

**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION
TECHNIQUES IN WIPRO**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

ASWINI A

Register No: 42410076



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A++” by NAAC I 12B Status by UGC

CATEGORY – 1 UNIVERSITY BY UGC APPROVED BY AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

DECEMBER 2023

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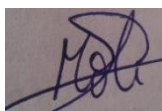
This is to certify that this Project Report is the Bonafide work of **ASWINI A 42410076** who carried out the project entitled “**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES IN WIPRO**” under my supervision from September 2022 to December 2023.

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Internal guide

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Dean – School of Management Studies



Internal Examiner

External Examiner

DECLARATION

I am **ASWINI A** hereby declare that the Project Report entitled “**A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUES IN WIPRO**” done by me under the guidance of **DR. MOLI GHOSH** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 22.12.2023

PLACE: Chennai

ASWINI A

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ABSTRACT

Employee retention is a critical concern for project-based organizations where the success of projects depends heavily on the skills, experience, and commitment of their workforce. This abstract provides a concise overview of a comprehensive study aimed at understanding and improving employee retention in Wipro. Through a combination of surveys, interviews, and data analysis, this project identifies the key drivers of employee turnover and job satisfaction. It delves into the significance of factors such as compensation, career development opportunities, work-life balance, and organizational culture in influencing employee decisions to stay or leave.

The project also investigates emerging trends in employee retention, such as the use of technology and data analytics to predict attrition risks and the integration of diversity and inclusion efforts into retention strategies.

Drawing on a combination of survey data and nuanced insights derived from employee feedback, the study aims to unravel the nuanced relationship between Wipro's retention practices and key factors such as employee engagement and long-term commitment. Through a comprehensive analysis of both quantitative and qualitative data, this research endeavors to shed light on the most impactful and successful retention strategies employed within Wipro.

Ultimately, the findings of this study aspire to serve as a valuable resource for human resources practitioners and organizational leaders within the technology sector, offering actionable insights to refine and optimize employee retention strategies in an ever-evolving industry landscape.

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CHAPTER 1

INTRODUCTION

Employee retention refers to various kind of practices and policies which the employees able to adopt to an organization for longer period. The Employee engagement and job satisfaction are key components of employee retention. Because the organization is completely at loss when the employees quit their job once they fully trained.

Employee retention techniques were playing a successful role in it sector like Wipro. By retaining its talent pool and Wipro can boost employee morale, continuity and sustained growth. Through a combination of training, friendly workplace condition, balance of work-life approaches and programs to develop their skills, also it has commitment to keep their employees motivated, loyal, engage and satisfaction.

Wipro initiated that have made a case study in employee retention within the technology and consulting industry. These techniques not only benefit for the employees by providing them with a successful and fulfilling career but also significantly contribute to the company's long-term success.

The most valued assets of an organization are the people who directly or indirectly contribute to achieving the various business objectives laid down by the organization. Human Resource Management is a very strategic approach to managing these most valued assets. No organization can function without the human resources as they form the basis of any organization. No organization can function without the human resources as they form the basis of any organization.

In the wide sense Human Resource Management means selecting and employing the right people for the right jobs, developing their resources by training and development to match the needs of the organization, utilizing their skills and maintaining them to benefit the organizational needs and also providing them compensation that matches their services and also the organization requirement.

The goal of Human Resource Management is to help the organization to attract and maintain the right talent, and manage them effectively and efficiently to meet the strategic organizational goals. In the words of Miller, a Human Resource Management approach seeks to ensure a fit between the management of an organization's employees, and the overall strategic direction of the company.

CHANGING ROLE OF HR

HR has become a huge investment for medium and large companies across industries, with people-related costs averaging over 60 percent of total corporate expenditures. The leading firms have been taking steps to ensure that they extract maximum value from their HR investments, introducing models that go beyond basic HR functionality to embrace new ways of improving the quality, efficiency and productivity of their workforces. These businesses recognize that, to be fully effective, HR programs require new processes, supported by leading technologies.

As a result, the information that sits inside the HR department is being made available for effective use throughout the wider organization, helping companies align their workforce with long-term business objectives. The backdrop to the introduction of these new systems is the uncertain business conditions that followed the economic downturn. This situation has resulted in a relentless drive for cost control, which affects the HR department as much as any other.

HR now has to demonstrate that it can develop and deliver programs as efficiently as possible, providing greater value at a lower cost. Yet with increased access to information on their employees, organizations can incorporate processes for leveraging worker skills across the enterprise, which in turn allows them to be more flexible. Firms with an in-depth view of employee competencies across regions or markets can immediately locate “best-fit” candidates, identify and resolve skill shortages, and re-allocate resources in response to changing conditions. In doing so, they often avoid expensive layoff/rehire cycles that sap morale, productivity, and profits. Better decision-making, significant employee benefits, increased efficiencies and reduced costs all create a compelling argument for implementing HRMS systems.

For the HR department, these technologies provide the potential to break away from its administrative quagmire to become a front-line function embracing more strategic responsibilities that positively impact the success of the enterprise. Once time-intensive processes are streamlined, HR professionals are freed up to focus on achieving full workforce optimization, a key source of competitive advantage and, ultimately, profitability, as it means resources can be aligned with the company's business goals and used strategically.

RETENTION MANAGEMENT

Retention management is the latest and most pressing problem of the new Millennium. Each and every business in this economy has now become knowledge based. It has therefore become essential for the top management to preserve the dynamic repositories of learning, which are their employees. Today, businesses across all sectors, sizes and statures now use a variety of techniques and policies to retain their people. There is little that a company will not do to keep its people. Be it career counseling, conflict resolution programmers or even welfare management, companies are ready to go to any extent possible to retain their employees. In today's market, a manager who has innovative retention strategies to offer to the organization is the one who would be winning the war. People are the backbone of an organization, hence the need to put more effort in retaining performing employees. Staff retention in the current economic environment is a major challenge.

The major focus for employees in a hyperinflation environment is survival. If the organization cannot provide enough to enable the employee to survive, the employee is likely to look elsewhere for survival. However, if organizations manage to identify causes of staff turnover that they can control, they should target those areas for change or making improvements. Unless IT companies treat retention of good employees as a business priority, they will find themselves incurring huge costs in replacing these employees.

However, we need to acknowledge that retention is difficult to focus on because so many factors affect it, and organizations cannot easily change all of them. In addition, the other demands of running a business can super cede most efforts to promote retention.

