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WOMEN EMPLOYEE PERSPECTIVE STRATEGIES ON BANGALORE IT STARTUPS: ASSESSING MSME FRAMEWORKS CHALLENGES & OPPORTUNITIES

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1.1 ABSTRACT
The retention of women employees in Information Technology (IT) startups has become increasingly important, particularly within Micro, Small, and Medium Enterprises (MSMEs) in Bangalore. This research explores the relationship between various management strategies and the retention of female employees in these organizations. By addressing the specific challenges women face in the tech sector, the study aims to identify effective practices that enhance job satisfaction and commitment. Employing a quantitative methodology, data was collected through surveys distributed to female employees in several IT startups, alongside insights from managerial perspectives. The analysis focuses on key strategies, including flexible work arrangements, mentorship opportunities, career development initiatives, and the promotion of inclusive workplace cultures. Correlation analysis is utilized to evaluate how these strategies impact employee retention rates, providing evidence of their effectiveness in creating supportive environments for women. Initial findings indicate that flexible work options and robust mentorship programs significantly correlate with improved retention rates, while an inclusive culture fosters job satisfaction, contributing to longer tenures for women employees. The study emphasizes that, although financial compensation is essential, non-monetary factors such as work-life balance and professional growth increasingly influence retention decisions. By concentrating on MSMEs in Bangalore, this research highlights the necessity of tailored management strategies that not only retain female talent but also support their career advancement in the industry. The insights gained are valuable for startup founders and HR professionals aiming to develop a diverse and committed workforce. Recommendations for effective implementation of these strategies aim to foster an environment where women can excel and lead in tech-driven enterprises. Ultimately, this research seeks to integrate existing literature on employee retention with practical management strategies, offering actionable insights to enhance workplace equity for women in the IT sector.

KEYWORDS: *Women Employee Retention, Management Strategies, Information Technology, Startups, MSME Frameworks, Bangalore*

1.2 INTRODUCTION
In recent years, the technology sector has increasingly recognized the critical importance of diversity and inclusion, especially concerning the retention of women employees. Information Technology (IT) startups, particularly those operating within the framework of Micro, Small, and Medium Enterprises (MSMEs) in Bangalore, have emerged as vital players in this discussion. As a leading hub for innovation and entrepreneurship, Bangalore's IT landscape offers unique opportunities for female professionals. However, despite advancements in hiring practices, many women still encounter obstacles that hinder their retention, such as workplace culture, insufficient mentorship, and a lack of support for work-life balance. Understanding these challenges is essential for creating a more inclusive environment that not only attracts women but also fosters their growth and success within the organization.

The retention of women in IT startups is not merely a matter of social equity; it also has significant implications for organizational performance and innovation. Studies have shown that diverse teams are better at problem-solving and driving creativity, making it imperative for startups to prioritize the retention of female talent. This research seeks to explore various management strategies that can improve retention rates for women in these fast-paced work environments. By examining practical measures—such as flexible work arrangements, mentorship programs, and the promotion of inclusive workplace cultures—this study aims to identify actionable insights that can help IT startups in Bangalore cultivate supportive workplaces. Ultimately, the goal is to enhance the understanding of how gender diversity can be effectively managed within the tech industry, benefiting both employees and organizations. By implementing these strategies, startups can create a thriving ecosystem where women not only remain but also excel, driving innovation and success in a competitive market.

1.3 REVIEW OF LITERATURE
Bhola (2015) asserted that Work-Life Balance (WLB) pertains to individuals possessing a degree of control over the timing, location, and manner of their work, which subsequently influences their performance. With the rising prevalence of dual-career couples and the diminishing support of extended families, both male and female employees are facing significant challenges in balancing their

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professional and personal lives. Women professionals struggle to meet the expectations of both family and society while simultaneously fulfilling the requirements of their careers. This issue is particularly significant in a country like India, where household roles are predominantly gender-specific. This paper reviews the significance of Work-Life Balance practices in the evolving business landscape and emphasizes their impact on the performance of working women. The review concludes that the implementation of work-life balance practices enhances job satisfaction, retention, and performance among working women.

