted the number of respondents for UG is 24.3% for PG is 30% for Diploma is 33.6% and for others is 12.1% were respondents.

INFERENCE

Majority (33.6%) of the respondents are for Diploma.

Table 4.1.4: Table showing organization promises job security to all employees

S.no	Particulars	No. of respondents	Percentage
1	Agree	58	41.4
2	Disagree	34	24.3
3	Neither	41	29.3
4	Strongly agree	7	5
	TOTAL	140	100

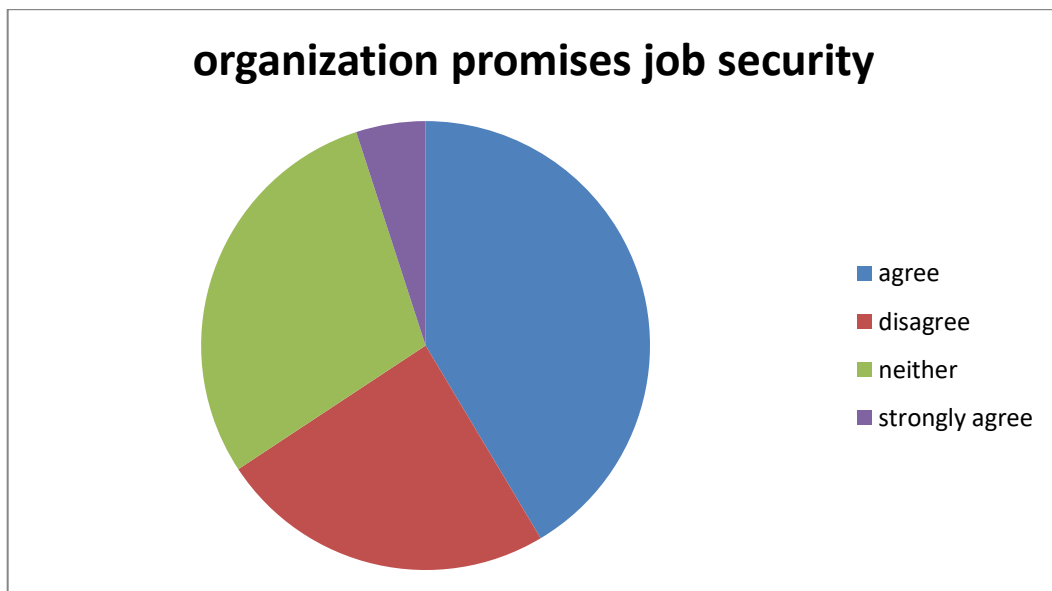


Chart 4.1.4: Chart representing level organization promises job security

INTERPRETATION

From the above table it is interpreted that 41.4% of respondents are very satisfied, 24.3% of respondents are somewhat satisfied, 29.3% of respondents are neutral and 5% of respondents are dissatisfied.

INFERENCE

Majority (41.4%) of the respondents are satisfied.

Table 4.1.5: Table showing level of satisfied with your current job

S.no	Particulars	No. of respondents	Percentage
1	Highly satisfied	38	31.4
2	Satisfied	78	37.9
3	Neutral	4	27.1
4	Dissatisfied	4	3.6
	TOTAL	140	100

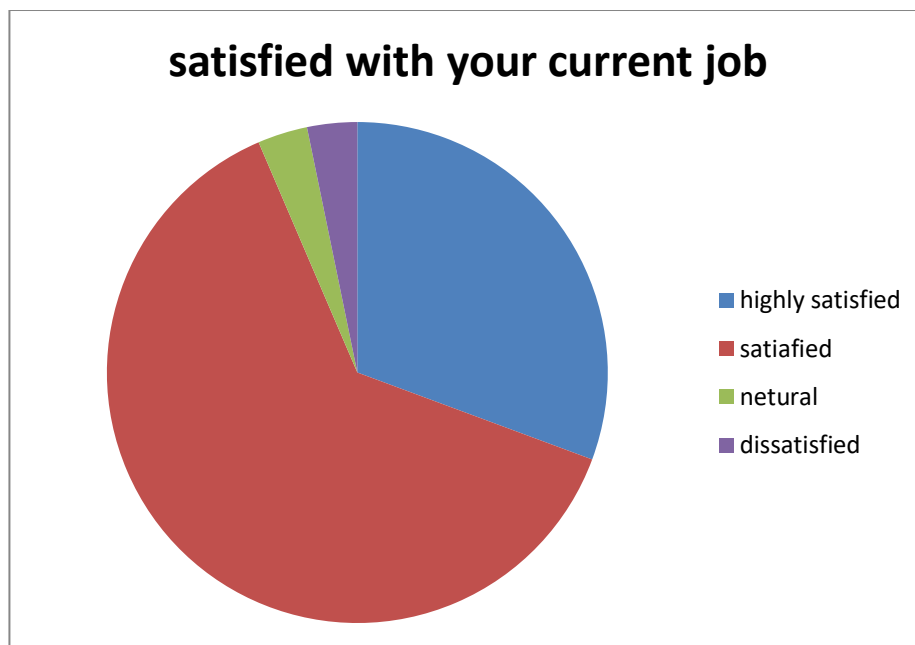


Chart 4.1.5: Chart representing the level of satisfied with your current job

INTERPRETATION

From the above table it is interpreted that the 31.4% of respondents says highly satisfied, 37.9% of respondents says satisfied, 27.1% of respondents says neutral, 3.6% of respondents says dissatisfied.

INFERENCE

Majority (37.9%) of the respondents dissatisfied.

