

# **Project Dissertation**

## **A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO PRITHIVI CREATION IN TIRUPUR**

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### **Certificate from the Institute**

This is to certify that the Project Report titled “A study on employee retention with special reference to Prithivi Creation in Tirupur”, is a bonafide work carried out by Ms. Shagun Kaushik of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Head (DSM)

Prof. P.K. Suri

Place:

Seal of Head

Date:

### **Declaration**

I, **Shagun kaushik**, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the dissertation on “**A study on employee retention with special reference to Prithivi Creation in Tirupur**” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

**Place:**

**Shagun Kaushik**

**Date:**

## **Acknowledgement**

The following Dissertation “**A study on employee retention with special reference to Prithivi Creation in Tirupur**” was successfully completed under the guidance of Ms. Meha Joshi, Assistant Professor, Delhi School of Management, DTU.

I would also like to thank my mentor Mr. Sahil Malik at Delhi School of Management for providing me with teachings and learning that enabled me to contribute positively.

Gratitude is extended to every unnamed individual who has helped in making this a great learning experience.

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**Shagun Kaushik**

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## **Executive Summary**

This study was conducted to find out the retention problems being faced by prithivi creation based in Tirupur. Employee retention means keeping the employees with the company for a long period of time. It involves encouraging employees to stay with the organization for a long period of time or at least till their project is over. It is beneficial for both employees and the organization as both are benefitted from a long term relationship with each other. The era is changing is going more towards keeping your current employees happy and retained with the organizations rather than hiring new employees for every new project. In order to meet all the expectations of the organization and the employees the human resource needs to be updated and on the toes to meet the expectation of both the employees and the organization. The exit interviews being conducted by the human resource department is a one big example of this.

Satisfied employees result in good image of the company in the market. It also helps in improving the productivity of the employees of that particular organization which in turn helps them in getting more business. A satisfied employee helps in increasing business, increasing profit and reducing cost incurred by the company.

So, this was conducted for the company to focus more and more on their current employees and invest amount on them rather than investing on hiring new employees.

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## CHAPTER-I: INTRODUCTION

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### 1.1 Introduction of the study:

Employee retention means keeping the employees with the company for a long period of time. It involves encouraging employees to stay with the organization for a long period of time or at least till their project is over. It is beneficial for both employees and the organization as both are benefitted from a long term relationship with each other. Employee retention is an effort by the organization to keep its employee happy and retained with the organization. Usually the HR department is required to make policies in such a way that employees want to stay with the organization willingly and happily. The policies should always be formed in such a way that it keeps in mind the varied needs of the employees as well as the diverse culture of the organization. Retention of the employees for the long term is very important as it helps in growth of the organization to a large extent.

Retaining the best employees helps in the following things:

- Customer satisfaction
- Customer retention
- Less expenditure on knowledge management
- Increased product sales
- Effective succession planning
- Less expenditure on new employee training

Due to employee retention some issues are also solved like:

- Training time
- Investment
- Lost knowledge
- Insecure employees

- Candidate hunt

Failing to retain an employee might prove to be a costly deal. When an employee leaves the organization he takes the knowledge which he has collected over time with him. The knowledge management team can take down the explicit knowledge but there is no way to retain the tacit knowledge. The tacit knowledge is highly important and impossible to take down, one can only gain it through experience. The main motive of retaining an employee is to preserve this tacit knowledge.

Also hiring new employees is a costly affair. The company has to spend a lot on

1. Hunting appropriate candidate
2. Interview process
3. Onboarding and induction
4. Training of selected candidates

If a company wants to avoid these costs, it is necessary to spend on employee retention. It is also beneficial to spend on employee retention rather than hunting new employees. Hiring experienced and more talented people is significant for an organization but retaining old employees is even more important.

Now a days, there is no lack of opportunities for talented people, hence it becomes the prime objective of the organizations to work on retaining their best talents. Poaching is also increasing difficulties for the organizations. The company spends so much of amount on searching, hiring and training of employees and after spending so much the rival company takes your most valuable asset that is your trained employee. The top companies are on the top because they value their employees and also spends on retaining those employees. Intelligent employers knows what to choose between retaining and hiring, and they usually choose to retain their best talents with them.

Retaining the employees also spreads a good name about the organization in the market and helps it in getting good will of its employees, customers and also the shareholders. The era is changing is going more towards keeping your current

employees happy and retained with the organizations rather than hiring new employees for every new project. In order to meet all the expectations of the organization and the employees the human resource needs to be updated and on the toes to meet the expectation of both the employees and the organization. The exit interviews being conducted by the human resource department is a one big example of this. The companies are investing a lot of time in taking the exit interviews of the employees just to make sure that they know the reason for leaving and if possible sort out the reason and stop that employee from leaving the company. This might result into giving higher pay to the employees, changing their projects, changing the location etc. of the employee.

The employee turnover can be of two types:

1. Involuntary
2. Voluntary

Involuntary turnover is the one in which an employee is fired and he is not willingly leaving the job.

Voluntary turnover is the one when an employee willingly leaves the job due to certain reasons like better pay opportunities, more challenging or better role, location, working hours etc. The companies are now a days paying attention towards minimizing voluntary turnover rate by providing the solution to their problems within the company itself so that the employee does not have to leave the organization in search of solution. So, it becomes very important for the HR department to understand the needs of the employees and devise their strategies accordingly. The policies of the company plays a very important role in retaining the best employees with the organization. Employee retention is very important for the long term survival of any organization. When a capable employee leaves the organization it leaves a very negative impact on its employees as well as its customers. Also when such thing happens frequently, new talent will also become reluctant towards joining that organization, because they will see that it is not keeping its employees happy and does not have employee friendly policies.

A significant change has been observed in the mentality of the organization as well as the employees. The employees do not want to leave the organization and the organizations do not want to leave their employees. A mutual trust and understanding is developing between the organizations and its employees. This mutual trust is a result of continuous effort being put in by the HR department of the organizations. The HR departments are taking good care of the employees by formulating policies and work structure which are employee friendly hence taking good care of its employees.

Satisfied employees result in good image of the company in the market. It also helps in improving the productivity of the employees of that particular organization which in turn helps them in getting more business. A satisfied employee helps in increasing business, increasing profit and reducing cost incurred by the company. The company can improve its employee retention by doing the following things:

- Giving better pays or pays at least comparable to its competitors
- Providing better working conditions to its employees
- Working hours should be appropriate
- Giving promotion opportunities
- Providing proper training and development

All these things can help any organization to retain its best talent and improve employee satisfaction as well as motivation. Retaining the employees also spreads a good name about the organization in the market and helps it in getting good will of its employees, customers and also the shareholders. The era is changing is going more towards keeping your current employees happy and retained with the organizations rather than hiring new employees for every new project. In order to meet all the expectations of the organization and the employees the human resource needs to be updated and on the toes to meet the expectation of both the employees and the organization.

## **1.2 Definition of the study:**

According to Jim Collins the key to success for any organization is its people. He suggests that the right people should be found first, vision and strategy will definitely follow. The organization should focus on holding the valued employees rest all will be done. Many approaches are used for this purpose

- One approach focuses on rewards and recognition,
- Second approach focuses on making work more valuable to the employees.

**- Jim Collins**

According to John E Sheridan, organizational cultural values plays an important role in deriving the relationship between employee job performance and retention. The combined efforts of labour markets and demographic characteristics were weaker than the cultural effects.

**- John e. Sheridan**

## **1.3 Retain employees:**

Motivation is figured out to be the most important both for work performance as well as retention, if people feel motivated for their respective works they will definitely put in some extra efforts to perform extraordinary. However, besides motivation there are various other factors on which employee performance and retention are dependent on. Those factors should therefore be identified and given equal importance in the organization. Some of these factors are:

- Importance given to knowledge and skills.
- Work pressure
- Transparency

- Freedom to work etc.