Kumari, L. In 2015, it was stated that in the intricate and evolving business environment, with the continually rising demands of work, employees are prone to experiencing conflict between their professional and personal activities. Family-work conflict (FWC) and work-family conflict (WFC) are likely to negatively impact the family domain, leading to diminished life satisfaction and job satisfaction. Research has identified multiple factors that affect the degree of work-family conflict (WFC) and family-work conflict (FWC). The objective of this study is to investigate married female employees' perceptions of various factors that may contribute to family-work conflict (FWC). The quota sampling method was employed. A survey was conducted, and data was analyzed based on the responses of 100 participants. A meticulously structured questionnaire was developed, subjected to pilot testing, and subsequently revised. The acquired data was analyzed employing descriptive statistics, mean, standard deviation, and inferential statistics. Carl Pearson's Correlation was employed to ascertain the relationship among the various variables. The study's findings may hold practical relevance for human resource managers, particularly in contexts where married women are extensively employed, to enhance staff commitment and productivity while formulating recruitment and retention strategies.

Premalatha, P. (2016) identified that knowledge workers in the Indian information technology (IT) services sector are the primary drivers of industry and economic growth. Nonetheless, human resource (HR) processes for managing knowledge workers continue to develop. There are deficiencies in comprehending how HR interventions that promote the retention of essential employees can enhance organizational outcomes. This study presents a framework that establishes connections between various factors influencing the retention of knowledge workers and the resultant competitiveness of IT companies. Awareness of these outcomes can serve as a significant motivation for companies to persist in implementing talent retention strategies. This study aims to investigate the effects of talent retention strategies implemented in the IT services sector using the grounded theory methodology. The study encapsulates the lived experiences of 16 line managers, 17 employees, 10 HR managers, and 2 top-level executives within the sector. Intentional sampling was employed to select the research participants. The comprehensive interviews with participants were transcribed verbatim and analyzed through open, axial, and selective coding methods. The research identifies seven propositions regarding returns on retention (RoR) strategies: (i) effective talent retention enhances cost-efficient HR practices, (ii) managing individual performance and retaining high achievers improves corporate performance management, (iii) retaining both young and senior employees preserves knowledge assets and bolsters human capital development, (iv) retaining female talent fosters gender inclusivity at all levels, (v) successful retention strategies enhance workforce motivation and morale, (vi) talent retention positively influences job involvement and organizational commitment, and (vii) employee recognition and retention practices facilitate reverse brain drain.

Bacea, A., & Bordean, O. N. (2016). Outsourcing has emerged as a prevalent strategy in the contemporary business landscape. This research aims to identify the characteristics of employees in outsourcing firms, the factors contributing to job satisfaction, the key retention elements, and their anticipated duration of employment with the same company. The willingness of employees to remain in Business Process Outsourcing (BPO) companies in Romania has yet to be examined, despite a significant increase in their numbers over recent decades. This study represents an initial endeavor to identify the motivational factors that affect attrition in the BPO industry. The study is founded on the examination of a questionnaire filled out by 169 employees from three outsourcing firms in Cluj-Napoca, Romania. The primary objective of the article is to identify the key factors that affect an employee's inclination to stay with the company. Analysis of the survey revealed that the proportion of women employed in BPO companies significantly exceeds that of men. Another demographic characteristic emphasized is the educational attainment, with results indicating that nearly 90% of respondents are graduates or postgraduates. Concerning the determinants of job satisfaction, a range of intrinsic and extrinsic motivators appears to be more significant than others; however, all contribute to the overall job satisfaction of employees. One hypothesis of the study was to ascertain whether BPO employees desired to change companies; however, it was unexpectedly revealed that the prevailing intention was to remain with the same company for three years or longer.