Table 4.1.6: Table showing Work experience of the respondents

S.no	Particulars	No. of respondents	Percentage
1	Less than a year	49	35
2	1-3 years	31	22.1
3	4-6 years	52	37.1
4	More than 6 years	8	5.7
	TOTAL	140	100

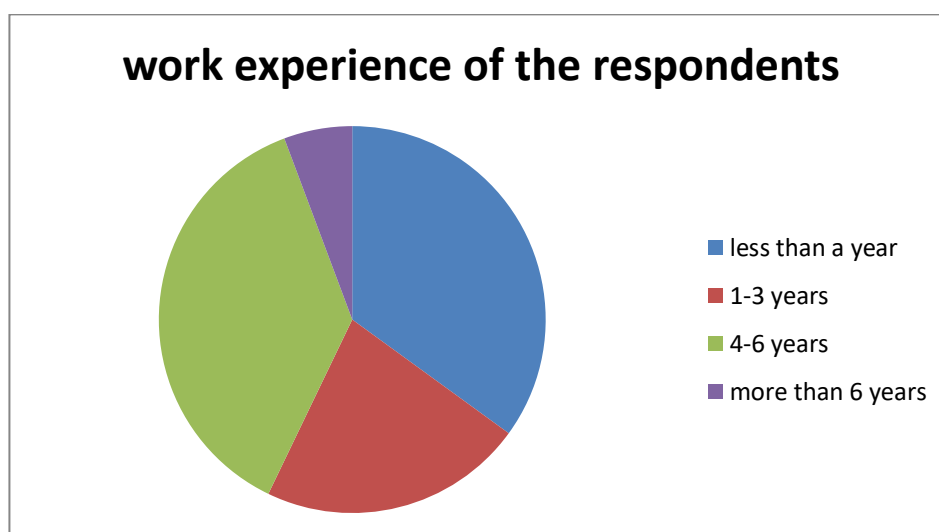


Chart 4.1.6: Chart representing Work experience of the respondents

INTERPRETATION

From the above table it is interpreted that 35% of respondents are less than a year, 22.1% of respondents are 1-3 year, 37.1% of respondents are 4-6 year, 5.7% of respondents are more than 6 years.

INFERENCE

Majority (37.1%) of the respondents are 4-6 years.

Table 4.1.7: Table showing satisfied with current compensation and package benefits

S.no	Particulars	No of respondents	Percentage
1	Very satisfied	36	25.7
2	Somewhat satisfied	59	42.1
3	Neutral	42	30
4	Dissatisfied	3	2.1
	TOTAL	140	100

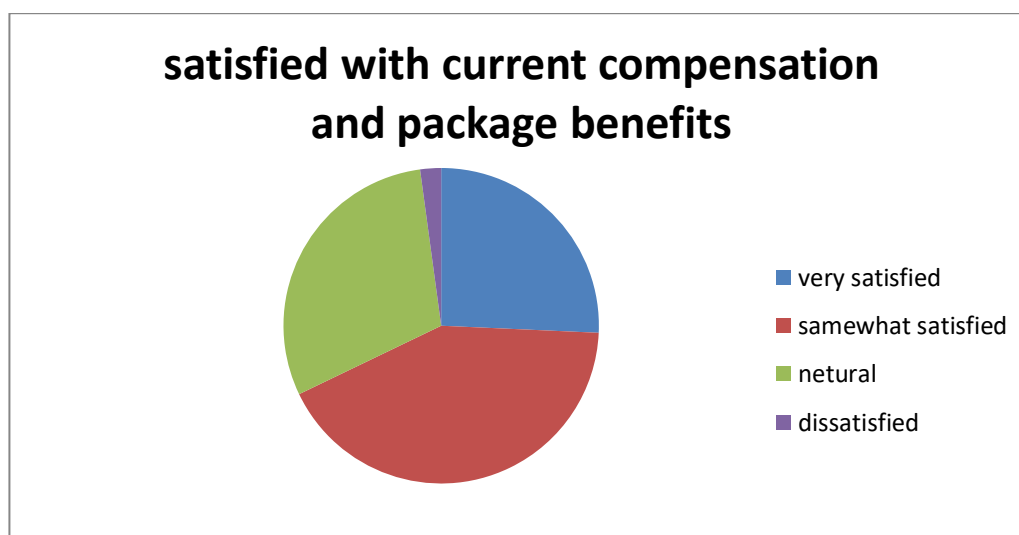


Chart 4.1.7: Chart representing satisfied with current compensation and package benefits.

INTERPRETATION

From the above table it is interpreted that 25.7% of respondents say they are very satisfied, 42.1% of respondents say satisfied, 30% of respondents say neutral and 2.1% of respondents say dissatisfied .

INFERENCE

Majority (42.1%) of the respondents are satisfied.

Table 4.1.8: Table showing key retention strategies

S.no	Particulars	No. of respondents	Percentage
1	Compensation	41	29.3
2	Environment	34	24.3
3	Growth	36	25.7
4	Support	29	20.7
	TOTAL	140	100

