

Study on Employee Attrition on Sengunthar Mills Pvt. Ltd.

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Abstract: *In an ideal scenario, employees would remain loyal to their organizations, motivated by job satisfaction, supportive work environments, fair compensation, and opportunities for personal and professional growth. However, the reality of the modern workforce presents a stark contrast. High attrition rates have emerged as a critical challenge for organizations across sectors, fueled by factors such as better financial prospects, unsatisfactory workplace conditions, interpersonal conflicts, career shifts, and external circumstances like family relocations. In the context of today's globally competitive business environment, attracting and more importantly **retaining key talent** has become essential to achieving sustainable organizational success. Simply offering financial incentives or superficial perks is no longer sufficient. Organizations must adopt **comprehensive, multidimensional strategies** that integrate strong recruitment processes with robust retention practices. In the recent decades the Indian industry has changed its outlook. The employment scene has changed its appearance. The factors like skill sets, job satisfaction drive the employment and not just the money. The employer hence faces the heat of continuous employee turnover. Continuous efforts are made by organization to control the employee turnover rate as it directly affects the performance of the organization as many key people leave the organizations for various reasons at crucial points. This turnover is normally known as Attrition. This paper examines the underlying causes of employee attrition and underscores the need for organizations to proactively manage workforce stability. It outlines the strategic approaches required to create a resilient and committed workforce—one that contributes consistently to business performance and profitability. The study also categorizes the various types of attrition, offering insights into their implications and how they can be effectively addressed.*

Keywords: Employee, Satisfaction, retention

