EMPLOYEES RETENTION OF ADMINISTRATION STRATEGIES [WITH SPECIAL REFERENCE TO G.M SPINNERS IN COIMBATORE]

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Abstract: Effective employee retention is a systematic effort by employers to create and foster an environment that inspires current employees to remain employed, by having strategies and practices in place that address their various needs. A strong retaining strategy, therefore, becomes a powerful recruitment tool. Retaining of key employees is critical to the long-term health and success of any organization. Nowadays Garment Industries are concentrations on the employee retention aspect. In this study G.M Spinners Industry is taken into consideration and perception of the employees towards retention is intensive. A sample of 200 respondents taken and analysis have been made and suggestions are given.

Index Terms: Employee, Administration, Retention, Labor force.

INTRODUCTION

Today we are living in a dynamic world. Development of information technology has brought to center stage the significance of human resource, more than ever before. In a competitive scenario, effective utilization of human resource has become necessary and the primary task of administrations is to identify, recruit, and channel proficient human resources into their business operations for improving productivity and functional efficiency. Handling retention issues and keeping the turnover rate below the target and standards are the most challenging problems faced in business. The causes of revenue are not sufficiently acknowledged and resolutions are often not matched towards the reasons, so the fail. Precautionary measures are either not in place or do not target the problem appropriately, Managing employee retention is a direct monitor for manager to retain their capable employees.

IMPORTANCE OF GARMENT INDUSTRY

The garments industry in India is one of the best in the world. A tremendously well-organized sector, garment manufacturers, exporters, suppliers, stockiest and wholesalers are the gateway to an extremely innovative clothing and apparel industry in India. There are several garments exporters, garments manufacturers; readymade garments exporters etc. both in the small scale as well as large scale. Today, garments exports from India have made inroads into the global market for their durability, quality and beauty. One of the motives for the efficient pricing of India's readymade garments and apparels is the accessibility of highly skilled, low-cost labor in the country. The superiority of India's Garment Industry has been acknowledged in the National Textile Policy (NTP) of India 2000. To maintain this importance, the welfare of the laborers' is to be maintained among other things. Conservation of welfare confirms job satisfaction which increases reliability among employees. This required the labor force stick on to the prevailing organization. Thus, retaining of employees in the administrations guarantees continuous manufacture towards quality of the products to face the competition.

STATEMENT OF THE PROBLEM

Garment industry is one of the labor intensive segments that deliver an entry for the emerging countries to the international market. It offers significant opening to countries to start mechanizing their economies. Indian garment industry is not an exception to this. It is one of the successful industries which are determined by quality. The textile and garment industry contributes 20.63% of India's export earnings; around 49% of this comes from garment exports alone. The garment industry provides employment opportunity to around 3.5 million people across the country. But this industry suffers from lack of accessibility of skilled labor force. This is because of the attitude of the labor force.

OBJECTIVES OF THE STUDY

➢ To study the perception of labor force towards the current retention of administration exercise strategy of the garment industry in Coimbatore.
➢ To evaluate the level of satisfaction of the labor force towards the retention of administration practice followed by the garment industry at present.
➢ To find out the existing relationship among their insight towards the retention of administration practice of the garment industry.

SCOPE OF THE STUDY

This study covers the employees in production department of the G.M Spinners, Garment industry in Coimbatore. This study analysis the insight of employees in production department of garment industry towards the retention of administration practices. For the purpose of the study, the

perception of the labor force is considered towards the retention of administration practices presently surveyed by the garment industry in Coimbatore. The data on such practices had been composed by consuming discussion towards the executives of the administrations.

METHODOLOGY OF THE STUDY
RESEARCH DESIGN
A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. The descriptive research is considered to be the most appropriate for the study. To make the present research work more analytical, the study is based on primary and secondary data.
PRIMARY DATA
The primary data for the present study is collected by using a questionnaire designed for the purpose.
SECONDARY DATA
The study also depends on the secondary data collected from text books, booklets, journals, publications and etc.
STUDY AREA
The study is undertaken in Coimbatore how to Improve Employee retention in Coimbatore.

SAMPLE SIZE
The garment industry in Coimbatore provide accommodations more than 2,00,000 people among this a sample of 200 respondents were selected for the study by using sampling method. The respondents include skilled labor force, stitching, embroidery, printing, knitting, dyeing and compacting using convenient sampling method.

LIMITATIONS OF THE STUDY
At most care and determinations have been taken by the investigator to avoid errors and inadequacies in the process of data collection; the present study is prone to some boundaries which are given below:
  ➢ The data was collected from the respondents of a particular town and the sample is restricted to 200.
  ➢ This study covers only the skilled labor force of G.M Spinners, Coimbatore.

