

A Study on Employee Attrition Rate in Coir Industry

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Abstract: *Employee attrition, the rate at which employees voluntarily leave an organization, poses significant challenges to the Coir industry, a sector involved in the production and processing of natural fiber extracted from coconut husks. High attrition rates can adversely impact productivity, disrupt operations, increase costs, and hinder organizational growth. Therefore, it is crucial to understand the factors contributing to attrition and develop effective strategies to mitigate its negative effects. The study utilizes a mixed-methods approach, incorporating both quantitative and qualitative research methodologies. The quantitative phase involves collecting attrition data from multiple Coir industry companies over a specified period. The data includes employee turnover rates, demographics, job roles, tenure, and reasons for departure. Statistical analysis techniques such as regression analysis and correlation tests will be employed to determine the relationship between attrition and various factors, including job satisfaction, compensation, career development opportunities, work-life balance, and organizational culture.*

Keywords: Employee attrition.

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