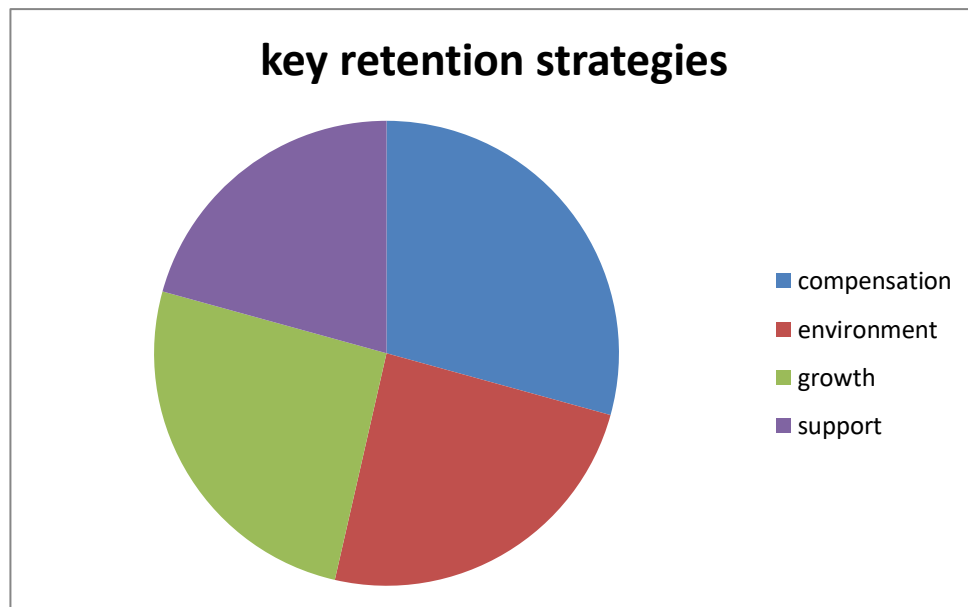


Chart 4.1.8: Chart representing key retention strategies

INTERPRETATION

From the above table it is interpreted that 29.3% of respondents say compensation, 24.3% say environment, 25.7% growth and 20.7% say support.

INFERENCE

Majority (29.3%) of the respondents says compensation .

Table 4.1.9: Table showing work – life balance provided by the company

S.no	Particulars	No. of respondents	Percentage
1	Excellent	59	42.1
2	Good	49	35
3	Average	26	18.6
4	Poor	6	4.3
	TOTAL	140	100

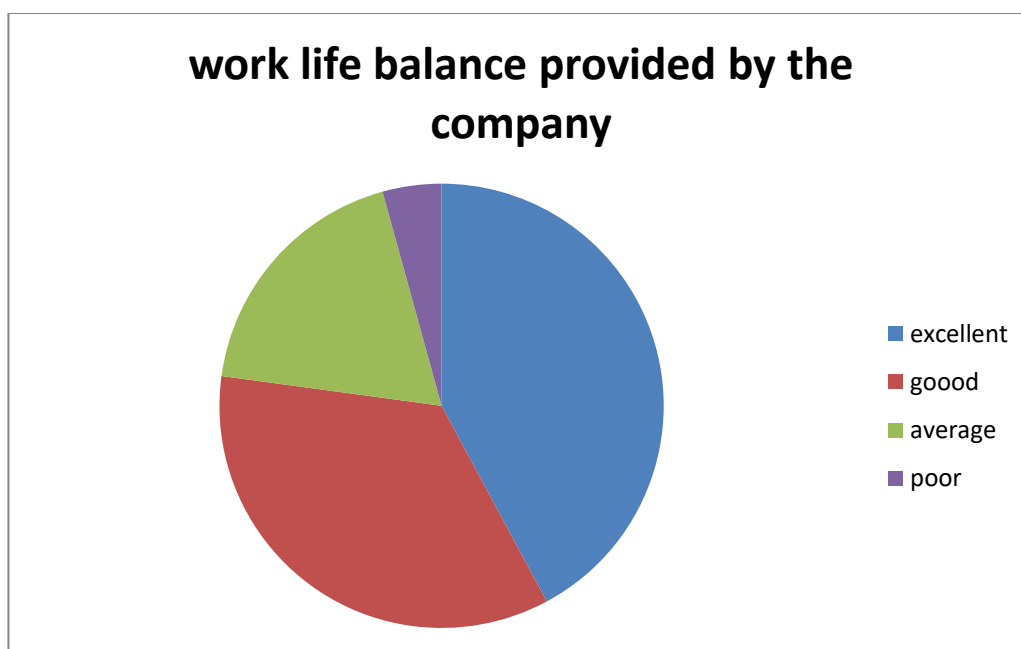


Chart 4.1.9: Chart representing work life balance provided by the company

INTERPRETATION

From the above table it is interpreted that 42.1% of respondents says excellent, 35% says goodt, 18.6% says average and 4.3% says poor.

INFERENCE

Majority (42.1%) of the respondents says it is excellent.

Table 4.1.10: Table showing common reason for employee resignation

S.no	Particulars	No. of respondents	Percentage
1	Work pressure	52	37.1
2	Work life balance	51	36.4
3	Compensation	25	17.9
4	Organization culture	12	8.6
	TOTAL	140	100

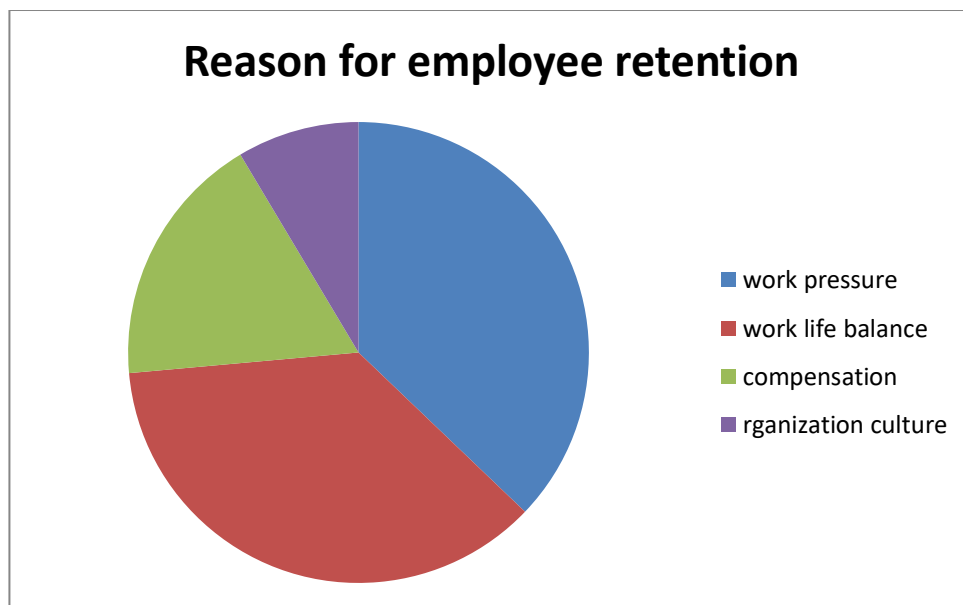


Chart 4.1.10: Chart representing common reason for employee retention

INTERPRETATION

From the above table it is interpreted that 37.1% of respondents says work pressure, 36.4% says work life balance, 17.9% says compensation and 8.6% says organization culture.

