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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.

I. INTRODUCTION

The introduction section of the research outline provides a background on the Coir industry, highlighting its significance and contributions to various sectors. It then defines employee attrition rate as the rate at which employees leave an organization and discusses its importance in understanding organizational performance and productivity. The purpose of the research is to investigate and analyze the employee attrition rate in the Coir industry. The research aims to identify factors contributing to attrition, explore its impact on organizational performance, and develop strategies to mitigate attrition. The findings of this research can provide valuable insights for the growth and sustainability of Coir industry organizations.

The Coir industry is a significant sector that plays a crucial role in various industries, including agriculture, horticulture, construction, and manufacturing. Coir, derived from coconut husks, is used to manufacture products such as mats, ropes, brushes, and geotextiles.

Employee attrition rate refers to the rate at which employees leave an organization over a specific period. It is an important metric for organizations to track as it reflects the turnover of their workforce. Understanding and analyzing the employee attrition rate can provide insights into the health and stability of an organization, as well as its ability to retain skilled and experienced employees.

The research aims to investigate the employee attrition rate in the Coir industry and its implications. By identifying the factors contributing to attrition and analyzing its impact on organizational performance, the research intends to provide valuable insights for Coir industry organizations. The research also aims to explore strategies and recommendations to reduce attrition and improve employee retention in the industry.

Overall, this research is significant as it can help Coir industry organizations better understand and address employee attrition, ultimately leading to improved organizational performance, productivity, and employee satisfaction.

The Coir industry is a significant sector involved in the production and processing of coir, which is derived from the fibers of coconut husks. Coir has a wide range of applications, including mats, rugs, ropes, geo-textiles, and

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horticultural products. The industry plays a vital role in providing livelihoods to many people and contributing to local economies in regions where coconuts are grown.

1.1 STATEMENT OF PROBLEM

The Coir industry is facing a significant challenge in terms of employee attrition, which refers to the rate at which employees leave the organizations within a specific period. The high attrition rate in the Coir industry has detrimental effects on organizational performance, productivity, and employee morale.

The problem arises from the fact that the factors contributing to employee attrition in the Coir industry have not been comprehensively studied and understood. This lack of understanding hinders the development and implementation of effective strategies to reduce attrition and retain skilled employees within the industry.

The Coir industry operates in a competitive environment, and organizations need a stable and motivated workforce to thrive. However, the industry currently lacks insights into the reasons behind employee attrition and the subsequent impact on organizational performance. Without addressing this problem, the Coir industry will continue to experience the negative consequences of high attrition rates, including increased recruitment and training costs, loss of experienced employees, decreased productivity, and decreased employee satisfaction.

Therefore, it is crucial to conduct research to determine the employee attrition rate in the Coir industry, identify the main reasons for attrition, and understand the implications for organizational performance. This research will provide valuable insights into the problem of employee attrition in the Coir industry and enable organizations to develop targeted strategies to reduce attrition and improve overall workforce stability and performance.

The Coir industry is facing a significant challenge of employee attrition, resulting in a high rate of employee turnover. This problem has detrimental effects on the organizations operating within the industry, affecting their productivity, performance, and overall sustainability. The problem of employee attrition in the Coir industry needs to be addressed urgently due to several reasons:

Loss of skilled and experienced workforce: The Coir industry requires specialized knowledge and expertise. When employees leave the organizations, valuable skills and experience are lost, making it difficult to maintain consistent quality and productivity.

Increased recruitment and training costs: High attrition rates lead to a continuous need for recruitment and training, which can be costly and time-consuming for Coir industry organizations. It becomes a cycle of recruiting and training new employees, negatively impacting the financial resources of the companies.

Disrupted organizational continuity: Frequent turnover disrupts the continuity and stability of operations within Coir industry organizations. The constant need for new employees hampers effective team dynamics, collaboration, and institutional knowledge transfer.

Decreased employee morale and engagement: High attrition rates can create a sense of instability and job insecurity among the remaining employees. This can lead to decreased morale, lower engagement levels, and reduced commitment to the organization, further exacerbating the attrition problem.

Negative impact on organizational performance: The continuous loss of skilled employees and the associated costs can hinder organizational performance and growth in the Coir industry. It becomes challenging to meet production targets, fulfill customer demands, and compete effectively in the market.