Compensation package plays as a great motivation factor. Companies have now realized the importance of retaining their best employees, it contributes both towards increased productivity as well as job security among the employees. The organizational culture after some time becomes organizational ethics and people get comfortable with it, hence become reluctant towards changing their job easily. Four factors have been found contributing majorly towards employee satisfaction and retention, these are:

- Compensation
- Recognition
- Opportunities for growth
- Perks and other benefits

But how many of these actually acts as benefit for the employees is a big question whose answer we need to find out. But it is a fact that the organizations need to be employee centric in order to reduce turnover and increase retention

#### **1.4 Importance of the study:**

Employee retention refers to the technique for keeping the employees with the company for a long period of time. Employee retention strategies contributes towards motivating the employees so that they remain with the organization for the maximum time and contribute effectively. Efforts should be applied in making the job easier for the employees and also giving them ample opportunities for growth and development in their career.

**Let us understand why retaining a valuable employee is essential for an organization:**

**Hiring is not an easy process:** The HR professionals have to go through a big pool of candidates and shortlist the candidate with the appropriate skills for the

job. Their job is not finished here, they then have to take various rounds of tests and interviews which not only requires efforts but also requires significant amount of money involved into it. Apart from effort and cost it also requires time of both candidate and the HR manger.

❖ **An organization invests time and money in grooming an individual and makes him ready to work and understand the corporate culture:**

A new joiner is completely raw and the management really has to work hard to train him for his overall development. It is a complete wastage of time and money when an individual leaves an organization all of a sudden. The HR has to start the recruitment process all over again for the same vacancy; a mere duplication of work. Finding a right employee for an organization is a tedious job and all efforts simply go waste when the employee leaves.

❖ **When an individual resigns from his present organization, it is more likely that he would join the competitors:**

In such cases, employees tend to take all the strategies, policies from the current organization to the new one. Individuals take all the important data, information and statistics to their new organization and in some cases even leak the secrets of the previous organization. To avoid such cases, it is essential that the new joiner is made to sign a document which stops him from passing on any information even if he leaves the organization. Strict policy should be made which prevents the employees to join the competitors. This is an effective way to retain the employees.

❖ **The employees working for longer hours are more familiar with the company's policies, guidelines and thus they adjust better:**

They perform better than individuals who change jobs frequently. Employees who spend a considerable time in an organization know the organization in and out and thus are in a position to contribute effectively.

❖ **Every individual needs time to adjust with others:**

One needs time to know his team members well, be friendly with them and eventually trust

them. Organizations are always benefited when the employees are compatible with each other and discuss things among themselves to come out with something beneficial for all. When a new individual replaces an existing employee, adjustment problems crop up. Individuals find it really difficult to establish a comfort level with the other person. After striking a rapport with an existing employee, it is a challenge for the employees to adjust with someone new and most importantly trust him. It is a human tendency to compare a new joiner with the previous employees and always find faults in him.

- ❖ **It has been observed that individuals sticking to an organization for a longer span are more loyal towards the management and the organization:** They enjoy all kinds of benefits from the organization and as a result are more attached to it. They hardly badmouth their organization and always think in favour of the management. For them the organization comes first and all other things later.
- ❖ **It is essential for the organization to retain the valuable employees showing potential:** Every organization needs hardworking and talented employees who can really come out with something creative and different. No organization can survive if all the top performers quit. It is essential for the organization to retain those employees who really work hard and are indispensable for the system.

#### ❖ **1.5 Objective of the study:**

- To study about the retention strategies of Prithivi creation in Tirupur.
- To ascertain the problems of the employee in the organization.
- To offer suggestion about employee retention of Prithivi creation in Tirupur.



## **1.6 Background of the Study:**

The retention of employees is considered to be very important for an organizations long term health and also for its goal and objectives. Employee retention can provide a competitive edge to any organization

The changes in the recent times like technology, economics, trade agreements etc. have changed the employer-employee relationship. Loss of employees may hamper the growth and image of the organization. The employees may leave the organization in case they are underpaid, mistreated, or dissatisfied. While trying to retain the best employees the organization may face some other challenges also. They may have demand for higher wages or demand change in organization policies.

## **1.7 Need of the study:**

This research attempts to find out the situation of employee retention in the prithvi creation in Tirupur. This study explores the retention strategies of prithvi creation in tirupur. It also gave us an understanding of employee satisfaction.

## CHAPTER-II: LITERATURE REVIEW

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**Muhammad Hassan, 2011 (1):** According to Muhammad Hassan, retaining employees is a major challenge in all organizations. He focused his paper on leather industry of Pakistan to find out the employee retention problems being faced there. Leather industry is considered to be the third largest export earning sector there. The turnover rate was found out to be 25-30% yearly, mostly the second line managers change their job to get a salary hike and to get more knowledge to get a competitive edge. In tanneries its critical and alarming because of the process and article secrecy. In order to achieve competitive advantage, maximum utilization of resources and to get organizational efficiency employees must be retained in a true spirit in order to cope with all these conditions. In this paper the authors tried to know the reasons behind this dilemma that how employees can be retained and some suggestions were given to deal with it. One edge of this paper is that one of the author belongs to the same industry i.e. leather industry.

**Tammy C. Morse, 2009 (2):** Humour has always been in existence from the beginning of time. Humour is considered to be the best preventive medicine for stress. Tammy C Morse, tried to find out if humour is also good for employee retention and/or employee satisfaction? The purpose of this paper is to find out the extent to which the employee retention and satisfaction can relate with humour, which can further enhance the commitment and performance of workforce of an organization. Another objective is to show the importance of humour in employee retention. The paper gives recommendations for managers and offers a solution to empirically test the use of humour and its relationship to employee retention and satisfaction.

**Muhammad Umer, 2011 (3):** Muhammad Umer, found out impact on employee retention based on certain variables (career development, supervisor support,

work environment, work life balance). A total of 50 interviews were taken from managers of different BPO organizations in Pakistan. These variables were found out to have significant and positive impact on employee retention. These finding will help BPO's managers to make policies about employee retention in Pakistan.

**Ruslan Gurtoviy, 2008 (4):** We model deferred compensation as a share of an uncertain future profit granted by a nancially constrained employer to her employee in mutual agreement. Deferred compensation serves as a retention mechanism, helping the employer to avoid bankruptcy. The optimal combination of cash and deferred payments that a firm can use to retain qualified personnel depends on the cost of new credit and bankruptcy risk: If interest rates are greater (smaller) than the ex-ante odds of bankruptcy, the employer will to defer compensation (pay in cash) to the employee. The employee always improves his position in the labor market if imminent bankruptcy is avoided.

**Klara Nelson, 2009 (5):** Klara Nelson, found out relationships between three major knowledge management (KM) design dimensions and the perceived ability of 150 organizations to retain their knowledge workers. Retention of knowledge worker has become very important for every organization. Demand for knowledge workers is increasing day by day due to the trend of shifting jobs in employees. Knowledge worker helps in retaining the knowledge of employees when they leave the organization. It helps in knowledge creation, capturing and acquisition. Successful KW retention helps in increasing financial performance.

**Dr. Nafees A. Khan, 2011 (6):** Retention of Key employees helps in improving health of every organization. Retaining the best employees provides customer and employee satisfaction, improved product sales, succession planning etc. Employee turnover is increasing hence companies are investing more into retention of employees to maintain their market. It is now becoming an evolving concept. Solution to reduce turnover is to increase employee satisfaction and engagement.

**Atif Anis, 2011 (7):** According to Atif Anees, human resource is the most important asset for every organization and hence must be taken care of primarily, it can provide competitive edge to any organization. It is a difficult and important task to get efficient and productive human resource, therefore organizations are focusing majorly on retention of employees. Organizations use various techniques to retain and keep their employees happy. The study lays emphasis on compensation packages first and training and development after that. A significant emphasis is also placed on relaxed working environment for employees. Compensation was used as a mediating variable between training and retention. Results showed that retaining employees without increasing compensation after completing training and development is unfavourable. It is better to back up training by increased compensation.

