

A STUDY ON EMPLOYEE RETENTION IN ENGLISH INDIA CLAYS LIMITED, THIRUVANDRUM

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INTRODUCTION

Employee Retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. It is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed by having policies and practices in place that address their diverse needs. Employee retention is most critical issue facing corporate leaders as a result of the shortage of skilled labor, economic growth and employee turnover. Among the various formal intentions, employee retention is the one of the important aspects that a company needs to be aware.

Objectives of the study

- To identify the organizational factors influencing employee retention in English India Clays Limited (EICL), Trivandrum.
- To study the level of satisfaction of employees with the regard to welfare measures, training programs and motivations provided by the company.
- To provide suggestions/recommendations for improving the employee retention in the company.

Statement of the Problem

Today, changes in technology, global economics, trade agreements, and the like are directly affecting employee/employer relationships. "Until recently, loyalty was the corner stone of that relationship. The loss of talented employees may be very Detrimental to the company's future success. Employee retention refers to the ability of an organization to

retain its employees. Employee retention can be represented by a simple statistic for example; a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period. However, many consider employee retention as relating to the efforts by which employers attempt to retain employees in their workforce. In this sense, retention becomes the strategies rather than the outcome. Hence this study is found to be necessary to find out the organizational practices influencing employee retention at English India Clays Limited (EICL), Trivandrum.

Type of Research

Descriptive research has been used in the study. Descriptive research includes survey and fact findings by consulting the respondents through questionnaire in a direct interview.

Population

Total number of employees inside the EICL is 940. It has been included with all staffs in different departments and security staffs also.

Sample Size

The survey covers the employees of EICL. The sample size fixed at 60 employees for selected according to the convenience of the researcher. This is determined by considering time factor. Employees have been selected from Personnel department, Commercial department, Production department, Purchases department, Engineering department, PPC-IE & Systems department.

Sources of Data Collection

Data is collected through primary and secondary data.

- Primary Data and Secondary Data

Table No. 1.1 Organizational factors which influence employee retention in the organization

Organizational Factors	No of employees according to their ranking						Total
	I	II	III	IV	V	VI	
Skill recognition	14 (23%)	06 (10%)	14 (23%)	14 (23%)	5 (8%)	7 (12%)	60

Learning and working climate	0	06 (10%)	4 (7%)	16 (27%)	18 (30%)	16 (27%)	60
Job flexibility	0	05 (8%)	5 (8%)	18 (30%)	16 (27%)	16 (27%)	60
Training	01 (2%)	09 (15%)	15 (25%)	8 (13%)	10 (17%)	17 (28%)	60
Benefits and Compensation	35 (58%)	13 (22%)	05 (9%)	02 (4%)	03 (5%)	02 (3%)	60
Career Development	10 (17%)	21 (35%)	17 (28%)	02 (3%)	08 (13%)	02 (3%)	60
Total	60	60	60	60	60	60	

Primary data

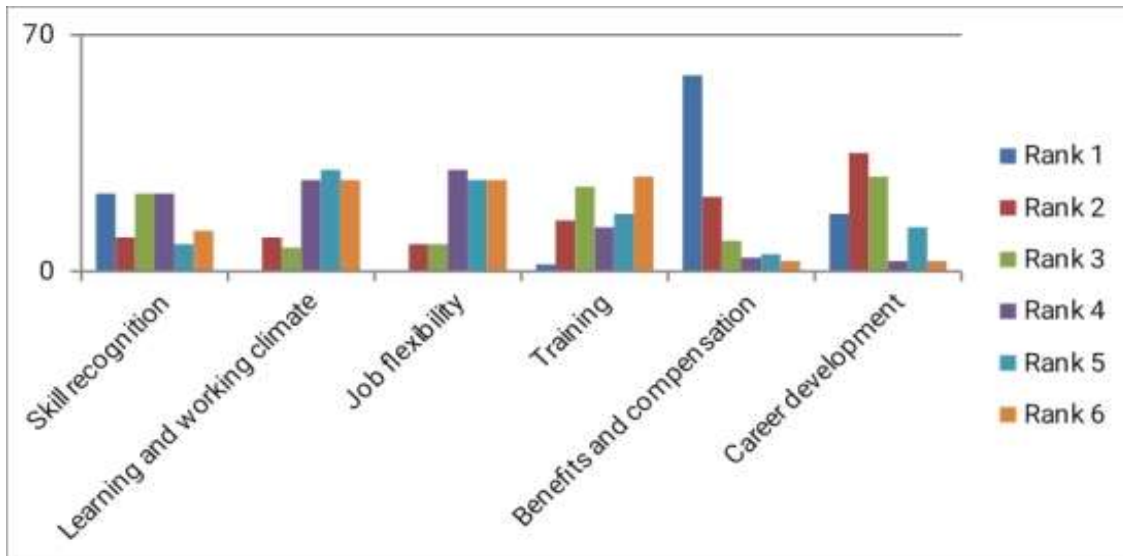


Chart No: 1.1

From the study it is inferred that 58 percent employees ranked benefits and compensation provided by the organization is the first priority for the employees to retain in the organization, only 2 percent of the employees selected training as first option. About 28 percent of the employees ranked training as the last factor to retain in the organization.

