

A STUDY ON EMPLOYEE RETENTION STRATEGIES AND ITS IMPACT ON EMPLOYEE DECISION MAKING PROGRAMS AND SATISFACTION LEVEL AMONG AGRISOFT DAIRY AND AGRO PRODUCER CO. LTD.

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Abstract

This study analysis the relationship between decision-making and job satisfaction between employees in the organization. This study was shown in the form of research on positivism. The study accepted the structure of descriptive research. A sample of 82 Employee was selected, and a questionnaire prepared to collect survey data was distributed. To study the impact on employee decision making programs and satisfaction level among Agrisoft Dairy and Agro products, the study was conducted in Pandalam. Data collected by questionnaire and descriptive analysis and, hypothesis test was conducted. The outcomes indicate that the level of job satisfaction for employees of Agrisoft Dairy and Agro Producer Co.LTD is growing in proportion to the increase in their level of partaking in decision-making.

Keyword: Decision making, job satisfaction, Employee, Organisation

I INTRODUCTION

Retention means the length of period employees stay in the organization, as divergent to employee benefits, which is the proportion of employees leaving your organization. Employers rate total maintenance and departmental holding and retention by rank or title. Employee satisfaction is a reliable way of retaining employees. When employers performs that support good working relationships, employee satisfaction is enhanced since employees often believe that the company is using their abilities and appreciating their services and commitment. On the other hand, high job satisfaction often consequences in higher levels of employee retention. Final metrics can show how long employees stay in their positions before they go to another department or company. The retention rate is very helpful in making successive programs based on, in part, the extent of time an employee usually resides in each role in a company's ascent. Employee satisfaction means that employees are fully involved in their work and feel that the company values their efforts and hard work. But if they don't feel like in their work or how things are done, this develops a common reason why employees leave. While employees go to other jobs looking for a high pay, the main reason for profit in most circumstances is dissatisfaction. This affects the employee and the employer, too.

II COMPANY PROFILE

AGRISOFT DAIRY & AGRO PRODUCER COMPANY Ltd. was established in 2006 in Karwar - Karnataka as a small goat farm. From there, they raised a butcher goat at Karwar Farm by meeting a local partner there. They grew up as part of a staple food in the homes of neighbouring Karwar and adjacent Goa, further upholding a large chunk of local stocks. In 2013, they started a dairy farm in their hometown of Kerala - Pandalam in Aleppy district with only 22 cows. Currently, they have more than 147 high-yielding HF, Jerseys, Swiss Brown, Gir & Vechur breeds on their 14-acre farm in Pandalam with more than 2,430 liters of daily milk production. They have been awarded three times in the last three years for existence the largest dairy producer in the region. They were awarded as the Best Consolidated Farmer in Kerala Province in 2016-2017 by the Government of Kerala acknowledging their new efforts at Dairy Farming and informing the community in Kerala community about integrated farming including goat, poultry and Indigenous Vegetable Farming across the farm over the past few years of operation. Currently, they are in the process of obtaining an Organic Certification for milk to achieve the highest quality of their dairy products. In 2015, they set out to produce a high-quality maze from more than 142 hectares of arable land in the Syathamangalam area in the Erode region of TamilNadu and began precise and irrigated farming to produce a free pesticide line that would be given green fodder for cattle. Currently, they move the maze every week to the Dairy farm in Pandalam to support the demand for green fodder. In 2016, due to the growing demand for free milk and high quality preservation, they decided to increase their milk production by owning and extracting milk from poor women in the Tirunelveli region of TamilNadu by ratifying an agreement to buy all milk produced at fair value and thus started a project for women / families. 50 in Surandai Village near Thenkashi in the Thirunelveli district and currently have more than 2,935 animals under their control throughout the district and 3 different dairy farms. They now collect about 21,000 liters of milk directly from more than 1,860 farmers across the region, of which more than 72% of them are women farmers. The main objective was to make sure the stable income of the poor social group by safeguarding financial independence for them and thus affirming our social commitment to society. As dairy farmers, they understand that high-quality milk comes from healthy cows, and they place great importance on preventing scientific diseases and keeping cows healthy. They work hard to ensure that each cow on the farm is well fed and treated properly. They focus on protecting, training staff and keeping the cows healthy, the cows are free from disease and producing high quality dairy products. In 2017, they were tested and researched in accordance with international certification standards for their food safety management program at their Dairy Farm and giving out plant in Pandalam and accordingly, they were awarded First Dairy Farm in the region with ISO 22000 Certificate of Excellence for the following 2005 Filtering, Processing, and Marketing of Milk Liquid, Non-Formal Milk from 14.02.2019 to 14.01.2021 where from the first day until now, they have firmly ensured that all milk and other dairy products will be produced without any form of protection and chemicals to increase shelf life or better taste.

