The implementing process about KCP Sugars Ltd., employee's retention program on middle & lower level management

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Abstract: **Personal Management is one of our most complex and challenging field of endeavor. Not only must the firm's requirements for an effective work force to be met, the personal manager must be greatly concern with the expectations of both employee and society in general. Society a large has proclaimed its human resource to have vital needs that move beyond a "work force" status. The employee is simultaneously and instrument of the firm, a human being and a citizen.Human Resource Development is concerned with increasing the skills of employees and changing their attitudes in order to enable them to function in a more efficient manner in achieving the objectives of the organization. It is based on the "Fundamental Philosophy" that "Individuals in an organization have unlimited potential for growth and development which can be harnesses for the achievement of the objectives of the organization, while bringing about a positive change and enhancement of the individual's general capabilities.**

Introduction: "In recent times, organizations have realized that the human resources are the resources which provide a competitive edge for the organization, which can be positively utilized for more efficient and achievement of organization objectives.The objective of most institutions is the efficient production of goods or the efficient performance of services for the customers. These objectives can best be achieved through the efficient uses of organization human resources along with its other assert (Money, Machinery etc.) For instance, Infosys is the best examples as a successful company by utilizing its human resources more successfully.

Definitions by Different Authors

According to Leon C. Meggison, the term human resources can be thought of as "The total knowledge, skill's creative abilities, talents and aptitudes of an organization's workforce, as well as the value, attitudes and beliefs of the individuals involved. **E. FLIPPO:**"Personal management is the planning organizing. Direction and controlling of the procurement, development, compensation, integration, maintenance and separation of human resource to the need that individual and social objective are accomplished".

Objectives of The Study
- To study about the employee retention of KCP Sugars and Industries Co Ltd.
- To study the effectiveness of the retention practices adopted by KCP Sugars and Industries Co Ltd
- To ascertain the problems of the employee in the organization.
- To offer suggestion the employee retention of KCP Sugars and Industries Co Ltd.

Need of The Study
- The researcher attempts to determine employee's retention in the KCP Sugars and Industries Co Ltd.
- This study is designed to explore the main retention factors for KCP Sugars and Industries Co Ltd.
- The researcher also made an attempt to understanding about Employee's satisfaction and in KCP Sugars.

Limitations of Study
- Time is very short for research, so this is very difficult to get the knowledge abouteverything.
- Since the filling of questionnaire and interviews need special attention so may bethe employees are less interested in entertaining.
- The information was collected through the questionnaire is subject to willingnessof the respondent to respond.
- The major limitation of the project under study was "time 8 weeks" it has to be completed in a very short period of time, which was not sufficient to undertake a comprehensive study.
- The study was confined to long period.
- Some information is not available due to the confidential matters.
- Due to heavy work schedule of the employees they could not spare much of their time, to be in many cases company could not provide detailed information and formats due to various limitations.

Methodology of the Study

The researcher was mainly based on two sources of the data viz,
1. Primary source
2. Secondary sources

Primary sources:

The primary source of data is applied for getting the required and relevant information directly from the department heads and in the course of discussion with Executives. The following are the data collected through primary sources.

a) About the Employee Retention provides under KCP Sugars and Industries Co Ltd.
b) Refreshment courses conducted in the technical institute.
c) About the course covered through discussion with the employee and through questionnaires.

Secondary Sources:

The secondary source of data was collected through obtaining records and files from the Administrative Building and the institutional guide gave us the remaining necessary information and the staff relating to Administration gave me all the necessary information to complete the study.

Significance of the Study

- This study explores all aspects of the workplace stability issue with a focus on retainingemployees.
- Employee retention is most critical issue faced by corporate leaders as a result of the shortage of skilled labor, economic growth and employee turnover.
- As the Sugar Industry grows exponentially, companies are taking the big leapfrom survival strategy to competitive strategy.
- Hence, there is a constant thirst for the bestand the brightest of employee and the result –heavy attrition.
- For most HR managers, employee retention is the biggest challenge. "Attrition is quit in theindustry these days.
- This year, we have witnessed almost 32 percent plus attrition.
- This studyis significant in explaining all the reasons and the possible solution for the retention.