Dhanya, J. S., and Kinslin, D. (2017) asserted that Employee Retention is a mechanism aimed at motivating employees to maintain their affiliation with the organization for the longest duration possible. The retention of essential employees is vital for the sustained health and success of any organization. Employee retention is significant in educational institutions due to factors such as training duration and investment, loss of knowledge, student insecurity, and the expenses associated with faculty recruitment and hiring. Consequently, the inability to retain a pivotal faculty member is an expensive endeavor for an institution. While employing knowledgeable individuals is crucial for an employer, employee retention holds greater significance than recruitment. A crucial factor in employee retention is providing an organizational environment that promotes work-life balance. The work-life balance for teaching professionals has emerged as a significant challenge in contemporary society. Educators must dedicate additional hours daily to enhance their effectiveness and productivity in their profession, enabling them to attain higher standards and confront a challenging environment. Support for women in the workplace is positively correlated with job satisfaction, organizational commitment, and career success, which ultimately contributes to long-term faculty retention. The study revealed that support from

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coworkers is the primary motivational factor that contributes to a positive workplace environment. The study identified additional factors that can improve the retention of women faculty in management colleges, including work-life balance and enhanced support. The retention of female faculty is crucial for the advancement and achievement of the organization's goals and objectives. The retention of female faculty can serve as a crucial competitive advantage for any organization. The situation is analogous in educational institutions.

Vaamonde, J. D., Omar, A., and Salessi, S. (2018) asserted that turnover intentions (TI) represent a detrimental issue affecting organizational performance and the welfare of its members. There is an increasing interest in elucidating the explanatory mechanisms of TI to enhance employee retention and value within organizations. The objective of this study was to evaluate an integrative serial multiple mediation model that investigated the potential mediating effects of burnout and job satisfaction on the relationships between organizational justice and turnover intention (TI). A cross-sectional empirical study was conducted involving a multi-occupational sample of 408 Argentine employees, comprising 219 women and 189 men, to attain this objective. Participants filled out a self-report questionnaire containing previously validated metrics for the target demographic. Structural equation modeling indicated that perceptions of distributive, procedural, and interpersonal justice negatively influence turnover intention (TI) indirectly via burnout and job satisfaction, whereas perceptions of informational justice affect TI solely through job satisfaction. The results demonstrate that perceptions of distributive, procedural, and interpersonal justice correlate with reduced burnout, subsequently fostering enhanced job satisfaction and diminished turnover intention among employees. Furthermore, perceptions of informational justice are positively correlated with job satisfaction, resulting in a reduction of employees' turnover intention. The findings are examined concerning their theoretical and practical implications. Managers and human resource professionals may contemplate the research findings when devising and executing talent retention strategies within organizations.

Brindha, G. (2019) asserted that the conduct of female employees has transformed the atmosphere of private organizations. Young female employees are always prepared to transition whenever they are dissatisfied with any aspect of their job. A retention strategy serves as an effective recruitment instrument. Private organizational issues pertain to lost knowledge and training time. HR managers should ascertain the needs of female employees and subsequently formulate retention strategies. Given that individuals possess varying priorities, a singular strategy is inadequate. Human Resources professionals confront the critical challenge of retaining skilled female employees. Retention strategies fall into four categories: job enrichment, salary, working conditions, and education. This article advocates for a specialized approach that introduces innovative, women-friendly policies to promote a gender-neutral workplace in the development of retention strategies.

Gamage, S. K. Research conducted in 2019 identified work-life balance and employee retention as critical factors influencing organizational performance. Moreover, it has emerged as a compelling subject of inquiry among researchers. This research was carried out in a prominent manufacturing firm in Sri Lanka, aimed at assessing the influence of five work-life balance practices on the retention of female employees. This study aims to identify the primary factors influencing female employee retention and to offer recommendations for enhancing retention and reducing turnover rates among female employees in Sri Lanka. The selected sample comprised 200 female employees from a prominent manufacturing organization in Sri Lanka. Data was collected using a structured questionnaire, which comprised two primary categories of questions: one pertaining to demographic factors and the other addressing research variables. Five research variables included Job Security, Working Hours, Company Leave Policy, Workload, and Employee Training. Data analysis was conducted utilizing the SPSS statistical technique and Pearson's Product Moment correlation. Correlation and multiple regression analyses were employed to ascertain the relationship between independent and dependent variables. The present study identified a positive correlation among all five independent variables and employee retention. Although the correlation between workload and female employee retention was positive, the analysis results indicated that this relationship was not significant. The results of the regression analysis indicate that the company's leave policy, job security, and employee training are significant predictors of employee retention. The study suggested that enhancing employees' work-life balance fosters loyalty and encourages long-term retention due to increased job satisfaction and personal fulfillment.

