

# A STUDY ON EMPLOYEE RETENTION AT WIPRO INFRASTRUCTURE ENGINEERING PVT. LTD HINDUPUR

ANKE HEMALATHA<sup>1</sup>, <sup>1</sup> Student of JNTUA School of Management Studies, Anantapur,  
Andhra Pradesh, India.

DR. P. JAYARAMIREDDY<sup>2</sup>, <sup>2</sup> M. Com, M.B.A, Ph.D., Assistant Professor(A), JNTUA School of  
Management Studies, Anantapur, Andhra Pradesh, India.

## ABSTRACT

This study explores employee retention practices at Wipro Infrastructure Engineering Pvt. Ltd., Hindupur, focusing on factors influencing employees' decision to remain with the organization. It examines aspects such as compensation, benefits, job satisfaction, career growth, and work environment using primary data collected through a structured questionnaire. The findings indicate that employees generally have a positive perception of retention strategies, especially in compensation and welfare measures, while some improvement is needed in career development opportunities. The study concludes that effective HR practices significantly contribute to employee satisfaction, reduced turnover, and improved organizational performance.

## KEY WORDS

Employee Retention, Job Satisfaction, Compensation and Benefits, Career Development, Work Environment, Hr policies.

## 1.INTRODUCTION

Employee retention refers to an organization's ability to retain its workforce and minimize employee turnover, which is essential for maintaining productivity, efficiency, and organizational stability.

Employee retention is a key concern for modern organizations seeking to maintain stability, efficiency, and long-term success. It refers to the ability of an organization to keep its employees by creating a work environment that promotes satisfaction, commitment, and loyalty. In manufacturing organizations retaining experienced and skilled employees is essential for ensuring consistent productivity and quality. Various factors like fair pay, career growth opportunities,

supportive leadership, recognition, and work-life balance play an important role in influencing employees' decisions to stay. Effective retention practices help reduce hiring costs, improve employee morale, and preserve valuable knowledge within the organization. Therefore, organizations must focus on strong human resource strategies to enhance employee engagement, minimize turnover, and achieve sustainable growth

## 2.LITERATURE REVIEW

Al Mamun and Hasan (2017) examined employee retention practices in developing countries and found that compensation, promotion opportunities, and job security significantly influence employees' intention to stay. The study emphasized that fair pay structures and career advancement opportunities enhance employee commitment and reduce turnover.

Agarwal and Gupta (2018) studied employee engagement and found that engaged employees demonstrate higher organizational commitment and lower turnover intentions. The research indicated that recognition, involvement in decision-making, and meaningful work significantly improve retention levels.

Kashyap and Rangnekar (2019) explored the relationship between organizational culture and retention. Their study revealed that a positive organizational culture characterized by trust, teamwork, and communication enhances employee satisfaction and encourages long-term association with the organization.

Dutta and Banerjee (2019) found that training and development opportunities play a crucial role in retaining employees. Employees who receive continuous learning opportunities and skill development programs are more likely to remain with their organizations and contribute effectively.

Chaudhuri et al. (2022) studied employee well-being and mental health as emerging factors in retention. The findings indicated that organizations that promote psychological well-being, provide counseling support, and maintain a healthy work environment experience lower turnover rates.

Recent research by Kumar and Mathur (2023) highlighted the importance of employee recognition, career planning, and inclusive workplace culture in retaining talent. Their study concluded that organizations adopting employee-centered HR practices achieve higher retention and improved performance.

### 3.OBJECTIVES

- To study the HR policies of employee retention at Wipro infrastructure engineering Pvt Ltd. Hindupur.
- To understand employee retention strategies adopted at Wipro infrastructure engineering Pvt Ltd. Hindupur.
- To identify the factors influencing employee retention at Wipro infrastructure engineering Pvt Ltd. Hindupur.

### 4.RESEARCH METHODOLOGY

The study adopts a simple random sampling method with a sample size of 107 respondents. Primary data was collected through a structured questionnaire, while secondary data was gathered from company sources such as the official website of Wipro Infrastructure Engineering Pvt. Ltd., along with company reports, articles, and journals.

Data analysis, tools such as tables and bar charts were used, and correlation analysis was applied as the main analytical technique.