Theoretical Frame Work

Introduction of the study:

Employee Retention involves taking measures to encourage employees to remain in the organization for themaximum period of time. It is a process in which the employees are encouraged to remain with the organizationfor the maximum period of time or until the completion of the project. Employee retention is beneficial for theorganization as well as the employee. Effective employee retention is a systematic effort by employers to createand foster an environment that encourages current employees to remain employed, by having policies andpractices in place that address their diverse needs.

Definition of the study:

The organizations want to hold the valued employees. Many approaches are used in this regard. The one approach sees success in rewards the second in making jobs more valuable (training and advancement). - **Jim Collins**

The relationship between the employee's job performance and their retention also differ significantly with organizational culture values. The cultural effects were stronger than the combined influences of the labour market and the new employees' demographic characteristics. - **John e. Sheridan**

Retain employees: Motivation is necessary for work performance because, if people do not feel inclined to engage themselves in work behavior, they will not put in necessary efforts to perform well. However, performance of individual in the organization depends on variety of factors besides motivation. It is therefore desirable to identify various factors. For instance, employees' knowledge and skills are important performance drivers. Another factor is the company's ability to retain its employees with attractive benefit packages. Motivation is a prominent tool to retain employees with greater compensation packages.

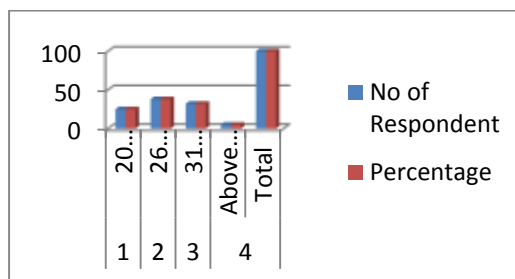[1]Dr.P.Ramesh 2 Dr.M.Srinivas

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**Data Analysis & Interpretation**

Age of The Respondents

S. No	Age	No of Respondent	Percentage
1	20 Years to 25 years	25	25
2	26 Years to 30 years	38	38
3	31 Years to 35 years	32	32
4	Above 36 Years	5	5
	Total	100	100

Interpretation: The above table shows that 25 percent of the respondents are between 20years to 25years of age, 38 percent of the respondents are between 26years to 30years, 32 percent of the respondents are between 31years to 36years and 5 percent of the respondents are between above 36years.
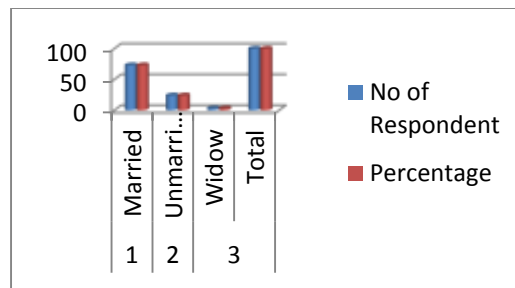
Gender of The Respondents

S. No	Gender	No of Respondent	Percentage
1	Male	64	64
2	Female	36	36
	Total	100	100
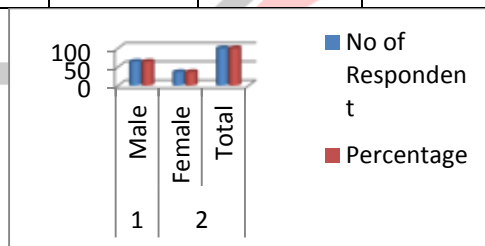
Interpretation: The above table shows that 64 percent of the respondents are male and 36 percent of the respondents are female.

Marital Status of The Respondents

S. No	Marital status	No of Respondent	Percentage
1	Married	73	73
2	Unmarried	24	24
3	Widow	3	3
	Total	100	100

Interpretation: The above table shows that 73 percent of the respondents are married, 24 percent of the respondents are unmarried, and 3 percent of the respondents are widow.

Family Size Of The Respondents

S. No	Family size	No of Respondent	Percentage
1	Nuclear	69	69
2	join family	31	31
	Total	100	100
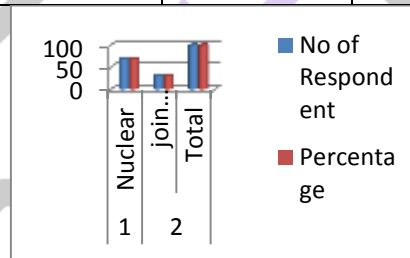
Interpretation: The above table shows that 69 percent of the respondents are from nuclear family, and 31 percent of the respondents are joint family.