**Ijaz-Ur-Rehman, 2011 (8):** Ijaz-Ur-Rehman, carried out a research on labour turnover and loyalty in New Zealand. There is a myth that New Zealand worker have become more mobile, instead the research shows that workers have become more stable. If we try to find out the reason for employee turnover, the study shows that there is no one reason responsible for it, it is a mixture of reasons. On the other hand interesting work was found to be the strongest retainer. The results also show that there is a strong employee expectation that management should make personnel decisions based on merit, demonstrate that extrinsic rewards (such as pay, promotion and security) play a role in both employee retention and turnover, lend support to the idea that there is growing concern with work–life balance, and underline the retention value of good relationships with co-workers and supervisors. The results demonstrate that employee turnover is not riskless for individuals: some benefit a lot (for example, in finding worthwhile promotion), while others do badly out of it. The study offers suggestions for improving retention in firms with dysfunctional employee turnover.

**Malvern W. Chiboiwa, 2010 (9):** Worldwide, a number of factors have been attributed to the increase in the level of employee turnover. The way people are paid, recognised and achieve salary advancement are critical factors in attracting, retaining, and motivating employees. The challenge for most organisations today is the formulation of an effective employee retention strategy that will help in retaining employees that are considered critical in attaining organisational goals. The prevailing hostile economic environment in Zimbabwe has made the formulation of a realistic retention strategy particularly difficult for managers in the face of an ever changing economic environment that is characterised by hyper inflation with a depleted labour market occasioned by skill emigration. This research was a case study of a major private sector medical laboratory company in Zimbabwe and was aimed at achieving the following objectives: identify the causes of employee turnover in the organisation, examine the current retention practices in the organisation, establish the effectiveness of the practices, and attempt a workable retention practice that could reduce the high rate of employee turnover in the organisation. Qualitative research design was employed using structured interviews as well as administering research questionnaire to all category of employees. The total population of the organisation nationwide comprised of 3820 employees with a sample size of 2240 respondents. The result of the research showed that labour turnover is higher amongst non-managerial employees. Similarly, majority of the employees would soon quit the organisation and lastly, the high rate of employee turnover in the organisation is largely attributed to poor reward system administration.

## **CHAPTER-III: Research Methodology**

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### **3.1 Introduction:**

Research is the process of carrying out a deep study on any particular topic, which is backed by presentation and interpretation of collected data and its results. Research methodology is the manner in which we approach the problem and also solve it. It may be understood as a science of studying how research is done scientifically.

We develop hypothesis in research and test it. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them.

There should be a sound base for carrying out the desired research. Facts and data should be there to support research so that we can have a firm base to start our research with. It will also help in carrying out analysis and interpreting it logically.

### **Research design:**

Research design is the framework in which we carry out the research. It guides both the collection and analysis of the data. Descriptive research design has been used in this study.

### **Descriptive research design:**

Descriptive research depicts the characteristic of the population or any phenomena. It includes surveys and fact finding enquires of different kinds. It simply describes something such as a demographic of employees

**Methods of data collection:**

- Primary Data
- Secondary Data

**Primary Data:**

Primary data is the one which is collected by the researcher himself. It is collected for one's own use and is related to that particular topic only. In this research we used questionnaire and got it filled by the employees to get first-hand information on this topic.

**Secondary Data:**

Secondary data is the one which has been collected and analysed by someone else and you use it for your own research. Secondary data may or may not be published.

**The research approach:**

The research was approached with the help of a questionnaire i.e. survey method was used.

**The research instrument:**

Questionnaire was used as the research instrument.

**The respondents:**

The employees of Prithivi Creation were the respondents for this research.

**Sampling:**

The subset of the whole population which we are using as the research is known as the sample. The sample size for this study is 100 employees. Convenience sampling has been used here.

**Convenience sampling:**

Convenience sampling is the technique in which sample units are chosen by the convenience of the researcher.

**Statistical tools used:**

- A. Simple percentage analysis
- B. Likert Scale Analysis

**A. Simple percentage analysis:**

Simple percentage can also be used to compare the relationship distribution of two or more items. Simple percentage uses the following formula for calculation:

$$\text{Percentage of the respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100.$$

**B. Likert Scale Analysis**

A Likert scale is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeably with rating scale, or more accurately the Likert-type scale, even though the two are not synonymous. The scale is named after its inventor, psychologist Rensis Likert.

The format of a typical five-level Likert item is:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

**Period of study:**

The time period of the study is 45 days.



## CHAPTER-IV: ANALYSIS, INTERPRETATION AND INFERENCE

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### **Analysis:**

Analysis is taking out useful information from the raw data.

### **Interpretation:**

Interpretation is essential because it brings the outcome of the analysis into forefront.

- ✓ It is through interpretation that the researcher can understand the abstract principles that work beneath his findings. Through this he can linkup the same abstract with those of other studies having the same abstract principle.
- ✓ Interpretation leads to the establishment of explanatory concepts that can serve as a guide for further research studies.
- ✓ The content analysis presented in the form of tables and charts.

**TABLE NO: 4.1**

**AGE OF THE RESPONDENTS**

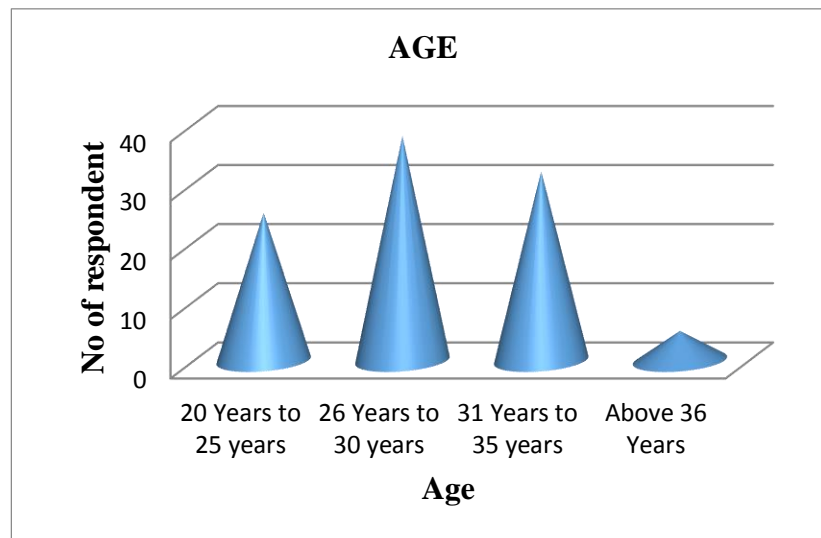
<b>S. No</b>	<b>Age</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	20 Years to 25 years	25	25
2	26 Years to 30 years	38	38
3	31 Years to 35 years	32	32
4	Above 36 Years	5	5
	Total	100	100

**INFERENCE:**

Majority 38 percent of the respondents are between the age group of 26 – 30 years.

#### **CHART NO: 4.1**

#### **AGE OF THE RESPONDENTS**



#### **TABLE NO: 4.2**

#### **GENDER OF THE RESPONDENTS**

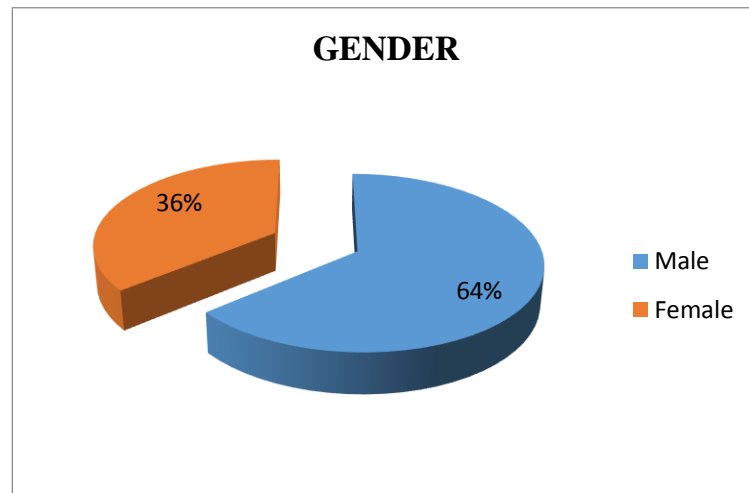
S. No	Gender	No of Respondent	Percentage
1	Male	64	64
2	Female	36	36
	Total	100	100

#### **INFERENCE:**

Majority 64 percent of the respondents are male.