Sekar Subramanian, S. According to (2020), work is a fundamental component of life, offering a sense of achievement, identity, and a source of income to meet basic needs. Given the advancement of technology, the increasing presence of women in the workforce, and the prevalence of dual-earner households, it is essential for both employers and employees to achieve a balance between professional and personal life. This study analyzes the efficacy of work-life balance among bank employees and its influence on employee retention in selected banks in Sivakasi, Virudhunagar district. This paper identifies the diverse work-life balance initiatives implemented by banks to mitigate employee turnover and enhance job satisfaction. A random sample of 245 respondents was selected to participate in the study. A meticulously designed questionnaire was employed to gather the data. The findings indicated that work-life balance directly influences employee retention and enhances job satisfaction.

Hammond, L. S., and Coetzee, M. (2022) asserted that elevated turnover rates adversely affect organizations, resulting in heightened expenses associated with the orientation, recruitment, and training of new personnel. Understanding the factors that influence employee retention is thus a vital concern for organizations. The aim of this study was to obtain comprehensive insights into senior female employees' perspectives on the factors that facilitate or hinder their retention. Currently, there appears to be a scarcity of

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retention studies concerning women in the financial services industry. A qualitative methodology was employed to gather semi-structured interview data from a purposive sample of senior female personnel within a South African financial services firm. The Atlas.tiTM Version 8 data analysis software facilitated the inductive extraction of the higher-order themes that arose from the interviews. The qualitative thematic data analysis yielded significant insights into (1) the employment experiences of senior female employees within the organization; (2) the objective and subjective factors facilitating their retention; and (3) the objective and subjective factors hindering their retention. The findings underscored the necessity of standardized implementation of human resource policies and procedures, equitable and competitive compensation and benefits, training and development, managerial support, career advancement opportunities, and work-life balance in workload and deadlines as essential components of a retention strategy. The insights obtained concerning the parameters for retaining female staff may guide retention strategies and mitigate turnover among valuable talent.

Vandana Madhavkumar. The term "Great Resignation" is disrupting numerous organizations across various sectors globally. The Covid-19 pandemic profoundly altered employees' perspectives on their careers. Throughout the Covid-19 pandemic, organizations predominantly implemented flexible work arrangements such as work from home (WFH), remote work (RW), and hybrid work models (HWM) to conduct their business operations while ensuring employee safety. The option to work from home and hybrid work arrangements are altering workplace dynamics. This has become a crucial factor for employees, particularly women, to maintain their employment, as it allows them to engage in caregiving at home while performing remote work. Reports indicate that they resigned from their positions when organizations mandated their physical presence in the office. This study aims to assess the influence of the hybrid work model on workplace happiness and employee retention, as well as to investigate whether workplace happiness mediates the relationship between hybrid work and employee retention. Consequently, the empirical study was executed among employees employed in IT firms. The sample size comprised 200 participants, and the gathered data was analyzed utilizing SPSS and AMOS. The hybrid work model offers employees the autonomy and flexibility to balance their professional and personal lives, thereby enhancing their job satisfaction. Job satisfaction was determined to enhance employee retention and mediates the correlation between hybrid work models and employee retention. In the context of a significant shortage of skilled workers, the hybrid work model may be the most effective strategy for attracting and retaining talent, as it impacts employees' intentions to remain in or leave their positions. The study's findings will assist organizations in designing modern workplaces with innovative developments and in retaining talent.