**Monthly Salary of the Respondents**

S. No	Monthly salary	No of Respondent	Percentage
1	Below 6000rs	8	8
2	6001rs to 12000rs	61	61
3	12001rs to 18000rs	27	27
4	Above 18001rs	4	4
	Total	100	100
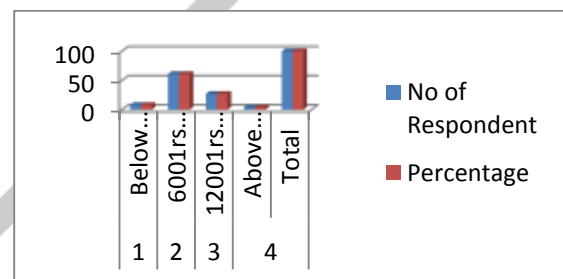
Interpretation: The above table shows that 8 percent of the respondents are having below 6000rs as monthly income, 61 percent of the respondents are as monthly income between 6001 to 12000, 27 percent of the respondents are between 12001 to 18000 as monthly income and 4 percent of the respondents are between above 18001 as monthly income.

**Education Qualification of the Respondents**

S. No	Education	No of Respondent	Percentage
1	Illiterate	2	2
2	Up to +2	61	61
3	Up to UG degree	18	18
4	Up to PG degree	7	7
5	Up to diploma	12	12
	Total	100	100
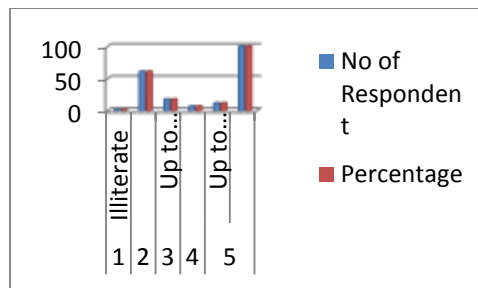
Interpretation: The above table shows that 2 percent of the respondents are illiterate, 61 percent of the respondents are up to +2, 18 percent of the respondents are up to UG degree, 7 percent of the respondents are up to PG degree and 12 percent of the respondents are up to diploma.

Awareness of The Organization

S. No	Know about the organization	No of Respondent	Percentage
1	Friend	25	25
2	Relative	18	18
3	Neighbour	24	24
4	Nearby home	33	33
	Total	100	100
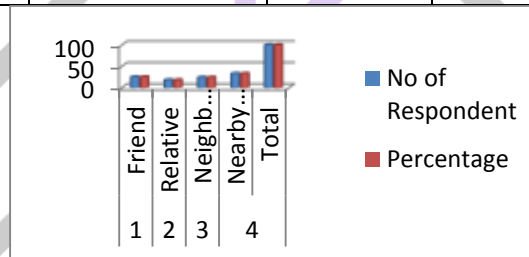
Interpretation: The above table shows that 25percent of the respondents are awareness of theorganization in friend, 18 percent of the respondents are awareness of the organization in relative, 24 percent of the respondents are awareness of the organization in neighbour and 33 percent of the respondents are awareness of the organization in nearby home.

Experience

S. No	Experience	No of Respondent	Percentage
1	Below 2years	53	53
2	2 years to 4years	38	38
3	4years to 6years	8	8
4	Above 6years	1	1
	Total	100	100
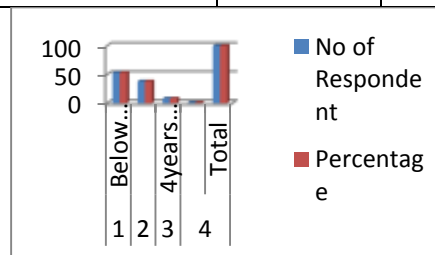
Interpretation: The above table shows that 53 percent of the respondents are between below 2years experience, 38 percent of the respondents are between below 2years to 4years experience, 8 percent of the respondents are between below 4years to 6yearsvexperience, and 1 percent of the respondents are between above 6years experience.