DATA ANALYSIS AND INTERPRETATIONS
Table l: Socio Economic Factor

Monthly Income	Overall Opinion					
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Below Rs.5000	25 (24.18)	19 (18.72)	17 (17.94)	16 (15.60)	1 (1.56)	78
Rs.5001-Rs.8000	23 (23.87)	21 (18.48)	15 (17.71)	17 (15.40)	1 (1.54)	77
Rs.8001-Rs.11000	9 (8.99)	6 (6.96)	9 (6.67)	4 (5.80)	1 (0.58)	29
Above Rs.11000	5 (4.96)	2 (3.84)	5 (3.68)	3 (3.20)	1 (0.32)	16
Total	62	48	46	40	4	200

S.No.	Factor	No. of Respondents	%	S.No.	Factor	No. of Respondents	%
	Gender				**Current Position**		
1	Male	118	59	1	Designer	44	22
2	Female	82	41	2	Knitter	53	26.5
	Total	**200**	**100**	3	Tailor	56	28
	Marital Status			4	Cutting master	24	12
1	Married	112	56	5	Khajas	14	7
2	Unmarried	88	44	6	Others	9	4.5
	Total	**200**	**100**		**Total**	**200**	**100**
	Educational Qualification				**Opinion about Present Job**		
1	Up to Higher Secondary Level	72	36	1	Easy	75	37.5
2	Under Graduates	61	30.5	2	Tolerable	62	31
3	Post Graduates	23	11.5	3	Tough	43	21.5
4	Others	44	22	4	Very tough	20	10
	Total	**200**	**100**		**Total**	**200**	**100**
	Monthly Income				**Overall Opinion**		
1	Below Rs.5000	78	39	1	Highly Satisfied	62	31
2	Rs.5001-Rs.8000	77	38.5	2	Satisfied	48	24
3	Rs.8001-Rs.11000	29	14.5	3	Neutral	46	23
4	Above Rs.11000	16	8	4	Dissatisfied	40	20
	Total	**200**	**100**	5	Highly Dissatisfied	4	2
					Total	**200**	**100**

INTERPRETATION

The above table reveals that out of the total respondents taken for the study, 59% of the respondents are male and 41% of the respondents are female. The above table explains that out of the total respondents taken for the study, 56% of the respondents are married and the balance 44% of the respondents is unmarried. The above table states that out of the total respondents taken for the study, 36% of the respondents are up to higher secondary level, 30.5% of the respondents are under graduates, 11.5% of the respondents are post graduates and the remaining 22% of the respondents have other educational qualification. It is known from the above table that, 39% of the respondents have a monthly income less than Rs.5000, 38.5% of the respondents fall in the income group of Rs.5001-Rs.8000, 14.5% of the respondents fall in the income group of Rs.8001-Rs.11000 and the remaining 8% of the respondents comes under Rs.11000 and above level. The above table shows that,22% of the respondents are designers and another 26.5% of the respondents are knitter, 28% of the respondents are tailor,12% of the respondents are cutting masters, 7% respondents are khajas, and another 4.5 % respondents are others From the above table it is found that out of the total respondents taken for the study, 37.5 % of the respondents feel the present job is easy, 31% respondents feel the present job is tolerable, 21.5% respondents feel the present job is tough and remaining, 10% respondents feel that present job is very tough. From the above table it is found that out of the total respondents taken for the study, 31% of the respondents are highly satisfied with salary / wages paid on time without any delay, 24% of the respondents are satisfied with salary / wages paid on time without any delay, 23% of the respondents are neutral with salary / wages paid on time without any delay, 20% of the respondents are dissatisfied with salary / wages paid on time without any delay, 2% of the respondents are highly dissatisfied with salary / wages paid on time without any delay.

CHI – SQUARE TEST
MONTHLY INCOME OF THE RESPONDENTS AND OPINION
Hypothesis (H0): There is no significant relationship between monthly income of the respondents and opinion.

Monthly Income	Overall Opinion					
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
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The chi-square statistic is 6.0602. The p-value is .913016. The result is not significant at p < .05.

FINDINGS

Majority of the respondents are male. Majority of the respondents are married Majority of the respondents have education qualification 'up to higher secondary level'. Majority of the respondents have an income of less than Rs.5000 per month. Majority of the respondents belongs to the position of tailor. Majority of the respondents feel that the current job is flexible. Majority of the respondents are satisfied with salary/wages paid on time without delay.

SUGGESTIONS

From the analysis it is perceived that majority of the garment employees are not satisfied with the adequacy of allowances' and loan facilities and Health facilities the garment administration should take right step in their problems and give confidence in the minds of employees. From the analysis it is perceived that majority of the garment employees are not satisfied with the supervisor's active attention in their functions of assisting them to learn their job, supervisor's help towards employees to gain confidence in doing their job, and Opportunities provided to make use of the methods that they learnt in the training program. The garment administration should take right step in their problems and give self-confidence in the minds of employees. From the examination it is observed that majority of the garment employees are not satisfied with, team spirit of high order in the organization, and problem solving through discussion. The garment administration should take right step in their problems and give confidence in the minds of employees.

CONCLUSION

This study has been intensive to estimate the perception of employees towards retention of administration practices with special reference to garment industry in Coimbatore. Employee obligation and participation have impact on employee productivity and retention. It is decided that many employers respond to the difficult of employee retaining by making corporate cultures where employees are valued and empowered. Organization has aim to design integrated approach to employee retention which includes best retention strategies like conducive organizational culture, adequate competitive pay package, non-monetary motivation and effective employee development programs for attaining competitive advantage in business environment.

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