# EMPLOYEE RETENTION IN VINS.NET SOLUTION

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**Abstract**—*Employee retention 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. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees. Most employees feel that they are worth more than they are actually paid. There is a natural disparity between what people think they should be paid and what organizations spend in compensation. When the difference becomes too great and another opportunity occurs, turnover can result. Pay is defined as the wages, salary, or compensation given to an employee in exchange for services the employee performs for the organization. Pay is more than "dollars and cents;" it also acknowledges the worth and value of the human contribution. What people are paid has been shown to have a clear, reliable impact on turnover in numerous studies. Employees comprise the most vital assets of the company. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. In a transparent environment while employees get a sense of achievement and belongingness from a healthy work environment, the company is benefited with a stronger, reliable work-force harbouring bright new ideas for its growth Blog Online And Earn Money.*

## INTRODUCTION

Human Resource Management (HRM) is the strategic and coherent approach to the management of  an  organization's most valued assets – the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes  involved  in  managing  people  in organizations. Human Resource Management is evolving rapidly. Human Resource Management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

## OBJECTIVES OF THE STUDY

A project will haywire if it does not have its objectives clear. If one knows the goal, only then the right path can be decided and with disciplined work and positive attitude achieving these objectives will be a catwalk.

Therefore, we also set down the objectives before starting the project, which are as follows:

1.  To assess the employee retention strategies of the two telecommunication companies.

2.  To analyze the variance in the employee retention strategies of the two telecommunication companies.

## FOCUS OF THE STUDY

There are several problems faced by the employees that become a challenge for HR as how to manage problems and to motivate employees for not leaving the organization. The study says that the attrition in Private Sector has become the major issue. The focus of the problem is that how HR can retain employees in this industry. The study will identify the cause and need to fulfil the requirements of the employee.

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**RESEARCH METHODOLOGY**

The steps in which the project was carried out was by collecting both the primary and the secondary data. The secondary data was collected first. This collection of data was done by means of reading various materials such as books, journals, magazines, newspaper articles, etc.; looking for similar content online (i.e., on the Internet).

The project work was, therefore, carried out on the basis of the data collected therefore.

Descriptive & Exploratory Research Methodology is adapted for this project work.

The present study is descriptive in nature, as it seeks to discover ideas and insight to bring out new relationship. Research design is flexible enough to provide opportunity for considering different aspects of problem under study. It helps in bringing into focus some inherent weakness in enterprise regarding which in depth study can be conducted by management.

**Data Collection-sources and methods**

Primary data: Primary data has been collected by the following methods:

- Questionnaire

Secondary data: Secondary data has been collected by the following methods:

- Websites
- HR books

**LIMITATIONS OF THE STUDY**

- Time is very short for research, so this is very difficult to get the knowledge about everything.
- Since the filling of questionnaire and interviews need special attention so may be the employees are less interested in entertaining.
- The information was collected through the questionnaire is subject to willingness of the respondent to respond.

**FINDINGS**

- From weighted average I found that In Info.Net management takes more care of employees problem than in Vins.Net.
- From weighted average I found that employees often work over time in Vins.Net than in Info.Net.
- From weighted average I found that work is distributed fairly in Info.Net than in Vins.Net.
- From weighted average I found that employees participation in management is more in Info.Net than in Vins.Net.
- From weighted average I found that work life is more balanced in Info.Net than in Vins.Net.
- From weighted average I found that in Info.Net better infrastructure is provided to employees to do their job well than in Vins.Net.
- From weighted average I found that in both Info.Net and Vins.Net recreation activities are conducted very often.
- From weighted average I found that employees have more opportunities to learn and grow in Vins.Net than in Info.Net.
- From weighted average I found that interpersonal relationship are more encouraged in Info.Net than in Vins.Net.
- From weighted average I found that in both Info.Net and Vins.Net welfare facilities provided to their employees are satisfactory.
- From weighted average I found that in both Info.Net and Vins.Net employees have neutral attitude to their work satisfaction.
- From weighted average I found that employees are mors satisfies with their pay in Vins.Net than in Info.Net.
- From weighted average I found that Info.Net conducts training program more often than Vins.Net.
- From weighted average I found that in both Info.Net and Vins.Net training program is linked with career development of employees.
- From weighted average I found that in Info.Net there are less barriers of communication while communicating with supervisor than in Vins.Net.

**SUGGESTIONS**

- Employee should be provided with proper training which are linked with their career development.
- Employee should be appreciated for good work.
- Employee should be motivated to welcome the change.
- To improve employee retention, one needs to understand what they value the most.
- Pay structure should be redefined so that they remain monetarily satisfied.
- There are two things that are critical in achieving the objective of keeping the attrition rate in check and increasing the degree of employee retention; they are:
- Right people must be hired for the right job, with an emphasis of following the right procedure and focus on their developmental needs such as training, etc.
- Right reason as to why the employees leave the organization must be found out and addressed so as to prevent such a turnover.

**RECOMMENDATIONS**

**For Vins.Net**

- As it is new in telecommunication so it should take care of their employees so as to retain talents in their organisation.
- HR manger takes care that work should be distributed more fairly.
- Management should provide better infrastructure to their employees so that they can do their job well.
- Management should help employees in balancing their work life.
- Right employee should be employed at right position so that they feel motivated and can do work more efficiently.

**For Info.Net**

- Management needs to focus on training program as it must be linked with the career development.
- Right employee should be employed at right position so that they feel motivated and can do work more efficiently.
- Management should redefine the pay structure of their employees.

**CONCLUSION**

Retention is an important concept that has been receiving considerable attention from academicians, researchers and practicing HR managers. In its essence, Retention comprises important elements such as the need or content, search and choice of strategies, goal-directed behaviour, social comparison of rewards reinforcement, and performance-satisfaction. The increasing attention paid towards Retention is justified because of several reasons. Motivated employees come out with new ways of doing jobs. They are quality oriented. They are more productive.

Any technology needs motivated employees to adopt it successfully. Several approaches to Retention are available. Early theories are too simplistic in their approach towards Retention. For example, advocates of scientific Management believe that money is the motivating factor. The Human Relations Movement posits that social contacts will motivate workers. Mere knowledge about the theories of Retention will not help manage their subordinates. They need to have certain techniques that help them change the behaviour of employees. One

such technique is reward. Reward, particularly money, is a motivator according to need-based and process theories of Retention. For the behavioural scientists, however, money is not important as a motivator. Whatever may be the arguments, it can be stated that money can influence some people in certain circumstance. Being an outgrowth of Herzberg's, two factor theory of Retention, job enrichment is considered to be a powerful motivator. An enriched job has added responsibilities. The makes the job interesting and rewarding. Job enlargement refers to adding a few more task elements horizontally. Task variety helps motivate job holders. Job rotation involves shifting an incumbent from one job to another.

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