Employee Retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. Corporate is facing a lot of problems in employee retention these days. Hiring knowledgeable people for the job is essential for an employer. But retention is even more important than hiring. There is no dearth of opportunities for a talented person. There are many organizations which are looking for such employees. If a person is not satisfied by the job he's doing, he may switch over to some other more suitable job. In today's environment it becomes very important for organizations to retain their employees. Employees stay and leave organizations for some reasons. The reason maybe personal or professional. These reasons should be understood by the employer and should be taken care of. The organizations are becoming aware of these reasons and adopting many strategies for employee retention.

Pay and Benefits:

Compensation constitutes the largest part of the employee retention process. The employees always have high expectations regarding their compensation packages. Compensation packages vary from industry to industry. So, an attractive compensation package plays a critical role in retaining the employees.

Compensation includes salary and wages, bonuses, benefits, prerequisites, stock options, bonuses, vacations, etc.

Career Growth and Development:

Growth and development are the integral part of every individual's career. If an employee can not foresee his path of career development in his current organization, there are chances that he'll leave the organization as soon as he gets an opportunity.

Work profile:

The work profile on which the employee is working should be in sync with his capabilities. The profile should not be too low or too high.

Personal growth and dreams:

Employees responsibilities in the organization should help him achieve his personal goals also. Organizations cannot keep aside the individual goals of employees and foster organizations goals.

Employees' priority is to work for themselves and later on comes the organization. If he's not satisfied with his growth, he'll not be able to contribute in organization growth.

Training and development:

Employees should be trained and given chance to improve and enhance their skills. Many employers fear that if the employees are well trained, they'll leave the organization for better jobs. Organization should not limit the resources on which organization's success depends.

Work Environment:

Sometimes the relationship with the management and the peers becomes the reason for an employee to leave the organization. The management is sometimes not able to provide an employee a supportive work culture and environment in terms of personal or professional relationships. There

are times when an employee starts feeling bitterness towards the management or peers. This bitterness could be due to many reasons. This decreases employee's interest and he becomes demotivated. It leads to less satisfaction and eventually attrition.

The many challenges that managers and human resource practitioners face today need a concerted effort by all those concerned with the management of human resources in the organization. To highlight this, the statistics got from the first ever survey national survey conducted by All India Management Association (AIMA) can be analyzed.

The companies were divided into 4 sectors, namely, manufacturing, services, marketing and hi-tech in order to allow intra industry comparisons. Also, two criteria were placed to decide on whether the company was eligible for the survey or not, the company should have a minimum turnover of 25 crore rupees and an employee strength of above 50. 135 companies participated and their responses were analyzed to understand the most prevalent policies and practices in retention management.

Statistics show that 3 out of every 5 software companies and almost 1 out of every 2 manufacturing companies have serious issues relating to retention. Facts also reveal that, 90 per cent of the companies have some or the other problem with respect to retention.

Retention problems are more acute in SAMEs (Small And Medium Enterprises) with turnover of less than 100 crore and headcount less than 100. There are two reasons that can be attributed to this. Firstly, due to lower number of employees on the rolls, the departure of one makes a significant difference. Also, larger companies can provide higher monetary and nonmonetary compensation which cannot be afforded by the SAMEs.

OBJECTIVE OF THE STUDY

- To study about the employee retention techniques in the organization.
- To understand the problems of the employees in the organization.
- To identify how to retain the talent through retention strategy.
- To study the attributes that can be adjust to retain employees in Wipro technologies

NEED FOR STUDY

- Studying employee retention in Wipro IT sector will help to ensuring consistency and stability.
- This study will improve to understand changing employee needs.
- The study will improve impact o project continuity and client relationships.
- Employee retention has high demand for skilled professionals in in the IT sector like Wipro.
- This study not only to retain the employees but to boosting overall morale in the organization.

WIPRO TECHNOLOGIES – A COMPANY PROFILE

Wipro Technologies is a global services provider delivering technology-driven business solutions. Wipro is the No.1 provider of integrated business, technology and process solutions on a global delivery platform. Azim Premji is the Chairman of Wipro Technologies. He took over the mantle of leadership of Wipro at the age of 21 in 1966.

Under his leadership, the fledgling US\$ 2 million hydrogenated cooking fat company has grown to a US\$1. 76 billion IT Services organization serving customers across the globe. Wipro is presently ranked among the top 100 Technology companies in the world. It has 66,000 + employees, serves 592 clients, and has 46 development centers across globe.

Wipro Technologies deals in following businesses:

• IT Services:

Wipro provides complete range of IT Services to the organization. The range of services extends from Enterprise Application Services (CRM, ERP, e-Procurement and SCM) to e-Business solutions. Wipro's enterprise solutions serve a host of industries such as Energy and Utilities, Finance, Telecom, and Media and Entertainment.

• Product Engineering Solutions:

Wipro is the largest independent provider of R&D services in the world. Using "Extended Engineering" model for leveraging R&D investment and accessing new knowledge and experience across the globe, people and technical infrastructure, Wipro enables firms to introduce new products rapidly.

• Technology Infrastructure Service:

Wipro's Technology Infrastructure Services (TIS) is the largest Indian IT infrastructure service provider in terms of revenue, people and customers with more than 200 customers in US, Europe, Japan and over 650 customers in India.

• Business Process Outsourcing:

Wipro provides business process outsourcing services in areas Finance & Accounting, Procurement, HR Services, Loyalty Services and Knowledge Services. In 2002, Wipro acquiring Spectra mind and became one of the largest BPO service players.

• Consulting Services:

Wipro offers services in Business Consulting, Process Consulting, Quality Consulting, and Technology Consulting.

Group Companies of Wipro:

• Wipro Infrastructure Engineering:

It has emerged as the leader in the hydraulic cylinders and truck tipping systems market in India.

• Wipro Infotech:

It is one of the leading manufacturers of computer hardware and a provider of systems integration services in India.

- **Wipro Lighting:**

It manufactures and markets the Wipro brand of luminaries. Wipro Lighting offers lighting solutions across various application areas such as commercial lighting for modern work spaces, manufacturing and pharmaceutical companies, designer petrol pumps and outdoor architecture.