About the Company

Company Name: Agrisoft Dairy & Agro Producer Company Ltd.

Type of Company: Producer Company Limited are Shares awarded to the Agricultural Industry

Year Launched: 2014

Type of business: Manufacturer

Items Made: Milk, Ghee, Curd, Unsaturated Butter, Butter Milk, Ice Cream, Sip Up and Yoghurt.

III LITERATURE REVIEW

Retention is a difficult notion and there is no single way for keeping employees and company. The longevity and success of any organization be subject to on retaining key employees. To a large level customer satisfaction, organizational performance in relation to increased sales, satisfied colleagues and reporting staff, effective sequencing planning, etc., depends on the capability to retain the best employees in any organization. Encouraging employees to stay in the organization for longer can be designated as retention. It is a procedure in which employees are encouraged to stay with the organization for a longer period of time or until the project is completed. A more detailed and recent definition of the concept of retention “customer popularity, identification, commitment, trust, willingness to recommend, and repurchase objectives, the first four being emotional-perception, and the last two being ethical objectives” (Stauss et al., 2001). Research has also shown that retention is driven by a number of key factors, which need to be managed collectively: organizational culture, communication, strategies, payments and benefits, a flexible work plan and skills development plan (Logan, 2000). In fact, documentation of retention shows that recruiting existing employees by developing staff or talent management programs is less expensive than acquiring new talents, as organizations know that their employees have already been utilized (Davidow & Uttal, 1989) good work and look forward to improving the satisfaction of their corporate customers (Denton 2000). Satisfied employees have high ambitions to continue their organization, leading to a decrease in the level of income (Mobley et al., 1979). Numerous studies have confirmed and strongly confirmed the link among satisfaction and ethical and behavioural goals as employee retention (Anderson & Sullivan, 1993). In addition, many studies enlighten the importance of senior staff involvement and how it can progress their retention (Arthur 1994). Zineldin, (2000) views retention as “an obligation to continue doing business or to trade with a particular company on an ongoing basis”. Denton (2000) made it perfect that employees who are happy and satisfied with their work are very devoted to their work and always put their efforts into creating the satisfaction of their corporate clients. Stauss et al., (2001) defined retention as "customer satisfaction, identification, commitment, trust, willingness to commend, and repurchase objectives, the first four being mind-keeping, and the last two being ethical purposes". Panach, (2001) conveys the idea that organizations today are more concerned with keeping their key employees and employees right as they become progressively difficult to find. Cutler (2001) held that one of the most important requirements for management today in any organization is to keep the most significant and powerful human resources inspired and committed. It is not significant to see who the organization employs but what is important who is retained in the factory. Simbi, Griffeth, and Hom (2002) add to the view that “the truth is often overlooked, but the reasons why people

remain are not always the same as the reasons for human abandonment.” Researchers like Amadasu (2003) Taplin et al. (2003) Gberevbie (2008) found that if suitable staff retention strategies were assumed and implemented by organizations employees would always work to achieve the organisation's goal.

IV PRIMARY OBJECTIVE:

Learn about various employee retention strategies and their impact on employee satisfaction at Agrisoft Dairy & Agro Producer CO. Ltd.

SECONDARY OBJECTIVE:

- To study on the various strategies implemented to increase employee retention.
- To examine the impact of employee decision making and satisfaction level.

V SCOPE OF THE STUDY

Retention of employees means the skill of an organization to retain its employees. Strategies to adhere to the policies and practices of the organization to meet the numerous needs of employees and to generate an environment that encourages them to stay with the organization. The study aims to identify the various staff retention strategies provided by Agrisoft Dairy & Agro Producer CO. Ltd. They currently have 200 employees but here the study includes 82 staff samples. The scope of the study involved helps to identify errors in the current final plan. The research also helps the organization to identify appropriate retention methods needed to retain staff and helps the organization to reduce staffing.