Motivation of the Job

S. No	Motivation of the job	No of Respondent	Percentage
1	Salary	31	31
2	Native of job	50	50
3	Reputation	19	19
	Total	100	100
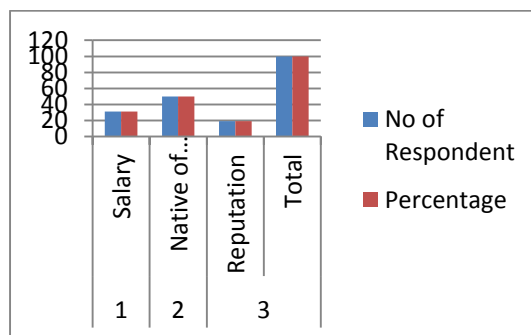
Interpretation: The above table shows that 31 percent of the respondents are motivated by salary, 50 percent of the respondents are motivated by native of job, and 19 percent of the respondents are motivated by reputation.

Retention Problems

S. No	Retention problem	No of Respondent	Percentage
1	Yes	90	90
2	No	10	10
	Total	100	100

Interpretation: The above table shows that 90 percent of the respondents are have retention problem, and 10 percent of the respondents are have no retention problem.

Relationship with Management

S. No	Relationship with management	No of Respondent	Percentage
1	Strongly disagree	26	26
2	Disagree	36	36
3	Natural	30	30
4	Agree	7	7
5	Strongly agree	1	1
	Total	100	100
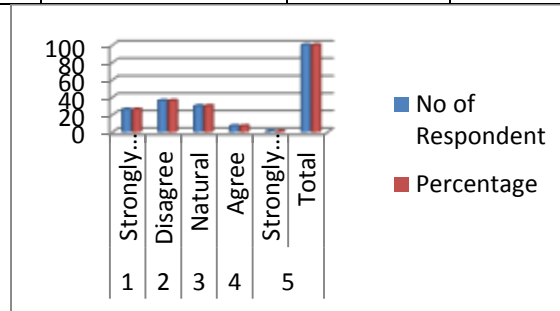
Interpretation: The above table shows that 26 percent of the respondents are strongly disagree in good relationship with management, 36 percent of the respondents are disagree in good relationship with management, 30 percent of the respondents are natural in good relationship with management, 7 percent of the respondents are agree in good relationship with management, and 1 percent of the respondent are strongly agree in good relationship with management.

Rewards & Recognition

S. No	Rewards And Recognition	No of Respondent	Percentage
1	Strongly disagree	32	32
2	Disagree	49	49
3	Natural	18	18
4	Agree	1	1
	Total	100	100
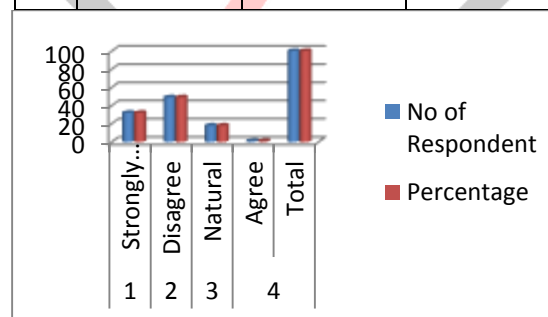
Interpretation: The above table shows that 32 percent of the respondents are strongly disagree in rewards &recognition, 49 percent of the respondents are disagreeing in rewards &recognition, 18 percent of the respondents are natural in rewards &recognition, 1 percent of the respondent are agree rewards &recognition.

Infrastructure

S. No	Infrastructure	No of Respondent	Percentage
1	Strongly disagree	9	9
2	Disagree	49	49
3	Neutral	38	38
4	Agree	4	5
	Total	100	100
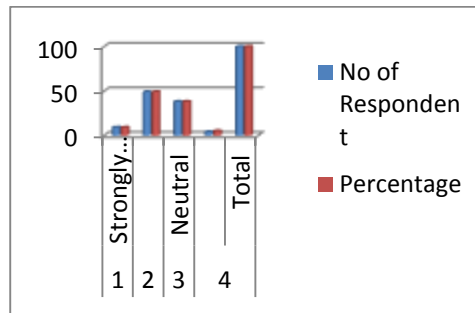
Interpretation: The above table shows that 9 percent of the respondents are strongly disagree in infrastructure, 49 percent of the respondents are disagreeing in infrastructure, 38 percent of the respondents are between in infrastructure, and 4 percent of the respondents are agree in infrastructure.
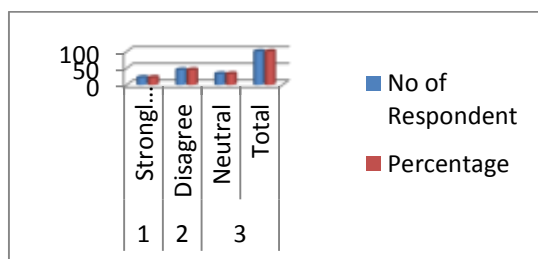
Work Schedule

