A STUDY ON TALENT ACQUISITION AND RETENTION STRATEGIES IN PRADEEP STAINLESS INDIA PVT. LTD. MEPZ, TAMBARAM, CHENNAI - 600045

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ABSTRACT:

The topic **"A Study on Talent Acquisition and Retention Strategies in Pradeep Stainless India Private Limited " MEPZ, Tambaram, Chennai- 600045** was chosen to evaluate the effectiveness of the company's approaches in attracting, hiring, and retaining skilled employees. Talent acquisition and retention are critical for maintaining a competitive advantage, especially in the manufacturing sector where experienced professionals contribute significantly to operational efficiency and organizational growth. This study aims to assess the current recruitment and retention strategies, identify challenges, and recommend actionable solutions to enhance employee satisfaction and long-term retention.

Primary data was collected through surveys and interviews with HR professionals, managers, and employees of Pradeep Stainless India Private Limited. The research examines factors such as recruitment channels, employer branding, compensation, career development opportunities, and workplace culture. Findings suggest that effective leadership, a positive work environment, and competitive remuneration packages play a vital role in employee retention.

Furthermore, the study highlights the importance of continuous engagement, skill enhancement programs, and transparent communication in building a loyal workforce. By adopting best practices and addressing identified challenges, organizations can significantly improve talent management outcomes. This research provides practical insights for HR practitioners, policymakers, and business leaders striving to enhance employee retention and organizational performance.

Keywords: Talent acquisition, employee retention, recruitment strategies, workplace culture, career development.

INTRODUCTION:

In today's highly competitive and dynamic business environment, organizations across industries face significant challenges in acquiring and retaining top talent. The ability to attract, hire, and retain skilled professionals is crucial for maintaining a competitive edge, driving innovation, and achieving long-term success. Talent acquisition and retention strategies have become critical components of human resource management, ensuring that businesses not only fill key positions with qualified candidates but also foster a work environment that promotes employee satisfaction, engagement, and loyalty. The significance of talent acquisition and retention has grown in recent years due to several factors, including rapid technological advancements, evolving workforce expectations, demographic shifts, and globalization. The IT and manufacturing sectors, for example, have experienced intense competition for skilled professionals, necessitating strategic approaches to recruitment and employee retention. Organizations must adopt proactive strategies that align with evolving market trends and workforce dynamics to ensure long-term sustainability and productivity.

Talent acquisition refers to the strategic process of identifying, attracting, and hiring qualified individuals to meet an organization's workforce needs. It goes beyond traditional recruitment by incorporating employer branding, workforce planning, and relationship-building initiatives to create a sustainable talent pipeline. Effective talent acquisition strategies focus on attracting high-caliber candidates, assessing their skills and cultural fit, and ensuring a seamless onboarding experience to enhance productivity and engagement. Employee retention, on the other hand, encompasses a set of strategies aimed at keeping valuable employees within an organization for the long term. High turnover rates can lead to increased recruitment costs, loss of organizational knowledge, and decreased productivity. Companies that invest in robust retention strategies, such as competitive compensation,

career development opportunities, work-life balance, and positive workplace culture, are more likely to retain top performers and maintain business continuity.

Organizations worldwide are recognizing the need to refine their talent acquisition and retention strategies to address workforce challenges effectively. The demand for highly skilled professionals continues to rise, while job seekers have become more selective in choosing employers that align with their values and career aspirations. As a result, businesses must not only focus on recruiting the right candidates but also create an environment that fosters professional growth and employee satisfaction. One of the key drivers of talent acquisition and retention is technological advancement. The rise of artificial intelligence, automation, and data analytics has transformed the hiring process, enabling organizations to streamline candidate sourcing, assess skills more accurately, and enhance the overall recruitment experience. Furthermore, the adoption of remote and hybrid work models has expanded talent pools, allowing companies to attract professionals from diverse geographical locations. Another factor influencing talent retention is the evolving expectations of the modern workforce. Employees today seek more than just financial compensation; they value career progression, work-life balance, job security, and a supportive work culture. Companies that fail to address these expectations risk losing their top talent to competitors that offer more appealing work environments.

Despite the growing emphasis on talent acquisition and retention, organizations continue to face several challenges in building and maintaining a strong workforce. Some of the most common challenges include talent shortages, where the demand for skilled professionals often exceeds the available talent pool, making it difficult for organizations to fill key positions. High employee turnover is another major concern, as employees frequently switch jobs in search of better opportunities, leaving organizations struggling to retain experienced personnel. Evolving workforce expectations further complicate the issue, with millennials and Generation Z employees prioritizing career growth, flexibility, and meaningful work, requiring organizations to adapt their HR strategies. Additionally, competition among employers necessitates differentiation through attractive compensation packages, career development programs, and a positive work culture. Finally, organizations must adapt to technological changes by leveraging advanced HR technologies to optimize recruitment processes and enhance employee engagement.

This research aims to explore effective talent acquisition and retention strategies that can help organizations build a strong, motivated, and committed workforce. The study will examine various recruitment techniques, employer branding strategies, retention initiatives, and industry best practices that contribute to workforce stability and organizational success. Key research questions include what the most effective talent acquisition strategies for attracting high-caliber professionals are, how employee engagement and workplace culture impact retention rates, what role compensation and benefits play in retaining employees, how organizations can leverage technology to improve recruitment and retention processes, and what best practices companies can adopt to create a positive employee experience. The findings of this research will provide valuable insights for HR professionals, business leaders, and policymakers seeking to develop and implement robust talent management strategies. By understanding the factors that drive employee attraction and retention, organizations can enhance their human capital, reduce turnover costs, and create a sustainable workforce for the future.

Talent acquisition and retention are fundamental to the success of any organization, especially in today's fast-paced and highly competitive business landscape. As workforce expectations continue to evolve, companies must adopt innovative strategies to attract, engage, and retain top talent. By focusing on employer branding, employee development, work-life balance, and competitive compensation, businesses can build a strong organizational culture that fosters loyalty and long-term commitment. This research will provide a comprehensive analysis of talent acquisition and retention strategies, offering practical recommendations for organizations aiming to strengthen their workforce and achieve sustainable growth.

