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Strengthening employee retention through learning and development with special reference to radars private limited, Kochi

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Abstract

Employee retention has emerged as a critical challenge for organizations in today's competitive business environment. This study, "Strengthening Employee Retention through Learning and Development," explores the role of structured learning and development (L&D) initiatives in enhancing employee commitment, satisfaction, and long-term engagement. The research emphasizes how continuous skill enhancement, career growth opportunities, and personalized training programs contribute to reducing turnover intentions. By integrating both qualitative and quantitative data, the study identifies key factors linking L&D practices-such as mentoring, upskilling, and leadership development-to improved organizational loyalty and performance. The findings reveal that when employees perceive genuine investment in their professional growth, their motivation, productivity, and organizational attachment significantly increase. Ultimately, this study highlights that fostering a culture of continuous learning not only strengthens employee capabilities but also serves as a strategic tool for sustainable retention and overall business success.

Keywords: Employee retention, learning and development (L&D), employee engagement

Introduction

Human resource is the most important asset of every organization. All organizations need to train and develop their employees. Employees training and development is one of the major issuing topics now a day because this help the organization in number of ways. The daily performance of business and day to day maintenance is needed to be done by employees. This can only be done when there is proper training and development programs in the organization. It is like a root toward a better result or success. It is extremely important for any kind of business whether it is small or large. But the main thing is that training and development is necessary in every organization in order to avoid any misleading activity in future. Quality of work can only be produced by a trained worker. If a worker is trained and exact knowledge about the work he is doing then there will be no problem in the working environment. Training can help employees better understand the information they are given and can encourage them to play a fuller part in the way of organization conducts and its affairs. Training courses can be useful way of giving employees factual information about their employment because they necessarily include a substantial element of explanation and provide opportunities for questions to be answered.

Objectives of the study

1. To asses the current learning and development practices at Radars.
2. To analyze the strengthening of employee retention through learning and development.
3. To identify employee perception and expectation regarding learning and development.
4. To examine the challenges and barriers to effective learning and development implementation

Review of literature: Akram *et al.* (2019) conducted a study on the strengthening of employee retention through learning and development in the Pakistani construction industry. The authors found that learning and development programmes had a significant positive effect on employee retention.

Amin *et al.* (2020) examined the strengthening of employee retention through learning and development. The study found that training and development opportunities have a significant positive impact on employee retention in the hospitality industry.

Farooq *et al.* (2020) explored the effect of learning and development on employee retention. The results showed that there was a significant positive relationship between training and development programmes and employee retention.

Aprivisi Ewa Abbas *et al.* (2023)

The fast-changing of technology and the impact of COVID-19 pandemic has changed a lot of aspects in the world, one of them is in the field of HRM. Thus, some adjustments are needed to be done by the companies so they can keep up with the industrial trend and demand.

Research Methodology

It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. Research process includes formulating the research problem, extensive literature survey, preparing research design, determining the sample design, collecting the primary and secondary data

and interpretation and preparation of the project on that basis. Here in this project, it analyses the effectiveness of training and development held in the organization. Research methodology is the path through which researchers need to conduct their research.

Data analysis and interpretation

This chapter details about data analysis and interpretation. Data collected was analysed using IBM SPSS Statistics Software. Various statistical tools such as Percentage analysis, weighted mean analysis, Pearson correlation etc. are used for data analysis.

Percentage Analysis

Age of respondents

Table 1: Age wise distribution of respondents

Age	No of respondents	Percentage
18 to 25	54	73.1%
26 to 35	19	25%
36 to 45	0	0%
46 to 55	1	1.9%
55 and above	0	0%
Total	75	100

Source: Primary data

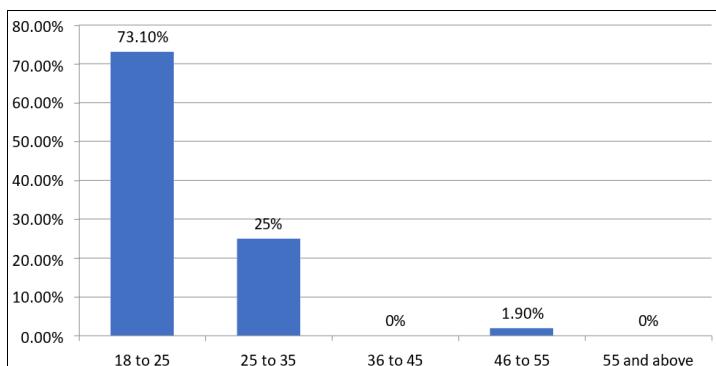


Chart 1: Age wise distribution of respondents

Interpretation

The above analysis indicates that 73.1% of the respondents belongs to the age category of 18-25. 25% of the respondents belongs to the age category of 25-35. 1.9% of

the respondents are age between 46- 55. Majority of the respondents are below 35 years.

