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**CAUSES AND CONSEQUENCES OF THE ATTRITION IN A SELECTED
ORGANISATION AT BANGALORE, INDIA**

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ABSTRACT

The average attrition rate in the industrial sector is approximately around 40 to 50 percent. It is true that this is lesser than the prevalent attrition rate in the US market (around 70 percent), but the challenge continues to be greater considering the recent growth of the industry in the country. The US industrial sector is estimated to be somewhere around three decades old. Keeping low attrition levels is a major challenge as the demand outstrips the supply of good agents by a big margin. Further the salary growth plan for each employee is not well defined. All this only encourages poaching by other companies who can offer a higher salary. Retention specialist would dream of telling you what your employee's value. HR managers, team leaders and other top notch officials' wake up to this reality. In the world of globalization and cut-throat competition battles cannot be lost for the want of a nail.