

Project Report on

**“A STUDY ON EMPLOYEE RETENTION AND ITS IMPACT ON ORGANIZATIONAL
EFFECTIVENESS WITH SPECIAL REFERENCE TO AIZAR PIPES AND FITTINGS”**

Submitted By

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2018-2020

24.03.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anjaly Anirudhan (4AL18MBA08)**, student of **"Alva's Institute of Engineering and Technology"** has successfully completed her project on **"A study on employee retention and it's impact on organizational effectiveness with special reference to Aizar Pipes and Fittings, Aluva"** as part of her fourth semester MBA course starting from 01st January 2020 to 15th February 2020.

During the period she was found highly responsible, dedicated and sincere.

We wish her all success in her career ahead.

Yours Truly,
For Vajra Plastics



Rathish Kumar.P.R
HR Manager





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020

CERTIFICATE

This is to certify that, ANJALY ANIRUDHAN bearing USN 4AL18MBA08, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON EMPLOYEE RETENTION AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS WITH SPECIAL REFERENCE TO AIZAR PIPES AND FITTING, ALUVA", is prepared by her under the guidance of Johnson Fernandes, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


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DECLARATION

I, **ANJALY ANIRUDHAN (4AL18MBA08)** hereby declare that the project report entitled “**a study on employee retention and its impact on organizational effectiveness with special reference to Aizar pipes and fittings Ernakulam, Aluva**” prepared by me under the guidance of **Prof. Johnson Fernandes**, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology and external assistance by **Rathish.P.R**, Human Resource Manger, Aizar pipes and fitting, Aluva. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree master of business Administration by Visvesvaraya Technology University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other university/ institution.

A handwritten signature in dark ink, reading "Anjaly.", with a horizontal line drawn underneath the name.

Place: Mijar

Signature of the Student

Date: 24-6-2020

ANJALY ANIRUDHAN

ACKNOWLEDGEMENT

I, **Anjaly Anirudhan** 4th semester student of MBA course Alva's Institute of Engineering and Technology Mijar, Mangalore wish to express my gratitude of all concerned people who helped me to successfully complete this reports as a part of fulfillment of master of Business Administration.

I take this opportunity to thank to **Prof. Peter Fernandes** principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

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I express my deep sense of gratitude to my project guide **Johnson Fernandes**, Assistant professor, Department of Business Administration, Alva's Institute of Engineering and Technology Mijar, Moodbidri, for cooperation and guidance.

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EXECUTIVE SUMMARY

This project entitled “A study on employee retention and its impacts on organizational effectiveness with special reference to Aizar pipes and fittings” is submitted in partial fulfillment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation based findings, suggestion, and conclusion.

Employee retention plays very important role in the organizational effectiveness. Employee retention helps employee to stay with the organization for longer period. The organization implementing retention strategies to motivate the employees and to improve the performance of each and every employee in the organization. The main intention was to know the employee retention strategies adopted in the organization and its impact on organizational effectiveness. For this purpose data was collected through questionnaire with sample of 70 respondents, only permanent employees have been considered for the study

Research has found that employees are satisfied to a larger extent by the employee retention strategies followed by the company. There is much importance has been give to the employee retention strategies and training program to motivate and retain the employees by fulfilling their requirements. The suggestion has been give to find out new strategies and improve further with current retention strategies which are followed by the organization.

Employee retention strategies will help an organization to retain manpower effectively for present as well as for future requirements. The study gives a clear picture that more important is given to employee retention strategies to improve the performance of the employees as well as the effective organization.

To find out the effectiveness of employee retention and its impact on organizational effectiveness different statistical tools have been used such as mean, primary and secondary data collection methods.