INFERENCE

Majority (37.1%) of the respondents says work pressure.

Table 4.1.11: Table Showing s ufficient And Development Opportunities In Your Role

S.no	Particulars	No. of respondents	Percentage
1	Very fair	51	36.4
2	Fair	48	34.3
3	Neutral	31	22.1
4	Unfair	10	7.1
	TOTAL	140	100

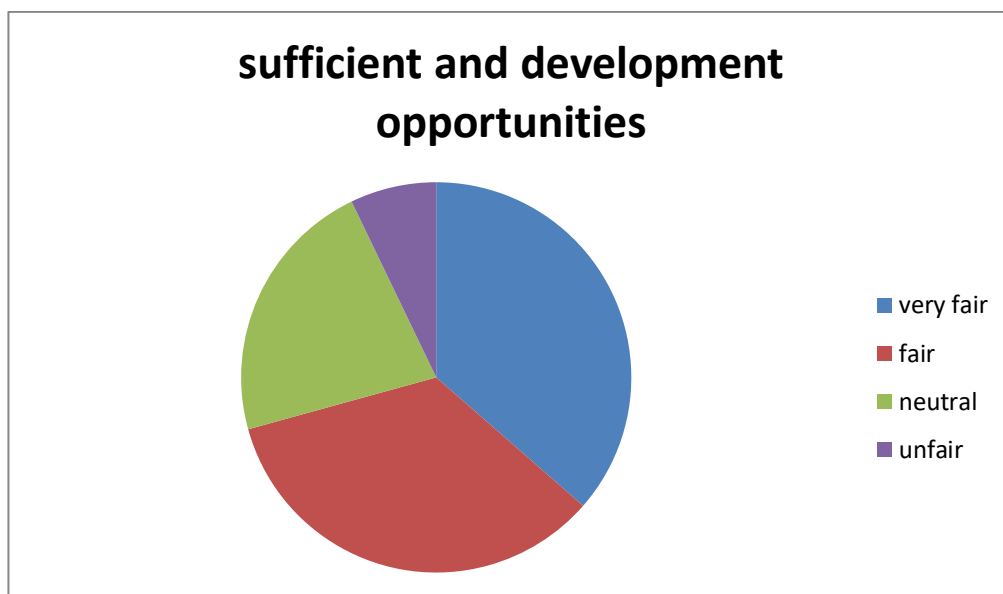


Chart 4.1.11: Chart representing sufficient and development opportunities

INTERPRETATION

From the above table it is interpreted that 36.4% of respondents say very fair, 34.3% say fair, 22.1% say neutral and 7.1% say unfair.

INFERENCE

Majority (36.4%) of the respondents say it is very fair .

Table 4.1.12: Table showing opportunities is available to all employees

S.no	Particulars	No. of respondents	Percentage
1	Very well	54	38.6
2	Well	47	33.6
3	Somewhat well	28	20
4	Not well	11	7.9
	TOTAL	140	100

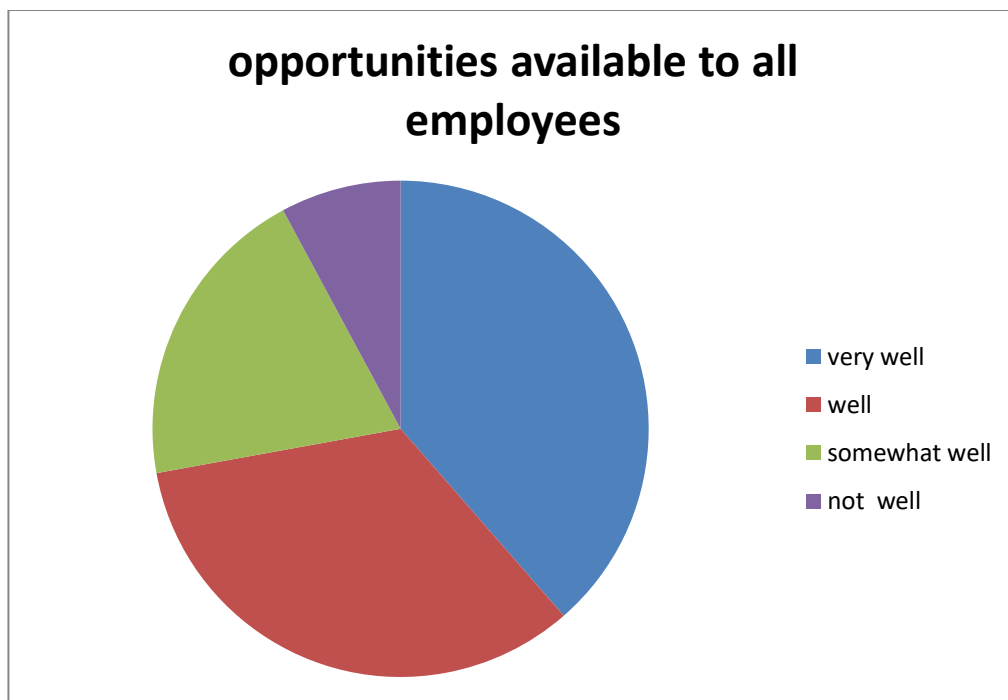


Chart 4.1.12: Chart Representing opportunities available to all employees

INTERPRETATION

From the above table it is interpreted that the 38.6% of respondents says very well, 33.6% says well, 20% says somewhat well and 7.9% says not well.

