

**ATTRITION MANAGEMENT IN IT COMPANIES IN INDIA WITH REFERENCE TO
SCHEMA TECHNOLOGIES, HYDERABAD**

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Abstract:

This project is done on Human Resource Management topic in the area of Attrition Management in IT companies. The most challenging job for any manager is to retain their employees. This report seeks to utilize primary research in order to offer a greater understanding of the complex issues raised by staff attrition. The success of any manufacturing organization depends largely on the workers are considered as the backbone of any company. The study was mainly undertaken to identify the level of employee's attitude, the dissatisfaction factors they face in the organization and for what reason they prefer to change their job. Once the levels of employee's attitude are identified, it would be possible for the management to take necessary action to reduce attrition level. Since they are considered as backbone of the company, their progression will lead to the success of the company for the long run. This study can be helpful in knowing, why the employees prefer to change their job and which factors make employee dissatisfy. Since the study is critical issue, it is needed by the originations in order to assess the overall interest and the feelings of the employees towards their Retention.A significant difference was established between what employers assumed were key causes of turnover, and the actual reasons employees gave for leaving. Employers largely failed to take into account the importance of providing opportunities for development for their employees and the training required for it.

Keywords: Human Resource Management, Attrition Management in IT companies.

Introduction:

The aim of the present study is to study factors like salary, superior – subordinate relationship, growth opportunities, facilities, policies and procedures, recognition, appreciation, suggestions, co-workers by which it helps to know the Attrition level in the organizations and factors relating to retain them. This study also helps to find out where the organizations are lagging in retaining.

During the past decade, employee turnover has become a very serious problem for organizations.

Managing retention and keeping the turnover rate below target and including norms is one of the most challenging issues facing business. Managing employee retention is a practical guide for manager to retain their talented employees.

Need for the study:

This study can be helpful to the management to improve its core weaknesses by the suggestions and recommendations prescribed in the project. This study can serve as a basis for measuring the organization's overall performance in terms of employee satisfaction.

Review of Literature:

Sathyendra Kumar AD and Dr. H. M. Chandrashekar (2015) revealed that an attempt to understanding the consumer perception about organic product and marketing in Mysore city. Primary data are collected from Retail outlets of Organic products, Organic Products Marketing Agencies, by administering the structured questionnaires through simple random sampling method. Parentage analysis and SPSS will be adopted to analysis the consumer's response towards organic food product in Mysore city. The results concluded that most of the consumer especially in urban people prefer organic food product.

J. Padmathy and R. Saraswathy (2016) investigated the relationship between variables that affect consumers buying behaviour for organic products and identifies the price levels consumers prefer to pay for organic products in Thanjavur district. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with questionnaires. The statistical method used for the study as regression and chi-square analyzes. The findings of the study reveal that there is significant relationship between the variables which affects consumers,, buying behaviour for organic products.

Objectives

1. To retain the existing key and talented employees.
2. To gain insight about why employees choose to stay at IT companies.
3. To engage employees in identifying their personal career aspirations effectiveness and value added contribution to IT companies
4. To give employees a chance to offer suggestions for areas of improvement.
5. To help reveal vital information for employees about what they like and don't like about their jobs.

Hypothesis:

H0: There is no significant impact of attrition management and HR policies on IT companies performance

H1: There is a significant impact of attrition management and HR policies on IT companies performance

Research Methodology:

Descriptive research procedure is used for describing the recent situations in the organization and analytical research to analyses the results by using research tools. Attrition is defined as a gradual reduction of the size of workforce through normal means, such as retirement, resignation or death. This is normal in any business and industry. Attrition rate is defined as the rate of shrinkage in size or number.

This type of reduction in staff is one way a company can decrease labour costs: the company simply waits for its employees to leave and freezes hiring. Attrition of employees in a limited measure is desirable for influx of new ideas in any type of organization. It helps organizations to maintain their agility in fast changing environment. It brings in new blood, opens up new vistas for change, development and improvement, shows avenues to expand operations and add to the creative lines of the organizations. Attrition in a limited measure can thus bring gains to the organization. However if attrition increases beyond a certain level, the gains are transformed into pains. Recruiters explain that high attrition rates significantly increase the investment made on. Significant investments in time and money need to be made for acquiring employees in any organization. These can never be translated into profit when attrition is high.