VI RESEARCH METHODOLOGY

Research means a scientific and systematic search for relevant information on a particular subject. The method of operation is defined as “the study of the ways in which we acquire information, working through thought processes that are based on research problems from their context”. The research approach refers to a systematic process that involves solving a problem, forming an opinion, collecting information, analysing facts and success conclusions in the form of a solution to a problem or other imaginative process.

RESEARCH DESIGN

The design of the study provides a context for the collection and analysis of data in a way that seeks to integrate compliance with the objective of the search for a critical problem following the fact that defines research preparation. In the study the researcher used the DESCRIPTIVE RESEARCH DESIGN this is used to obtain clarity with the help of structured questions to convey key details to focus on the precise or variable definition of the problem. Descriptive research is used to define the features of a population or study population. It does not answer the questions of how things happened / when / why. Descriptive research is done especially when the researcher wants to better understand the topic. Sample design is a clear system for obtaining a sample from a set of people. It refers to the techniques or procedures that the researcher should use in selecting a sample. Construction sample should be determined before data collection.

SAMPLE SIZE DETERMINATION

In this study employee of Agrisoft dairy & Agro producer CO. Ltd. they are trained to analyse employee retention strategies and employee satisfaction. The population size is 200 comprising those company employees.

SAMPLE SIZE

Sample size refers to the number of items that will be selected in the universe to form a sample. Here a sample size of 82 employees is selected from the sample staff frame of 200 employees. When determining the size of the sample number of proposed classes and the acceptable level of confidence.

$$n = \frac{Z^2 p\% q\% N}{e^2 (N-1) + p\% q\% Z^2}$$

Where,

n = sample size required.

P% = is the number of respondents, who responded in a way that made the study a success in Driver research.

q% = 100-p%

z = value corresponding to the level of confidence.

e = value of error

N = Sample frame. Therefore,

$$n = \frac{1.962 * 90 * 10 * 200}{52 (200-1) + 90 * 10 * 1.962}$$

By using a value in the equation, we obtain a sample size of 82.

VIISOURCE OF DATA COLLECTION

The study was conducted on the basis of both primary and secondary data.

PRIMARY DATA:

The primary data are collected directly are reliable. The data are collected through a well-structured questionnaire. The examples are; 1.Questionnaire 2.Observation method 3.Interview

SECONDARY DATA

The secondary data are those which are previously been collected by someone else. Secondary data has been collected from company records, textbooks, website etc. such as.1.Reference book 2. Journals 3.Newspaper 4.Websites

VIII SAMPLING METHOD

The type of sampling method used for the study is simple random sampling and under this lottery method is used to collect data.

SIMPLE RANDOM SAMPLING

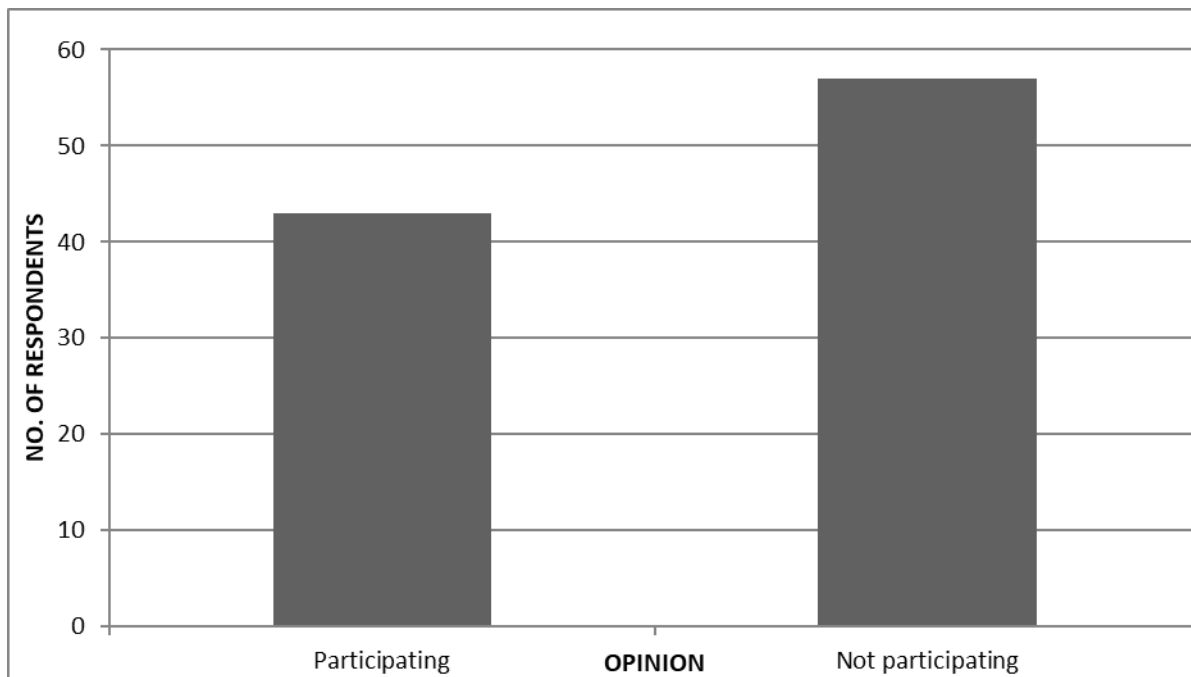
Simple random sampling selected from the population in such a way that every member of the population as equal chances of being selected and selection of any individual does not influence the selection of anyother. Simple random sampling is free from the personal bias. This have two type first one is the simple random sampling with replacement and second one is random sampling without replacement.