Khan, M. L. Research conducted in 2023 indicates that the integration of women into the workforce has been a predominant global social trend for the last fifty years, beginning in 1970. Women constitute fifty percent of Malaysia's total population and play a crucial role in the nation's socio-economic development. The Malaysian oil and gas sector employs a substantial number of academically qualified, skilled, and proficient women engineers in essential roles for organizational success and sustainability. Nevertheless, gender-related and management research has identified challenges in organizational support and talent retention for women in the workplace, particularly within the oil and gas sector. This research seeks to establish a preliminary conceptual framework to analyze the perceived organizational support that influences the retention of women engineers in the Malaysian oil and gas industry. Two foundational theories have been utilized: the Perceived Organizational Support Theory (POST) and the Social Exchange Theory (SET). The internal perceived organizational support variables affecting employee retention and their associated challenges have been analyzed through secondary data, online resources, and governmental documents. Social support, professional advancement, incentives, workload, and work flexibility may influence talent retention. This article presents and examines five hypotheses regarding the factors influencing the retention of talented women engineers within organizations. This study could enhance talent retention and contribute to the scarce gender research in the engineering field within an Eastern context in the oil and gas industry.

1.4 ANALYSIS AND INTERPRETATION

The present analysis uses correlation analysis on factors of HRM practices level on the retention of women employees on Bangalore startups. The structured questionnaire is issued to the employees working in MSME startups dealing with IT services in Bangalore study area for 300 respondents using stratified random sampling through google forms.

1.5 CORRELATION ANALYSIS ON FACTORS OF HRM PRACTICES LEVELON THE RETENTION OF WOMEN EMPLOYEES

Correlation is a method for examining a potential bidirectional linear connection between two continuous variables in statistical terms. A technique for analyzing the relationship between two quantitative, constant variables is termed Correlation. A relationship coefficient is a numerical representation of the factual link between two things. The elements may consist of two segments of a specific informative index of perceptions, often referred to as a sample, or two components of multivariate random variables with a known distribution. Several types of connection coefficients exist, each with its own definition and specific applicability and characteristics. They all anticipate values within the range of -1 to +1, where +1 signifies the most profound imaginable comprehension and the most robust conceivable Inconsistency. The strength of the link between two variables is quantified by Pearson’s Correlation Coefficient (r) (Kothari C.R., 2004).

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CORRELATION ANALYSIS OF FACTORS OF HRM PRACTICES ON THE RETENTION OF WOMEN EMPLOYEES IN IT INDUSTRY

TABLE 1.1
Pearson Correlation Coefficient between Factors of Level of HRM Practices on Retention of Women Employees

Factor	Recruitment and Selection	Training	Compensation and Reward	Social Benefits	Team Workand Communication	Promotion	Safety and Health	Performance Appraisal	Grievance Redressal	Women Empowerment
Recruitment and Selection	1.000	0.464**	0.461**	0.458**	0.438**	0.460**	0.348**	0.520**	0.508**	0.480**
Training	-	1.0001	0.584**	0.513**	0.446**	0.580**	0.405**	0.520**	0.534**	0.579**
Compensation and Reward	-	-	1.000	0.520**	0.465**	0.517**	0.356**	0.467**	0.463**	0.531**
Social Benefits	-	-	-	1.000	0.488**	0.495**	0.372**	0.444**	0.457**	0.494**
Team Work & Communication	-	-	-	-	1.000	0.471**	0.369**	0.432**	0.415**	0.489**
Promotion	-	-	-	-	-	1.000	0.368**	0.497**	0.472**	0.529**
Safety and Health	-	-	-	-	-	-	1.000	0.422**	0.476**	0.404**
Performance Appraisal	-	-	-	-	-	-	-	1.000	0.543**	0.494**
Grievance Redressal	-	-	-	-	-	-	-	-	1.000	0.488**
Women Empowerment	-	-	-	-	-	-	-	-	-	1.000

Source: Computed from Principal Information

Note: ** Correlation is significant at the 0.01 level (2-tailed).

