

If employees' performance is the fruits of the tree, then retention of talents in the organization is the flowers that are behind the said fruits. Now, we must agree that the employees' motivation is mineral-based nourishment to those trees, representing the healthy business. It is a hard truth for a growing economy like India that more the stronger the NBFCs (None Banking Financial Companies) will be, the more sustainable is the economy. Motivated employees can make any organization stronger, so also the truth for NBFCs. In this context, retention of talents can be possible by increasing & sustaining the motivation level of the concerned employees. Addressing the above issues, this study (book) can provide the strategists or planners, a strategic tool.



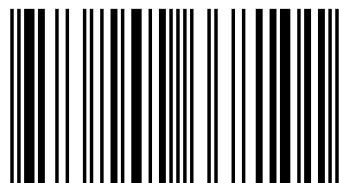
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# A Study of Employee Motivation

and its Impact on Employee Retention of NBFCs



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