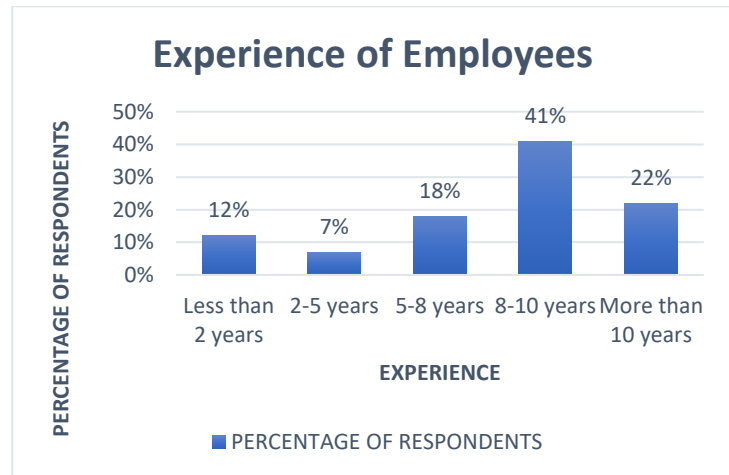
### 5.DATA ANALYSIS:

**Table 1: Experience of Employees**

EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 2 years	13	12%
2-5 years	8	7%
5-8 years	19	18%
8-10 years	44	41%

More than 10 years	23	22%
Total	107	100%

**Chart 1**



### Interpretation:

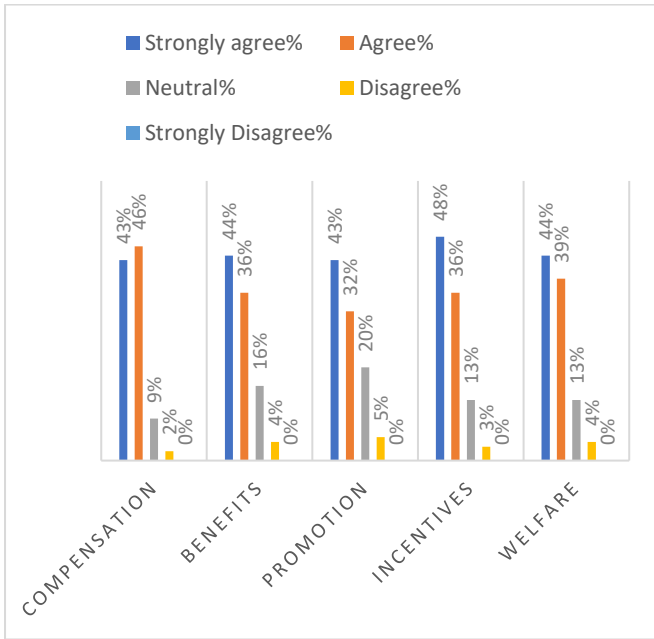
The above bar chart shows that 41% of employees have 8–10 years of experience, followed by 22% with more than 10 years and 18% with 5–8 years. Employees with less than 2 years 12% and 2–5 years 7%.

**Table 2:**

Summarized data analysis table for Five components are given below. For the each attributes different questions were framed and collected the opinion of respondents.

Opinion/Attribute	Strongly agree%	Agree%	Neutral%	Disagree%	Strongly Disagree%	Total%
Compensation	43%	46%	9%	2%	0%	100%
Benefits	44%	36%	16%	4%	0%	100%
Promotion	43%	32%	20%	5%	0%	100%
Incentives	48%	36%	13%	3%	0%	100%
Welfare	44%	39%	13%	4%	0%	100%

**Chart 2**



**Interpretation**

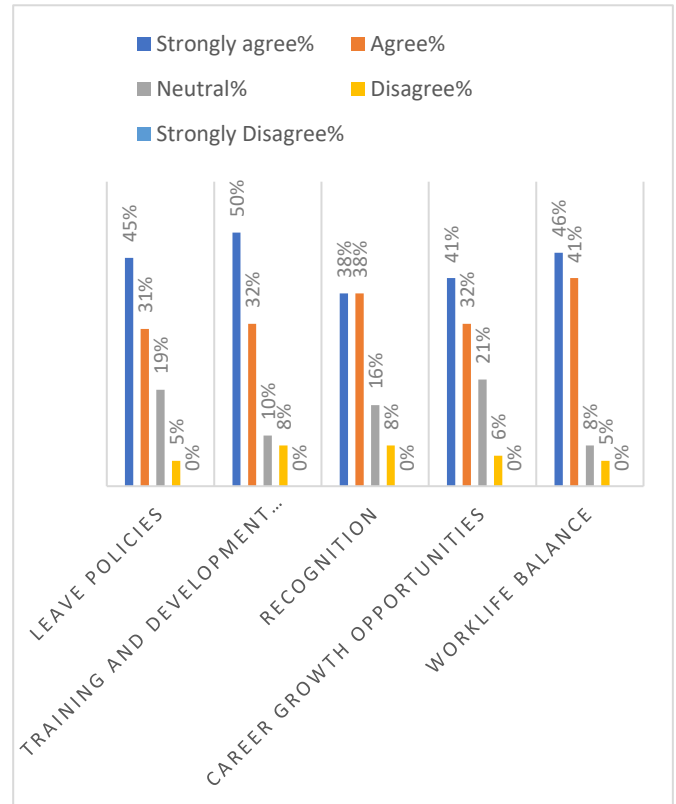
The combined table indicates that a strong majority of employees have a positive perception across all factors, with 89% for compensation policies, 80% for employee benefits, 75% for promotion opportunities, 84% for incentives & rewards, and 83% for welfare facilities expressing “Agree” or “Strongly Agree.” Incentives & rewards and compensation policies show the highest levels of satisfaction among employees. Promotion opportunities have comparatively lower positive responses and higher neutral opinions, suggesting scope for improvement in career advancement.