Achievements of Wipro

- First Indian IT Service Provider to be awarded Gold-Level Status in Microsoft's Windows Embedded Partner Program.
- World's largest independent R&D Services Provider.
- World's 1st PCMM Level 5 software company.
- World's 1st IT Services Company to use Six Sigma.
- The first to get the BS15000 certification for its Global Command Centre.
- Among the top 3 offshore BPO service providers in the world.
- Only Indian company to be ranked among the 'Top 10 Global Outsourcing Providers' in the IAOP-Fortune Global 100 listings.
- First company in the world to be certified in BS 7799 (2002) security standards.

CHAPTER 2

REVIEW OF LITERATURE

- Comfort Osaro (2016). This study investigates the relationship between talent management and employee retention of oil firms in Rivers State. The objective of the study was to investigate the influence of talent management and employee retention of oil firms in Rivers State. The study adopted the survey research design. And conducted research on One hundred & sixty-six (166) questionnaires were retrieved, and the hypotheses were tested using the Spearman Rank Correlation. The result revealed that; there was a significant relationship between talent management and employee retention.

The study concluded management should be concerned about developing their employee's capabilities & performance by providing them the opportunities for career growth and development through proper guidance and feedback. And Talent attraction significantly and positively predicts supportive management of oil firms in Rivers State.

- Dr. Mitra Mehta and Aarti Kurbetti and Ravneeta Dhankha (2014). This review paper 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. They stressed employee retention is the top priority of organizations due to increasing competition. They analysed these HR Practices -compensation and benefits, hiring, administration, organization development, employee motivation, wellness, benefits, safety, communication, performance management, and training ,talent acquisition i.e. recruitment, selection, training and development, reward management, performance appraisal etc.
- Sadaf Zahra et al. (2013) conducted a study in Pakistani Universities and found that compensation, support of the supervisor and work-life policies are some of the key factors in turnover intention and employees consider these a lot when compared to recognition and rewards. It is concluded that less flexibility and heavy work load affects family life. Apart from these motivation, competitive pay, supervisory support, leadership, programs for career development would reduce intention to leave.
- Chartered Institute of Personnel and Development report i.e CIPD (2015) has identified the

factors for employee leaving as push and pull factors. Gary Dessler and Biju Varkkey, while discussing a comprehensive approach to retaining employees, stated that after identifying problems of retention, action can be taken to boost employee retention by way of pay rise, hire smart, discuss careers, provide direction, offer flexibility, attractive employee welfare measures, HR practices for high performance, binding contracts etc.

- Priyanka and Dubey S K (2016) in their study performed exploratory factor analysis using principal component technique. They have identified employee turnover intentions through eight factors such as quality of management practices, Low salary, No career growth opportunity, Lack of support from the peer, supervisors and family members, little learning opportunities, Poor working environment i.e. no workplace safety, Communication and Insecurity in job.
- 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., In their study, supervision and leadership are explored more and the factors like organizational culture, autonomy and training & development are less explored. Further the scope for further research also stated in the conclusion that based on category of employees can be done in future.
- Illeris, (2003) emphasized the learning organization strategy model through which the employees' best learning in the work environment actually happens.
- Kroon (2013) identified that development opportunities can improve employee commitment to retain employees in organizations.
- Tremblay et al., (2006) in a study explored by a team of researchers that performance related pay is an important factor in determining retention.
- Milkovich and Newman (2004) discussed that monetary pay is an essential factor in keeping the employee.

- Hytter (2007) concluded in research that there is a correlation between reward and retention. Some studies have some negative impact on pay with retention.
- Hausknecht et al, (2009) discovered in research that compensation and benefits contribute to retention.
- Daniel Esemie Gberevbie (2010) conducted a study among the civil servants at Nigeria and concluded that to retain talented employees for performance, suitable incentives must be provided.
- Pitts et al., (2011) identified that compensation predicts turnover of employees.
- Onyango (2014) found the positive correlation between direct & indirect financial rewards and employee retention.
- Shrotriya (2009), it is proved in this study that balance between professional and personal life increases the employee productivity and competence which in turn would result into commitment and satisfactions.
- Branch (2011) contended that to improve employee retention, encouraging a good work-life balance was not the only way to retain employees, but a good compensation structure in a competitive range, career and development opportunities and some other factors also have some influence over it. Further, it is essential to have a balance between personal and professional work which would improve commitment towards the organization.
- Khairunnezam Mohd Noor (2011), in this study correlational analysis and mediation analysis were performed. In correlational analysis, it was found that perceived work-life satisfaction has negative impact with the intention to leave. In simple mediation analysis which resulted that job satisfaction & organizational commitment are partial mediators in proving the relationship between work-life balance and intention to leave among academics.

- Maqsood Haider et al. (2005) undergone a in Telecom sector and conversed that the competition to hunt and retain talents is tougher all the time and discussed that employees effective human resource practices show a positive and direct relationship in retaining employees. Further, it is analyzed that culture and compensation have a positive impact; training & development has a negative impact over employee retention.
- 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.
- Toys. R (2008) analyzed a comprehensive and valuable resources for all managers and HR professionals who want to retain critical talent in their organizations. Calculation cost of attrition and creating effective retention solution. Retention refers to the desire of organization to hold on their good employees their measures. Retention is the other side of the recruitment coin. However, retaining qualified & motivated employee is a critical issue that will become more important for the individual employee.
- Bliss (2007) and Sutherland (2004) contend that organizations lost 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 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.

- Sunil Ramlall, Ph.D., University of St. Thomas, Minneapolis, MN (2004). The article provided a synthesis of employee motivation theories and focused explanation of how employee motivation affects employee retention and other behaviors within organizations. In their analysis they considered the following motivational theories.
- McClelland's Need Theory, Maslow need hierarchy theory, Herzberg two factor theory, Porter and Lawler's Extension, Vroom's Original Theory, Expectancy Theory, equity theory. The final segment of the paper provides an illustration with explanation on how effective employee retention practices can be explained through above motivation theories and how these efforts serve as a strategy to increasing organizational performance.
- Ramlall. (2003) 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 high number of employees is involved.
- Stovel and Bontis (2002), High turnover can be detrimental to the organization's productivity. This can result in the loss of business patronage and relationships, and can even jeopardise the realization of organizational goal.
- Hom and Griffeth (1995) described in a study that the process of encouraging employees to stay for a long period or till the project completion is termed as retention.
- Wysocki, B (1997) pointed out the view of "The Society of a Human Resource Management" that retention of employee is the hottest topic in the current scenario.
- Drucker (1999) explained that employees voluntarily quit their job is a potential retention issue. Trip, R, while discussing turnover stated that for many organizations, voluntary turnover is a big challenge. Turnover may be i. voluntary or involuntary and ii. functional or dysfunctional. Voluntary turnovers refer to leaving of an employee in an organization voluntarily i.e., the employee himself decides to leave/resign from the organization. In involuntary turnover, the employer expels the employee i.e., the employee leaves the organization unwillingly. It could be due to low performance, conflict or due to employment-at-will. When a low performer leaves the organization, it is referred as functional

turnover. When a high performer leaves, it is referred as dysfunctional turnover which incurs cost to an organization.

