ABSTRACT

One of the greatest challenges in Today's business world is to stay up to speed in the time of technological growth. Fundamental changes are taking place in the work force and the work place that promises to adjust the mode of companies related to their employees. The Retention of employees is an important function of the HRM for all companies at the present strong job market. There are a great number of employment opportunities for talented professionals. The employee retention involves taking measures to encourage employees to remain in the organization for the maximum period of time. The corporate is facing a lot of problems in employee retention of these days.

Hiring knowledgeable people for the job is essential for an employer. Employee recruitment and retention are one of the major issues facing the IT sector. Bit retention is even more important than hiring. There is no end of opportunities for talented person. There are ample number of choice around employees. In olden days salary was all that matters, but today it's just one among the components. Some of the other elements are like work environment, relationship, freedom to work etc.

Retention is a top business priority for more than one third of the organisations. More than one third of HR professionals in IT sector views

retention as one of their burning issues. The competitors in the industry are likely to attract and grab the talent already nurtured in the company over a period of time. Careful strategies for crafting and implementing employee retention strategies are a skill and should be given top priority by the management.

The management would be aware of the true reason as to why an employee would be leaving their organisation. To be successful in knowing the reason, an effective study is conducted to find out directly from the employees. The Delphi method developed questionnaire with few factors, found out the effectiveness of the HRM practices and how practical measures to control to retain the employees in IT Industries.