IX DATA ANALYSIS AND INTREPRETATION

TABLE 1.1 SHOWING THE OPINION ABOUT DECISION MAKING PROGRAMS

OPINION	NO. OF RESPONDENT	PERCENTAGE
Participating	35	43
Non-participating	47	57
Total	82	100

GRAPH 1.2 SHOWING THE OPINION ABOUT DECISION MAKING PROGRAMS

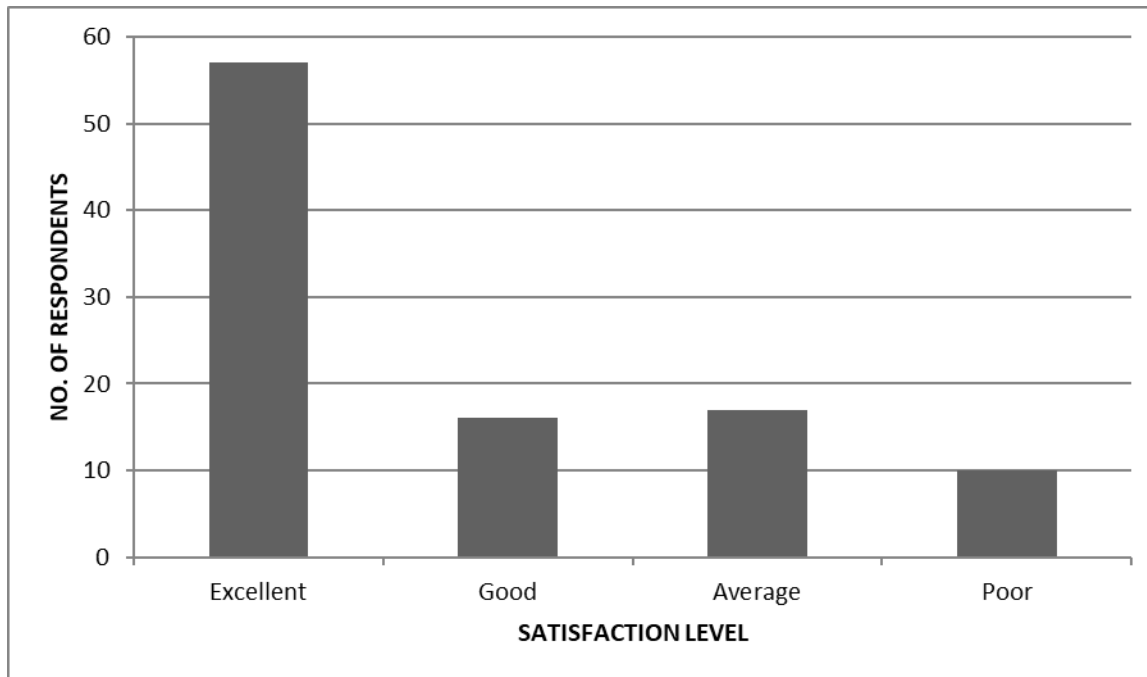


INTERPRETATION: The above table and graph shown that 43% employees are agree that they are participating decision-making programs of the organization and 57% employees disagree with this opinion.