- Terence et al., (2001) stated that there are so many reasons for an employee to leave voluntarily. Some may be personal and some may be influenced by organizational factors. Personal reasons such as family situation, career growth and attractive a job offers etc. Organization factors includes lack of promotional opportunities, unfair treatment among employees and mismatch between personal values and organizational values etc., Overall turnover is a great problem for both organization and individual. Further it is clearly discussed that occurrence of shock which is expected or unexpected leads to serious thoughts (i.e., intention) to leave. Shocks may be positive, negative or neutral. Positive such as alternative job offers, pregnancy etc., Negative such as leaving of friends, poor performance appraisal etc. and neutral such as relocation of spouse, changes in administration etc.
- Zineldin, (2000) has viewed retention as “an obligation to continue to do business or exchange with a particular company on an ongoing basis”.
- Dr G.BALAMURUGAN, (2016) The study suggested that the employee retention has been quite challenge for IT-units and HRD should focus on Work pressure, Rewards and recognition retention strategies. Organizations have to provide their employees with the best career advancement and opportunities, supervisor support, working environment, work pressure, rewards, and recognition and should work on them.
- Kamal M.Y ,(2017) in his study suggested that public higher education needs to utilize their best talent holistically in order to get the benefits for the university development. In the meantime, public higher education also needs to revise their scheme and program that relate with retain their employee in order to get the Job Satisfaction . According to the findings, it shows that the current practice on retaining talent still in moderate level which it gives a lot of opportunities to improve. Therefore, university as well as Ministry of Higher Education must take progressive way to ensure their best talent is remain in the organization.
- Zhang Yanjuan, (2016) The article attempted to make a summary on the employee turnover influence Factors and puts forward countermeasures from personal factor, organization and work factor, social and economic factor .

- Modupe O. Oyetunde(2014), The objective of the study was to explore the factors influencing recruitment and retention of nurses in Lagos State Hospitals. Increment in salary and allowances rated the best influence on recruitment and retention of nurses in Lagos State. Lack of nursing leadership , sense of job security and work environment were the major factors influencing recruitment and retention of nurses. There is need for adequate human resource planning; increased efforts and formulation of policies that will improve recruitment and retention of nurses in Lagos State of Nigeria.
- Dr. K. Balaji Mathimaran & Prof. Dr. A. Ananda Kumar, (2017) the study tries to review the various available literature and research work on employee retention and the factors affecting employee retention and job satisfaction among the employees. The findings of the study suggested that certain variables are crucial in influencing the employees' decision to either leave or remain in an organization. Such variables include training and Development, recognition/reward for good performance, a competitive salary package and job security.
- N. Hemalatha & Dr. A. Savarimuthu ,(2013) The objective of this study was to assess the level of satisfaction of employee retention techniques at GB Engineering Enterprises PVT Limited., Trichy. The study found that there is no significant association between educational qualification of the respondents and their overall retention techniques. This indicates that majority 55 %t of the respondents felt that the retention techniques of management are high and others felt its low.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology for a study on the effectiveness of employee retention techniques typically involves several key steps:

RESEARCH DESIGN:

The type of research design in the study is descriptive research method. Defining the scope, target population, and employee retention techniques to evaluate

RESEARCH QUESTIONS OR HYPOTHESES:

Formulate clear research questions or hypotheses related to the effectiveness of specific employee retention techniques.

DATA COLLECTION

✓ Primary data:

The research instruments are Survey, questionnaire, etc.

✓ Secondary data:

Sources of internet, websites, journals or any articles pertaining to the study.

SAMPLING PLAN AND TECHNIQUE

- Defining target population and selecting the samples from the entire population in the company.
- Decide on the sampling technique in selection of unit from the population by random.

AREA OF STUDY:

The questionnaire finalized for the research study is a structured questionnaire in which all the questions are predetermined before conducting the survey. The form of question is both close and open type. The scales used to evaluate questions are

1. Dichotomous scale (yes or no)

2. Likert 5 point scale (highly satisfied, satisfied, dissatisfied, dissatisfied, and neutral)
3. Likert 4 point scale (agree, disagree, strongly agree, and strongly disagree)
4. Likert 3 point scale (excellent, good, not good)

SAMPLING SIZE

Sampling size =80 samples variance and confidence methods are used for determining sample size.

TOOLS FOR ANALYSIS:

Data collected from respondents is represented in graphs and tables for clear understanding with their respective interpretation.

Use software like SPSS (statistical package for social science)

DISCUSSION:

Interpret the results in the context of the research questions or hypotheses.

Discuss the implications of research findings for employee retention strategies.