**CHART NO: 4.2**

**GENDER OF THE RESPONDENTS**



**TABLE NO: 4.3**

**MARITAL STATUS OF THE RESPONDENTS**

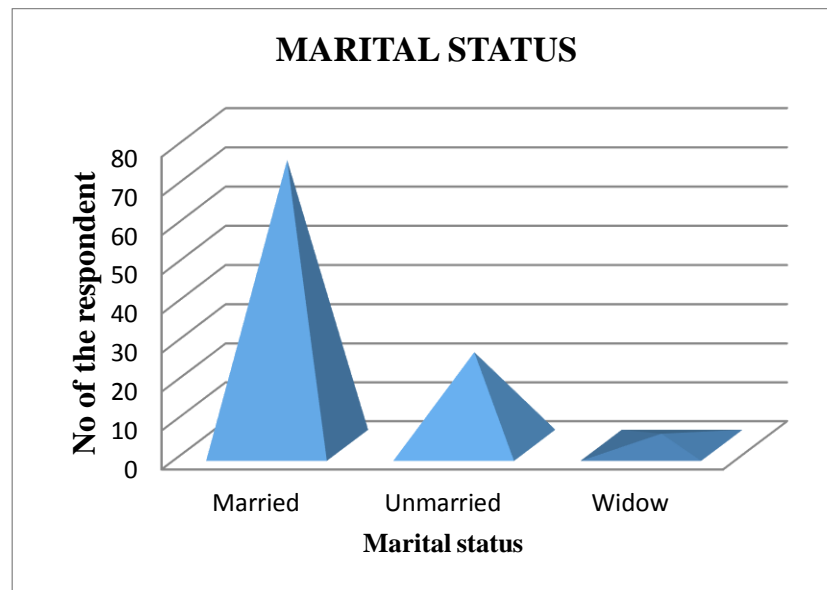
S. No	Marital status	No of Respondent	Percentage
1	Married	73	73
2	Unmarried	24	24
3	Widow	3	3
	Total	100	100

## **INFERENCE:**

Majority 73 percent of the respondents are married.

### **CHART NO: 4.3**

#### **MARITAL STATUS OF THE RESPONDENTS**



### **TABLE NO: 4.4**

#### **FAMILY SIZE OF THE RESPONDENTS**

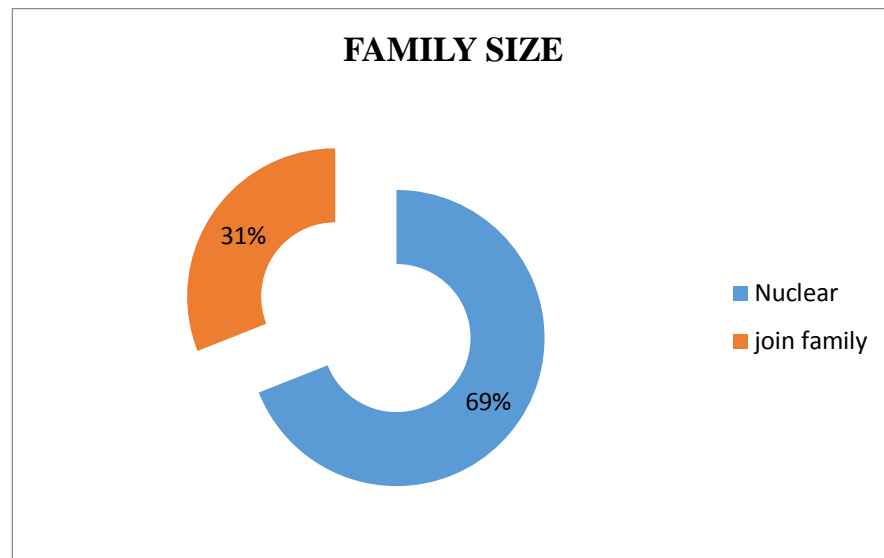
S. No	Family size	No of Respondent	Percentage
1	Nuclear	69	69
2	joint family	31	31
	Total	100	100

### INFERENCE:

Majority 69 percent of the respondents are in the nuclear family.

### CHART NO: 4.4

#### FAMILY SIZE OF THE RESPONDENTS



**TABLE NO: 4.5**

**MONTHLY SALARY OF THE RESPONDENTS**

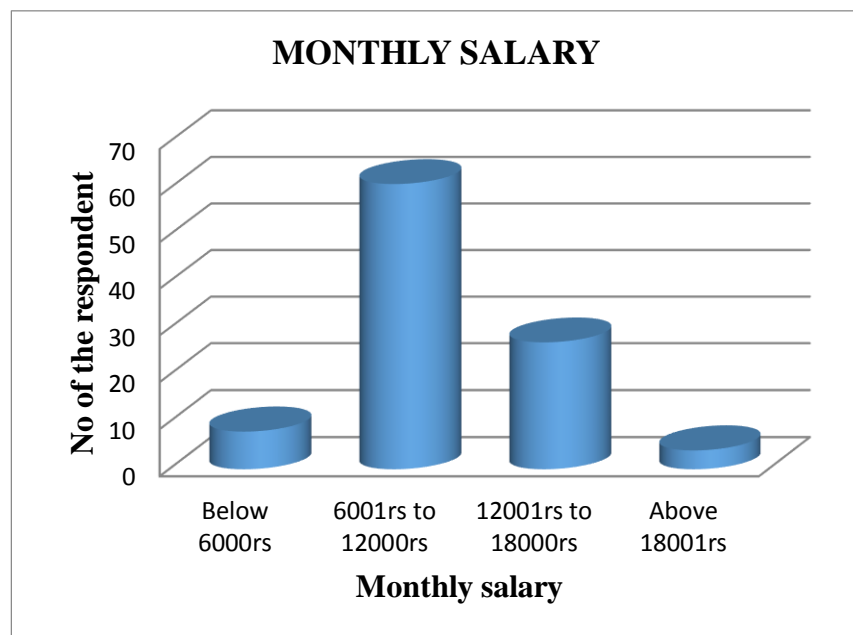
<b>S. No</b>	<b>Monthly salary</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	Below 6000rs	8	8
2	6001rs to 12000rs	61	61
3	12001rs to 18000rs	27	27
4	Above 18001rs	4	4
	Total	100	100

**INFERENCE:**

Majority 61 percent of the respondents are between 6001 and 12000 as monthly income.

**CHART NO: 4.5**

**MONTHLY SALARY OF THE RESPONDENTS**



**TABLE NO: 4.6**

**EDUCATION QUALIFICATION OF THE RESPONDENTS**

S. No	Education	No of Respondent	Percentage
1	Illiterate	2	2
2	Up to +2	61	61
3	Up to UG degree	18	18
4	Up to PG degree	7	7
5	Up to diploma	12	12
	Total	100	100

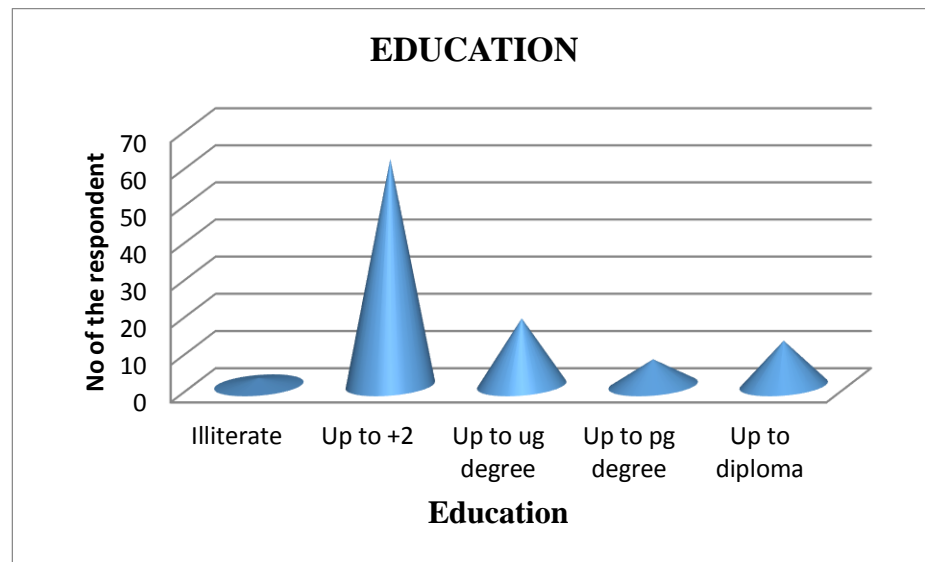


## INFERENCE:

Majority 61 percent of the respondents are the educated up to +2.

