

A RECENT STUDY ON ATTRITION TRENDS AND RETENTION PRACTICES IN INDIA: ISSUES AND IMPLICATIONS

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ABSTRACT

The biggest challenge facing the corporate houses these days is not attracting the prospective employee but retaining the talent. Attrition has been a never-ending problem for every organization especially the developing countries like India due to either lack of appreciation or lack of proper job sculpting. 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. Companies in India as well as in other countries face a formidable challenge of recruiting and retaining talents while at the same time having to manage talent loss through attrition be that due to industry downturns or through voluntary individual turnover.

This paper examines the faces of attrition within the global organization of today; and attempts to offer some insight that may alleviate future problems. In this paper an attempt has been made by author to suggest suitable measures for controlling attrition and retention practices prevalent in India and various implications of the same.

KEYWORDS: Employees, Attrition, Retention, Attrition Drivers, Retention Strategies