INFERENCE

Majority (38.6%) of the respondents have chosen very well.

Table 4.1.13: Table showing current role aligns with your skill and interest

S.no	Particulars	No. of respondents	Percentage
1	Agree	62	44.3
2	Disagree	44	31.4
3	Neither	26	18.6
4	Strongly agree	8	5.7
	TOTAL	140	100

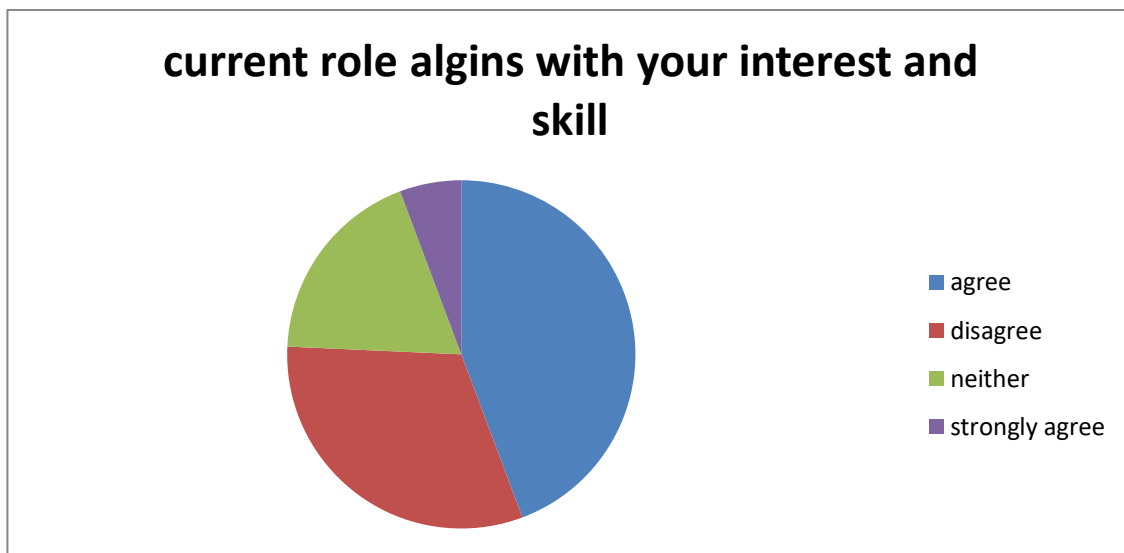


Chart 4.1.13: Chart representing current role aligns with your skill and interest

INTERPRETATION

From the above table it is interpreted that 44.3% of respondents say agree, 31.4% say disagree, 18.6% of respondents say neither and 5.7% of respondents say strongly agree.

INFERENCE

Majority (44.3%) of the respondents say agree.

Table 4.1.14: Table showing comfortable working with your HR team

S.no	Particulars	No. of respondents	Percentage
1	Excellent	53	37.9
2	Good	55	39.3
3	Average	26	18.6
4	Poor	6	4.3
	TOTAL	140	100

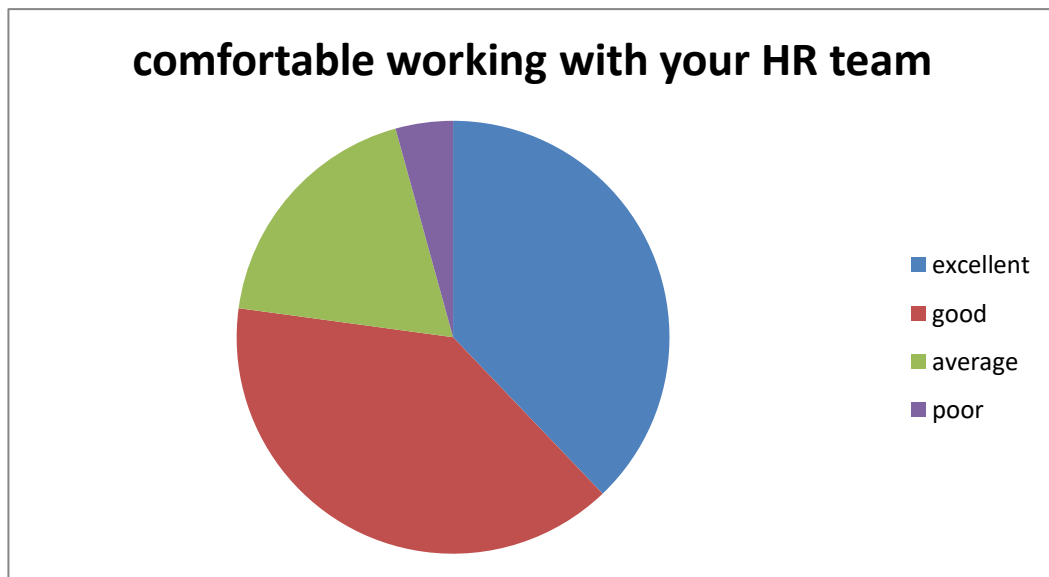


Chart 4.1.14: Chart representing comfortable working with your HR team

INTERPRETATION

From the above table it is interpreted that 37.9% of respondents say excellent, 39.3% say good, 18.6% say average and 4.3% say poor.

INFERENCE

Majority (39.3%) of the respondents say Good.