CHAPTER 4

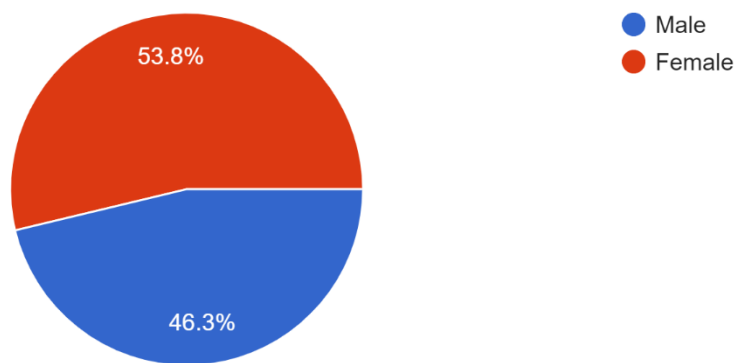
DATA ANALYSIS

4.1 PERCENTAGE ANALYSIS

4.1.1 TABLE SHOWING GENDER WISE RESPONDENTS

S. NO	GENDER	NO. OF. RESPONDENTS	PERCENTAGE ANALYSIS
1	FEMALE	53.8	53.8%
2	MALE	46.3	46.3%
	TOTAL	100	100%

GENDER

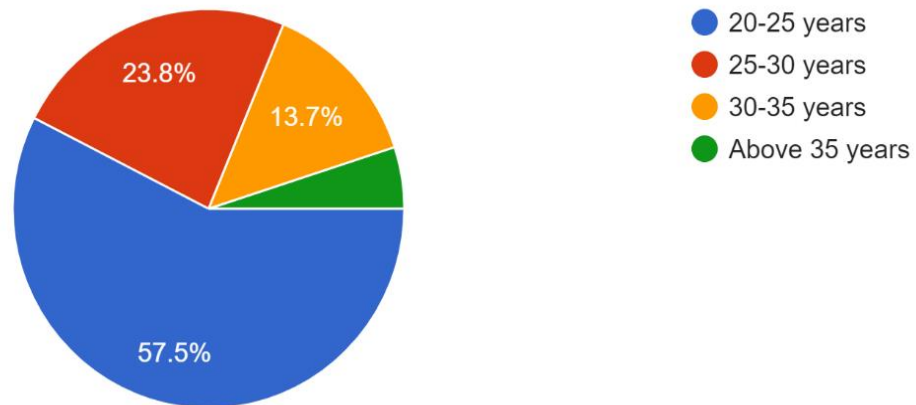


INTERPRETATION

From the above table and chart it is understood the 46.3% of the employees are male in this origination and 53.8% of the employees are female.

4.1.2 TABLE SHOWING AGE WISE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
20-25 YEARS	57.5	57.5%
25-30 YEARS	23.8	23.8%
30-35 YEARS	13.7	13.7%
ABOVE 35 YEARS	5	5%
TOTAL	100	100%

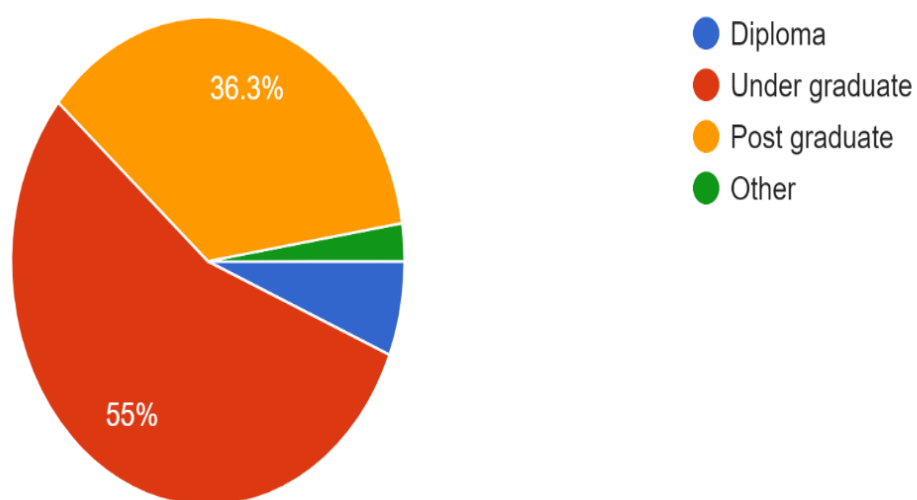


INTERPRETATION

the above table and chart it is understood that 57.5% of the employees are between age of 20-25 years and 23.8% of the employees are between age of 25-30 years and 13.7% of the employees are between age of 30-35 years and 5% of the employees are above 35 years.

4.1.3 TABLE SHOWING QUALIFICATION OF THE EMPLOYEES

S. NO	QUALIFICATION OF THE EMPLOYEES	PERCENTAGE
1	DIPLOMA	6.3%
2	UNDER GRADUATE	55%
3	POST GRADUATE	36.3%
4	OTHER	2.5%
TOTAL		100%

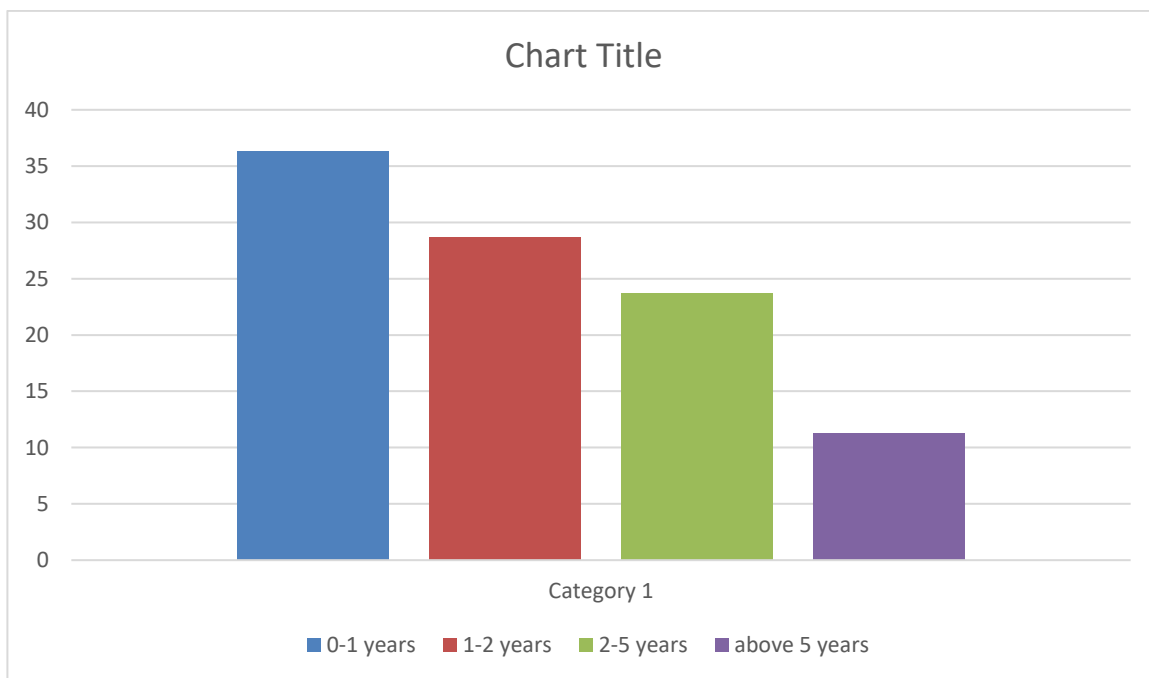


INTERPRETATION:

From the above table and chart it is understood the 6.3% of the employees are qualified as diploma and 55 % of the employees are qualified as under graduate and 36.3% of the employees are qualified as post graduate and 2.5% of the employees are qualified as others.

