A STUDY ON EMPLOYEE RETENTION IN DRS DILIP ROAD LINES LTD AT CHENNAI

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Abstract:

The aim of the descriptive research study was to know the opinion of employees with respect to employee retention in the organization. Employee retention means to retain the employees in the organizations and not giving them chance to leave the organizations at any cost.

There are number of reasons because of which an employee leaves to try to quit the job, some of them are:

- People now a days believe in doing multi-tasking which results in not maintain the work life, now a days employee want convent job a job which they are able to do other work too and also able to maintain the balance between work and life.
- The number of opportunities is increasing, now a days there are vast number of opportunities available and the employees just need to grab them for their future.
- Employee Retention is the process where the organization tries to motivate the employees to stay in the organization, organization tries the level best to retain the employees for a long period of time.

Give suggestions on their efficiency and admire their work and preserve their normal high. Create comfortable and healthful environment. Employee retention is significant for the lengthy time period, development and success of the corporations. So, eventually if we truly respect, appreciate, and treat the staff proper we can never lose them. Employee Retention could be very beneficiary for the organization as well as the worker.

Key Words:

Employee, Retention, Research, Employee Retention, Programs, Motivation of job, Performance, etc.

Introduction:

The study basically based on the study overall employee retention. Literally, employee retention is a organizations ability to prevent the employees turnover to their job in a certain period either voluntarily or involuntarily.

Companies focused on retaining employees usually start with the hiring and onboarding process by giving new workers adequate the orientation and training programs based on the company's culture.

Employee retention is a new era of modern technology and competitive business environment. Organizations are continuously changing this changing environment is not only effecting the organizations but also the employees working in it. In order to maximize organizational efficiency and for optimal utilization of the resources, human resources must be managed properly. Employee retention is a vital issue and challenge to all the organization

now days. There are numbers of factors which promote the employees to stay or leave the organization. It may be external factors, internal factors and the combined effect of both. Human resources practices count a lot in this regard.

Review of Literature:

The employee retention is Investigate the impact of variables (career development, supervisor support, work environment, work life balance) on employee retention. A total of 50 interviews were taken from managers of different BPO organizations in Pakistan. Graphical analysis is indicating that these variables have significant have positive impact on employee retention. Very less research has been done about employee retention in business process out sourcing, especially in Pakistan. So, these findings will provide some insights to BPO's managers to make policies about employee retention in Pakistan.

Research Gap:

There is a relation between employee retention and the growth of the organization which affects its productivity. Since, it is understand which factor makes employee to leave the organization. This are the research gap was identified from review by using of secondary data.

Research Methodology and Design:

NEED OF THE STUDY:

This study will be examining the future growth and employee value proposition. This study focuses on employee retention strategies as a predictor of company performance rather than technology and also the extent to which people value, enjoy and believe in what they do. This is also focuses on employee turnover and causes for the same.

SCOPE OF THE STUDY:

The scope of the study encompasses all the members in all the departments. This research also determines the nature of retaining employees in order to make the employees to feel comfort. To motivate the employees to continue to work in the same organization with full interest and hence provide the result to the company it wanted. The study is to determine the factors influencing retention of employees in the organization.

OBJECTIVES OF THE STUDY:

- To ascertain the problems of the employee in the organization.
- To study about the employee retention strategies with reference to DRS Dilip Road Lines ltd in Chennai.
- To offer suggestion the employee retention of DRS Dilip Road Lines ltd in Chennai.

DATA SOUECES:

The researcher has taken the advantage of both primary and secondary data sources. The primary data sources include the survey method. The survey methods are Questionnaire, Observations and Interviews. This method of data collection is very popular particularly in big organizations. The secondary data sources include Articles from various journals, government reports and sources.

SAMPLE SIZE:

The researcher has taken 110 employees by using structured questionnaire method which include both open and close ended questions.