Therefore, understanding and addressing the causes of employee attrition in the Coir industry is crucial to mitigate these challenges and promote a stable, engaged, and skilled workforce. By identifying the underlying factors contributing to attrition and implementing effective retention strategies, organizations can enhance their performance, productivity, and long-term sustainability within the Coir industry.

1.2 OBJECTIVES OF STUDY

- Identify the key reasons for employee attrition in the coir industry
- Assess the impact of employee attrition on the coir industry
- To identify the main cause of employeeturn over in the coir industry and their impact on organizational performances
- Develop recommendations for reducing attrition and enhancing employee retention

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1.3 RESEARCH METHODOLOGY

A. Research Design:

Describe the research design that will be used in this study. For example, it could be a mixed-methods approach involving both quantitative and qualitative data.

B. Data Collection Methods:

1.Surveys/Questionnaires:

Develop a survey/questionnaire to collect quantitative data on employee attrition in the Coir industry. The survey can include questions about the reasons for leaving, length of employment, job satisfaction, and demographic information.

Determine the target sample size and select a representative sample of employees from different organizations within the Coir industry.

2.Interviews with Industry Professionals:

Conduct in-depth interviews with key industry professionals, including HR managers, executives, and supervisors, to gather qualitative data on employee attrition. These interviews can provide valuable insights into the underlying reasons for attrition and potential strategies for retention.

Ensure that the interviewees represent a diverse range of organizations within the Coir industry.

3.Analysis of Existing Data/Reports:

Analyze existing data and reports on employee attrition in the Coir industry. This may include industry statistics, annual reports, and relevant research publications.

Extract relevant information and insights from these sources to complement the primary data collected through surveys and interviews.

C. Sample Selection:

Define the target population for the study, such as employees working in various roles within the Coir industry.

Determine the appropriate sample size that provides sufficient representation and statistical power.

Use random sampling techniques to select participants for surveys and purposeful sampling for interviews with industry professionals.

D. Data Analysis Techniques:

Employ both quantitative and qualitative data analysis techniques to analyze the collected data.

Quantitative data analysis may involve statistical methods such as descriptive statistics, correlation analysis, and inferential statistics.

Qualitative data analysis can include thematic analysis, coding, and categorization of interview transcripts.

II. REVIEW OF LITERATURE

(Priya, 2017) The goal of the current study is to determine employee expectations for retention in the company as well as to evaluate the factors that contribute to attrition. The main information is gathered from 100 stakeholders using a structured questionnaire and stratified random sampling. It covers workers at various levels in the car sector. The analysis makes use of Chi-square, Anova, comparison, and correlation. The outcome demonstrates that experienced employees are unhappy since they are not promoted. Employees that are underpaid, have stagnant careers with no possibilities for advancement, or are stressed out may search for better opportunities. For employees to stay with the company, they need job security. Due to a lack of prospects for advancement, they favour changing jobs. Therefore, the company must offer at least the minimum benefits and awards.

(Poornimadevi, 2017) Coir industry is an important agro-based employment-oriented traditional cottage industry in India. India is a largest coir producer in the world accounting for more than 80% of the total world production of coir fibre. Kerala is the largest producer of coir and coir products in India. Coir Industry is an export and employment oriented industry which originated in Kerala and is spreading to other coconut growing states of India. The value addition in products has been focused on the demands of export market. The future of coir industry depends on non-conventional products. The major problems of coir industry faces today not aware of the production of value added

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products. The coir board need to create awareness and provide training, guidance and encourage to the manufacture to produce value added products

(H.S.rohitharosario, 2004) The decline of the coir fiber industry in Sri Lanka, which brings valuable foreign exchange, has been a subject of concern as Sri Lanka is a main supplier of coir fiber to the world market. The repercussions of this decline on the country are enormous. In this article we analyze this crisis situation to find the causative factors and to propose recommendations for the development and sustainability of the industry. The main factors contributing to the crisis are unfavorable trade policies, trade barriers, human resource problems, poor trade behavior, export barriers, poor product marketing strategy, the high cost of production, poor industry regulation, and threats from the global marketing environment. Recommendations for the development of the industry include policy changes, improved working conditions, trade strategies, product diversification, mechanization, quality assurance, market development, strengthening of market position, and regional cooperation. We present a comprehensive long-term strategy for the future development of the coir fiber industry of Sri Lanka.