OBJECTIVES OF THE STUDY

> **PRIMARY OBJECTIVE:**

To study talent acquisition and retention strategies in Pradeep Stainless India Private Limited, MEPZ, Tambaram, Chennai-600045

> **SECONDARY OBJECTIVES:**

I.   To understand the recruitment process followed by the company.

II.   To study the selection procedure of the company.

III.   To identify training and development procedures and strategies used by the company.

IV.   To analyze the retention strategies practiced by the company.

V.   To support talent acquisition and retention strategies of the company.

RESEARCH METHODOLOGY:

Research methodology refers to the systematic plan and approach used to conduct research. It encompasses the methods, techniques, and procedures that researchers use to collect, analyze, and interpret data. The methodology explains the reasoning behind the chosen methods and how they align with the research objectives.

> **RESEARCH DESIGN:**

Research design refers to the blueprint or overall strategy for conducting a research study. It outlines the methods and procedures for collecting and analyzing data to address specific research questions or hypotheses. The design ensures that the study is structured in a way that will provide valid, reliable, and relevant results. The design used in this research is *DESCRIPTIVE AND EXPLORATORY.*

- **Descriptive research** is used to systematically describe the current state of talent acquisition and retention strategies in the organization. It focuses on answering the "what" aspects — what strategies are being used, what challenges exist, and what employee perceptions are.

- **Exploratory research** is employed to gain deeper insights into the reasons behind employee turnover, the effectiveness of current practices, and areas for improvement. This approach helps in exploring relationships and gathering initial insights that could be used for further, more conclusive studies.

➢ **SAMPLING METHOD:**

The sampling method used here is *Stratified Random Sampling*.

- This method ensured a diverse representation of participants across various organizational roles (HR, supervisors, general employees).
- The population was divided into strata (different job roles), and samples were randomly selected from each stratum to avoid bias.

➢ **SAMPLE SIZE:**

A total of **128 respondents** participated in this study.

REVIEWS OF LITERATURE:

Nitin Sharma & Pooja Malhotra (2022). Employee well-being and mental health support are becoming priorities in talent retention. Sharma and Malhotra (2022) investigate how Indian firms implement wellness initiatives. Their study finds that organizations offering mental health resources and flexible work policies experience lower stress-related turnover. The research concludes that well-being programs significantly enhance job satisfaction and retention, especially when combined with open communication, stigma reduction, and employee involvement in wellness planning.

Olivia Harris & Daniel Lewis (2022). Compensation strategies are fundamental in talent retention. Harris and Lewis (2022) analyze how salary structures, performance-based incentives, and non-monetary benefits impact employee loyalty. Their findings indicate that organizations with transparent and competitive compensation models see higher retention rates. Equitable pay practices, along with recognition of employee contributions, significantly influence satisfaction and commitment. Additionally, benefits such as health insurance, retirement plans, and flexible work arrangements contribute significantly to job satisfaction. The study recommends that companies regularly benchmark their compensation packages against industry standards to remain competitive and ensure employees feel adequately rewarded for their efforts.

Samantha Hayes & William Foster (2022). Leadership style significantly influences employee retention. Hayes and Foster (2022) explore how transformational leadership fosters motivation and job satisfaction. Their study reveals that leaders providing clear direction, growth opportunities, and recognition contribute to higher retention rates. These leaders empower teams by fostering a sense of ownership and purpose, which enhances emotional engagement. Conversely, poor leadership is a leading cause of voluntary turnover. The research emphasizes that companies investing in leadership development create a more engaged and loyal workforce by cultivating empathetic, visionary, and supportive leaders who build trust and accountability.

Sanjay Patel & Neha Verma (2022). Remote work has changed talent acquisition strategies across industries. Patel and Verma (2022) investigate how Indian companies adapt to virtual recruitment and onboarding in the wake of shifting workplace dynamics. Their findings suggest that hybrid work models improve access to a wider and more diverse talent pool, especially by removing geographical barriers. However, maintaining employee engagement in remote settings requires robust digital communication tools, structured virtual onboarding, and regular virtual interactions. The study emphasizes that companies investing in remote work infrastructure, digital upskilling, and virtual team-building activities tend to retain employees more effectively in the post-pandemic era, as they foster a sense of connection and continuity despite physical distance.

Alex Carter & Rachel Lee (2023). Carter and Lee (2023) explore the transformative impact of artificial intelligence (AI) and automation on the talent acquisition process. They argue that the integration of digital tools such as AI-based applicant tracking systems (ATS), chatbots for initial screenings, and predictive analytics for candidate matching has revolutionized traditional recruitment methods. These technologies improve efficiency by handling repetitive tasks, analyzing large volumes of data, and enabling quicker decision-making. Moreover, AI helps reduce unconscious bias by standardizing assessments and promoting objective evaluation. However, the authors caution that while technology can enhance recruitment accuracy, it must be complemented with human oversight to ensure empathy, fairness, and a personalized experience for candidates. This balance ensures that companies maintain both efficiency and a strong employer-candidate relationship.

Anna Davis, Brian Harris (2023). Compensation and benefits packages are fundamental elements of employee retention strategies. Competitive salary, performance-based bonuses, health benefits, retirement plans, and other perks such as flexible working arrangements or professional development programs help employees feel valued and motivated. Beyond the financial aspect, benefits that promote work-life balance, such as paid time off, wellness programs, and parental leave, play a significant role in retaining employees. Employees who perceive their compensation and benefits as fair and aligned with their contributions are more likely to stay with an organization and remain productive. Furthermore, organizations that conduct regular compensation benchmarking and offer personalized benefits packages often experience higher job satisfaction and reduced turnover.

