

Amity Management Analyst

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From the Desk of Editor-in-Chief

A strong rebound in the economy and rising job prospects, peculiarly, seem to have the top management of IT and ITeS organisations worried as hard facts of employee attrition hit home. Consequently, the software majors have started going out of way to woo employees.

Besides setting the pay hikes and promotions, they have started addressing some of the critical issues that employees are not happy about. They are trying to assuage hurt sentiments of employees and look at some of the concerns the employees have raised seriously.

Some of the other measures that software majors have initiated include introducing flexi-hour approach, thereby, allowing the woman employees to maintain balance between their working and living lives, especially, enabling them to look after their infants and school going children as also taking care of their aged or infirm parents.

Some of the software majors have got inclined toward cross pollination. If somebody is working in services and may want to try his hand at product development, he is allowed to do so. This is happening at MICROSOFT. At HEWLETT PACKARD, also, employees get opportunities to move across functions and find newer challenges. One can move from hardware to software, or even from engineering to environment management. Another example is that of WIPRO. When its Co-Chairman, Azij Premji, decided to enter the Clean Energy business in 2008, it chose Managers from WIPRO TECHNOLOGIES- the company's software division, to run the new venture.

At INFOSYS, the company has formed a task force to look into champion employee engagement in every unit. Employee feedback is always listened to. Based on feedback and context, Infosys has been modifying and tweaking policies for best results.

The above mentioned are only a few examples being adopted by software majors to keep their employees in good humour and retain them for as long a period as possible. Employees are central to the success of an organisation and, therefore, HR innovations will play a deciding role in reducing the attrition rate.

Prof (Dr) R C Sharma
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