S. No	Work Schedule	No of Respondent	Percentage
1	Strongly disagree	11	11
2	Disagree	42	42
3	Neutral	46	46
4	Agree	1	1
	Total	100	100
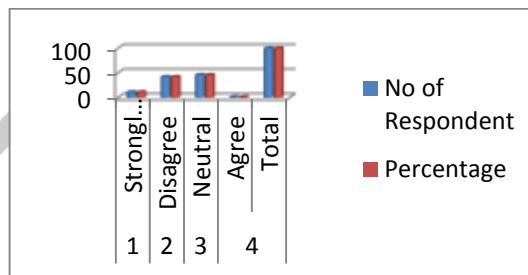
Interpretation: The above table shows that 11 percent of the respondents are strongly disagree in work schedule, 42 percent of the respondents are disagreeing in work schedule, 46 percent of the respondents are natural in work schedule, and 1 percent of the respondent are agree in work schedule.
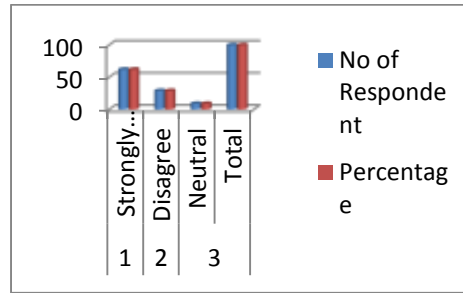
Company Policy

S. No	Company policy	No of Respondent	Percentage
1	Strongly disagree	22	22
2	Disagree	45	45
3	Neutral	33	33
	Total	100	100

Interpretation: The above table shows that 22 percent of the respondents are strongly disagree in company policy, 45 percent of the respondents are disagree in company policy, and 33 percent of the respondents are natural in company policy.

Availability of Promotion Opportunity

S. No	Promotion Opportunity	No of Respondent	Percentage
1	Strongly disagree	62	62
2	Disagree	29	29
3	Neutral	9	9
	Total	100	100

Interpretation: The above table shows that 62 percent of the respondents are strongly disagree in promotion opportunity, 29 percent of the respondents are disagree in promotion opportunity, and 9 percent of the respondents are natural in promotion opportunity.
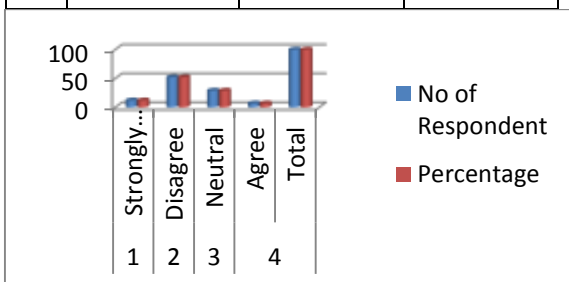
Job Security

S. No	Job security	No of Respondent	Percentage
1	Strongly disagree	78	78
2	Disagree	19	19
3	Neutral	3	3
	Total	100	100
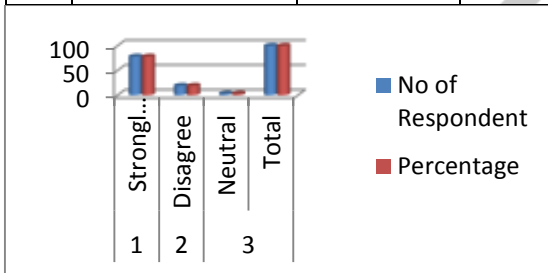
Interpretation: The above table shows that 78 percent of the respondents are strongly disagree in job security, 19 percent of the respondents are disagree in job security, and 3 percent of the respondents are natural in job security.

Statutory Benefit

S. No	Statutory benefit	No of Respondent	Percentage
1	Strongly disagree	12	12
2	Disagree	52	52
3	Neutral	29	29
4	Agree	7	7
	Total	100	100

Interpretation: The above table shows that 12 percent of the respondents are strongly disagree in statutory benefit, 52 percent of the respondents are disagree in statutory benefit, 29 percent of the respondents are natural in statutory benefit, and 7 percent of the respondents are agree in statutory benefit.