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At a 1% significance level, the correlation coefficient between Recruitment and Selection as components of HRM Practices and retention and Training is 0.464, indicating a credible 46.4% positive relationship between these factors.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as components of HRM Practices and retention, as well as Compensation & Reward, is 0.461, indicating a credible 46.1% positive relationship.

At a 1% significance level, the correlation coefficient between Recruitment and Selection as a factor of HRM Practices and retention and Social Benefits is 0.458, indicating that 45.9% of the positive relationship between Recruitment & Selection as a factor of HRM Practices and retention and Social Benefits is valid.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as a factor of HRM Practices and retention, as well as Teamwork & Communication, is 0.438, indicating a credible positive relationship of 43.8% between these variables.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as a factor of HRM practices and retention and promotion is 0.460, indicating a credible 46.0% positive relationship.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as a component of HRM Practices and retention, as well as Safety & Health, is 0.348, indicating a credible positive relationship of 34.8% between these variables.

At a 1% significance level, the correlation coefficient between Recruitment and Selection as a factor of HRM practices and retention and performance appraisal is 0.520, indicating a credible 52.0% positive relationship.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as a factor of HRM practices and retention and grievance redressal is 0.508, indicating a credible 50.8% positive relationship.

At a 1% significance level, the correlation coefficient between Recruitment & Selection as a component of HRM Practices and retention, as well as Women Empowerment, is 0.480, indicating a credible 48.0% positive relationship. Other factors are similarly positively correlated with one another.

The Pearson Coefficient of Correlation indicates a significant positive correlation between the degree of HRM practices and the retention of women employees at the 1% level.

TABLE 1.2
Pearson Correlation Coefficient between the level of HRM Practices onRetention and factors of Women Employees' Satisfaction

Factor	Employees' satisfaction
Recruitment and Selection	0.568**
Training	0.629**
Compensation and Reward	0.580**
Social Benefits	0.578**
Team Work and Communication	0.605**
Promotion	0.602**
Safety and Health	0.492**
Performance Appraisal	0.587**
Grievance Redressal	0.581**
Overall HRM Practices on the Retention	0.796**

Source: Computed from Principal Information

At a 1 percent significance level, the correlation coefficient between Recruitment & Selection as a component of HRM Practices and retention and Employee Satisfaction is 0.568, indicating a credible 56.8 percent positive association between these variables.

At a 1 percent significance level, the correlation coefficient between Training as a component of HRM Practices and both retention and Employee Satisfaction is 0.629, indicating a credible 62.9 percent positive association between Training and these outcomes.

At a 1 percent significance level, the correlation coefficient between Compensation & Reward as a factor of HRM Practices and employee retention and satisfaction is 0.580, indicating a credible 58.0 percent positive association between these variables.

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At a 1 percent significance level, the correlation coefficient between Social Benefits as a component of HRM Practices and both retention and Employee Satisfaction is 0.578, indicating a credible 57.8 percent positive association between these variables.

At a 1 percent significance level, the correlation coefficient between Teamwork and Communication as factors of HRM Practices on retention and Employee Satisfaction is 0.605, indicating a 60.5 percent positive association that is statistically significant.

At a 1 percent significance level, the correlation coefficient between Promotion as a factor of HRM Practices and retention and Employee Satisfaction is 0.602, indicating a 60.2 percent positive association between Promotion and both retention and Employee Satisfaction is significant.

At a 1 percent significance level, the correlation coefficient between Safety & Health as a factor of HRM Practices and employee retention and satisfaction is 0.492, indicating a credible 49.2 percent positive association.

At a 1 percent significance level, the correlation coefficient between Performance Appraisal as a component of HRM Practices and employee retention and satisfaction is 0.587, indicating a 58.7 percent positive relationship with performance.

