

A STUDY ON RURAL EMPLOYEES RETENTION WITH SPECIAL REFERENCE TO WEWIN GARMENTS IN TIRUPPUR

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ABSTRACT

Rural Employee retention refers to the various policies and practices which let the Rural Employees stick to an organization for a longer period of time. Every organization invests time and money to groom a new join, make him a corporate ready material and bring him at par with the existing Rural Employees. The organization is completely at loss when the Rural Employees leave their job once they are fully trained. Rural Employee retention takes into account the various measures taken so that an individual stays in an organization for the maximum period of time.

INTRODUCTION

Rural Employee retention refers to the ability of an organization to retain its Rural Employees. Rural 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 Rural Employees in a given period). However, many consider Rural Employee retention as relating to the

efforts by which employers attempt to retain Rural Employees in their workforce. In this sense, retention becomes the strategies rather than the outcome. A distinction should be drawn between low performing Rural Employees and top performers, and efforts to retain Rural Employees should be targeted at valuable, contributing Rural Employees. Rural Employee turnover is a symptom of a deeper issue that has not been resolved. These deeper issues may include low Rural Employee morale, absence of a clear career path, lack of recognition, poor Rural Employee-manager relationships or many other issues. A lack of satisfaction and commitment to the organization can also cause an Rural Employee to withdraw and begin looking for other opportunities. Pay does not always play as large a role in inducing turnover as is typically believed.

NEED & IMPORTANCE OF RURAL EMPLOYEE RETENTION

- **Hiring is not an easy process:** The HR Professional shortlists few individuals from a large pool of talent, conducts preliminary interviews and eventually forwards it to the respective line managers who further grill them to judge whether they are fit for the organization or not. Recruiting the right candidate is a time consuming process.

- **An organization invests time and money in grooming an individual and make him ready to work and understand the corporate culture:** A new join 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 Rural Employee for an organization is a tedious job and all efforts simply go waste when the Rural Employee leaves.

- **The Rural Employees working for a longer period of time are more familiar with the company's policies, guidelines and thus they adjust better:** They perform better than individuals who change jobs frequently. Rural 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 Rural 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 Rural Employee, adjustment problems crop up.

Statement of the problem

- ❖ Rural Employee retention is one of the most critical facing issues as a result of the shortage of skilled labor, economic growth and Rural Employee turnover.
- ❖ In the wewin garments, the attrition rate is quite high.
- ❖ The cost associate with attrition is so high that they can override the benefits of lower wage costs.
- ❖ A study on Rural Employee retention with special reference to wewin garments was undertaken to study the reasons and ways to improve the condition.

Objectives of the study

- To analyze the factors influencing Rural Employees retention.
- To identify the satisfaction level of Rural Employees regarding Rural Employee retention.
- To know the retention methods adopted by wewin garments.
- To suggest berrer ways to retain the Rural Employees in wewin garments

Scope of study

The main focus of the project is to retain the Rural Employees and retention in Wewin garments in Tiruppur. The project helps the company to find out the reasons for retention and alter its policies and procedures towards Rural Employee absenteeism. This project is expected to identify whether the Rural Employees are satisfied with the influencing parameters like salary, job content, incentives, quality of work life, promotion policy, growth

Opportunity, etc.

Research methodology

Research design:

To select 150 samples respondents out of 400 Rural Employees. To collect data from the sample respondents a questionnaire was designed to avoid biased respondents the researcher has used direct interview method to collect data from sample respondents. Percentage analysis and chi-square test have been applied for analyzing the data. The data was analyzed through SPSS.

Type of research:

This study has adopted **Descriptive research type** because the major purpose of the research is description of the state of affairs as it exists at present further the research has no control over the variables.

Sampling design:

To select the sample for the study the researcher has adopted **stratified random sampling** method.

Sample size:

To represent the total population of the company the researcher has used 150 samples

Method of data collection:

The present study has used primary data.

Period of the study:

The period of the study is six months.

