

A Study on Attrition Drivers and Retention Strategies in Adani Power Limited (Power Industry)

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Abstract

This study explores the critical issue of employee attrition and retention strategies within Adani Power Limited, a leading player in the Indian power sector. The research investigates key drivers of attrition, including limited career advancement opportunities, work-life imbalance, compensation dissatisfaction, and lack of recognition. Using a qualitative research approach based on internal HR reports, secondary data, and academic literature, the study highlights employee perceptions, organizational practices, and the gaps in current retention frameworks. The findings suggest that while Adani Power has a foundational framework for employee engagement and retention, it requires a more strategic, people-centric approach. Career development programs, leadership transparency, effective communication, and wellness initiatives emerged as vital interventions to improve job satisfaction and commitment. The study concludes by recommending the integration of advanced HR analytics to proactively identify attrition risks and tailor retention strategies. These insights contribute to both academic discourse and practical implications for enhancing workforce stability in the energy sector.

Index Terms

Employee Attrition; Retention Strategies; Adani Power Limited; Employee Engagement; HR Analytics; Power Sector (India)

Introduction

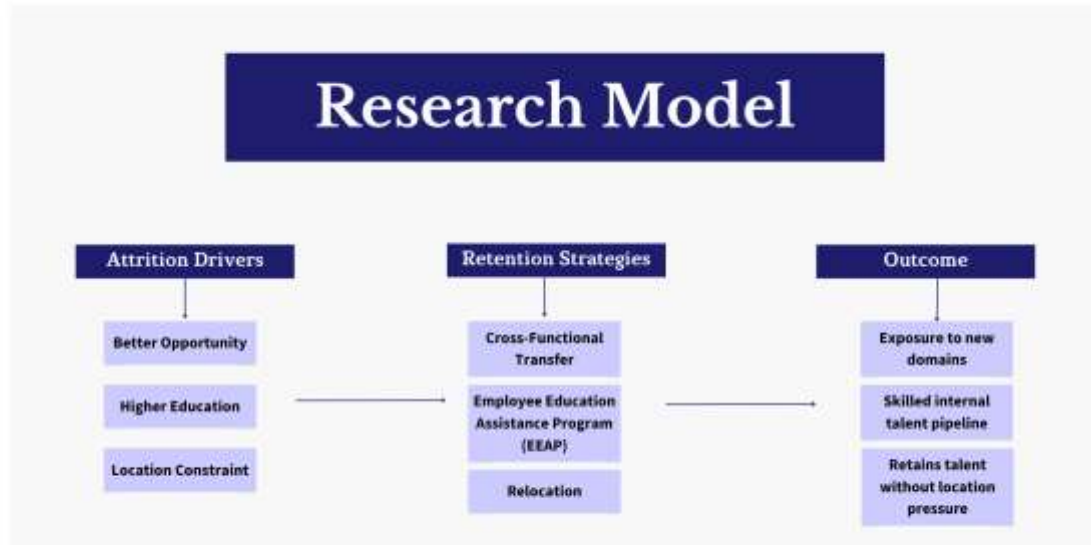
Employee attrition and retention are critical challenges faced by organizations in today's dynamic business environment. The power sector, being highly competitive and technology-driven, is significantly impacted by workforce fluctuations. This study focuses on Adani Power Limited, India's largest private-sector thermal power producer, to examine the factors contributing to employee attrition and to evaluate retention strategies implemented by the organization. The research highlights the importance of aligning organizational policies with employee expectations to ensure workforce stability and productivity.

Literature Review

Several studies have explored the causes of employee attrition and the role of retention strategies. Vijayan (2025) emphasized a data-driven approach using machine learning to predict attrition, while Deshmane et al. (2024) identified the pandemic's role in employee turnover. Sivakarathi et al. (2024) proposed predictive models for MNC employees, highlighting job satisfaction and career development. Studies on Generation Z (Suryakumar et al., 2024) revealed higher attrition intentions due to work-life imbalance and lack of organizational support. Collectively, these studies underline the need for organizations to adapt modern HR practices, predictive analytics, and employee-centric policies to mitigate attrition.

Research Methodology

This study adopts a qualitative and descriptive research design. The methodology relies primarily on secondary data sources, including HR reports, organizational records, industry publications, and academic literature. The research focuses on identifying key attrition drivers within Adani Power and evaluating the effectiveness of retention strategies. Limitations include restricted access to confidential HR data and the scope being limited to operations within Ahmedabad, which may affect generalizability.



Analysis and Findings

The analysis revealed multiple factors contributing to employee attrition at Adani Power. Key drivers included limited career growth opportunities, lack of recognition, work-life imbalance, and external opportunities in the market. Younger employees, particularly from Generation Z, showed higher turnover intentions due to unmet career and engagement expectations. While Adani Power has implemented initiatives such as training programs, internal promotions, and performance appraisals, the results were mixed due to inconsistent application across departments. The findings also suggested that integrating HR analytics and predictive models could enhance the organization's ability to identify and address attrition risks proactively.

Conclusion

The study concludes that employee retention requires a more structured, employee-focused strategy at Adani Power. Data-driven decision-making, personalized career development, leadership transparency, and wellness initiatives are essential to improve job satisfaction and organizational commitment. Implementing industry best practices and advanced HR analytics can help reduce attrition rates, build a resilient workforce, and strengthen Adani Power's competitive advantage in the power sector.

References

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