



ATTRITION IN EDUCATION INDUSTRY

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Abstract: Attrition is not a new word for us today in present scenario. It is one of the challenges which HR managers are facing today to retain their competent workforce. Though we all talk about all the sectors like BPO, insurance etc where attrition is very high but we rarely talk about the rising attrition in education sector. Education which forms the base of humanity and enlightens our lives with ray of hope and removes the darkness of ignorance. But now the education providers are more concerned with money making and profiteering leaving the aim of educating society far behind. Due to which the attrition is rising day by day in education sector hampering quality of education and forcing the talented workforce to stay away from the mainstream. This article is an attempt to focus on issue of attrition in education industry as it cannot be ignored now. It's high time to create awareness now to check the alarming situation before it becomes out of control and troublesome.

Keywords: Attrition, Employee retention, Blue collar workforce, Education Industry, Challenges, HR Managers.

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INTRODUCTION-

Attrition is a buzz word in HR domain today and fascinates us. It is an issue which keeps on haunting HR experts and forces them to spend their valuable time in resolving this key issue. Though the problem of attrition is not new in sectors like BPO, insurance, retail, banks etc. which provides challenging jobs to its employees and require high level of commitment to justify their jobs posing high stress. It challenges them to be more career oriented and result oriented for their future growth in terms of career.

Recruitment and Employee retention have been identified as the “key challenges” in managing and measuring employee productivity, according to a survey conducted among more than 200 HR managers across industries.

According to James Thomas(Workforce Productivity India 2012 report on Friday), Country Manager – India Operations, Kronos Inc., said *“the survey revealed that HR managers in many Indian companies were “too caught up in firefighting” attrition that they were less able to focus on the more strategic objectives of their business operations. “While measuring productivity among the blue collar workforce is relatively easier, HR managers complain that measuring productivity of the mid-level managerial segment proves difficult,” Mr. Thomas said.*

Attrition can generally be defined as a situation when the number of employees keeps on decreasing in the organisation due to resignation, termination or any other reasons attributing to employees leaving the job from the organisation.

This is key issue which need to be addressed soon to put a cap on it so that the HR managers can devote their time on other strategic areas than to just getting busy in retaining the employees and loosing the valuable human capital on the top, which not only affects its productivity but also employer brand.

To address this issue it's very essential to identify the key reasons responsible for rising attrition in all the sectors. The key reasons of rising attrition identified are dissatisfaction among employees, better opportunities in job market today, rising desires and aspiration of the people to grow and advancement, increasing job stressors and disturbed work life balance few among many which can be attributed to attrition.



In this article, I would like draw the attention towards rising attrition in education industry, especially in management institutions which is still remaining untouched and need quick attention towards it.

Education which enlightens our lives making us self dependent, matured and helps in realising our true potential giving us insight to look at things from different perspective. As the world is prospering and things are becoming commercial day by day, turning the education into a business opportunity for the big giants to fulfill their never-ending desires. These people have changed the meaning of institutions imparting knowledge and enlightening humanity. Now, the education is getting transformed into mere a business opportunity and losing its real meaning day by day. The teachers are now being treated as an employee's like in any other organisations and are expected to do more clerical job than to educate the students that is more focus on showing off rather than educating. Due to the change in the philosophy of so called educators, the teaching profession is losing its shine and the condition is becoming worse day by day. The reasons attributed to Frequent teaching staff turnover in the college was due to the uncooperative and bad attitude of a management, politics among the staff members who back bites and vomit the same to the management, wrong and biased policies of management, poor compensation policies, no say of employees in management decisions, height of nepotism, disturbed work life balance, unhealthy and stagnant work environment, zero HR policies and non existence of grievance handling machinery and many more. As the attrition level remains high among the teaching staff and old staff is very less, the problem of indiscipline rises in the college leading to frequent clash between students and new recruits, with no support and control from management side forced teachers to quit their jobs and joining other jobs.

The probable key reasons identified responsible for high attrition in education institutions are:-

Management

- Lack of management's attention towards their goal i.e. Bright future of students and employees satisfaction and their growth.
- Lack of support and motivation from management.
- Poor HR policies and lack of transparency.
- Less career development and growth opportunities within the college



- Poor compensation structure.
- Replacement factor
- Absence of retention policies/strategy

Training and Development

- Myopic view of management which focuses on profit.
- Providing learning opportunities to Faculties in their specialization
- Less opportunities for faculties to attend workshops and conference
- Less exposure of faculties to foreign universities and colleges
- Training on technical skills improvement
- Implementation of old teaching methodology
- Unorganized teaching quality parameters

According to BANIYA CHHAP CORPORATION (BCC) Concept propounded by Dr. Aurnob Roy, IIM Lucknow that's "*focus is only profit*".

The reasons cited above are checking the potential talent to flow into the education sector and ignoring the loss occurring to the society as a large especially students and their parents who after paying hefty amount of fees to these institutions not getting value of their money.

The following are the consequences:

- Non-completion of syllabus which affects students performance
- Students' future at stake.
- Hurt to College brand
- Negative publicity of the college among students and academic world in the region
- Loss of revenue
- Deficiency of trained and experienced staff.
- Disciplinary and behavioral issues
- Competitive educational brands gaining advantage
- Low motivation among staff members of the college
- Job insecurity in faculties due to less admissions
- High rate of attrition
- Lack of good professionals in future.



The problem of attrition is not new in front of us but need to get checked at right time. Attrition though is good up to certain extent but rising trend rang the alarming bell to control the things before it becomes out of control. The rising issue of attrition is posing some challenges and putting some crucial questions in front of us to answer.

Will be ever able to resolve this key issue of attrition? HR Managers need to rethink to evolve the strategies to address it and opening a new road to discussion.

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