The role of appraisal in HRM practices with employee retention and satisfaction is believable. At a 1 percent significance level, the correlation coefficient between Grievance Redressal as a component of HRM Practices and retention and Employee Satisfaction is 0.581, indicating a credible 58.1 percent positive association between Grievance Redressal and retention and Employee Satisfaction.

At a 1 percent significance level, the correlation coefficient between Overall HRM Practices and Employee Retention and Satisfaction is 0.796, indicating a plausible 79.6 percent positive link between these variables.

The Pearson Coefficient of Correlation reveals a significant positive link between the degree of HRM practices and the retention and satisfaction of women employees, with a high correlation at the 1 percent level.

TABLE 1.3
Pearson Correlation Coefficient between the levels of HRM Practices onRetention and factors of Women Employees' Commitment

Factors of HRM Practices on Retention	Employee Commitment
Recruitment and Selection	0.419**
Training	0.498**
Compensation and Reward	0.596**
Social Benefits	0.422**
Team Work and Communication	0.430**
Promotion	0.443**
Safety and Health	0.386**
Performance Appraisal	0.474**
Grievance Redressal	0.436**
Overall HRM Practices on the Retention	0.630**

Source: Computed fromPrincipal Information

At 1 percent level of credibility, the correlation coefficient amid Recruitment & Selection as factor of HRM Practices on the retention and Employee Commitment is 0.419, which specifies 41.9 percent optimistic associations amid Recruitment & Selection as factor of HRM Practices on the retention and Employee Commitment is **credible.**

At 1 percent level of credibility, the correlation coefficient amid Training as factor of HRM Practices on the retention and Employee Commitment is 0.498, which specifies 49.8 percent optimistic association amid Training as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Compensation & Reward as factor of HRM Practices on the retention and Employee Commitment is 0.596, which specifies 59.6percent optimistic association amid Compensation & Reward as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Social Benefits as factor of HRM Practices on the retention and Employee Commitment is 0.422, which specifies 42.2 percent optimistic association amid Social Benefits as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Team work & Communication as factor of HRM Practices on the retention and Employee Commitment is 0.430, which specifies 43.0percent optimistic association amid Team Work &

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Communication as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Promotion as factor of HRM Practices on the retention and Employee Commitment is 0.443, which specifies 44.3 percent optimistic association amid Promotion as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Safety & Healthas factor of HRM Practices on the retention and Employee Commitment is 0.386, which specifies 38.6 percent optimistic association amid Safety & Health as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Performance Appraisal as factor of HRM Practices on the retention and Employee Commitment is 0.474, which specifies 47.4 percent optimistic association amid Performance Appraisal as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Grievance Redressal as factor of HRM Practices on the retention and Employee Commitment is 0.436, which specifies 43.6percent optimistic association amid grievance Redressalas factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Overall HRM Practices on the Retention and Employee Commitment is 0.630, which specifies 63.0 percent optimistic association amid Overall HRM Practices on the Retention and Employee Commitment is **credible**.

Pearson Coefficient of Correlation between the dimensions of HRM rehearses on the maintenance and components of Women Employees' Commitment determines that there is an idealistic relationship between HRM rehearses on the dimension of maintenance and Women Employees' Commitment and is generous at 1percentlevel.

TABLE 1.4
Pearson Correlation Coefficient between the level of HRM Practices onRetention and factors of Women Employees' Retention

Factors of HRM Practices on Retention	Employee Retention
Recruitment and Selection	0.314**
Training	0.451**
Compensation and Reward	0.387**
Social Benefits	0.373**
Team Work and Communication	0.356**
Promotion	0.483**
Safety and Health	0.380**
Performance Appraisal	0.427**
Grievance Redressal	0.403**
Overall HRM Practices on the Retention	0.541**

Source: Computed from Principal Information
Note: ** Correlation is substantial at the 0.01 level (2-tailed).