Table 4.1.15: Table showing company promotes diversity and inclusion effectively

S.no	Particulars	No. of respondents	Percentage
1	Agree	60	42.9
2	Disagree	44	31.4
3	Strongly agree	32	22.9
4	Strongly disagree	4	2.9
	TOTAL	140	100

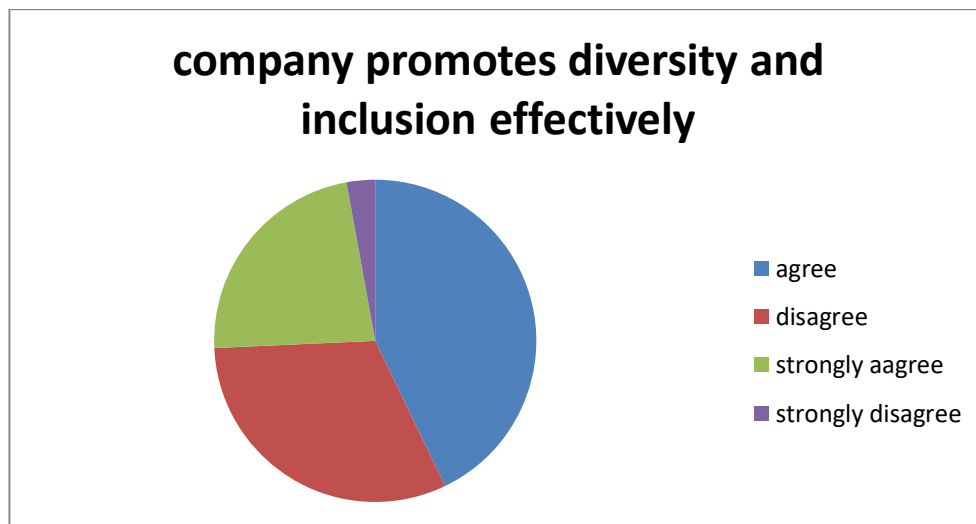


Chart 4.1.15: Chart representing company promotes diversity and inclusion effectively

INTERPRETATION

From the above table it is interpreted that 42.9% of respondents say agree, 31.4% say disagree, 22.9% say strongly agree and 2.9% say strongly disagree.

INFERENCE

Majority (42.9%) of the respondents says agree.

Table 4.1.16: Table showing most effective ways to improve employee retention

S.no	Particulars	No. of respondents	Percentage
1	Increasing salaries and benefits	56	40
2	Providing opportunities for career growth	54	38.6
3	Having a proper work life balance	22	15.7
4	All the above	8	5.7
	TOTAL	140	100

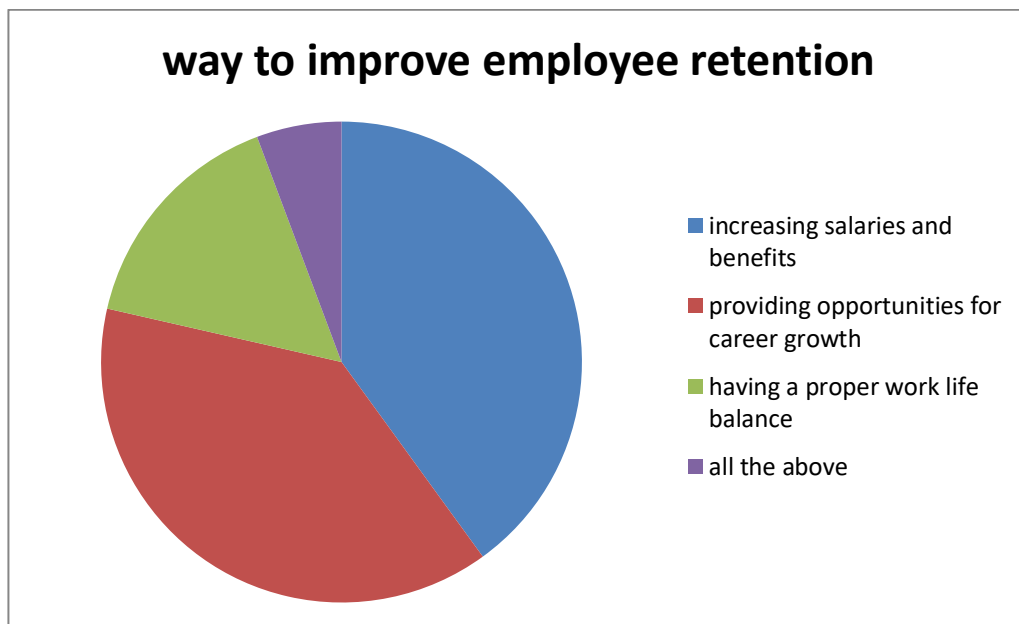


Chart 4.1.16: Chart representing effective way to improve employee retention

INTERPRETATION

From the above table it is interpreted that 40% of respondents say increasing salaries and benefits, 38.6% say providing opportunities for career growth, 15.7% say having a proper work life balance and 5.7% say all the above.

INFERENCE

Majority (40%) of the respondents say increasing salaries and benefits.

Table 4.1.17: Table showing work is made fun and enjoyable

S.no	Particulars	No. of respondents	Percentage
1	Agree	50	35.7
2	Disagree	46	32.9
3	Neither	28	20
4	Strongly agree	16	11.4
	TOTAL	140	100