- If an employee working in an organization for many years, they can understand the particular firm's guidelines, so thus they can adjust better.
- Replacing employees' costs money. The cost of replacing an employee is estimated at up to twice the individual's annual salary (or higher for some positions, such as middle management), and this doesn't even include the cost of lost knowledge.
- Bringing employees up to speed takes even more time. And when you're short-staffed, you often need to put in extra time to get the work done.
- The goodwill of a company is maintained when the attrition rates are low. Higher retention rates motivate potential employees to join the organization.

Customers and clients do business with a company in part because of the people. Relationships are developed that encourage continued sponsorship of the business. When an employee leaves, the

relationships that employee built for the company are served, which could lead to potential customer loss.

The below table which shows Attrition reasons and Ratings of Mean Values.

S. no	Statements	Mean	Ratings
1	Lack of opportunity for advancement.	3.99	1
2	The job did not meet employee expectations.	3.93	2
3	Lack of support from supervisors.	3.83	3
4	Discourage the employees.	3.79	4
5	Lack of opportunity for advancement.	3.73	5
6	Insufficient skills of employees.	3.69	6
7	Unpleasant working environment.	3.67	7
8	Lack of training facilities.	3.58	8
9	Supervisor rude behavior towards employees.	3.41	9
10	Work life imbalance.	3.42	10
11	Lack of employee ability in decision making.	3.39	11

INTERPRETATION: The above table 3.1 which shows Attrition Reasons and Ratings of mean values. Lack of opportunity for advancement is major reason for employee attrition, so it gets rank 1. The job did not satisfy employee expectations, Lack of support from supervisors, Discourage the employees, Lack of opportunity for advancement, Insufficient skills of employees, Unpleasant working environment, Lack of training facilities, Supervisor rude behavior towards employees, Work life imbalance and Lack of employee ability in decision making is last reason for employee attrition according to mean value which is shown in the table so it gets 11 rank.

: Chi-square values of the Statements and employee opinions:

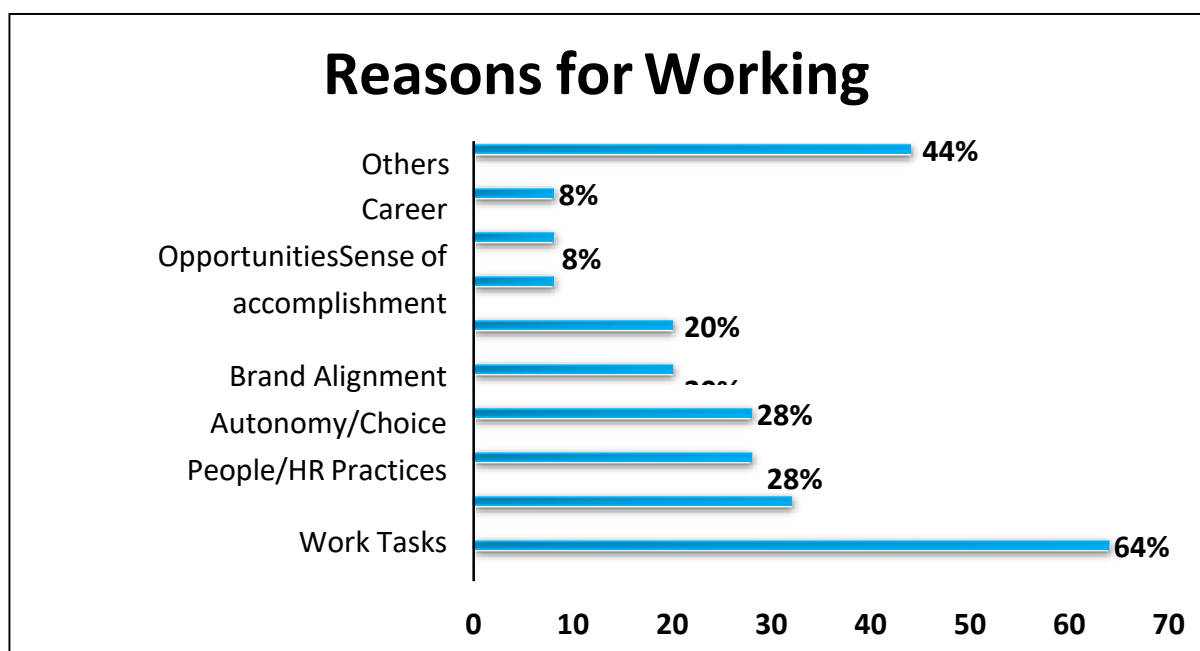
S.no	H ₀ Statements	P Value	Opinions
1	Unpleasant working environment is not reason.	35.539 ^a	Accepted
2	Lack of opportunities for advancement is not reason.	14.636 ^a	Rejected
3	Inadequate employee compensation is not reason.	6.610 ^a	Rejected
4	Job did not meet employee expectation is not reason.	9.104 ^a	Rejected
5	Lack of training facilities is not reason.	5.552 ^a	Rejected
6	Does not give a chance to express employee ideas.	3.690 ^a	Rejected