Arvind Rao & Sneha Nair (2023). The role of diversity and inclusion (D&I) in Indian workplaces is evolving, gaining strategic importance in talent management. Rao and Nair (2023) examine how D&I initiatives influence talent retention and overall organizational health. Their study finds that inclusive work environments, where employees feel respected and valued regardless of their background, lead to lower attrition rates and higher job satisfaction. Companies that actively foster gender, cultural, and generational diversity report improved employee morale, stronger team collaboration, and enhanced organizational commitment. The research recommends implementing structured policies to promote equal opportunities, conducting regular diversity audits to assess progress, and supporting employee resource groups to strengthen workplace inclusivity and a sense of belonging.

Amit Joshi & Kavita Bansal (2023). Leadership development directly impacts employee retention by shaping workplace experiences and influencing engagement levels. Joshi and Bansal (2023) study how effective leadership fosters a culture of trust, learning, and mutual respect, which in turn enhances employee commitment. Their findings indicate that leaders who prioritize team development, provide regular feedback, and offer mentorship opportunities create a work environment that encourages loyalty and reduces turnover. Employees who feel supported, heard, and empowered by leadership are significantly more inclined to remain with the organization. The research highlights the role of leadership training programs in improving

managerial effectiveness and emotional intelligence, both of which contribute to better team dynamics. Furthermore, leadership that promotes transparent communication, recognizes individual contributions, and encourages innovation tends to inspire greater job satisfaction and long-term commitment. The study concludes that investment in leadership development not only builds managerial capability but also strengthens organizational culture, thereby positively impacting retention rates.

Angela Price & Christopher Dawson (2023). Organizational culture plays a central role in determining employee satisfaction and retention. Price and Dawson (2023) examine how workplace culture—comprising shared values, norms, and behavioral expectations—shapes employees' emotional connection to the organization. Their study identifies key cultural attributes such as inclusivity, consistent recognition, transparent communication, and respect for work-life balance as critical to fostering retention. A strong organizational culture reinforces employee identity, promotes psychological safety, and facilitates collaboration across teams. When employees feel that their personal values align with the organization's mission and that their work has meaningful purpose, they are more likely to remain committed and motivated. The researchers further note that a culture emphasizing trust and respect enhances interpersonal relationships and overall morale. Organizations that actively nurture and sustain a values-driven culture—through leadership modeling, team rituals, and recognition systems—are more likely to attract and retain top talent. The study concludes that building a cohesive and inclusive culture is not only a driver of engagement but also a strategic tool for reducing attrition.

Brandon Scott & Rachel Cooper (2023). Employee well-being and mental health support are increasingly recognized as vital factors influencing retention. Scott and Cooper (2023) investigate the relationship between mental health programs and employee satisfaction, revealing that organizations that prioritize mental wellness experience stronger employee loyalty and lower turnover. Their study finds that access to counseling services, stress management programs, mental health days, and flexible schedules significantly improves workplace morale and job satisfaction. Additionally, creating an environment that promotes psychological safety—where employees feel comfortable expressing concerns without fear of judgment—leads to increased engagement and emotional investment in the organization. The researchers emphasize the importance of integrating mental health awareness into corporate culture through training, leadership advocacy, and internal campaigns. When employees feel their well-being is genuinely valued, they are more likely to stay committed and perform effectively. The study concludes that embedding wellness initiatives into organizational strategies is essential for building a resilient and loyal workforce in today's high-pressure work environments.

DATA ANALYSIS AND INTERPRETATION:

The collected data is edited, coded and tabulated for the purpose of the analysis.
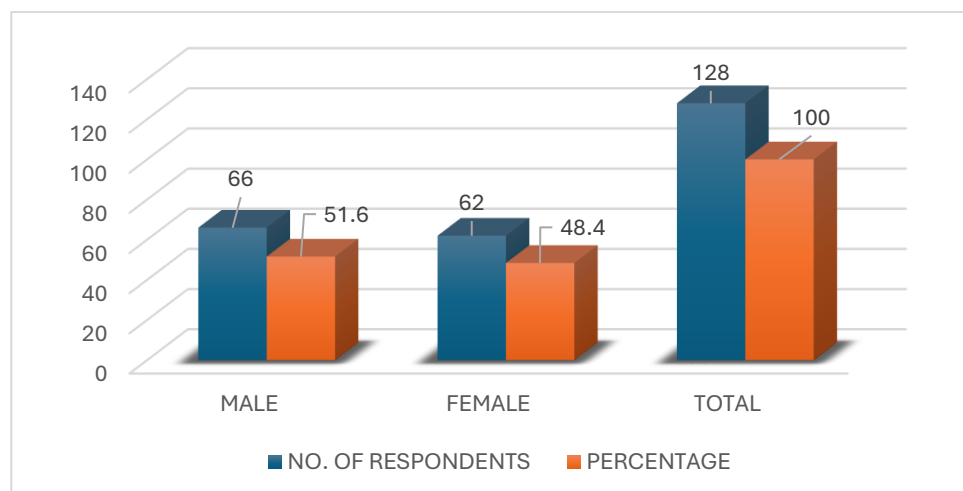
GENDER OF THE EMPLOYEES
TABLE 4.1

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
MALE	66	51.6%
FEMALE	62	48.4%
TOTAL	**128**	**100**

INTERPRETATION:

From the above table, it is found that 51.6% of the respondents are male employees and only 48.4% of the respondents are female employees.

GENDER OF THE EMPLOYEES
CHART 4.1

INFERENCE:

Majority 51.6% of the respondents were male.

AGE OF THE RESPONDENTS

TABLE 4.2

AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
18-25	26	20.3%
26-33	48	37.5%
34 and above	44	34.4%
Prefer not to say	10	7.8%
TOTAL	**128**	**100%**

INTERPRETATION:

From the above table, it is found that 20.3% of the employees belongs to the age group of 18-25 years, 37.5% of the employees belongs to the age group of 26-33 years, 34.4% of the employees belongs to the age group of 34 and above years, and 7.8% of the employees preferred not to disclose their age group.