Statistical tools for analysis:

In order to analysis the primary data the researcher has used two statistical tools namely

1. percentage analysis

2. Chi-square method.

Limitations of the study

- Rural Employees did not have time to respond due to their busy schedule.
- Workers are in heavy fear to answering the questions.
- They hesitate to answer certain questions.
- The Sample was restricted to 150 Numbers/respondents.

Findings of the Study

- 62% of the respondents are in the age group of 26-35 years.
- 68% of the respondents are female.
- 80% of the respondents are married.
- 50% of the respondents are 12th standard and below.
- 56% of the respondents come under the income of Rs 10000.
- 57.33% of the respondents are having 4 members in their family.
- 52% of the respondents are in 1-2 years experience.
- (58%) of the respondents are highly satisfied towards salary offered by the company. .
- (46%) of the respondents are satisfied towards incentives provided by the company.
- (56%) of the respondents are highly satisfied towards growth opportunity provided by the company.
- (50%) of the respondents are satisfied towards PF&ESI.
- (78%) of the respondents are highly satisfied towards Interpersonal relationship.
- (44%) of the respondents are satisfied towards Canteen facilities.
- (74%) of the respondents are neutral Tourism
- (88%) of the respondents are highly satisfied towards Drinking water facilities.
- (96%) of the respondents are highly satisfied towards First aid appliances.

- (40%) of the respondents are highly satisfied towards Infrastructure.
- (52%) of the respondents are highly satisfied towards toilet facilities.
- (80%) of the respondents are highly satisfied towards Changing rooms.
- (90%) of the respondents are highly satisfied towards Washing rooms facilities.
- (76%) of the respondents are highly satisfied about Personal health.
- (54%) of the respondents are satisfied about Medi - claim insurance.
- (76%) of the respondents are highly satisfied towards Rest rooms & locker rooms.
- The majority (96%) of the respondents are highly satisfied towards lighting facilities.
- (52%) of the respondents are highly satisfied towards Rural Employee awareness programs.
- (46%) of the respondents are highly satisfied towards Transport facilities.
- (50%) of the respondents are neutral towards Entertainment facilities.
- (48%) of the respondents are neutral towards Gymnasium.
- (60%) of the respondents are satisfied Retirement & pension plans is.
- (50%) of the respondents are satisfied towards Health & accident.
- (60%) of the respondents are highly satisfied towards Paid holidays.
- (74%) of the respondents are highly satisfied towards Shift time.
- (28%) of the respondents are Disagree towards Coaching & training.
- (44%) of the respondents are Agree towards Promotion policy.
- 46% of the respondents Agree towards Performance management scheme.
- (74%) of the respondents are strongly agree towards top management leadership.
- There is significant relationship between the age and experience.

Suggestions

- ✓ While formulating a retention program, company has to consider not only the achievement of organizational goals but also the individual goals.

- ✓ The need of retention program in the company should be determined from time to time by proper and sufficient follow – up.
- ✓ The company may increase more facilities towards Rural Employee's satisfaction.
- ✓ Shifting time may be reduced concededly.
- ✓ Weekly once entertainment programs may be arranged.

Conclusion:

Keeping high performers is becoming one of the company top priorities. Turnover is worsening and the cost of replacing valued people continues to rise now a days. No longer can the loss of talented Rural Employees be viewed as a “people” problem where responsibility and solutions reside solely a selection problem training failure, a pay and benefits challenge, a scheduling issue or any one of myriad cited for loss of valuable workers.

So it is concluded that the top reason people leave their jobs is because they do not like their boss and the number two reason is because they do not feel they are being developed or given adequate opportunities. Companies are successful at retaining their best people when their people feel like they have great opportunities with those companies.

In Wewin Garments, compare with its initial year the turnover rate of Rural Employees is very high. But nowadays is reduction in the numbering of Rural Employees in Wewin Garments. We can understand the need of the retention program in Wewin Garments.

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