7	Does not recognize the talented employees.	7.628 ^a	Rejected
8	Does not provide flexible working hours to employees.	9.900 ^a	Rejected

INTERPRETATION:

The above table which shows employee opinions towards the statements. Employees are accepted Unpleasant working environment is not reason for employee attrition, so the p value is greater than the table. Employee are rejected the statements like Lack of opportunities for advancement, inadequate employee compensation, Job did not meet employee expectation, Lack of training facilities, lack of chance to express employee ideas, lack of recognize the talented employees and lack of flexible working hours to employees are not reasons for employee attrition, so the p value is the less than the table.

What are the top 3 factors you might consider important that will continue to keep you here at IT companies?



INTERPRETATION:

The above analysis of the employees feels the work culture and the organization’s reputation as the prime reason to continue working with the company. It find that 32% employee feel that they get better training and development programs at IT companies which is why they choose to work with the company. 28% employees feel that they are paid well in this company and like their work tasks.

The top 3 motivators as indicated in the graph is Work tasks, Recognition, Leadership and Learning & Development. 28% of the interviewed employees feel motivated by their work tasks. They love to do their work and the challenges in their work. 24% employees said the support of their seniors motivates them and the leadership they are given to handle projects motivates them. While, the next 24% employees feel motivated by the appreciation received from seniors and colleagues and also they get motivated when their ideas are accepted.

Findings and Suggestions:

RESULTS

- The retention strategies followed by the organization try to update and modified, then only the skilled employee will retain for a long time in the organization.
- The management should concentrate on job rotation in order to reduce boredom in doing the same work.
- The management should improve the role of HR manager in retaining the employees.
- The management has to improve the recreational facilities provided to the employees.

SUGGESTIONS

- The company should implement better retention strategies for enhance the productivity in the organization. Retention Strategies should berevised based on the productivity.
- The rewards can be extended in order to motivate the employees.
- The company should provide opportunities for career and personal growth through training and education, challenging assignments and more.
- Training facilities is not adequate it should be improved.
- The company should give a chance to employeesfor participating in decision making.

Retention is the process of developing and implement practices that reward and support employees. It ensures better customer satisfaction increased product sales, effective succession planning and deeply embedded organizational knowledge and learning. Most of the employees are facing the problem regarding to the accommodation and transportation facilities. The organization should increase these facilities so as to provide better facilities based on the availability and also give some additional monetary benefits to its employees to motivate them towards work and to achieve the targeted goals of the organization within a short span of time.

Conclusion:

Organic food is one of the most oldest, widely accepted, highly appreciated organic farming. It should reach each and every man for their health. There is a need for educating the consumers and awareness about organic goods. Government, agriculturist, health organization should take necessary steps to make awareness about organic food products. There is huge gap between the agriculture and consumer awareness. This gap can be removed through two methods one is giving awareness about the organic food product and another is educating them about organic farming. The research concludes that consumer awareness plays a vital role in determining the buying behavioral aspect for selecting organic food.

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