Gender Analysis

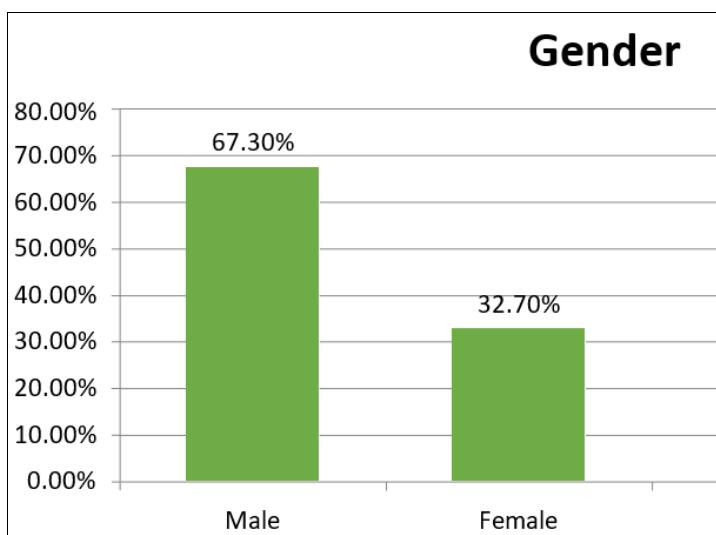


Chart 2: Gender wise distribution of respondents

Table 2: Gender wise distribution of respondents

Gender	No of respondents	Percentage
Male	50	67.3%
Female	25	32.7%
Total	75	100

Source: Primary data

Interpretation

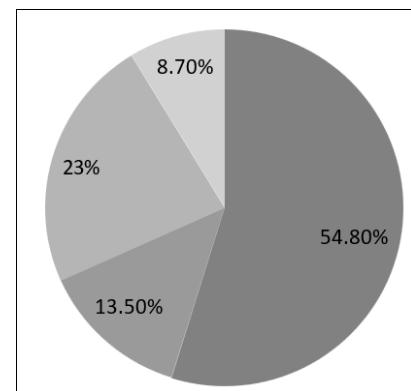
The above analysis indicates that 67.3% of the respondents are male and 32.7% of the respondents are female. Majority of the respondents are male.

Department analysis

Table 3: Department wise distribution of respondents

Department	No of respondents	Percentage
Creative	41	54.8%
HR	10	13.5%
Marketing	18	23%
Finance	6	8.7%
Total	75	100

Source: Primary data

**Chart 3:** Department wise distribution of respondents

Interpretation

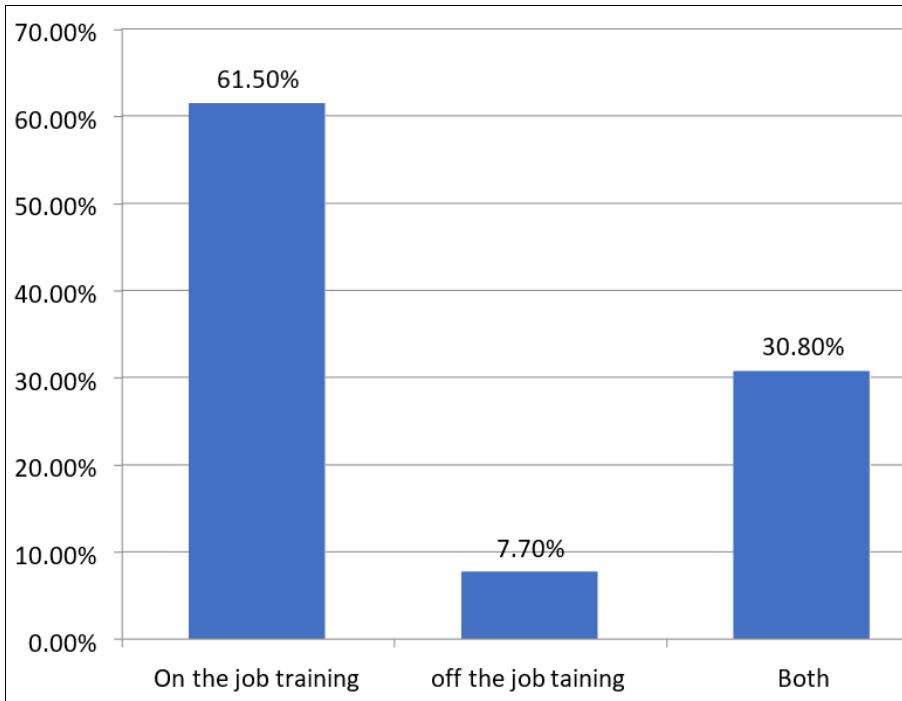
The above analysis indicates that out of 75 respondents 54.8% are belonging to department of creative and 13.5% of the respondents are HR department. 23% belong to the marketing department and Finance department are 8.7%.

