

A CRITICAL STUDY ON EMPLOYEE ATTRITION IN PRIVATE ENGINEERING COLLEGES AT KURNOOL

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ABSTRACT

Indian companies are facing a fast growth-high opportunity “challenge. Human capital is the epitome of their business growth which makes it imperative for the organizations to deal with this never ceasing problem of Attrition. Whatever be the reason for employees leaving the job, it’s a issue of concern for organizations to retrospect on their HR Strategies and avert turnover and build Brand loyalty for themselves in this competitive market environment. Attrition or employee turnover is a natural reduction in the workforce of an organization for various reasons like retirement, resignation, sickness, death or for reasons that can not be disclosed. Many of the undisclosed factors which can be perceived are, anticipating higher pay, lack of job security, lack of career advancement, non-compatibility with fellow employees, desire for change in search of better opportunities and family reasons. High attrition rates result in escalating recruitment and training costs and lot of time involved in new employee adjustment to the work environment and thereby enhance their morale. The present study aims to look into the reasons for attrition in select private engineering colleges at Kurnool. Needless to say, companies are serious in averting this problem by resorting to solutions ranging from traditional to extraordinary HR Strategies. The study reveals that employees are shifting their jobs mainly for pay related issues followed by job security, better opportunities and congenial working conditions.

KEYWORDS: Attrition, HR Strategies, Congenial Work Climate, Job Security