

# Retention Revolution

## HR Alchemy Unveiled for Cultivating a Stellar Workforce Ecosystem

There is a famous saying that people don't leave workplaces for the organizations, but for a devil boss. A deep analysis of the popular proverb may suggest that it is the human interactions that may be crucial for any employee to 'enjoy' or to 'not to enjoy' his/her work. Any workplace may become a chosen target for job seekers because of its human resource policies.

This may include salary related policies, retention policies, maternity benefit related policies, sick leave related policies, increment and award related policies etc. The HR management plays a crucial role in shaping these policies in corroboration with the existing laws.

However, the last two years specifically have seen enormous growth of technology based workforce in several sectors including engineering, business and marketing, entertainment industry, raw material processing industries, education sectors etc. This has naturally carved in another question for retention: whether to invest in machine intelligence or in human intelligence which may create/command machine intelligence. Education sector demands qualified faculties because this sector is directly engaged in nation building by moulding the young minds. In the internet era, searching for and retention of the qualified faculties therefore become

crucial. A university grows with the help of its assets, i.e., the staff, faculties and the students. But faculties may not feel comfortable in an institution which does not acknowledge their knowledge endeavors, which may not protect their financial security and which does not appreciate their pedagogy methods of influencing the young minds.

Parul University, situated in Vadodara, Gujarat has proved to be a chosen destination for bright, hardworking teaching aspirants in different fields because of the unique HR policy that encourages faculties not only for uplifting the standard of the university, but also for self growth.

Some of the unique features of the university HR policy include zero tolerance policy for workplace gender harassment and abuse of basic rights, yearly public appreciation of the employees by the management, rewarding with cash prizes for achievements, facilitating personal growth by encouraging higher studies, re-search etc.





Faculties play a crucial role of loco parentis for the students who are away from their homes and families.

Parul University provides wonderful opportunities for becoming better 'guardians' by organizing training sessions for the teaching and non-teaching staff for controlling the students, looking after their emotional needs etc. This goes a long way to retain the bonding with the alumni, institution and the teachers. The University has enhanced job security for its employees by reducing the attrition rate by 33% over the past year, benefiting over 7000 staff members. A good workplace survives on emotional bonding of the colleagues and management.

Parul University provides the platform for the same by encouraging staff members to go for office- picnics, office sponsored educational as well as joy trips.

The university is sailing comfortably with its strong crew surviving many challenges. The employee welfare centric HR policy has remained a string pushing factor for the growth of the university.



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