4.1.4 TABLE SHOWING YEARS OF WORKING IN WIPRO

YEARS OF WORKING	FREQUENCY	PERCENTAGE
0-1 YEARS	36.3	36.3%
1-2 YEARS	28.7	28.7%
2-5 YEARS	23.7	23.7%
ABOVE 5 YEARS	11.3	11.3%
TOTAL	100	100%

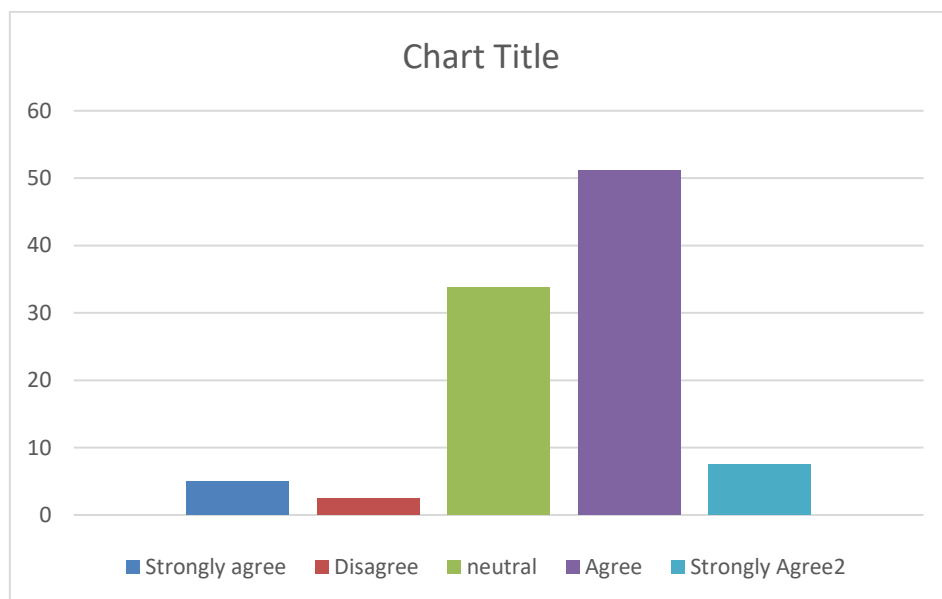


INTERPRETATION

From the above table and chart it is shown clearly that 36.3% of the employees are working between 0-1 years and 28.7% of the employees are working between 1-2 years and 23.7% of the employees are working between 2-5 years and 11.3% of the employees are working above 5 years.

4.1.5 TABLE SHOWING EMPLOYEE RETENTION BY MOTIVATION

IS WIPRO MOTIVATING THE EMPLOYEE?	FREQUENCY	PERCENTAGE
STONGLY DISAGREE	5	5%
DISAGREE	2.5	2.5%
NEUTRAL	33.8	33.8%
AGREE	51.2	51.2%
STRONGLY AGREE	7.5	7.5%
TOTAL	100	100%



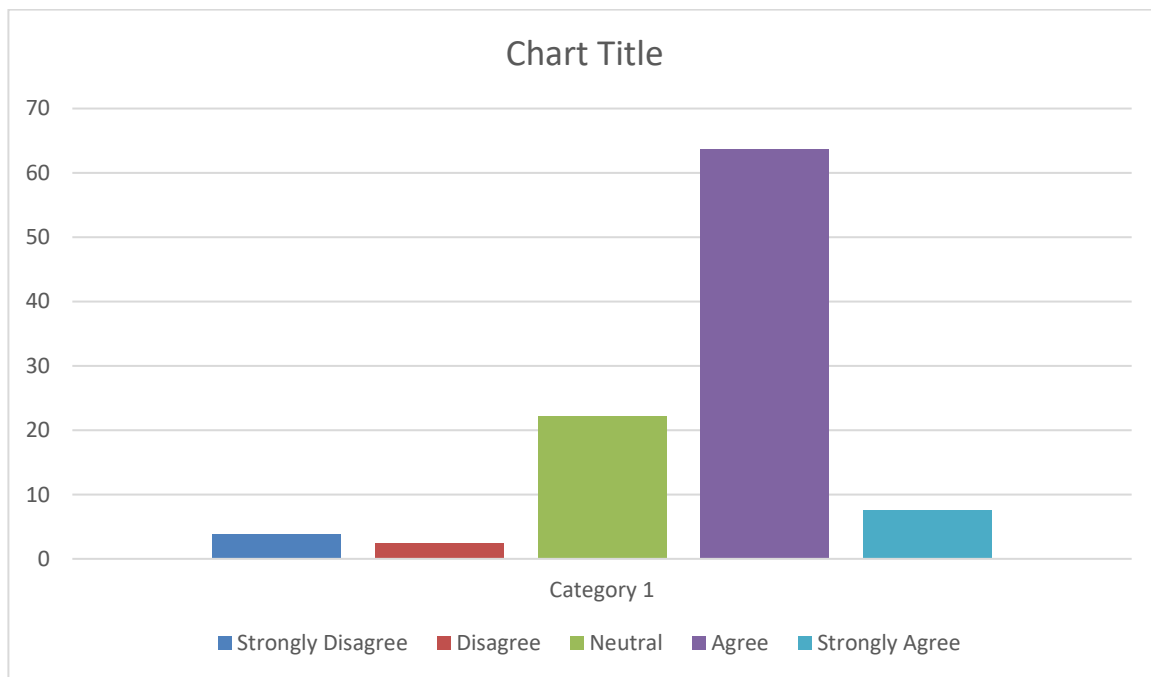
INTERPRETATION

From the above table and chart it is shown whether the organization are motivating employees or not. That 5.8% of the employees are strongly disagree and 2.5 % of the employees are disagree and 33.8% of the employees are neutral and 51.2% of the employees are agree and 7.5% of the employees are strongly

agree.