### CHART NO: 4.6

#### EDUCATION QUALIFICATION OF THE RESPONDENTS



**TABLE NO: 4.7**

**EXPERIENCE**

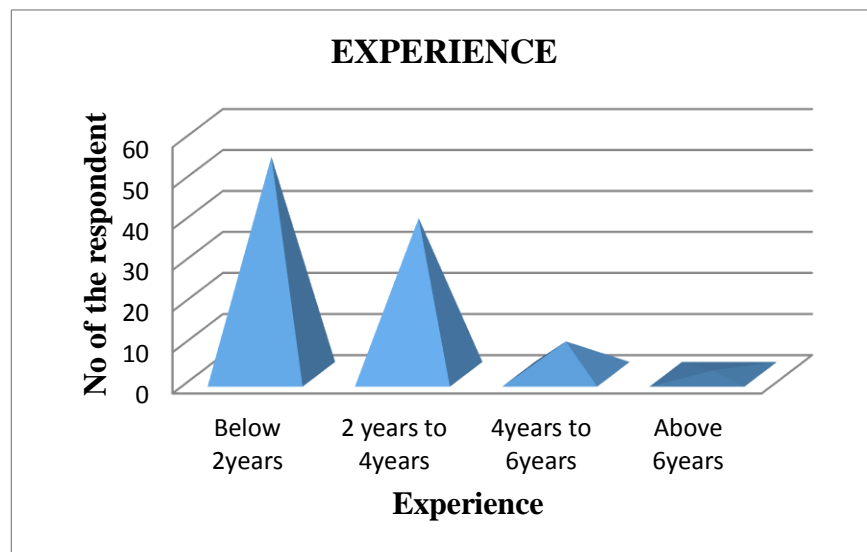
S. No	Experience	No of Respondent	Percentage
1	Below 2years	53	53
2	2 years to 4years	38	38
3	4years to 6years	8	8
4	Above 6years	1	1
	Total	100	100

**INFERENCE:**

Majority 53 percent of the respondents are having experience below 2years.

**CHART NO: 4.7**

**EXPERIENCE**



**TABLE NO: 4.8**

**MOTIVATION FOR THE JOB**

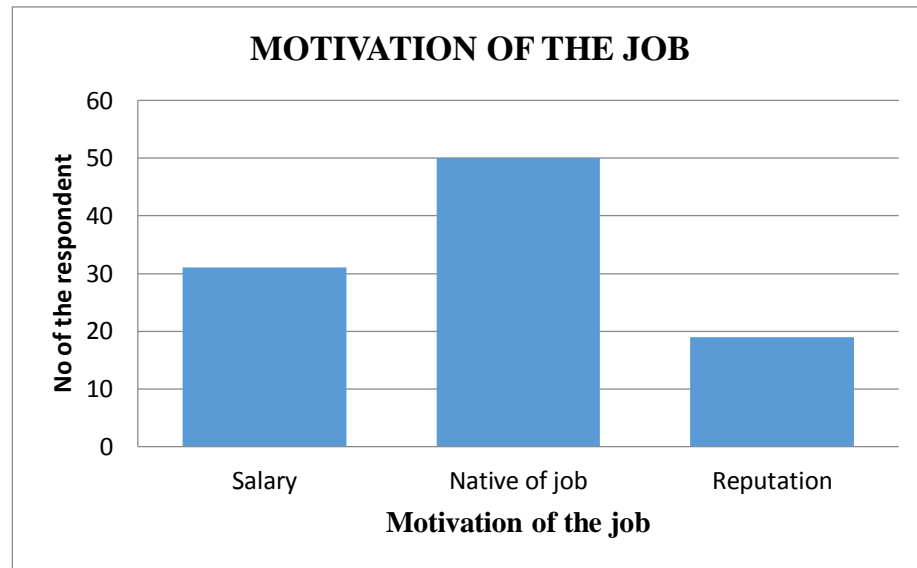
<b>S. No</b>	<b>Motivation of the job</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	Salary	31	31
2	Nature of job	50	50
3	Reputation	19	19
	Total	100	100

**INFERENCE:**

Majority 50 percent of the respondents are motivated by nature of the job. This means that if the person likes the job it is easier to retain him.

**CHART NO: 4.8**

**MOTIVATION FOR THE JOB**



#### **4.9 PROBLEMS BEING FACED BY THE EMPLOYEES**

**TABLE NO: 4.9.1**

##### **GOOD RELATIONSHIP WITH MANAGEMENT**

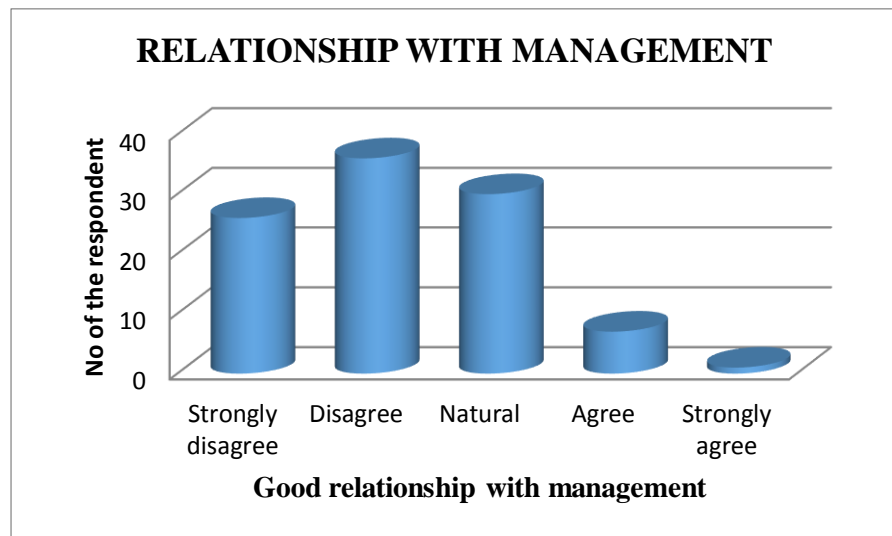
<b>S. No</b>	<b>Relationship with management</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	Strongly disagree	26	26
2	Disagree	36	36
3	Natural	30	30
4	Agree	7	7
5	Strongly agree	1	1
	Total	100	100

##### **INFERENCE:**

Majority 36 percent of the respondents disagree in good relationship with management as a problem being faced. Hence it is not a retention problem in this organization.