Motivation of Employees

S. No	Motivation of employee	No of Respondent	Percentage
1	Strongly disagree	18	18
2	Disagree	40	40
3	Neutral	39	39
4	Agree	3	3
	Total	100	100
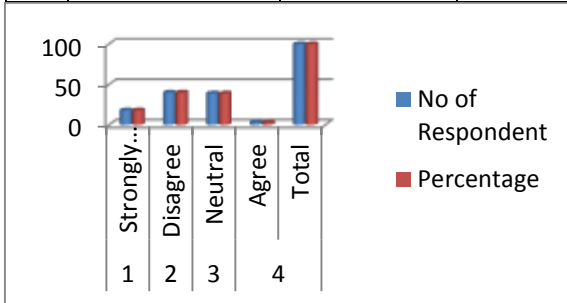
Interpretation: The above table shows that 18 percent of the respondents are strongly disagree in motivation of employees, 40 percent of the respondents are disagreeing in motivation of employees, 39 percent of the respondents are natural in motivation of employee, and 3 percent of the respondents are agree in motivation of employees.

Rate of The Appraisal System

S. No	Appraisal system	No of Respondent	Percentage
1	Strongly disagree	23	23
2	Disagree	47	47
3	Neutral	30	30
	Total	100	100
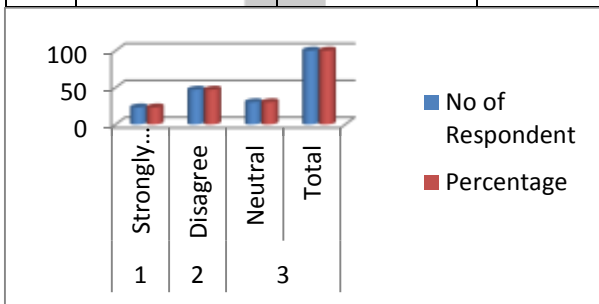
Interpretation: The above table shows that 23 percent of the respondents are strongly disagree in appraisal system, 47 percent of the respondents are disagree in appraisal system and 30 percent of the respondents are natural in appraisal system.

Opportunity to Share Your Ideas At Work

S. N o	Opportunity to share your ideas	No of Responde nt	Perce ntage
1	Yes	20	20
2	No	80	80
	Total	100	100
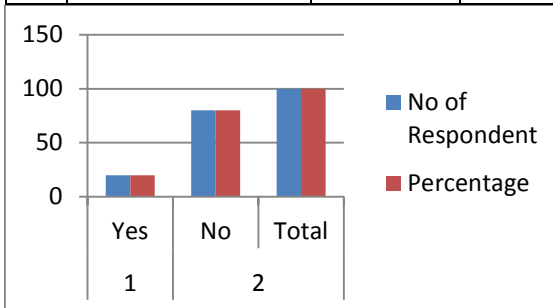
Interpretation: The above table shows that 20 percent of the respondents are had to share their ideas, 80 percent of the respondents are does not have to share their ideas**.**

Attended Any Training Programs

S. No	Training programs	No of Respondent	Percentage
1	Yes	34	34
2	No	66	66
3	Total	100	100
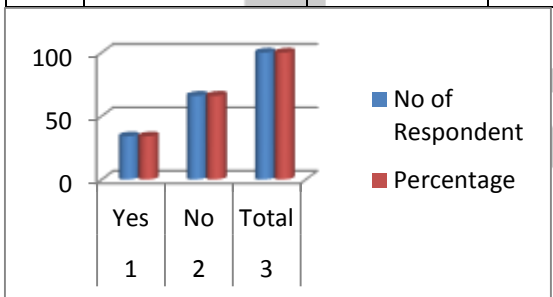
Interpretation: The above table shows that 34 percent of the respondents are percent attended training program, 66 percent of the respondents are does not attended training program.