4.1.6 TABLE SHOWING OPPORTUNITY FOR GROWTH AND PROMOTION

IS WIPRO GIVING OPPORTUNITY FOR GROWTH AND PROMOTION?	FREQUENCY	PERCENTAGE
STRONGLY DISAGREE	3.8	3.8%
DISAGREE	2.5	2.5%
NEUTRAL	22.5	22.5%
AGREE	63.7	63.7%
STRONGLY AGREE	7.5	7.5%
TOTAL	100	100%



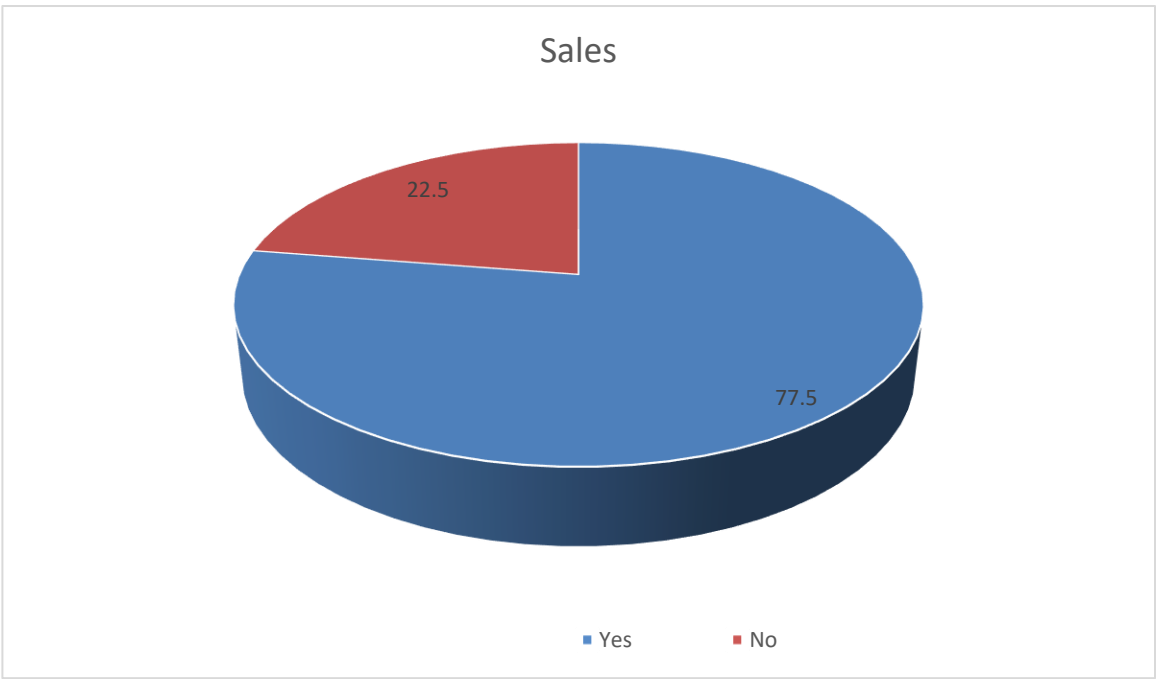
INTERPRETATION

From the above table and chart it is shown that the organization were giving opportunity for growth and promotion . That 3.8% of the employees are strongly disagree and 2.5 % of the employees are disagree and 22.5% of the employees are neutral and 63.7% of the employees are agree and 7.5% of the employees

are strongly agree.

4.1.7 TABLE SHOWING TRANSPARENCY IN EVALUATION AND FEEDBACK PROCESS.

WHETHER COMPANY IS SHOWING TRANSPARENCY IN FEEDBACK PROCESS?	FREQUENCY	PERCENTAGE
YES	83.8	83.8%
NO	16.2	16.2%

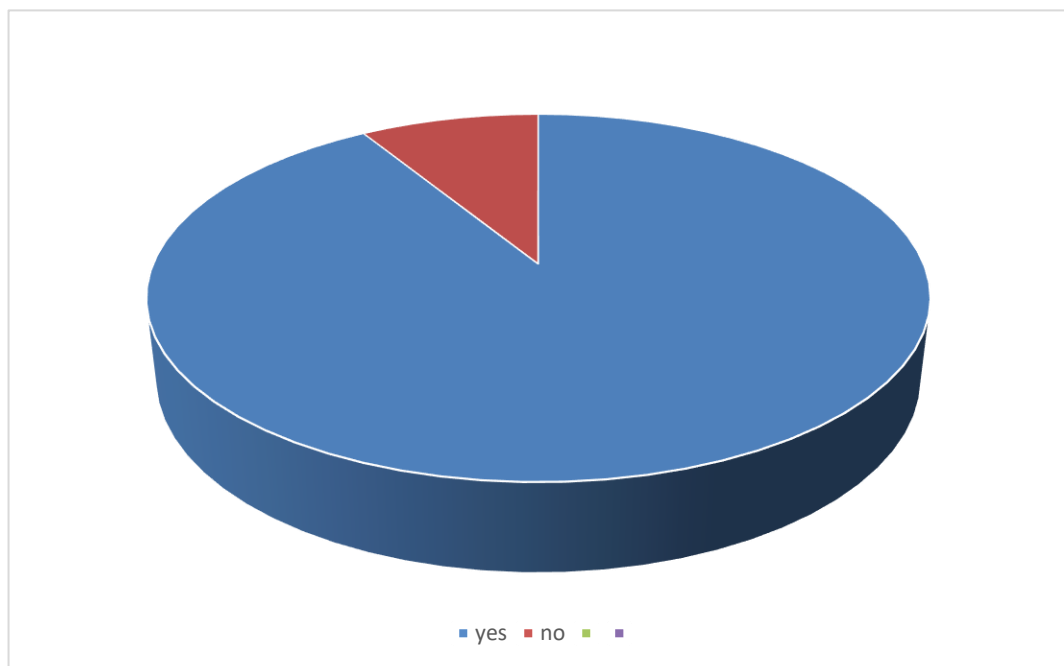


INTERPRETATION

From the above table and chart it is shown that the company have a clear and transparent performance evaluation and feedback process 83.8% of yes and 16.2% of no.

4.1.8 TABLE SHOWING PROVIDING TRAINING TO RETAIN EMPLOYEES

WHETHER THE COMPANY IS PROVIDING TRAINING TO RETAIN THE EMPLOYEES	FREQUENCY	
YES	91.2	91.2%
NO	8.8	8.8%
TOTAL	100	100%



INTERPRETATION

From the above table and the chart it is understood that 91.2% of the respondent were accepting that the company is providing training program and 8.8% of the respondent were not accepting that the company is providing training program.

HYPOTHESES: 1

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

Null Hypothesis (H0): The percentage of employees motivated to retain through opportunities for growth and promotion at Wipro is not significantly different from a baseline or expected percentage.

Alternative Hypothesis (H1): The percentage of employees motivated to retain through opportunities for growth and promotion at Wipro is significantly different from a baseline or expected percentage.