AGE OF THE RESPONDENTS

CHART 4.2
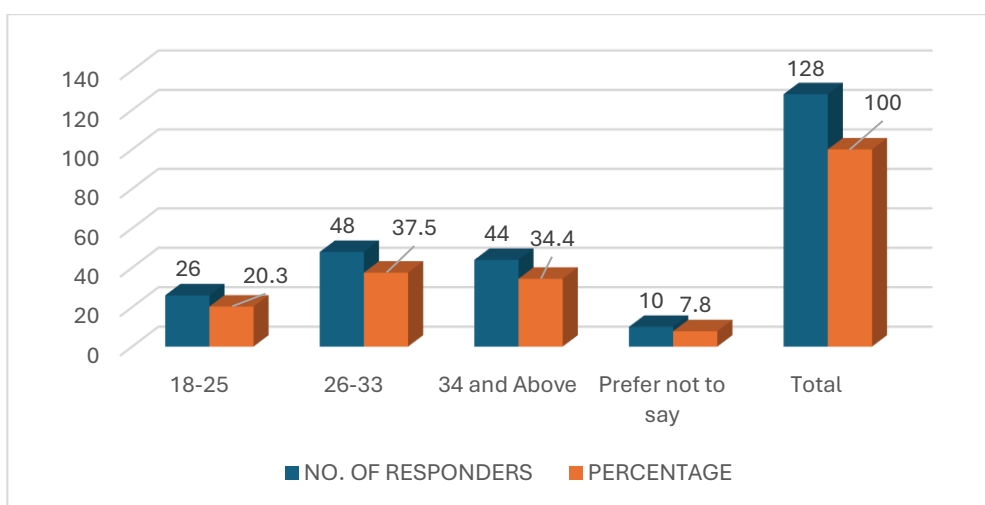
INFERENCE:

Majority 37.5% of the respondents belongs to the age group of 26-33 years old.

EDUCATIONAL QUALIFICATIONS OF EMPLOYEES

TABLE 4.3

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
12TH	0	0%
UG	64	50%
PG	58	45.3%
DIPLOMA	6	4.7%
TOTAL	**128**	**100%**

INTERPRETATION:

From the above table, it can be concluded that most of the respondents are well-educated, with 50% holding an Undergraduate (UG) degree and 45.3% having a Postgraduate (PG) degree. Only 4.7% have a Diploma, and none have only a 12th-grade qualification. This indicates a highly qualified respondent group.

EDUCATIONAL QUALIFICATIONS OF EMPLOYEES

CHART 4.3
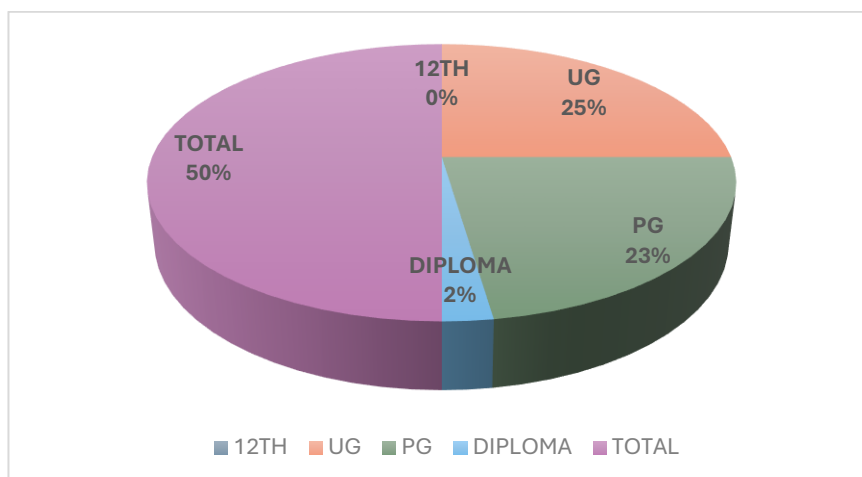
INFERENCE:

Majority 50% of the respondents were UG qualified.

DESIGNATION OF THE EMPLOYEES

TABLE 4.4

DESIGNATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Accountant	15	11.7%
Accountant Assistant	3	2.3%
Administration	13	10.2%
Computer Operator	1	0.8%
ERP	9	7.0%
Exim	7	5.5%
Logistic Manager	7	5.5%
Manager	12	9.4%
Nurse	1	0.8%
Operation Manager	27	21.1%
Purchasing Manager	10	7.8%
Receptionist	5	3.9%
Senior Accountant	3	2.3%
Supervisor	15	11.7%
TOTAL	**128**	**100%**

INTERPRETATION:

The survey data shows a diverse range of designations among respondents. The highest proportion 21.1% are Operation Managers, followed by Accountants 11.7% and Supervisors 11.7%. Other notable roles include Managers 9.4%, Purchasing Managers 7.8%, and ERP professionals 7.0%. Lower representation is seen in roles like Computer Operator 0.8% and Nurse 0.8%.