SAMPLING TECHNIQUE:

In this study of the 'EMPLOYEE RETENTION' the statistical technique 'SIMPLE RANDOM SAMPLING', method was taken which is used to draw the employee's information in the form of data analysis and interpretation to show the information in graphical form, by picking the maximum responded persons.
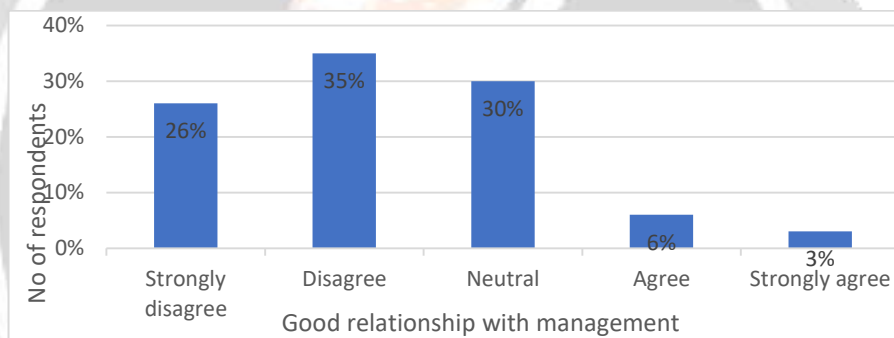
Graphical Representation of Distribution of Sample Respondents with Respect to opinion on Retention Problems.
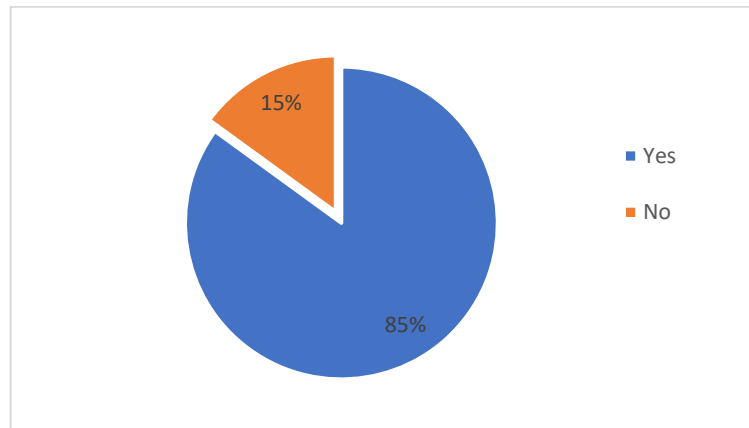
INTERPRETATION:

The above graph shows that 85% of the respondents are have retention problem and 15% of the respondents are have no retention problem.

Graphical Representation of Distribution of Sample Respondents with Respect to opinion on Relationship with Management.

INTERPRETATION:

The above graph shows that 26% of the respondents are strongly disagree in good relationship with management, 35% of the respondents are disagree in good relationship with management, 30% of the respondents are neutral in good relationship with management, 6% of the respondents are agree in good relationship with management and 3% of the respondents are strongly agree in good relationship with management.

Graphical Representation of Distribution of Sample Respondents with Respect to Opinion on Rewards and Recognition.
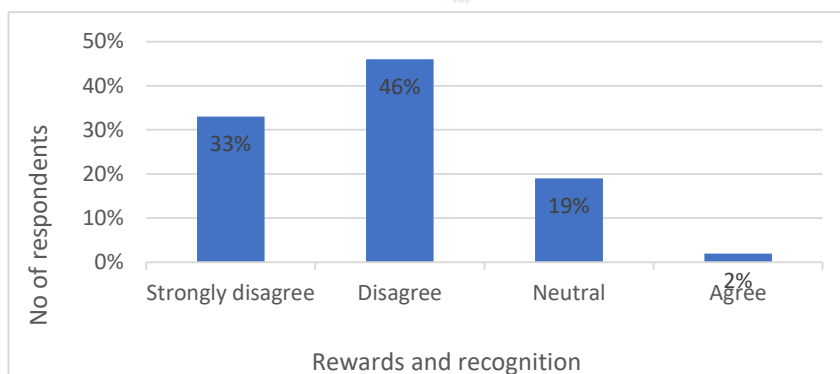
INTERPRETATION:

The above graph shows that 33% of the respondents are strongly disagree in rewards and recognition, 46% of the respondents are disagree in rewards and recognition, 19% of the respondents are neutral in rewards and recognition and 2% of the respondents are agree in rewards and recognition.

Findings:

- Majority 85% of the respondents are the have retention problem.
- Majority 35% of the respondents are disagree in relationship with management.
- Majority 46% of the respondents are the disagree in rewards and recognition.

Conclusion:

In this conclusion of Employee Retention, the research has a humble attempt in identifying the cause of employee retention and come up with a few suggestions.

So, the management has simply to concretize people and live them alone with an environment in which they find it possible it behave appropriately, identify the problem, appreciate the need to resolve it, identify the factors and contributing to the problem and behave in ways that would either eliminate the casual variables or reduce their influence on the problems. Though slow, the process of concretization is sure to produce the desired results conducted in proper ways.