

ABSTRACT

Employee attrition and retention are vital factors influencing the success and sustainability of an organization. This project report provides an in-depth analysis of these issues at Bella Premier Happy Hygienecare Private Limited, Dindigul, focusing on factors contributing to attrition, the effectiveness of retention strategies, and proposing actionable recommendations. The research combines quantitative data analysis and qualitative assessments, including surveys, interviews, and policy reviews. Key factors such as job satisfaction, compensation, career development opportunities, work-life balance, and organizational culture were evaluated to understand their impact on employee turnover. The findings identify issues like inadequate compensation, lack of career advancement, poor work-life balance, and dissatisfaction with culture as key drivers of attrition. Retention factors include recognition, skill development, supportive leadership, and a positive work environment. Recommendations include revising compensation packages, implementing career development programs, enhancing work-life balance, and promoting a more inclusive culture. The report emphasizes continuous feedback and monitoring to improve employee engagement and retention.