

## **Preface**

Human Resource Management is one of the most important branches of management in an organization. Human resources are the most vital and valuable resources in an organization. The material resources can be used tactfully only with the help of the human resources. Managing these dynamic resources is very difficult due to the various wants, needs and demands of human beings. Identifying the different wants and then satisfying those is a difficult task on the part of the management or the employer of those resources. Until and unless the human resources are satisfied, their retention also becomes a big problem for the organization. Employee retention can be defined as those steps or initiatives taken by the management so that the employees stay in the organization and render their services continuously. Employee retention is becoming more and more difficult in the present world because of growing competition and lots and lots of opportunities with attractive packages and facilities available in the environment. Guwahati is one of the fastest growing cities in the north-east India. In fact it is the commercial hub of the whole north-east India. Due to fast development, many organizations have opened their bases in the city. Services sector such as health, education, banking etc are very vital in our day to day lives. Success or failure of any service sector totally depends upon the people who are employed there. It is also necessary that the human resources are provided with all the facilities which help them in doing their jobs uninterruptedly and they are happy with their jobs. As the city is developing and changing at a very rapid pace, there is no dearth of opportunities' here. As such the organizations need to be careful in managing their human resources as there are number of opportunities available. The present study tried to

highlight the various retention initiatives works taken by some selected service sectors in Guwahati city. Although much research work have been done in the field of employee retention, no such research work has been carried out in the services sector in the north-east India. The present study tried to find out the common factors which help in retaining employees providing their valuable services to some of the most important services sector in the society. It also tried to find out the impact of those factors on job satisfaction. Primary data were collected from the employees presently working in various services sectors in the city. Scientific tools and techniques has been used to analyze the collected data and present the true and actual picture of the situation going in the selected services sectors in the city. The researcher tried to provide feasible and acceptable recommendations wherever necessary to improve the conditions and manage the human resources in a better way.