**Table 3:** Summarized data analysis table for Five components are given below. For the each attributes different questions were framed and collected the opinion of respondents.

Opinion/Attribute	Strongly agree%	Agree%	Neutral%	Disagree%	Strongly Disagree%	Total%
Leave policies	45%	31%	19%	5%	0%	100%
Training and Development opportunities	50%	32%	10%	8%	0%	100%
Recognition	38%	38%	16%	8%	0%	100%

Career growth Opportunities	41%	32%	21%	6%	0%	100%
Worklife Balance	46%	41%	8%	5%	0%	100%

**Chart3**



**Interpretation**

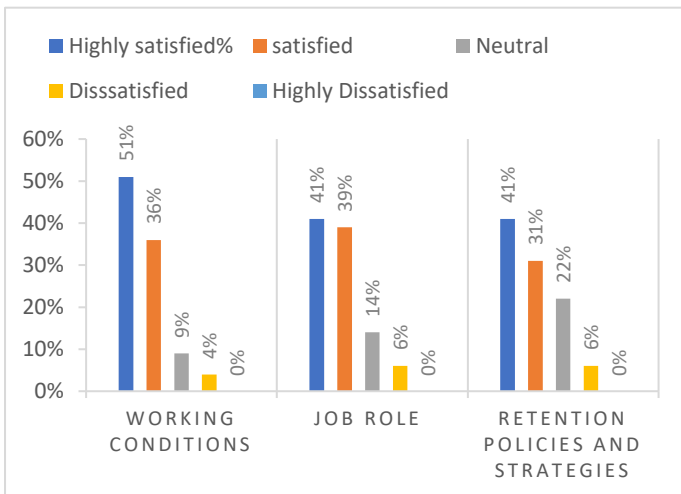
The table indicates that a majority of employees have a positive perception across all attributes, with 76% for leave policies, 82% for training and development, 76% for recognition, 73% for career growth opportunities, and 87% for work-life balance expressing “Agree” or “Strongly Agree.” Work-life balance and training & development show the highest satisfaction levels among employees. career growth opportunities have relatively lower positive responses and higher neutral opinions, indicating scope for improvement in advancement opportunities.

**Table 4**

Summarized data analysis table for Five components are given below. For the each attributes different questions were framed and collected the opinion of respondents.

Opinion/Attribute	Highly satisfied%	satisfied	Neutral	Disssatisfied	Highly Dissatisfied	Total%
Working conditions	51%	36%	9%	4%	0%	100%
Job role	41%	39%	14%	6%	0%	100%
Retention policies and strategies	41%	31%	22%	6%	0%	100%

Chart 4



**Interpretation**

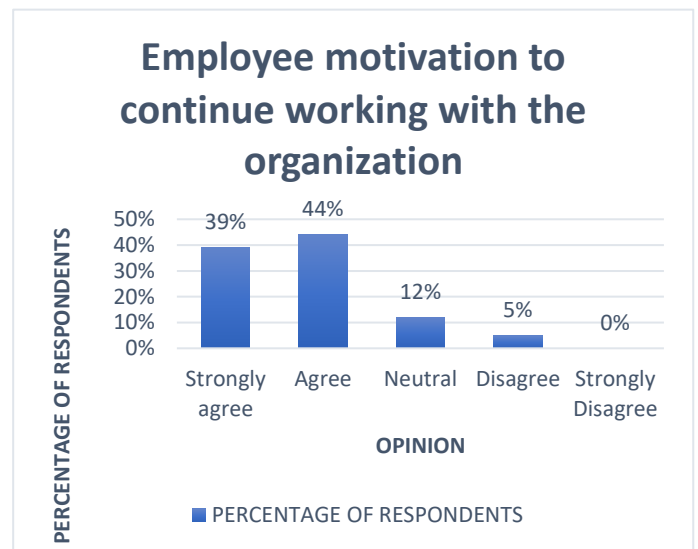
The table shows that a majority of employees are satisfied across all attributes, with 87% for working conditions, 80% for job role, and 72% for retention policies and strategies expressing “Highly Satisfied” or “Satisfied.” Working conditions received the highest level of satisfaction among employees. Retention policies and strategies have comparatively lower positive responses and higher neutral opinions, indicating scope for improvement in employee retention efforts.