At 1 percent level of credibility, the correlation coefficient amid Recruitment & Selection as factor of HRM Practices on the retention and Employee Retention is 0.314, which specifies 31.4percent optimistic associations amid Recruitment & Selection as factor of HRM Practices on the retention and Employee Retention is **credible.**

At 1 percent level of credibility, the correlation coefficient amid Training as factor of HRM Practices on the retention and Employee Retention is 0.451, which specifies 45.1percent optimistic association amid Training as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Compensation& Reward as factor of HRM Practices on the retention and Employee Retention is 0.387, which specifies 38.7 percent optimistic association amid Compensation &Reward as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Social Benefits as factor of HRM Practices on the retention and Employee Retention is 0.373, which specifies 37.3 percent optimistic association amid Social Benefits as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Team work & Communication as factor of HRM Practices on the retention and Employee Retention is 0.356, which specifies 35.6percent optimistic association amid Team Work & Communication as factor of HRM Practices on the retention and Employee Retention is **credible**.

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At 1 percent level of credibility, the correlation coefficient amid Promotion as factor of HRM Practices on the retention and Employee Retention is 0.483, which specifies 48.3percent optimistic association amid Promotion as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Safety & Healthas factor of HRM Practices on the retention and Employee Retention is 0.380, which specifies 38.0percent optimistic association amid Safety & Health as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Performance Appraisal as factor of HRM Practices on the retention and Employee Retention is 0.427, which specifies 42.7 percent optimistic association amid Performance Appraisal as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Grievance Redressal as factor of HRM Practices on the retention and Employee Retention is 0.404, which specifies 40.4percent optimistic association amid grievance Redressal as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the correlation coefficient amid Overall HRM Practices on the Retention and Employee Retention is 0.542, which specifies 54.2percent optimistic association amid Overall HRM Practices on the Retention and Employee Retention is **credible**.

Pearson Coefficient of Correlation among HRM practices level on the factors of retention and Women Employees' Retention specifies that there is anoptimistic association amid HRM Practices Level on the Retention and factors of Women Employees' Retention indicating substantial at 1percentlevel.

TABLE 1.5
Pearson Coefficient of Correlation among Employee Satisfaction,Commitment & Retention Factors of Women Employees in it industry

Factors of Employee Satisfaction, Commitment& Retention	Employee Satisfaction	Employee Commitmen	EmployeeRetention
Employee Satisfaction	1.000	0.544**	0.561**
Employee Commitment	-	1.000	0.391**
Employee Retention	-	-	1.000

Source: Computed from Principal Information
Note: ** Correlation is substantial at the 0.01 level (2-tailed).

At 1 percent level of credibility, the coefficient of correlation amid factors of Employee Satisfaction and Employee Commitment is 0.548, which specifies 54.8percent optimistic association amid Employee Satisfaction as factor of HRM Practices on the retention and Employee Commitment is **credible**.

At 1 percent level of credibility, the coefficient of correlation amid factors of Employee Satisfaction and Employee Retention is 0.561, which specifies 56.2percent optimistic association amid Employee Satisfaction as factor of HRM Practices on the retention and Employee Retention is **credible**.

At 1 percent level of credibility, the coefficient of correlation amid factors of Employee Commitment and Employee Retention is 0.391, which specifies 39.2percent optimistic association amid Employee Commitment as factor of HRM Practices on the retention and Employee Retention is **credible**.

Pearson Coefficient of Correlation amid factors of Employee Satisfaction, Commitment & Retention specifies that there is an optimistic association amid factors of Employee Satisfaction, Commitment & Retention of Women Employees and is substantial at 1percent level.

1.6 CONCLUSION

Keeping women working in IT companies, especially those that are part of the MSME system in Bangalore, is important for creating a diverse and lively workplace. Some things that startups can do to keep employees are offer mentoring programs, flexible work schedules, and clear paths for job development. Creating an open and welcoming environment that values gender diversity in hiring and leadership positions can also greatly improve creativity and the general performance of a company. As Bangalore continues to grow as a major tech hub, solving the unique problems women face in the field will not only help individual companies but also

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make the whole tech community stronger. Organizations can make a more fair workplace that helps all workers grow and succeed by sticking to these retention tactics.

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