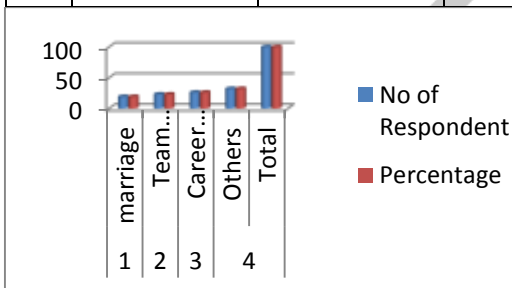**Career Enhancement Opportunities**

S. No	Career opportunities	No of Respondent	Percentage
1	Yes	17	17
2	No	83	83
3	Total	100	100
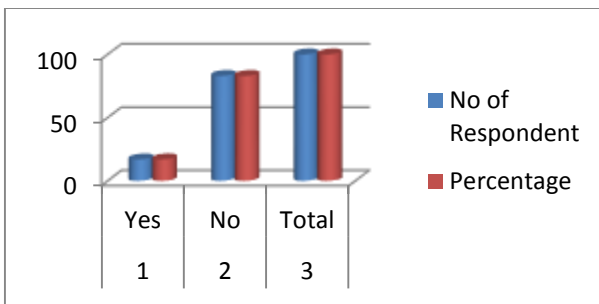
Interpretation: The above table shows that 17 percent of the respondents are company provides career enhancement opportunities for yes, and 83 percent of the respondents are do not company provides career enhancement opportunities for no.

Reason for Leave

S. No	Reason for leave	No of Respondent	Percentage
1	marriage	19	19
2	Team fitment	23	23
3	Career opportunity	26	26
4	Others	32	32
	Total	100	100

Interpretation: The above table shows that 19 percent of the respondents are reason for leave marriage, 23 percent of the respondents are reason for leave team fitment, 32 percent of the respondents are reason for leave career opportunity, and 26 percent of the respondents are reason for leave other reason.

Satisfied with The Incentives

S. No	Incentive	No of Respondent	Percentage
1	Yes	33	33
2	N0	67	67
	Total	100	100

Interpretation: The above table shows that 33 percent of the respondents are satisfied their incentive, 67 percent of the respondents are does not satisfied their incentive,

Satisfied with The Working Hours

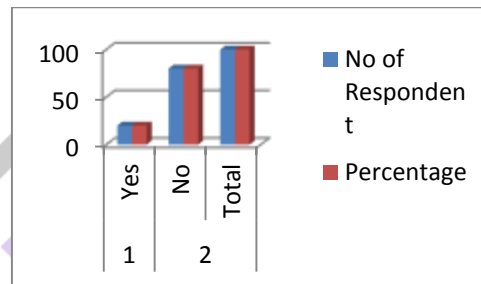| S. No	Working hours	No of Respondent	Percentage
1	Yes	19	19
2	No	81	81
	Total	100	100
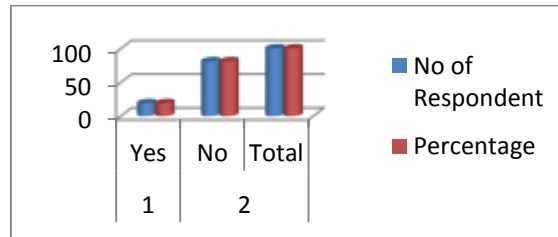
Interpretation: The above table shows that 19 percent of the respondents are satisfied working hours, and 81 percent of the respondents are does not satisfied working hours.

**Satisfied with the Benefit Offered by The Organization**

S. No	Benefit offered by the organization	No of Respondent	Percentage
1	Yes	20	20
2	No	80	80
	Total	100	100

Interpretation: The above table shows that 20 percent of the respondents are satisfied benefit offered by the organization, and 80 percent of the respondents are does not satisfied benefit offered by the organization.

Participation in During Holidays

S. No	Participation in holidays	No of Respondent	Percentage
1	Not at all	54	54
2	Not much involved	24	24
3	Neutral	20	20
4	Involved	2	2
	Total	100	100
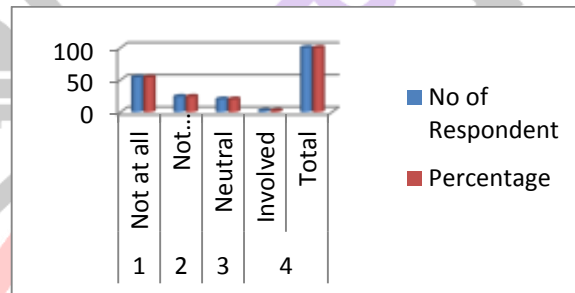
Interpretation: The above table shows that 24 percent of the respondents are not at all in participation in holidays, 54 percent of the respondents are not much involved in participation in holidays, 20 percent of the respondents are neutral in participation in holidays, and 2 percent of the respondents are involved in participation in holidays.