DESIGNATION OF THE EMPLOYEES

CHART 4.4
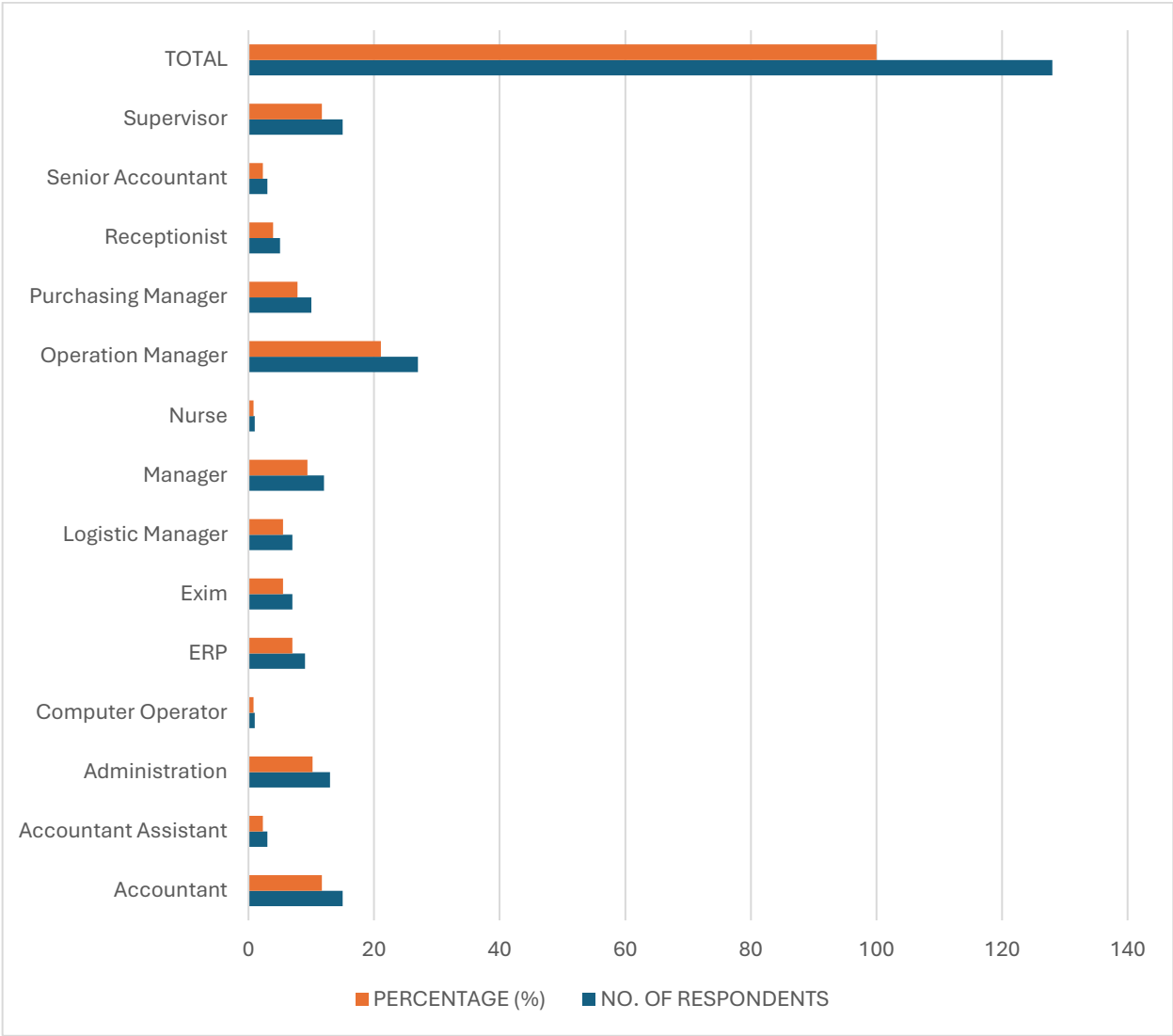
INFERENCE:

Majority 21.1% of the respondents are Operation Managers.

EXPERIENCE OF THE EMPLOYEES

TABLE 4.5

EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE (%)
0-1 year	22	17.2%
1-2 year	46	35.9%
2-3 year	18	14.1%
4 and above	42	32.8%
TOTAL	**128**	**100.0**

INTERPRETATION:

The survey data reveals that the majority of respondents 35.9% have 1-2 years of experience, followed by 32.8% with 4 or more years. A smaller portion 17.2% has 0-1 year, while 14.1% have 2-3 years of experience. This indicates a workforce with a balanced mix of relatively new employees and experienced professionals.

EXPERIENCE OF THE EMPLOYEES

CHART 4.5
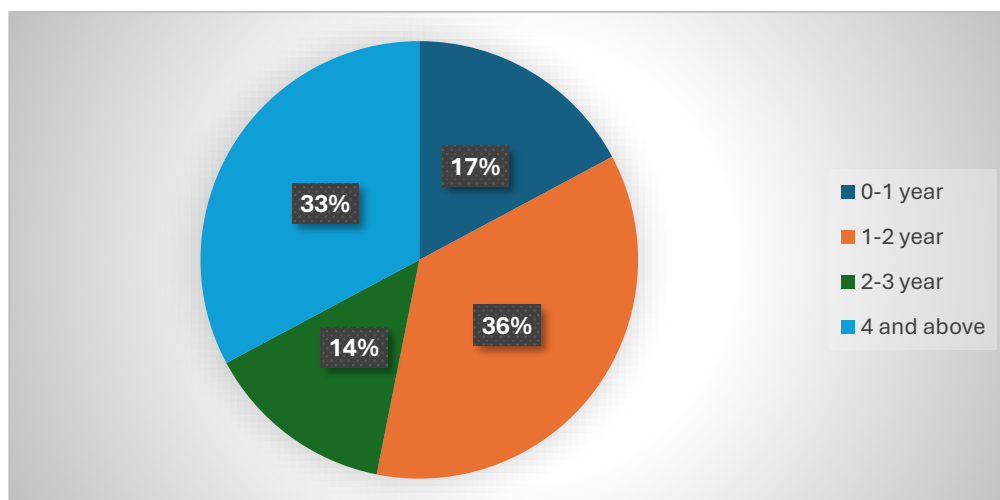
INFERENCE:

Majority 35.9% of the respondents have 1-2 years of experience.

RECRUITMENT CHANNELS USED BY COMPANY

TABLE 4.6

RECRUITMENT CHANNEL	NO. OF RESPONDENTS	PERCENTAGE (%)
Job portals	42	32.8%
Campus recruitment	4	3.1%
Employee referrals	36	28.1%
Recruitment agencies	14	10.9%
Internal job postings	4	3.1%
Others	28	21.9%
Total	**128**	**100%**

INTERPRETATION:

The company primarily uses job portals 32.8% and employee referrals 28.1%, while campus recruitment 3.1% and internal job postings 3.1% are the least used.