Table 5

**Employee motivation to continue working with the company**

OPINION	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	42	39%
Agree	47	44%
Neutral	13	12%
Disagree	5	5%
Strongly Disagree	0	0%
Total	107	100%

Chart- 5



**Interpretation:**

The bar chart indicates that 83% of respondents either agree or strongly agree that they are motivated to work with the organization, reflecting a high level of employee commitment. Only 5% disagree and 12% remain neutral, showing overall strong organizational attachment among employees.

**Hypothesis testing:**

- $H_0$  : There is no significant positive relationship between employee retention strategies and employee commitment.

$H_1$  : There is a significant positive relationship between employee retention strategies and employee commitment.

**PEARSON'S CORRELATION (r)**

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

X	44	33	24	6	0
Y	42	47	13	5	0
X	44	33	24	6	0
Y	42	47	13	5	0
X <sup>2</sup>	1936	1089	576	36	0
Y <sup>2</sup>	1764	2209	169	25	0
XY	1848	1551	312	30	0
Σ	107	107	3637	4167	3741

ΣX = 107  
 ΣY = 107  
 ΣX<sup>2</sup> = 3637  
 ΣY<sup>2</sup> = 4167  
 ΣXY = 3741  
 n = 5

**RESULT:**  
**r = 0.913**

**Interpretation:**

The correlation coefficient between employee retention strategies and employee commitment is 0.913, which indicates a strong positive relationship between the two variables. This means that when effective retention strategies are implemented in the organization, the level of employee commitment tends to increase. Therefore, employee retention practices play a significant role in improving employees' commitment towards the organization.

Since the correlation value r = 0.913 shows a strong positive relationship, the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>1</sub>) is accepted. This indicates that there is a significant positive relationship between employee retention strategies and employee commitment.

**6.FINDINGS**

- 66% of employees belongs to age above 40 years which indicates a high experienced employees are working in the organization.
- 55% of employees are earning salary above ₹70, 000, indicating a moderate to high income levels.
- 59% of employees has experience more than 8 years, showing high employee stability and organizational experience.
- 89% of respondents agree that the organization provides good compensation policies, reflecting high satisfaction with salary structures.

- 80% of employees are satisfied with employee benefits, showing that benefit programs are positively perceived.
- 75% of respondents agree that promotion opportunities are available, indicating moderate satisfaction with career advancement.
- 84% of employees expressed satisfaction with incentives and rewards, highlighting effective motivational practices.
- 87% of respondents agreed that the organization supports work-life balance, and the same percentage are satisfied with working conditions.
- 83% of employees show strong commitment to the organization, indicating that retention strategies positively influence employee loyalty.

**7.Conclusion**

The study concludes that employees at Wipro Infrastructure Engineering Pvt. Ltd Hindupur, have positive opinion about compensation, benefits, training opportunities, and working conditions. Most employees are satisfied with their job roles and welfare facilities, that reflects a supportive work environment. The organization has implemented effective employee retention practices that contribute to high levels of employee satisfaction and commitment. These factors collectively enhance employee commitment and loyalty, indicating that the organization's retention strategies are positively influencing employee motivation and long-term association with the organization.

**8.Suggestions**

- The organization can continue maintaining competitive pay structures.
- It is suggested that the company can further enhance employee welfare measures.
- The company can expand advanced learning and development opportunities.

## 9.References

Human Resource Management by Gary Dessler.  
Dessler, G. (2020). Human resource management (16th ed.). Pearson Education.

Armstrong's Handbook of Human Resource Management Practice .Armstrong, M. (2021). Armstrong's handbook of human resource management practice (15th ed.). Kogan Page.

Organizational Behavior by Stephen P. Robbins.  
Robbins, S. P., & Judge, T. A. (2019). Organizational behavior (18th ed.). Pearson.

Factors Affecting Employee Retention by Mamun and Hasan. Mamun, C. A., & Hasan, M. N. (2017). Factors affecting employee retention. Journal of Applied Economics and Business Research, 7(2), 63–80.

Employee Engagement and Retention by Agarwal and Gupta. Agarwal, P., & Gupta, R. (2018). Employee engagement and retention: A review. International Journal of Management Research, 8(3), 45–52.

Organizational Culture and Retention by Kashyap and Rangnekar. Kashyap, V., & Rangnekar, S. (2019). Organizational culture and employee retention. Management Insight, 15(1), 34–41.