### **CHART NO: 4.9.1**

#### **GOOD RELATIONSHIP WITH MANAGEMENT**



### **TABLE NO: 4.9.2**

#### **REWARDS & RECOGNITION**

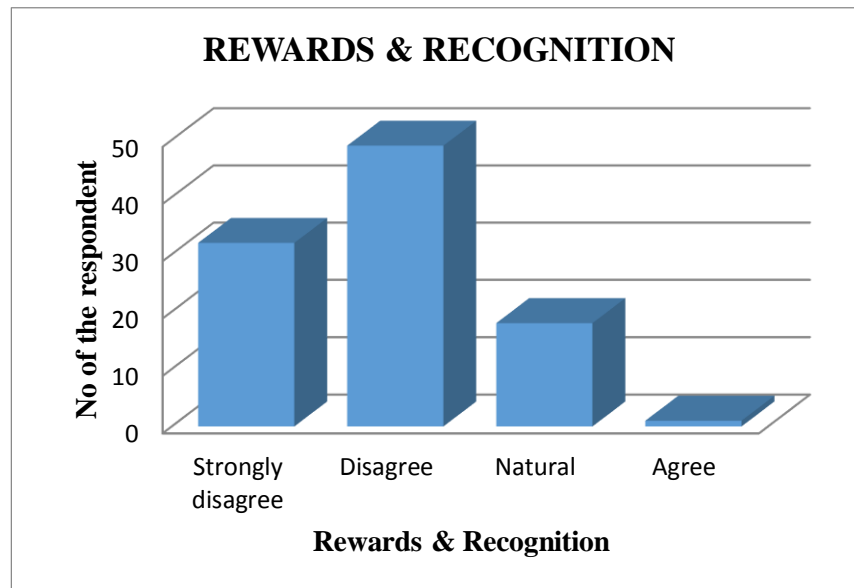
S. No	Rewards And Recognition	No of Respondent	Percentage
1	Strongly disagree	32	32
2	Disagree	49	49
3	Neutral	18	18
4	Agree	1	1
	Total	100	100

## INFERENCE:

Majority 49 percent of the respondents disagree in Rewards and Recognition as a problem being faced by them. This means that employees are satisfied with the rewards and it is not a retention problem for the organization.

### **CHART NO: 4.9.2**

#### **REWARDS & RECOGNITION**



**TABLE NO: 4.9.3**

**WORK SCHEDULE**

<b>S. No</b>	<b>Work Schedule</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	Strongly disagree	11	11
2	Disagree	42	42
3	Neutral	46	46
4	Agree	1	1
	Total	100	100

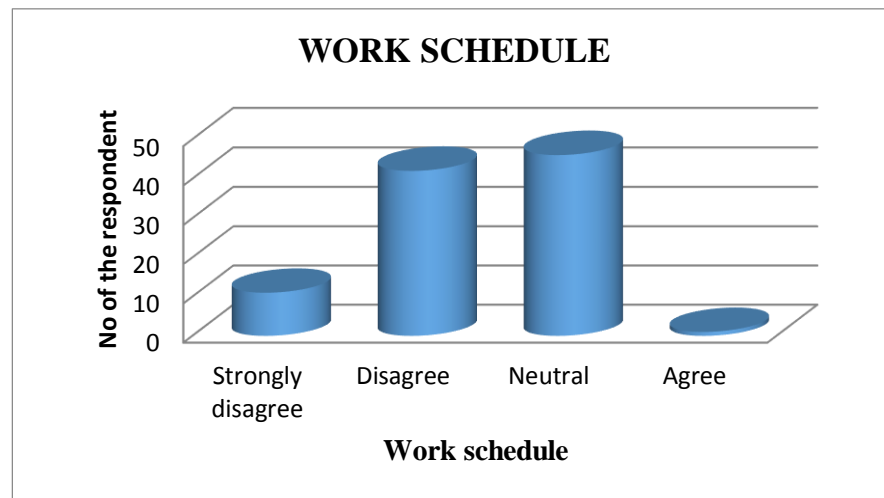
**INFERENCE:**

Majority 46 percent of the respondents have stated work Schedule as a problem in neutral. This means that people are neither happy nor disappointed with their work schedule. Making the work schedule more favourable for employees will help in retaining more employees in the organization.



**CHART NO: 4.9.3**

**WORK SCHEDULE**



**TABLE NO: 4.9.4**

**COMPANY POLICY**

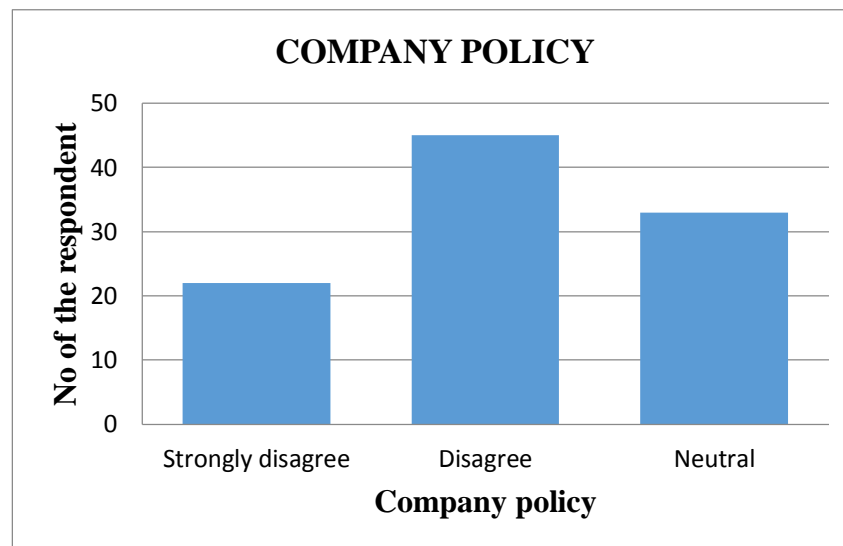
S. No	Company policy	No of Respondent	Percentage
1	Strongly disagree	22	22
2	Disagree	45	45
3	Neutral	33	33
	Total	100	100

## INFERENCE:

Majority 45 percent of the respondents disagreed with the company's policy as a problem. This means that employees are satisfied with the company's policy and it is not the reason for employees leaving the organization.

### **CHART NO: 4.9.4**

#### **COMPANY POLICY**



**TABLE NO: 4.9.5**

**AVAILABILITY OF PROMOTION OPPORTUNITY**

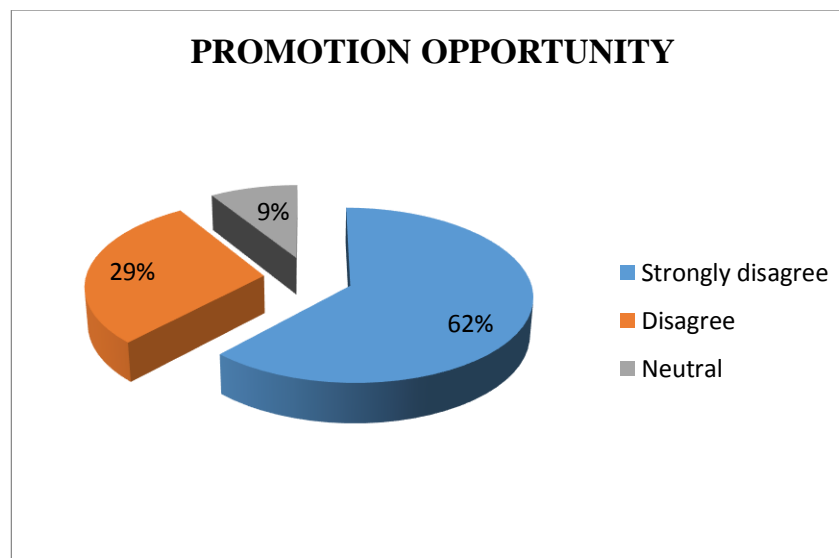
S. No	Promotion Opportunity	No of Respondent	Percentage
1	Strongly disagree	62	62
2	Disagree	29	29
3	Neutral	9	9
	Total	100	100

**INFERENCE:**

Majority 62 percent of the respondents strongly disagree with promotion opportunity as a problem. Employees are satisfied with the promotion opportunities and are not leaving because of that.