**RECRUITMENT CHANNELS USED BY COMPANY**

CHART 4.6

Which recruitment channel does the company use most frequently?
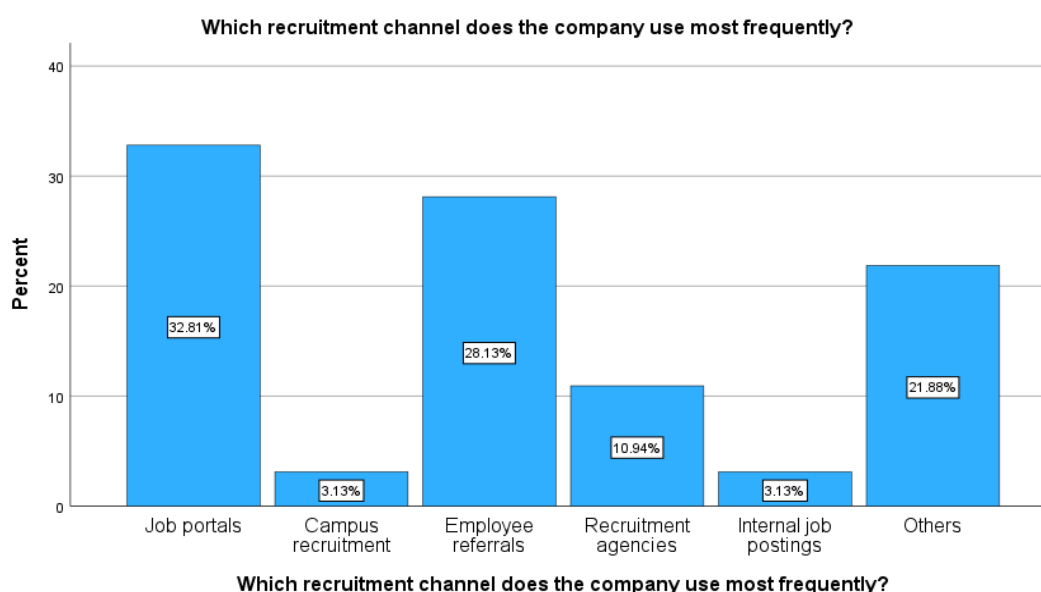
INFERENCE:

Majority 32.8% of the respondents were recruited through job portals.

MOST COMMONLY USED SELECTION METHOD

TABLE 4.7

SELECTION METHOD	NO. OF RESPONDENTS	PERCENTAGE (%)
Written Test	6	4.7%
Interview	110	85.9%
Group Discussion	8	6.3%
Skill-Based Assessment	4	3.1%
Total	**128**	**100%**

INTERPRETATION:

Interviews are the most commonly used selection method 85.9%, followed by group discussions 6.3%. Written tests 4.7% and skill-based assessments 3.1% are used less frequently.

## MOST COMMONLY USED SELECTION METHOD

CHART 4.7
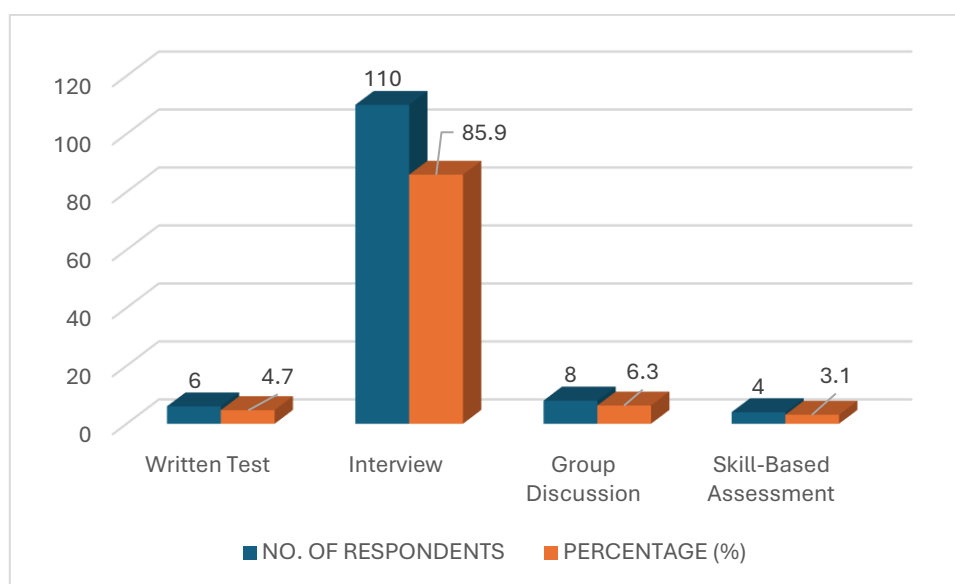
INFERENCE:

Majority 85.9% of the respondents were selected through interviews.

HIRING PROCESS DURATION

TABLE 4.8

Duration	No. of Respondents	Percentage (%)
Less than 1 week	66	51.6%
1-2 weeks	40	31.3%
3-4 weeks	14	10.9%
More than a month	8	6.3%
Total	**128**	**100%**

INTERPRETATION:

Most hiring processes 51.6% are completed in less than a week, while 31.3% take 1-2 weeks. Only 17.2% of hiring cases extend beyond two weeks.