(K.Anoop Krishnan, 2007) Iron impregnated coir pith (CP-Fe-I) can be effectively used for the removal of phosphate from aqueous streams and sewage. Iron impregnation on natural coir pith was carried out by drop by drop addition method. The effect of various factors such as pH, initial concentration of phosphate, contact time and adsorbent dose on phosphate adsorption was studied by batch technique. The pH at 3.0 favored the maximum adsorption of phosphate from aqueous solutions. The effect of pH on phosphate adsorption was explained by pHzpc, phosphate speciation in solution and affinity of anions towards the adsorbent sites. A comparative study of the adsorption of phosphate using CP-Fe-I and CP (coir pith) was made and results show that the former one is five to six times more effective than the latter. Kinetic studies revealed that the adsorption process followed a pseudo-second order kinetic model. Adsorption followed Langmuir isotherm model. Column studies were conducted to examine the utility of the investigated adsorbent for the removal of phosphate from continuously flowing aqueous solutions.

III. ANALYSIS AND INTERPRETATION

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
years of experience in coir industry * reason to quite the coir industry	106	100.0%	0	.0%	106	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.043[a]	9	.006
Likelihood Ratio	25.104	9	.003
Linear-by-Linear Association	18.563	1	.000
N of Valid Cases	106		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 1.51.

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INTERPRETATION

The above table of chi square have 106 valid responses. The significant value of person chi square is 0.006, the significant value of likelihood ratio is 0.003, and linear by linear association is 0.000 which is less than 0.05. So, the alternate hypothesis is accepted and null hypothesis is rejected

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
heavy work load * job satisfaction level	106	100.0%	0	.0%	106	100.0%

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.455	.076	5.925	.000
	Kendall's tau-c	.482	.081	5.925	.000
	Spearman Correlation	.508	.085	6.008	.000[c]
Interval by Interval	Pearson's R	.512	.084	6.073	.000[c]
N of Valid Cases		106			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

INTERPRETATION:

The above table shows that 106 valid responses and the significant value is 0.000 which is lesser than 0.05. Hence alternate hypothesis is accepted and null hypothesis is rejected. There is significant relationship between heavy work load and job satisfaction level

IV. FINDINGS

- Majority of respondents belong to 36-45 age group
- A majority of 73.6% of respondents are male
- About 34.9% of respondents have more than 6 years of experience in coir industry
- A majority of 34.0% of respondents are from Pollachi
- A majority of 47.2% of respondents are workers
- A majority of 41.5% of respondents have been employed at the industry for 1-3 years
- There is significant relationship between years of experience in coir industry and reason to quit the coir industry
- There is significant relationship between heavy work load and job satisfaction level.

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V. SUGGESTION

Inadequate salary packages and limited benefits can be a significant factor driving employees to seek better opportunities elsewhere. Conduct regular market research to ensure competitive compensation packages, review and enhance benefit offerings, and consider performance-based incentives**.**

Gather feedback from departing employees through exit interviews to understand their reasons for leaving. Analyze the feedback to identify patterns and address any underlying issues that may be contributing to attrition.

The coir industry can be physically demanding, and long working hours may contribute to employee burnout. Implement strategies to promote work-life balance, such as flexible scheduling, employee wellness programs, and providing opportunities for rest and rejuvenation.

Recognize and appreciate employees for their hard work and achievements. Implement a robust employee recognition program that acknowledges and rewards outstanding performance, such as employee of the month/year awards or performance-based bonuses

VI. CONCLUSION

The employee attrition rate in the coir industry can vary depending on various factors such as company size, location, job market conditions, and management practices. However, without specific data or recent industry reports, it is challenging to provide a precise conclusion on the current attrition rate in the coir industry. Employee attrition refers to the rate at which employees leave a company over a given period. It is influenced by several factors, including job satisfaction, work environment, career growth opportunities, compensation and benefits, and employee engagement. These factors can differ significantly from one company to another.

To draw a conclusive statement on the employee attrition rate in the coir industry, it would be necessary to review recent industry-specific studies, reports, or surveys that provide data on attrition rates. These sources often consider the average turnover rate and provide insights into industry-wide trends.If you have access to recent data or studies specific to the coir industry, I would be happy to assist you in analyzing the information and drawing conclusions based on that.

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