

**A STUDY ON EMPLOYEE ATTRITION AND RETENTION  
STRATEGIES WITH REFERENCE TO PIONEER BAKERIES  
PVT LTD ERODE**

**PROJECT REPORT**

*A Project Report submitted to the BHARATHIAR UNIVERSITY*

*inpartial fulfilment of the requirements for the award of the Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**Submitted by**

**V.HARITHA**

**(19PMBA011)**

*Under the Guidance of*

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**KONGU ARTS AND SCIENCE COLLEGE  
(Autonomous)**

**Affiliated to Bharathiar University, Coimbatore**

**Approved by UGC, AICTE, New Delhi & Re-accredited by NAAC**

**DBT STAR College Scheme**

**(An ISO 9001:2015 Certified Institution)**

**Nanjanapuram, Erode – 638107**



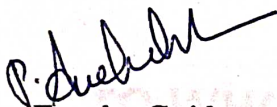
**DECEMBER - 2020**

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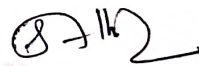
**CERTIFICATE**

## CERTIFICATE

This is to certify that the project, entitled "A STUDY ON EMPLOYEE ATTRITION AND RETENTION STRATEGIES WITH REFERENCE TO PIONEER BAKERIES PVT LTD ERODE" submitted to the BHARATHIAR UNIVERSITY, Coimbatore in partial fulfilment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original research work done by V.HARITHA (Reg. No.:19PMBA011) during the period 2019-2021 of her study in the Department of Management Science at Kongu Arts and Science College (Autonomous), Erode, under my supervision and guidance and the project has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate of any University.

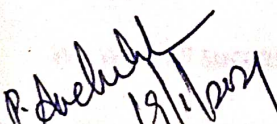
  
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Date of the Viva Voce Examination 19.01.2021