HIRING PROCESS DURATION

CHART 4.8
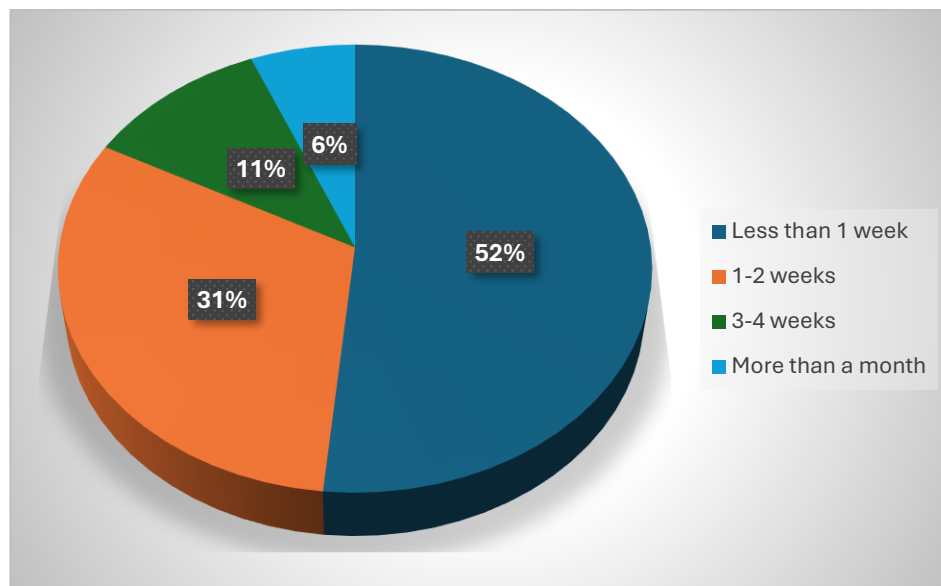
INFERENCE:

Majority 51.6% of the respondents completed the process in less than a week.

CANDIDATE SELECTION PRIORITIES

TABLE 4.9

Selection Factor	No. of Respondents	Percentage (%)
Skills	60	46.9%
Educational Qualification	34	26.6%
Experience	28	21.9%
Salary Expectations	6	4.7%
Total	**128**	**100%**

INTERPRETATION:

The company gives the highest priority to skills 46.9%, followed by educational qualifications 26.6% and experience 21.9%. Salary expectations 4.7% have the least influence.

**CANDIDATE SELECTION PRIORITIES**

CHART 4.9
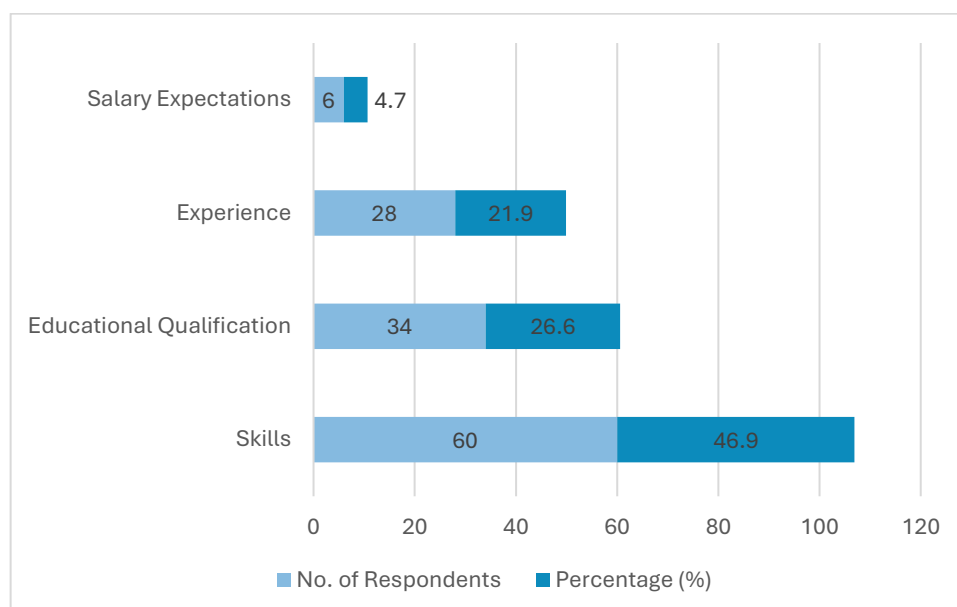
INFERENCE:

Majority 46.9% of the respondents were selected based on skills.

EFFECTIVENESS OF ONBOARDING PROCESS

TABLE 4.10

Effectiveness Level	No. of Respondents	Percentage (%)
Very Effective	60	46.9%
Moderately Effective	52	40.6%
Needs Improvement	12	9.4%
Ineffective	2	1.6%
Total	**128**	**100%**

INTERPRETATION:

A majority 87.5% of employees find the onboarding process effective, with 46.9% rating it as very effective. Only a small portion 11% believe it needs improvement.

EFFECTIVENESS OF ONBOARDING PROCESS

CHART 4.10
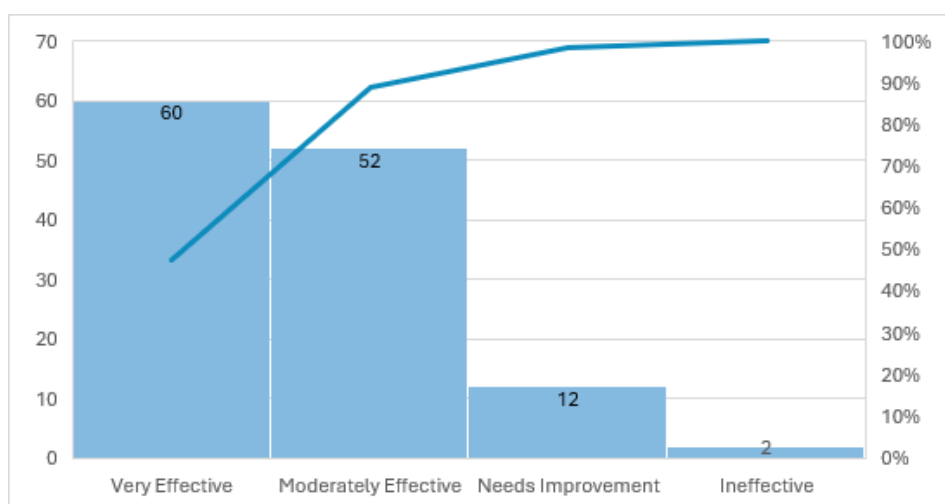
INFERENCE:

Majority 46.9% of the respondents rated the process as very effective.