Type of training attended by respondents

Table 4: Type of training attended by employees in Radars

Type of training	No of respondents	Percentage
On the job training	46	61.5%
Off the job training	5	7.7%
Both	24	30.8%
Total	75	100

Source: Primary data

**Chart 4:** Type of training attended by employees in Radars

Interpretation

The above analysis indicates that out of 75 respondents 61.5% were attended on the job training. 30.8% attended

both on the job and off the job training and 7.7% were attended off the job training.

Analysis of L and D opportunities provided by the company

Table 5: Opinion of employees that they are satisfied with L and D opportunities provided by the company

Particulars	No of respondents	Percentage
Strongly agree	14	17.3%
Agree	39	52%
Neutral	14	19.2%
Disagree	5	7.7%
Strongly disagree	3	3.8%
Total	75	100

Source: Primary data

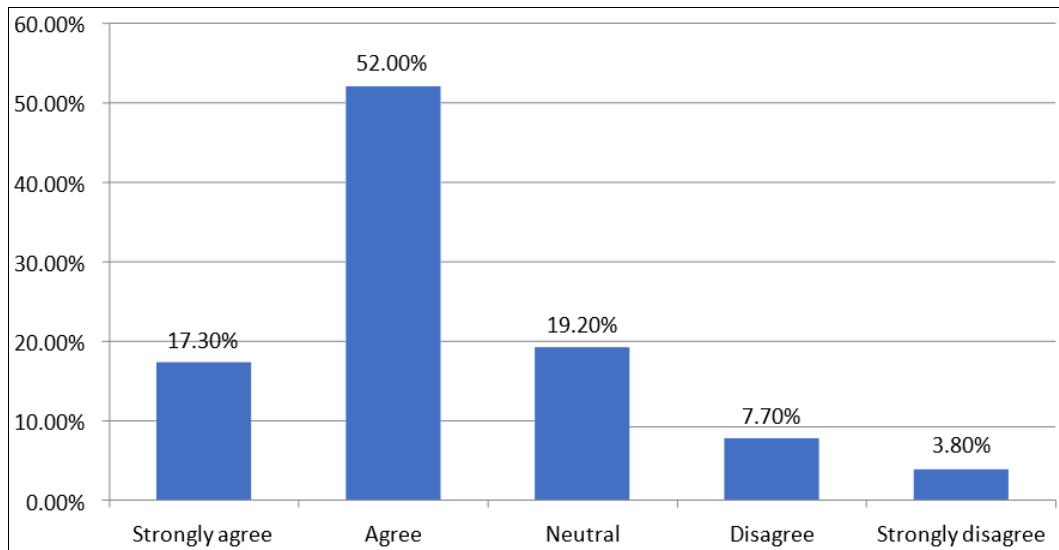


Chart 5: Opinion of employees that they are satisfied with L and D opportunities provided by the company

Interpretation

The above analysis indicates that out of 75 respondents 17.3% of the respondents strongly agreeing, 52% of the respondents agree and 7.7% are disagreeing that they are satisfied with the L and D opportunities provided by the company.

Findings

- On analysis various factors of learning and development, it was found that employees are having a moderate opinion about learning and development programs in the organization.
- Majority of the employees are having the opinion that L & D programs help in their performance enhancement.
- From the analysis of L and D, it was found that employees having a moderate opinion about the relevance on content of the training program.
- From the study, it is revealed that employees having a moderate opinion about L and D opportunities in the organization.
- From the analysis of L and D, it was found that employees are having a moderate opinion about infrastructure facilities arranged during training program.
- Training need identification process in the organization need to be improved.
- The study revealed that employees having opinion that feedback process after the training needs an improvement.
- The study found that organization is having a moderate

retention level. This indicate that there are chances of more attrition in the organization.

Conclusion

Learning and development is one of the core concepts of human resource. The study analyzed various factors related to learning and development and its impact on employee retention.

The study revealed that learning and development programs having an influence on employee retention. The result of the study also supports the previous literature that learning and development has an impact on employee retention. By initiating more learning and development programs in the organization and proper content creation and delivery of training aspects can increase the retention of employees. Thus, the study concluded that learning and development is one of the important ways to improve employee retention of organization.

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