**CHART NO: 4.9.5**

**AVAILABILITY OF PROMOTION OPPORTUNITY**



**TABLE NO: 4.9.6**

**JOB SECURITY**

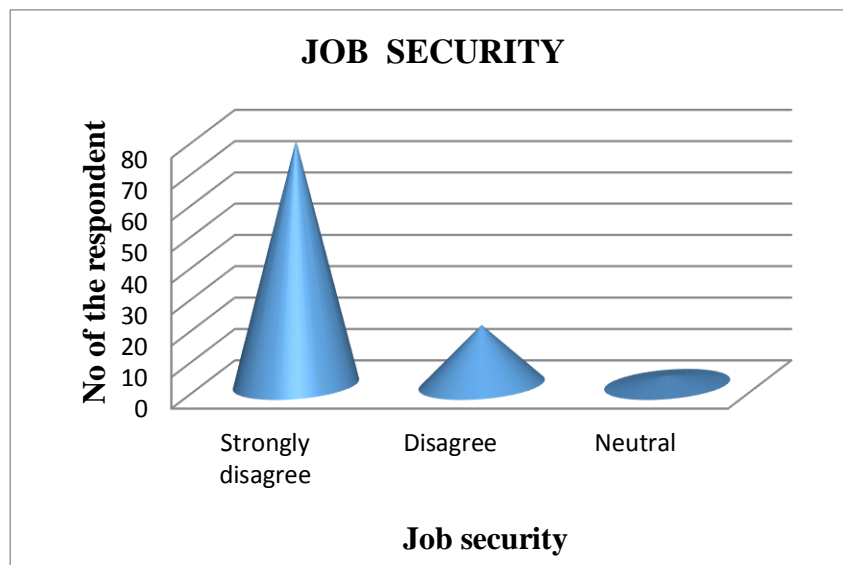
S. No	Job security	No of Respondent	Percentage
1	Strongly disagree	78	78
2	Disagree	19	19
3	Neutral	3	3
	Total	100	100

**INFERENCE:**

Majority 78 percent of the respondents strongly disagree with job security as problem. Employees feel that their job is secure and this is not acting as a problem for retention of employees.

**CHART NO: 4.9.6**

**JOB SECURITY**



**TABLE NO: 4.9.7**

**STATUTORY BENEFIT**

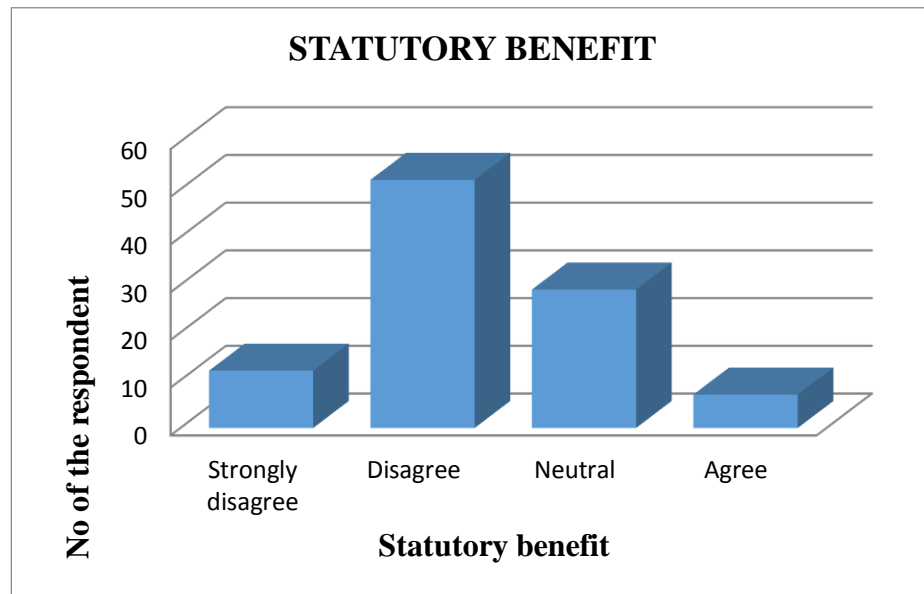
<b>S. No</b>	<b>Statutory benefit</b>	<b>No of Respondent</b>	<b>Percentage</b>
1	Strongly disagree	12	12
2	Disagree	52	52
3	Neutral	29	29
4	Agree	7	7
	Total	100	100

**INFERENCE:**

Majority 52 percent of the respondents disagree with statutory benefits as a problem and are satisfied with the benefits they are getting. It is not acting as retention problem.

**CHART NO: 4.9.7**

**STATUTORY BENEFIT**



**TABLE NO: 4.9.8**

**RATE OF APPRAISAL SYSTEM**

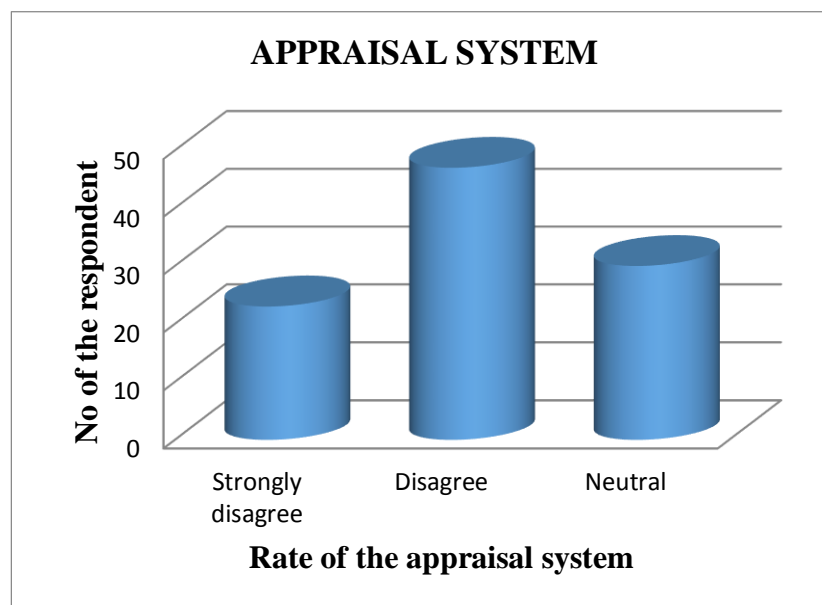
S. No	Appraisal system	No of Respondent	Percentage
1	Strongly disagree	23	23
2	Disagree	47	47
3	Neutral	30	30
	Total	100	100

## INFERENCE:

Majority 47 percent of the respondents disagree with appraisal system as a problem and are not leaving the organization because of appraisal system.

### CHART NO: 4.9.8

#### RATE OF APPRAISAL SYSTEM



### TABLE NO: 4.10

#### CAREER ENHANCEMENT OPPORTUNITIES

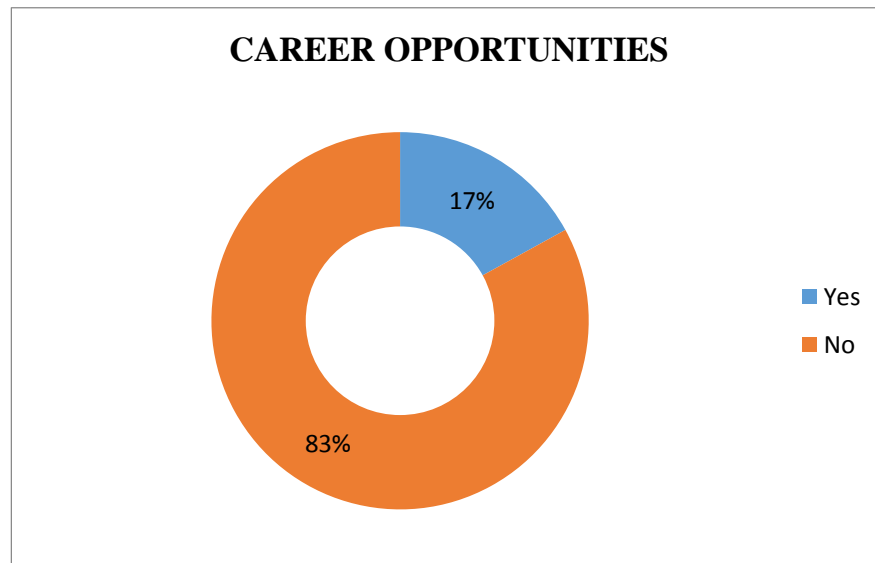
S. No	Career opportunities	No of Respondent	Percentage
1	Yes	17	17
2	No	83	83
3	Total	100	100

### **INFERENCE:**

Majority 26 percent of the respondents feel that they are not getting career enhancement opportunities here. To retain more employees the company should provide better opportunities.

