EMPLOYEE RETENTION STRATEGY IN KOHINOOR TEXTILE MILLS

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ABSTRACT

Role of employee retention has a major significance in textile industry all over the globe. Textile industry is based on worker class like agriculture industry of Pakistan. And it is facing too much turnover related to other industries. It has 9.5% share in GDP. The major cost of textile industry in labour cost and it is based on domestic labour. Due to large amount of employee turnover Kohinoor textile mills have to bear more cost which is staffing cost, cost of overtime and training cost. Due to the current economic conditions, organization wants to cut down the cost and improve the production efficiency. This study rotates around finding the different factors that make an employee to leave the job and join another organization. Data is being collected through primary and secondary data sources in order to get unbiased answers.

In order to gather primary data questionnaire are designed to collect information from the workers of Kohinoor textile mills and two interview session are done with HR managers of Kohinoor textile mills which helped to know about the management perspective. Sample questionnaire can be found in appendix as well. Different articles and books have been studied on employee retention as a secondary source to gather the data. Information collected through questionnaire and identified factors that have impact on employee retention are discussed in literature. Likert scale method has been used to measure the answers in questionnaires. Conclusion, recommendations and a future plan is given on the basis of analysis.

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