CHI-SQUARE TEST:

Chi-square is the sum of the squared difference observed (o) and the expected € data (or the deviation , d) , divided by the expected data in all possible categories.

ANALYSIS OF EDUCATIONAL QUALIFICATION AND SALARY EXPECTATIONS OF THE EMPLOYEES:

NULL HYPOTHESIS (H_0):

There is no significant association between qualification (UG/PG) and the factor given the highest priority while selecting candidates. (They are independent.)

ALTERNATIVE HYPOTHESIS (H_1):

There is a significant association between qualification (UG/PG) and the factor given the highest priority while selecting candidates. (They are dependent.)

Crosstabs

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

What factor is given the highest priority while selecting candidates? * Qualification	128	100.0%	0	0.0%	128	100.0%

What factor is given the highest priority while selecting candidates? * Qualification Crosstabulation

Count

		Qualification			Total
		UG	PG	Diploma	
What factor is given the highest priority while selecting candidates?	**Skills**	34	22	4	60
	Educational Qualification	18	16	0	34
	Experience	12	14	2	28
	Salary Expectations	0	6	0	6
Total		64	58	6	**128**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.723[a]	6	0.068
Likelihood Ratio	15.522	6	0.017
N of Valid Cases	**128**		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .28.

INTERPRETATION:

The chi-square test shows a significant association between educational qualification and salary expectations (p = 0.017). Postgraduates are more likely to have salary expectations, while undergraduates and diploma holders reported none, suggesting that higher education influences salary expectations.

✓ **ANALYSIS USING KARL PEARSON'S CORRELATION**

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

HYPOTHESIS:

NULL HYPOTHESIS (H₀):

There is no significant relationship between career growth and advancement opportunities available within the company and experience. ($\rho = 0$)

ALTERNATIVE HYPOTHESIS (H₁):

There is a significant relationship between career growth and advancement opportunities available within the company and experience. ($\rho \neq 0$)

Correlations

Correlations			
		Career growth and advancement opportunities are available within the company	Experience
Career growth and advancement opportunities are available within the company	Pearson Correlation	1	-.235[**]
	Sig. (2-tailed)		0.008
	N	128	128

Experience	Pearson Correlation	-.235**	1
	Sig. (2-tailed)	0.008	
	N	128	128

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE: The negative correlation (-0.235, p = 0.008) suggests that as experience increases, employees perceive fewer career growth opportunities. Though weak, the relationship is statistically significant at the 1% level.

ANALYSIS USING NPar TEST:

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Career growth and advancement opportunities are available within the company	128	2.94	0.811	0	4
Experience	128	1.63	1.115	0	3

Kruskal-Wallis Test

Ranks

	Experience	N	Mean Rank
Career growth and advancement opportunities are available within the company	0-1 year	22	83.14
	1-2 year	46	67.41
	2-3 year	18	55.94
	4 and above	42	55.21
	Total	**128**	

Test Statistics^{a,b}

	Career growth and advancement opportunities are available within the company
Kruskal-Wallis H	10.926
df	3
Asymp. Sig.	0.012

a. Kruskal Wallis Test
b. Grouping Variable: Experience

INTERPRETATION:

The descriptive statistics show a moderate perception of career growth and advancement opportunities within the company, with a mean score of 2.94 and a standard deviation of 0.811. The Kruskal-Wallis test (H = 10.926, p = 0.012) indicates a significant difference in perceptions based on employee

experience. Employees with 0-1 year of experience have the most positive view (mean rank = 83.14), while perceptions decline with increasing experience, reaching the lowest among those with 4 or more years (mean rank = 55.21). This suggests that initial optimism may fade over time, highlighting the need for stronger career development programs and clearer growth pathways to maintain employee satisfaction.

FINDINGS:

- 51.6% of the respondents were male.
- 37.5% of the respondents belongs to the age group of 26-33 years old.
- 50% of the respondents were UG qualified.
- 21.1% of the respondents are Operation Managers.
- 35.9% of the respondents have 1-2 years of experience.
- 32.8% of the respondents were recruited through job portals.
- 85.9% of the respondents were selected through interviews.
- 51.6% of the respondents completed the process in less than a week.
- 46.9% of the respondents were selected based on skills.
- 46.9% of the respondents rated the process as very effective.

SUGGESTIONS:

- The organisation should concentrate on offering clear career advancement possibilities in order to improve staff retention. Experienced workers who feel stuck in their positions might have their worries addressed by putting in place clear professional development programmes and open promotion routes. Career growth can be further strengthened by providing mentorship programmes and promoting internal mobility.
- A sizable portion of workers indicated that they preferred an inclusive and flexible workplace. Increased job satisfaction and retention can result from implementing flexible scheduling, increasing remote work possibilities, and promoting an inclusive culture through diversity and inclusion programmes.
- Another important area that needs work is leadership development. The development of a more successful management team can be facilitated by offering thorough leadership training, frequent feedback, and mentorship opportunities. In addition to raising employee satisfaction, developing leadership abilities will boost teamwork and production.
- Improving the onboarding procedure can improve worker satisfaction and integration. Employees will feel encouraged and ready for their responsibilities if input from new hires is gathered and the onboarding process is modified as needed.

CONCLUSION:

A study on talent acquisition and retention strategies in Pradeep Stainless India Private Limited reveals that the company has effective processes in place for recruitment and employee management. The reliance on job portals, employee referrals, and structured interviews has contributed to a streamlined hiring process, ensuring the selection of qualified candidates. The emphasis on skills and qualifications further supports the company's goal of attracting competent talent. In terms of retention, the company's initiatives such as career growth opportunities, employee recognition programs, and a supportive work environment have resulted in a high level of employee satisfaction. However, areas like leadership development, enhanced training programs, and greater workplace flexibility present opportunities for improvement. By addressing these areas and maintaining its focus on employee engagement, Pradeep Stainless India Private Limited can continue to reduce turnover, retain top talent, and achieve long-term organizational success.

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