

A Study on Employee Retention with Reference to Bharathi Cement Corporation Pvt Ltd, Kadapa

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ABSTRACT

Employee retention is a critical factor for organizational success, as it helps maintain a stable and skilled workforce. This study focuses on employee retention practices at Bharathi Cement Corporation Pvt. Ltd., Kadapa. The research aims to analyze employee satisfaction, identify key retention factors, and evaluate organizational practices influencing retention.

The study is based on both primary and secondary data. Primary data was collected from 80 employees using a structured questionnaire. Percentage analysis and graphical tools such as bar charts and pie charts were used for analysis.

The findings reveal that most employees are satisfied with job security, work environment, and training programs. Salary and work pressure are the major factors influencing employee retention. The study concludes that improving compensation, reducing work stress, and enhancing career growth opportunities can further strengthen employee retention.

Keywords:

Employee Retention, Job Satisfaction, Work Environment, Salary, Career Growth, Organizational Commitment.

1. INTRODUCTION

Employee retention refers to the ability of an organization to retain its employees for a long period. It plays a vital role in improving productivity, reducing turnover costs, and maintaining organizational stability.

In today's competitive environment, organizations must focus on employee satisfaction, motivation, and engagement. Factors such as salary, work environment, career growth, and job security significantly influence employees' decision to stay.

Bharathi Cement Corporation Pvt. Ltd., a leading cement manufacturing company, emphasizes employee welfare, training, and development to retain its workforce. This study examines the effectiveness of these practices.

2. NEED OF THE STUDY

- To identify employee retention issues in the Organization.
- To support management in Improving HR practices.
- To understand employee satisfaction and commitment.

3. OBJECTIVES OF THE STUDY

- To study employee retention Practices.
- To identify factors Influencing employee retention.
- To analyze job satisfaction Levels among employees.

4. LITERATURE REVIEW

Previous studies highlight that employee retention is influenced by compensation, work environment, career development satisfaction.

Research by HR experts indicates that organizations with strong retention strategies experience higher productivity and low

Training programs, recognition systems, and employee engagement activities also contribute significantly to retention.

Overall, literature suggests that effective retention strategies improve organizational performance and employee loyalty.

5. RESEARCH METHODOLOGY

Sources of Data

Primary Data: Structured questionnaire

Secondary Data: Company website, journals, reports

Sample Design

Sample Size: 80 employees

Sampling Method: Stratified Random

Sampling.

6. Tools and Techniques

Tools:

- Bar Charts
- Pie Charts
- Tables

Techniques:

- Percentage Analysis
- Retention Rate Calculation
- Turnover Rate Calculation

7. DATA ANALYSIS & INTERPRETATION (SUMMARY)

Employee Retention Analysis Article (Based on Project Data)

This article is prepared based on primary data collected from 80 employees.

The analysis highlights employee satisfaction, retention factors, and organizational practices.

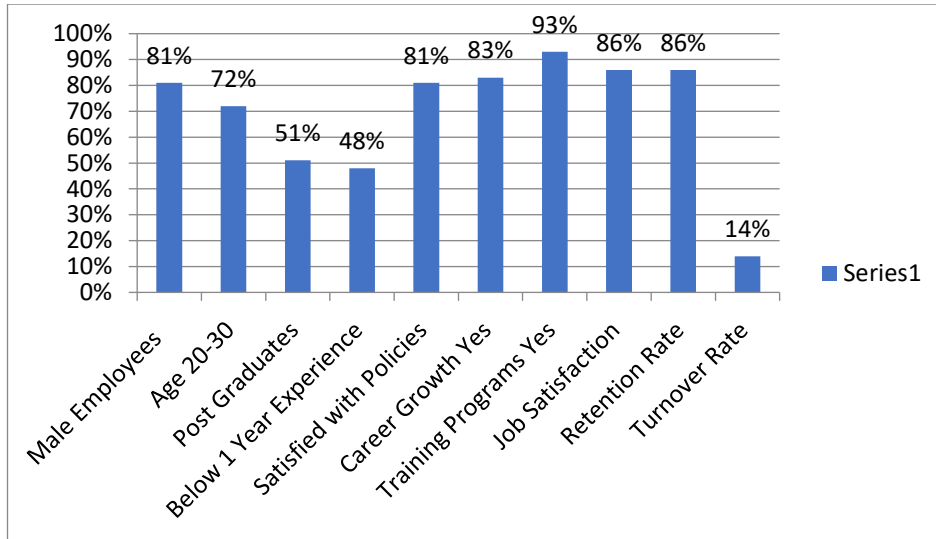
The study shows a strong retention rate with positive work environment,

training programs, and career growth opportunities.

However, salary and work pressure remain key concerns influencing employee decisions.

Factor Percentage

Male Employees	81%
Age 20-30	72%
Post Graduates	51%
Below 1 Year Experience	48%
Satisfied with Policies	81%
Career Growth Yes	83%
Training Programs Yes	93%
Job Satisfaction	86%
Retention Rate	86%
Turnover Rate	14%



8. FINDINGS

- Majority of employees are satisfied with job and policies..
- Strong job security and positive work environment exist.
- Training and development programs are effective.
- Salary is the most important retention factor.
- Many employees have thought about leaving due to:
 - Low salary
 - Work pressure

9. SUGGESTIONS

- Improve salary structure
- Reduce work pressure
- Provide clear career growth opportunities
- Conduct employee engagement activities
- Introduce stress management programs
- Increase recognition and reward systems
- Encourage diversity in workforce

10. CONCLUSION

The study concludes that Bharathi Cement has a stable workforce with good Employee satisfaction levels. Most employees are motivated and willing to continue working in the organization.

However, issues like salary and work pressure need improvement.

By focusing on compensation, workload management, and career development, the company can further enhance employee retention and achieve long-term success.

REFERENCES

Bharathi Cement Official Website
<https://www.bharathicement.com>