

# **UNIVERSITY OF MYSORE**

## **“A STDY ON EMPLOYEE RETENCION STRACEGIES AT GOKULDAS PVT.LTD”**

A Major project report submitted to  
The University of Mysore as a partial fulfillment for the award of  
Master's degree in social work

### **SUBMITTED BY**

**A. ESTHER MAGDALENE  
MANMATHA**

**(Reg No -SW119801)  
(Reg No - SW119815)**

### **UNDER THE GUIDANCE OF**

**DR. CHANDRAMOULI  
ASSOCIATE PROFESSOR  
DOS IN SOCIAL WORK,  
UNIVERSITY OF MYSORE.**

**UNIVERSITY OF MYSORE  
DEPARTMENT OF STUDIES IN SOCIAL WORK  
MANASAGANGOTHRI, MYSURU**

**OCTOBER -2021**

## DECLARATION

Ms. A. ESTHER MAGDHALENE and Mr. MANMATHA student of fourth semester, Department of Studies in Social Work, University of Mysore, Manasagangotri, Mysuru, hereby declare that the major project entitled "A STUDY ON THE EMPLOYEE RETENTION STRATEGY" has been carried out by us and submitted the same in partial fulfillment of the requirements for the award of the degree of Master of Social Work by the University of Mysore, Manasagangotri, Mysuru during the academic year 2020-21. Further, we declare that the matter embodied in the report has not been submitted previously by anybody for the award of any degree or diploma to any other university.

This work has been carried out under the guidance and supervision of DR. CHANDRAMOULI, Associate Professor and Mr. CHANDAN K P, Faculty Supervisor, DOS in Social Work, University of Mysore, Manasagangotri, Mysuru.

Signature of the Research Supervisor

DR. CHANDRAMOULI

Associate Professor,

DOS in Social Work.

University of Mysore,

Manasagangotri,

Mysuru.

Date; 07/10/2021

Place; Mysore

DR. CHANDRAMOULI

~~Guest Faculty,~~

DOS in Social Work.

University of Mysore,

Manasagangotri,

Mysuru.

A. ESTHER MAGDHALENE (SW119801)

MANMATHA (SW119815)



**UNIVERSITY OF MYSURU**  
**DEPARTMENT OF STUDIES IN SOCIAL WORK**

---

**DR. CHANDRAMOULI**

Associate Professor,  
University of Mysore

Manasagangotri  
Mysore – 570 006

**DR. CHANDRAMOULI**

Faculty Supervisor  
University of Mysore

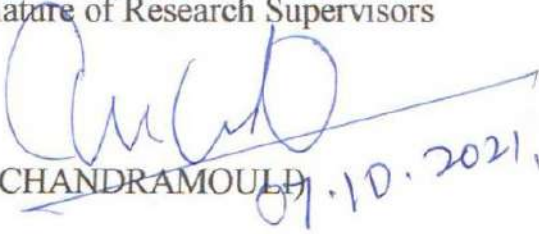
Manasagangotri  
Mysore – 570 006

**CERTIFICATE**

This is to certify that the major project work entitled “**A STUDY ON THE EMPLOYEE RETENTION STRATEGY**” is a major project work carried out by Ms A. ESTHER MAGDHALENE (SW119801) & MANMATHA (SW119815) in partial fulfillment for the award of the degree of Master of Social Work by the Department of Studies in Social Work, University of Mysore, Manasagangotri, Mysuru, during academic year 2020-21. The major project has been approved as it satisfies the academic requirements in respect of project work prescribed for the said degree.

It is also certified that the project report has not been submitted in part or full to any other university for any other degree.

Signature of Research Supervisors

  
(DR.CHANDRAMOULI) 07.10.2021,

(DR.CHANDRAMOULI)

Date: Mysuru

Date: 07.10.2021,

Department of Studies in Social Work  
University of Mysore  
Manasagangotri, Mysuru - 570 006