Finding and Suggestion

Findings:
- Majority 38 percent of the respondents are between the age group of 26 – 30 years.
- Majority 64 percent of the respondents are male.
- Majority 73 percent of the respondents are married.
- Majority 69 percent of the respondents are the nuclear family.
- Majority 61 percent of the respondents are between the 6001 to 12000 as monthly income
- Majority 61 percent of the respondents are the Education up to +2.
- Majority 33 percent of the respondents are awareness of the organization nearby home.
- Majority 53 percent of the respondents are having the experiencesbelow 2years.
- Majority 50 percent of the respondents are motivated by native of job.
- Majority 90 percent of the respondents are the have retention problem.
- Majority 36 percent of the respondents are disagreeing in relationship with management.
- Majority 49 percent of the respondents are the disagree in Rewards and Recognition.

- Majority 49 percent of the respondents are disagreeing in infrastructure.
- Majority 46 percent of the respondents are having the work Schedulein neutral.
- Majority 45 percent of the respondents are disagreed with the company's policies.
- Majority 62 percent of the respondents are having the promotion opportunities in strongly disagreed.
- Majority 78 percent of the respondents are strongly disagreed with the job securities.
- Majority 52 percent of the respondents are disagreed with the statutory benefits.
- Majority 52 percent of the respondents are disagreed with the motivation of employee.
- Majority 47 percent of the respondents are disagreed with the appraisal systems.
- Majority 80 percent of the respondents are having opportunities to share your ideas at work no.
- Majority 52 percent of the respondents' percent are the training program no.
- Majority 26 percent of the respondents are between the career opportunities no.
- Majority 26 percent of the respondents are the reasons for leave career opportunity.
- Majority 67 percent of the respondents are the statutory incentive no.
- Majority 81 percent of the respondents are satisfied working hours no.
- Majority 80 percent of the respondents are the not benefit offered by the organization.
- Majority 52 percent of the respondents are the participation in holidays not at all.

Suggestions:

Retaining key personnel is critical to long term success of an organization. A Retention Strategy has becomeessential if your organization is to be productive over time and can become an important part of your hiringstrategy by attracting the best candidates. In fact, some companies do not have to recruit because they receive somany qualified unsolicited submissions due to their history of excellence in employee retention. How do you getyour employees to "fall in Love" with your organization? This is a great question. Some of the suggestions forthis can be summarized as follows:

- ✓ The company should provide better motivations to the employees. So that improves the satisfaction of the employees.
- ✓ The company should maintain a good relationship with the employees that help to improve their production.
- ✓ The company want to change their work schedule and policies of their organisation
- ✓ The company should also develop their infrastructure facility of their organisation.
- ✓ The company want to reduce their employee retention problem and provide promotion offers to their employees
- ✓ The company should provide job security and statutory benefits to their employees.
- ✓ The company should provide training programs for their employees
- ✓ The company should provide career opportunities to the employees.
- ✓ The company should provide proper incentives to the employees
- ✓ The company should maintain proper work timings for the employees and should main a proper attendance of the employees.
- ✓ The company should provide other benefits properly to the employees.
- ✓ The company should provide Rewards and Recognitionto the employees.
- ✓ The company should provide promotions opportunitiesto the employees.

Conclusion:

The research has a humble attempt in identifying the causes of employee retention and come up with a few suggestions. KPC Industries Corporation Ltd exists a high level of employee retention.

So, the management has simply to concretize people and live them alone with an environment in which they find it possible it behaves appropriately, identify the problem, appreciate the need to resolve it, identify the factors and contributing to the problem and behave in ways that would either eliminate the casual variables or reduce their influence on the problems. Though slow, the process of concretization is sure to produce the desired results conducted in proper ways.

Employees comprise the most vital assets of the company. In a work place where employees are not able to usetheir full potential and not heard and valued, they are likely to leave because of stress and frustration. They needtransparent work environment to work in. In a transparent environment where employees get a sense ofachievement and belongingness, where they can best utilize their potential and realize their skills. They love tobe the essential part of such organization and the company is benefited with a stronger, reliable work-forceharboring bright new ideas for its growth.

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