TABLE 1.3 SHOWING THE SATISFACTION LEVEL DECISION MAKING PROGRAMS IN THE ORGANIZATION

OPINION	NO. OF RESPONDENT	PERCENTAGE
Excellent	47	57
Good	13	16
Average	14	17
Poor	8	10
Total	82	100

GRAPH 1.4 SHOWING THE SATISFACTION LEVEL DECISION MAKING PROGRAMS IN THE ORGANIZATION



INTERPRETATION:

The 57% of employees have excellent opinion about the participation in decision making program of ULCCS Ltd, 16% have good opinion, 17% have average opinion and 10% have poor opinion about the decision-making program.

HYPOTHESIS- DECISION MAKING PROGRAMS AND EMPLOYEE SATISFACTION

Null Hypothesis (H_0): Employee Satisfaction is independent on Decision Making Programs

Alternative Hypothesis (H_1): Employee Satisfaction is depended on Decision Making Programs

TABLE 1.5

TABLE SHOWING THE RELATIONSHIP BETWEEN DECISION MAKING PROGRAMS AND EMPLOYEE SATISFACTION

Calculation of χ^2

OBSERVED	EXPECTED	(O-E) ²	(O-E) ² /E
47	44.63	5.62	0.13
13	15.37	5.62	0.37
14	16.37	5.62	0.34

		DECISION MAKING PROGRAMS		
		PARTICIPATING	NON-PARTICIPATING	TOTAL
EMPLOYEE SATISFACTION	GOOD	47	13	60
	POOR	14	8	22
	TOTAL	61	21	82

8	5.63	5.62	0.99
TOTAL			1.83

Test	Level of significance	Degree of freedom	Calculated value of χ^2	Table value	H ₀ Accept/Reject
χ^2	5%	1	1.83	3.841	Accept

INTERPRETATION:

Here the calculated value of chi- square is less than table value. So the null hypothesis is accepted and alternative hypothesis is rejected therefore it is understood that Employee Satisfaction is independent on Decision Making Programs.

X FINDINGS

Based on the analysis and interpretation of the data, the following was the findings of the study: The study found that job retention strategies contribute to employee satisfaction in the organization. 57% of employees agree that they do not participate in decision-making processes (Table no. 1.1)

XI LIMITATION OF THE STUDY

Respondents are always busy with their work. It was very difficult for the researcher to convince and get answers from the respondents. It was pointed out in many places that respondents did not seem interested in completing the questionnaire. The technical side of the story had to be known a bit because of the lack of staff knowledge and it could not be easily approached. The result is based on information provided by the lower level staff only. The aspect of subjection, therefore, is not to be overlooked

XII CONCLUSION

Maintaining organizational resources is very important to any organization. Employees are faced with the daunting task of solving this problem. Motivated and satisfied employees reflect the wealth of organizations rather than the appropriate balance sheet. Data collected at the rate of distribution of a set of questionnaires compiled by employees of Agrisoft Dairy & Agro Producer CO. Ltd. The information collected was subject to analysis and interpretation on a case-by-case basis and suggestions were given to complete it. This will help the company to progress further in the future. Data collected when analyzed using calculations and descriptions required had been using a simple percentage method and square test. According to the analysis, retention strategies

contribute to employee satisfaction. According to research it has been concluded that employees are somehow satisfied with a few aspects of their work. The staff is very loyal to the organization. Employees are willing to work longer in the organization if they give the opportunity to shine and grow. If the same is done the chances of retaining current employees will be greater and the level of attraction can be reduced.

XIII SUGGESTIONS

According to the study “EMPLOYMENT STRATEGIES AND ITS EFFECT ON EMPLOYMENT SATISFACTION” the researcher made some suggestions. These recommendations are made only on the basis of research.

- It is better to do cultural activities so that employees have stronger relationships and this will lead to an increase in ethics which in turn leads to increased productivity.
- Managers should involve employees in decision-making processes and should consider their views and suggestions.
- Managers must reduce staff responsibilities; heavy work creates tension and affects staff morale.
- It will be better if management provides continuous performance and analysis.
 - Managers must provide an opportunity for career development.
- New “Employee of the Month” award-winning program used to promote employee ethics

XIV REFERENCE

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