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Motivating the employee to retain	7.5	51.2	33.8	2.5	5
Opportunity for growth and promotion	7.5	63.7	22.5	2.5	3.8

INTERPRETATION

Table it is interpreted that the number of respondents were 5% is Strongly disagree, 2.5% is disagree, 33.8% is Neutral, 51.2% is agree, 7.5% is strongly agree.

Table it is interpreted that the number of respondents were 3.8% is Strongly disagree, 2.5% is disagree, 22.5% is Neutral, 63.7% is agree, 7.5% is strongly agree.

HYPOTHESIS: 2

CORRELATIONS

Null Hypothesis (H0): There is no significant difference in job satisfaction between employees who receive a higher bonus to stay in the company and those who do not.

Alternative Hypothesis (H1): Employees who receive a higher bonus to stay in the company will report higher job satisfaction compared to those who do not, and concurrently, they will experience lower levels of work-related stress.

		Are you satisfied with the bonus and to stay in the company?	Do you have stress due to work?
Are you satisfied with the bonus and to stay in the company?	Pearson Correlation	1	-.195
	Sig.(2-tailed)		.084
	N	80	80
Do you have stress due to work?	Pearson Correlation	-.195	1
	Sig.(2-tailed)	.084	
	N	80	80

INTERPRETATION:

The p value is -.195 which is less than the significance value (0.05) hence the alternative hypothesis (H1) is accepted. Therefore, there is a significant difference between bonus and stress.

HYPOTHESES: 3

ANOVA TEST

Null Hypothesis (H0): There is no significant difference in the means of the dependent variable (e.g., job performance, salary) across different education qualification groups.

Alternative Hypothesis (H1): There is a significant difference in the means of the dependent variable across different education qualification groups.

ANOVA					
AGE					
	Sum of squares	df	Mean Square	F	
Between Groups	2.403	3	.801	1.760	
Within Groups	34.597	76	.455		
Total	37.000	79			

INTERPRETATION

The p value is 0.162 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected. Therefore, there is a no significant difference between the age and qualifications

CHAPTER 5

FINDING, SUGGESTIONS, AND CONCLUSION

FINDINGS:

- Majority 53.8% of the respondents are females.
- Majority 57.5% of the respondents are belong the age between 20-25 years.
- Majority 55% of the respondents are qualified for under graduate.
- Majority 36.3% of the employees are working in Wipro for 0-1 year.
- Majority 91.3% of the respondent are accepting that Wipro provide a training to retain talent employees.
- Majority 72.5% of the respondents are satisfied with the bonus and stay in the company.
- Majority 51.2% of the respondents were agree with the management is really interested on motivation the employee to retain.
- Majority 63.7% of the respondents are agree the company is giving opportunities for the growth and promotion.
- Majority 83.8% of the respondents are agree that the company have a clear and transparency performance evaluation and feedback process.
- Majority 87.5 of the respondents are agree that the management is using good techniques foe employee retention
- Majority 58.8% of the respondents were disagree with their stress due to work.
- Majority 77.5% of the respondents agree that they are able to balance their work life and personal life.
- Majority 82.5% of the respondents agree with the organization welfare schemes.
- Majority 76.3% of the respondents satisfied with the leave facilities offered by the company.

SUGGESTIONS AND RECOMMENDATION:

- Examine the effectiveness of training and development programs in enhancing employee satisfaction and professional growth.
- Assess internal communication channels to ensure clear understanding and appreciation of retention initiatives.
- To ensure employees align with Wipro's goals and feel motivated to stay, foster transparent communication, recognition, and professional development.
- By consistently implementing and enhancing these techniques, management can contribute to a positive work environment, employee satisfaction, and long-term retention.
- By addressing stressors proactively and creating a supportive work environment, organizations can contribute to the overall well-being and job satisfaction of their employees.
- Analyse historical turnover metrics to identify trends and assess the effectiveness of current retention strategies.

CONCLUSION:

- The study reveals that a substantial portion of Wipro's workforce expressed satisfaction with the company's employee retention strategies. Employee feedback emphasized that these retention techniques have played a pivotal role in improving their overall job satisfaction levels. Investing in employee retention efforts has been shown to benefit both employees and the organization as a whole. Wipro's commitment to retaining and engaging its workforce has proven successful, contributing to the company's overall stability and success. The study offers valuable insights for further enhancing Wipro's employee retention initiatives.
- The findings suggest that the creation of a positive work environment through these strategies has led to reduced stress, which, in turn, has had a direct correlation with improved employee well-being. Employees' recognition of the organization's efforts in addressing and mitigating work-related stress further highlights the success of Wipro's employee retention techniques.
- Employees are the most important asset for any organization. Their contribution is immense in the profitability and growth of the company. They bring innovation and pave the way for sustainable development for the organization. This study was focused on a literature review on employee retention. However, the abundant material makes my task very tough to assimilate and

synthesize the study in a concise format. I have tried to cover the relevant aspect of employee retention and also attention is paid on the new trends that are started making their presence felt in the market.

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APPENDIX – I

QUESTIONNAIRE FOR THE STUDY:

1. Name of the respondent:
2. Gender:
a) Male b) Female
3. Age:
a) 20-25 years b) 26-30 years
c) 31-40 years d) above 40 years
4. Educational qualification:
a) Diploma b) Under graduate
c) Post graduate d) other
5. For how many years are working in Wipro
a) 0-1 years b) 1-2 years
c) 2-5 years d) above 5 years
6. Is Wipro providing training to retain talent employee?
a) Yes b) No
7. Are you satisfied with the bonus and to stay in the company?
a) Highly satisfied b) Satisfied
c) Dissatisfaction d) Highly dissatisfaction e) neutral
8. Management is really interested on motivation the employee to retain.
a) Highly agree b) Agree
c) Disagree d) Highly agree
9. The company is giving opportunities for growth and promotion.
a) Highly agree b) Agree
c) Disagree d) Highly agree
10. Does the company have a clear and transparent performance evaluation and feedback process?
a) Yes b) No
11. Do you think the management is using good techniques for employee retention?
a) Yes b) No
12. Do you have stress due to work?
a) Yes b) No
13. Are you able to balance work life and personal life?

a) Yes b) No

14. How do you rate welfare schemes in the organization?

a) Excellent b) Good

c) Not good

15. Leave facilities offered by the company.

a) Highly satisfied b) Satisfied

c) Dissatisfaction d) Highly dissatisfaction