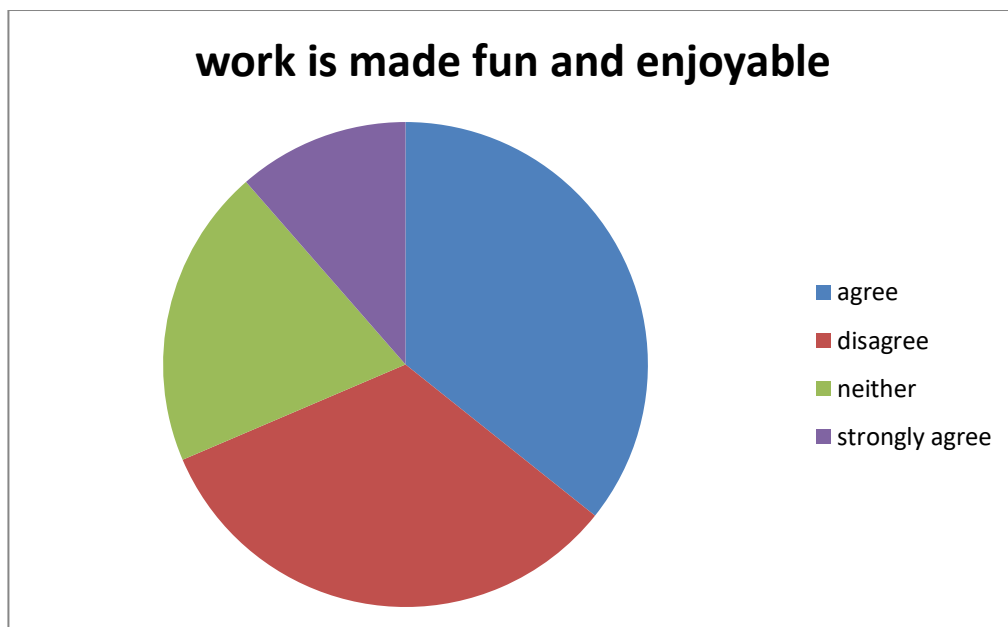


Chart 4.1.17: Chart representing work is made fun and enjoyable

INTERPRETATION

From the above table it is interpreted that 35.7% of respondents say agree, 32.9% say disagree, 20% say neither and 11.4% strongly agree.

INFERENCE

Majority (35.7%) of the respondents say agree.

Table 4.1.18: Table showing Most effective way to collect employee feedback

S.no	Particulars	No. of respondents	Percentage
1	Meeting	79	56.4
2	Questionnaire	40	28.6
3	Suggestion box	17	12.1
4	Pulse survey	4	2.9
	TOTAL	140	100

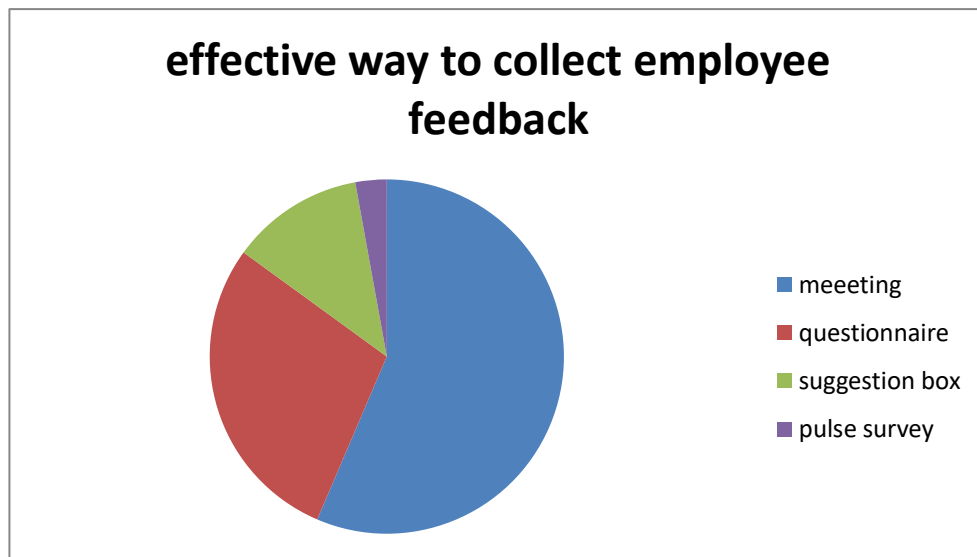


Chart 4.1.18: Chart representing effective way to collect employee retention

INTERPRETATION

From the above table it is interpreted that 56.4% of respondents say meeting, 28.6% say questionnaire, 12.1% say suggestion box and 2.9% say pulse survey.

INFERENCE

Majority (56.4%) of the respondents say meeting.

Table 4.1.19: Table showing professionalism is practiced at work

S.no	Particulars	No. of respondents	Percentage
1	Agree	68	48.6
2	Strongly agree	37	26.4
3	Disagree	17	12.1
4	Strongly disagree	18	12.9
	TOTAL	140	100

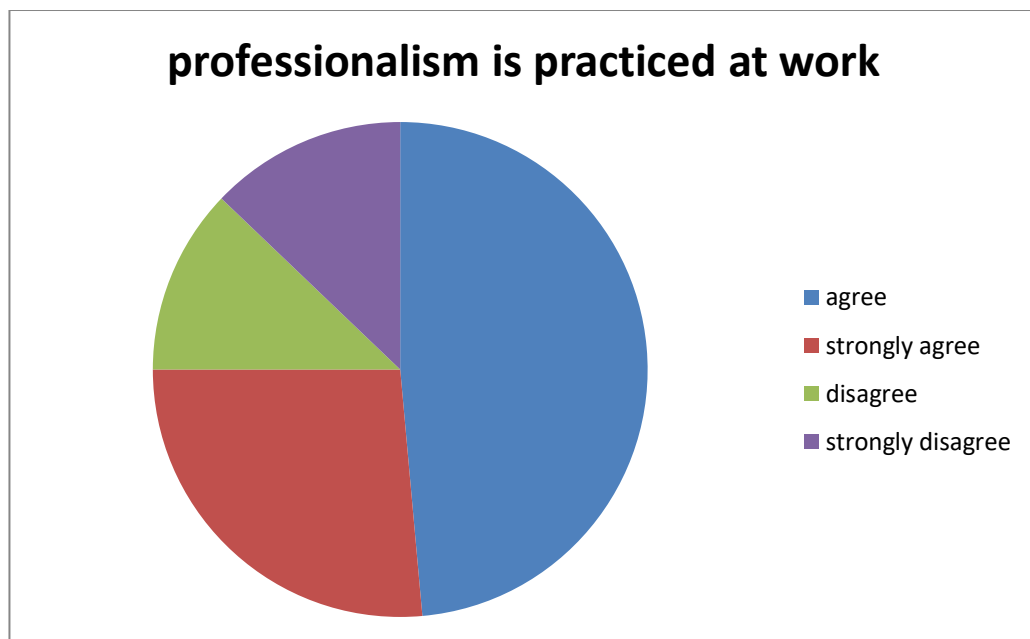


Chart 4.1.19: Chart representing professionalism is practiced at work

INTERPRETATION

From the above table it is interpreted that 48.6% of respondents say agree, 26.4% say strongly agree, 12.1% say disagree and 12.9% say strongly disagree.

