

Problem of Retention of Employees in KESC

A thesis
Presented to
the faculty of
Management Sciences
Bahria Institute of Management & Computer Sciences, Karachi

In Partial Fulfillment
of the Requirements for the
Degree Masters in Business Administration

by

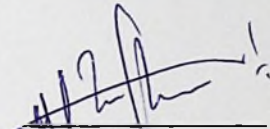
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RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis hereto attached entitled, **“Problem of Retention of Employees in KESC”**, prepared and submitted by **Fasiha Mustakim**, in partial fulfillment of the requirements for the degree **MASTERS IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

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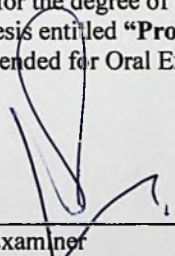


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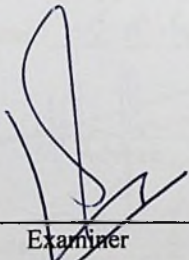
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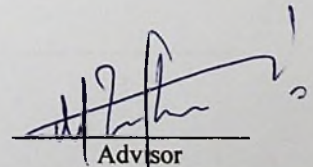
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ABSTRACT

The research is on one of the topics of Human Resource Management (HRM). It is one of the critical areas of HRM i.e. Retention of employees. The research encompasses the problem Karachi Electric Supply Company faced in attracting and retaining employees. The aim is to figure out what are the reasons of this problem.

Within the research, retention itself is defined. The research defines retention and the circumstances leading to it. Furthermore, importance of retention, how employees stay and benefits of Retention is also discussed.

This research is limited to attraction and retention of employees, which lies in the category of "Retention of employees in Karachi Electric Supply Company". Retention of employee is one of the critical duties of an HR manager.

The following questions are the statements, based on which this research is going to be made.

What are the reason that employee leave their job? Is HR department of KESC not fulfilling the requirements of its employees?

As an organization, do KESC connect with employee's families Does KESC provide competitive benefits that are comparable with industry standards?

This research is restricted to Karachi Electric Supply Company operating in Karachi. In KESC, only the HR function- retention is concentrated. Attractions are discussed, but only with reference to retention. The sample size of the survey is only employees of Karachi Electric Supply Company. Hence, questionnaire is evaluated on the basis of only employees of KESC.

Secondly the time for this research is also restricted i.e. only three to four months are there for this research study. Because of time constraint the area is also restricted which

could affect the results of the study. Lastly if sample variety would be changed the result may be different.

The method adopted is to collect information from various primary and secondary sources are interviews (both structured and non-structured), internet, questionnaire, books and handouts.

The respondents of the study include the managers of the HR department of KESC and employees of KESC because they could tell about the reasons of leaving job and what are the factors that are used by Karachi Electric Supply Company to retain them.

Three hypotheses have been mentioned and after receiving the answers of the questionnaire, they are analyzed with respect to the hypothesis. Some recommendations include: Get the right people on the bus, include employees in decision making, fair appraisals, offer a competitive compensation package, and provide opportunities for growth and development and fair and equitable treatment of all employees.

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