### **CHART NO: 4.10**

#### **CAREER ENHANCEMENT OPPORTUNITIES**



### **TABLE NO: 4.11**

#### **SATISFIED WITH THE INCENTIVES**

S. No	Incentive	No of Respondent	Percentage
1	Yes	33	33
2	No	67	67
	Total	100	100

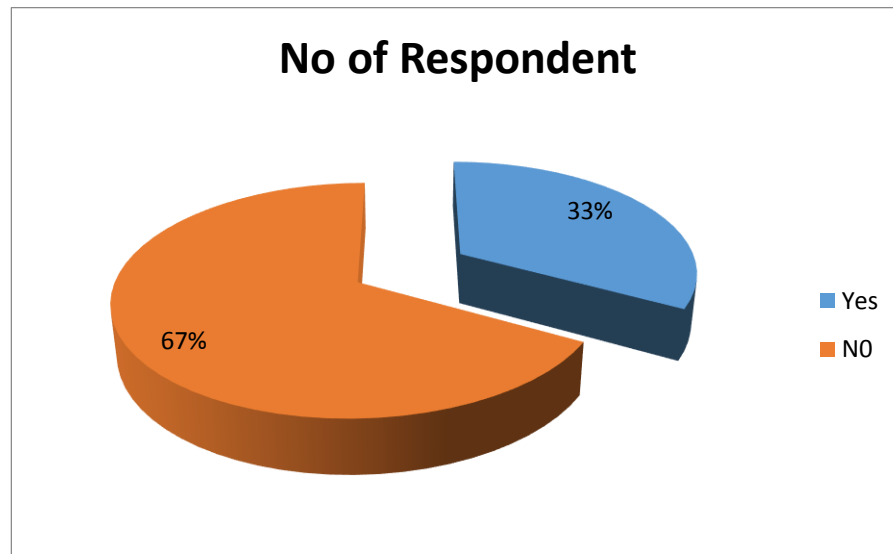


### **INFERENCE:**

Majority 67 percent of the respondents feel that they are not getting good incentives. So the company can provide better incentives to retain more employees.

### **CHART NO: 4.11**

#### **SATISFIED WITH THE INCENTIVES**



### **TABLE NO: 4.12**

#### **SATISFIED WITH THE WORKING HOURS**

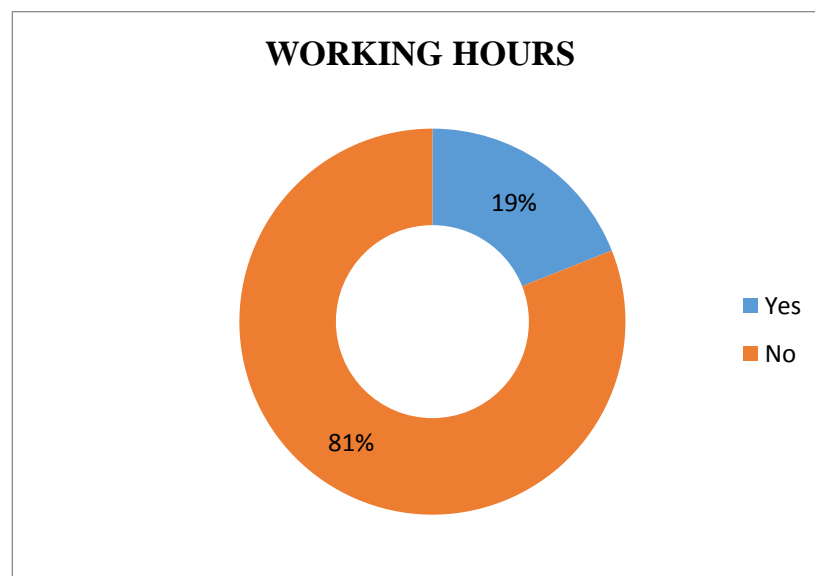
S. No	Working hours	No of Respondent	Percentage
1	Yes	19	19
2	No	81	81
	Total	100	100

### **INFERENCE:**

Majority 81 percent of the respondents are not satisfied with the working hours. Making working hours more employee friendly will help in retaining more employees.

### **CHART NO: 4.12**

#### **SATISFIED WITH THE WORKING HOURS**



## **CHAPTER-V: LIMITATIONS AND SUGGESTIONS**

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### **5.1 Limitations**

- Time period was limited to 45 days.
- Sample size was limited to 100 people.
- This is not true for all the organizations of that industry as it is limited to only Prithivi Creation in Tirupur.
- Employees may not reveal actual position of the company due to certain pressure.

### **5.2 Suggestions**

Retaining key personnel is critical to long term success of an organization. Retention Strategy is essential if your organization wants to be productive over time and can become an important part of your hiring strategy by attracting the best candidates. In fact, some companies do not have to recruit because they receive so many qualified unsolicited submissions due to their history of excellence in employee retention. How do you get your employees to "fall in Love" with your organization? This is a great question. Some of the suggestions for this can be summarized as follows:

- The organization can work on making the working hours more employee friendly so that they can retain more employees.
- Neutral behavior towards company policy shows that making policies better will make people more satisfied and they will stay with the organization for a longer time.
- Employees in Prithivi Creation are not getting much career enhancement opportunities. More attention can be paid towards Training of employees so that they can learn new ways and hence get career enhancement opportunities.

- Employees are also not satisfied with the incentives that they are getting from the company. Incentives are very important to motivate employees to perform extraordinarily.
- Employees are also not satisfied with the working hours. The organization can implement breaks between the work so that employees do not get tired and bored.

### **5.3 Conclusion**

The research has a humble attempt in identifying the problems in employee retention and come up with a few suggestions. **Prithivi Creation in Tirupur** has a high level of employee retention, it only needs to implement a few things so that it can achieve even more percentage of retained employees.

The management has to simply give employees more freedom by making policies flexible so that they can work freely and hence improve their productivity. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. They need transparent work environment to work. In a transparent environment where employees get a sense of achievement and belongingness, where they can best utilize their potential and realize their skills. Employees love to be the essential part of such organization and the company is benefited with a stronger, reliable work-force harboring bright new ideas for its growth.

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## ANNEXURE

### Questionnaire:

1. Name :
2. Age :
  - a. 20yers To 25yers [ ]
  - b. 26yers To 30yers [ ]
  - c. 31yers To 35yers [ ]
  - d. Above 36yers [ ]
3. Gender:
  - a. Male [ ]
  - b. Female [ ]
4. Marital Status:
  - a. Married [ ]
  - b. Unmarried [ ]
  - c. Divorce [ ]
  - d. Widow [ ]
5. Family Size :
  - a. Nuclear [ ]
  - b. Join family [ ]
6. Monthly Salary:
  - a. Below 6000rs [ ]
  - b. 6001rs To 12000rs [ ]
  - c. 12001rs To 18000rs [ ]
  - d. Above 18001rs [ ]

7. Education Qualification:

- a. Illiterate [ ]
- b. Up To 12<sup>th</sup> [ ]
- c. Up To UG Degree [ ]
- d. Up To PG Degree [ ]
- e. Up To Diploma [ ]

8. How Do You Come To Know About The Organization:

- a. Friend [ ]
- b. Relative [ ]
- c. Neighbour [ ]
- d. Nearby Home [ ]

9. What Motivated You To Take Up Job:

- a. Salary [ ]
- b. Native Of Job [ ]
- c. Reputation [ ]

10. Do You Know Any Specified Retention Problems In Your Organization:

- a. Yes [ ]
- b. No [ ]



11.Problems faced:

Variables	SA	A	N	DA	SDA
A) Good Relationship With Management					
B) Rewards And Recognition					
C) Work Schedule					
D) Company Policy					
E) Availability Of Promotion Opportunity					
F) Job Security					
G) Statutory benefit					
H) Rate Of The Appraisal System					

12.Do You Feel That The Company Provides Career Enhancement Opportunities For Your Growth And Development:

- a. Yes [ ]
- b. No [ ]

13.Are You Satisfied With The Incentives:

- a. Yes [ ]
- b. No [ ]

14. Are You Satisfied With The Working Hours:

a. Yes ☐

b. No ☐