INFERENCE

Majority (48.6%) of the respondents agree.

CHAPTER 5

FINDINGS

FINDINGS

- Majority of the respondents fall under the age category of below 30
- Majority (50.4%) of the respondents are female
- Majority (33.6%) of the respondents are satisfied
- Majority (41.4%) of the respondents are dissatisfied
- Majority (37.9%) of the respondents are dissatisfied with your current job
- Majority (37.1%) of the respondents are 4-6 year work experience
- Majority (42.1%) of the respondent are satisfied with current compensation and package benefits
- Majority (29.3%) of the respondents say compensation
- Majority (42.1%) of the respondents says it is excellent
- Majority (37.1%) of the respondents say work pressure is a common reason for employee retention
- Majority (36.4%) of the respondents says it is unfair
- Majority (38.6%) of the respondents have chosen very well
- Majority (44.3%) of the respondents say agree with current role aligns with your skill and interest
- Majority (39.3%) of the respondents say good for working with hr team
- Majority (42.9%) of the respondents say agree
- Majority (40%) of the respondents say increasing salaries and benefits.

- Majority (35.7%) of the respondents say agree.
- Majority (56.4%) of the respondents say meeting is a effective way to collect employee feedback
- Majority (48.6%) of the respondents say agree for professionalism happen in a company

CHAPTER-6

SUGGESTION AND CONCLUSION

6.1 SUGGESTION:

- Apart from the findings mentioned above the researcher also places the following general suggestions for the enhancement of Employee Retention Strategies in the organization.
- Corporations invest crores of rupees in recruiting and training employees. Retention of employees is an important issue in this highly competitive job market. A high turnout in the industry could cause a lot of problems.
- The problems begin with recruitment practices and end with retention tools. The suggestions given by the respondents to combat retention were:
 - Reward adequately
 - Recognize performance promptly
 - Provide better opportunities for career growth
 - Better facilities and work environment
 - Respect employees/friendly environment
 - Provide Job Security

6.2 CONCLUSION

Retaining the resources of an organization is very critical in any organization. This assumes greater significance in an organization. HR faces a challenging task of addressing this issue. The various measures mentioned above will go a long in motivating and retaining the employees. As it is said, motivated and satisfied employees reflect an organization's wealth more than a positive balance sheet.

To get a full grasp on the causes of retention, it is an important aspect for the organizations. In addition to holding exit interviews in which companies can compile data on why employees leave, it is important to also examine the following:

- Recruiting process
- Organization structure
- Call centre metrics
- Coaching and career planning
- Ongoing training opportunities
- Organization

By looking at the above characteristics, senior management will be able to get to the core issues of retention and determine a strategy for organizational change. Creating an environment where attrition is kept to a minimum will help to improve productivity, enhance employee morale, reduce staffing expenses and enrich the quality of service provided to customers – all factors that contribute to a world class organization.

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APPENDIX - I

QUESTIONNAIRE

1. Name
2. Gender
 - Male
 - Female
3. Age
 - 20-30
 - 30-40
 - 40-50
 - 50 above
4. Educational Qualification
 - A. UG
 - B. PG
 - C. Diploma
 - D. Other
5. If professionalism is practiced at work?
 - A. Agree
 - B. Strongly agree
 - C. Disagree
 - D. Strongly disagree

6. When organization promises job security to the employees?
- A. Agree
 - B. Disagree
 - C. Neither
 - D. Strongly agree
7. Are you satisfied with your current job?
- A. Highly satisfied
 - B. Satisfied
 - C. Neutral
 - D. Dissatisfied
8. For how many years have you been working in the organization?
- A. Less than a year
 - B. 1-3 years
 - C. 4-6 years
 - D. More than 6 years
9. Are you satisfied with your current compensation and benefits package?
- A. Very satisfied
 - B. Somewhat satisfied
 - C. Neutral
 - D. Dissatisfied

10. What are the key retention strategies that your company follows?
- A. Compensation
 - B. Environment
 - C. Growth
 - D. Support
11. How would you rate the work life balance provided by the company?
- A. Excellent
 - B. Good
 - C. Average
 - D. Poor
12. Have you received sufficient training and development opportunities in your role?
- A. Very fair
 - B. Fair
 - C. Neutral
 - D. Unfair
13. What will be the common reason for employee resignation?
- A. Work pressure
 - B. Work life balance
 - C. Compensation
 - D. Organization culture

14. Is opportunities is available to all employees?
- A. Very well
 - B. Well
 - C. Somewhat well
 - D. Not well
15. Do you feel your current role aligns with your skill and interest?
- A. Agree
 - B. Disagree
 - C. Neither
 - D. Strongly agree
16. Do you comfortable working with your HR team?
- A. Excellent
 - B. Good
 - C. Average
 - D. Poor
17. What are the most effective ways to improve employee retention in our organization?
- A. Increasing salaries and benefits
 - B. Providing opportunities for career growth
 - C. Having a proper work life balance
 - D. All the above

18. Do you believe that the company promotes diversity and inclusion effectively?
- A. Agree
 - B. Disagree
 - C. Neither
 - D. Strongly agree
19. Work is made fun and enjoyable?
- A. Agree
 - B. Disagree
 - C. Neither
 - D. Strongly agree
20. How will you collect your employees feedback?
- A. Meeting
 - B. Questionnaire
 - C. Suggestion box
 - D. Pulse survey