Table No. 1.2 Employees priority about the welfare facilities

Sl.No	Welfare Measures Ranking	No. of Employees	Percentage
1	Gratuity	1	2
2	Housing loan interest subsidy	2	4

3	Medical Facilities	17	28
4	Children education allowances	2	3
5	Provident fund	4	7
6	Two wheeler and car loan interest Subsidy	8	13
7	First aid facilities	2	4
8	Uniforms	5	8
9	Periodical Medical Checkup	6	10
10	ESI	8	13
11	Group medi-claim	5	8
Total		60	100

Source: Primary data

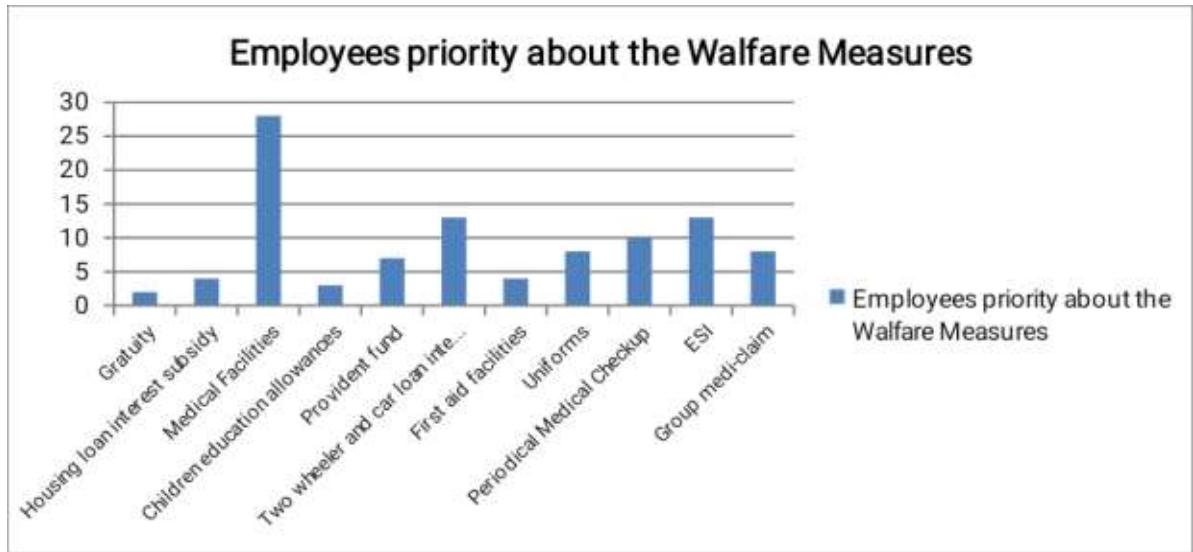


Chart No: 1.2

From the study it is inferred that 28 percent of the employees selected medical facilities as their top priority, only 2 percent of the employees selected gratuity as their most preferable welfare measure. Also employees selected 13 percent each for the ESI and Two wheeler and car loan interest subsidy.

FINDINGS OF THE STUDY

- About 58 percent of the employees are retained in the organization because of the benefits and compensation factor.
- Most preferably the employees give priority to the welfare measures like medical facility,

two wheeler and car loan interest subsidy and ESI provided by the company.

- From the study its inferred that 28 percent of the employees selected medical facilities as the their top priority, only 2 percent of the employees selected gratuity as their most preferable welfare measure. Also employees selected 13 percent each for the ESI and Two wheeler and car loan interest subsidy.
- From the study it is inferred that 58 percent employees ranked benefits and compensation provided by the organization is the first priority for the employees to retainin the organization, only 2 percent of the employees selected training as first option. About 28 percent of the employees ranked training as the last factor to retain in the organization.

SUGGESTIONGS

- The dissatisfied employees with the respective HR department are to be convinced and make them fully satisfied with the motivational factors of HR.
- The motivation factors like allowances, awards for extra target, amount of annual bonus given by management and promotion prospectus are required to be revisedaccordingly.
- All the employees should be equally treated so that it creates motivation in the employees.
- Periodical training must be provided for the employees.
- The can give proper counseling for the employees to manage their work life.
- The company should constantly take feedback from its employees.

CONCLUSION

English Indian Clays Limited is a well reputed company. The company has so many skilled and unskilled employees. The company deals the employees in a very good manner. The company mainly aims to increase the profit of the company. The study concludes that, the organizational factors that are available in the organization are very much effective andthat makes the high retention rate in the organization. The study was conducted among 60 employees and collected information though the structured question questionnaire. The study helped to find out which were related to identify the organizational factors influence the employee retention in the organization. The welfare activities really play a major role in motivating and retaining the employees of the organization. The suggestions of this report may help in this direction.

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