

10 YEARS  
OF UNIVERSITY  
RECOGNITION  
20 YEARS OF  
ACADEMIC  
EXCELLENCE



REVA  
UNIVERSITY

Bengaluru, India

# EMPLOYEE ATTRACTION AND RETENTION

Rukmini Knowledge Park  
Kattigenahalli, Yelahanka, Bengaluru – 560064  
[www.reva.edu.in](http://www.reva.edu.in)

## **REVA UNIVERSITY STATUTES RELATING TO EMPLOYEE ATTRACTION AND RETENTION POLICY**

(Framed as per the provision under Section 32 (iv), Section 8 (vii), (xv), of REVA University Act, 2012)

### **1. Title and Commencement**

These statutes are called “REVA University Statutes Relating to Employee Attraction and Retention Policy”.

They shall come into force from the date of assent of the Chancellor.

### **2. Definition**

- a. **Employee:** means any employee / person employed by REVA University on full time basis or temporarily with salaries and wages as determined by the University.
- b. **Attraction Policy:** A policy framed by the University to attract talented, committed persons for appointment to serve as teachers, researchers, officers, and non-teaching staff.
- c. **Retention Policy:** A policy framed by the University to maintain a working environment and to address various needs of employees to enhance their job satisfaction, healthy practices and thereby increase employee retention.
- d. **Teacher:** means and includes a Professor, Associate Professor, Assistant Professor or such other persons as may be appointed for imparting instruction or conducting or to guide research in the University in conformity with the norms specified by the University Grants Commission.
- e. **Non-Teaching Staff:** means and include all employees other than teachers appointed by the University to carry out job(s) other than teaching and instruction.

### **3. Objectives**

- a. To attract and retain high calibre individuals for teaching research, administration and to perform such other functions of the University to take the University to greater heights.
- b. To manage people well and to ensure directed and motivated employees.
- c. To pay people competitively and to reward superior / better performers.
- d. To promote perpetual learning, critical thinking and innovative research among teachers and scholars and rewarding them suitably.

- e. To facilitate acquisition of ICT and soft skills and develop work ethics among non-teaching staff.
- f. To value and respect all employees and provide them equal opportunities to develop their full potential and pursue a career path of their choice.
- g. To establish an environment of ownership, commitment, conviction and dedicated work culture that is attractive and supportive.
- h. In our work environment, all employees are valued and respected and have opportunities to develop their full potential and pursue a career path of their choice.

#### **4. Scope:**

The attraction and retention policy shall operate within the broader initiatives of talent management. These include, but are not limited to, skills development, staff development, mentorship, performance management, employment equity and employee relations.

#### **5. Performance Management (Initiatives)**

- a. Attraction and retention initiatives will include monetary and non-monetary interventions, and will be approached objectively and holistically.
- b. The University shall identify certain individuals based on the demonstrated performance and potential.
- c. The University shall adopt market and best practices in its initiatives to attract and retain employees. This will be achieved by retaining employees who see the University as a great place to work in and this is determined largely by the quality of leadership and good management practices which entail:
  - i. Remunerating employees well
  - ii. Rewarding exceptional performance
  - iii. Developing employees
  - iv. Communicating openly and sharing information
  - v. Caring for their employees
  - vi. Recognizing achievement publicly and celebrating successes
  - vii. Continuous training and counselling of poor performers to transform them

- as better performers.
- viii. Developing and maintaining a reputation as being “an employer of choice”. This reputation is often best promoted by own employees
  - ix. Encouraging teachers and non-teaching staff to undertake learner-ships and interns to improve their knowledge and skills and in turn ensure high quality teaching research and administrative operations.
  - x. Facilitating career path of employees through :
    - Formal training by means of subsidized study assistance programmes
    - International; exposure/ experience by means of seminars and workshops
  - xi. Providing facilities which include clean office environment, security, housing units, subsidized water and electricity, subsidized staff meals during office hours, sports and recreation facilities.
  - xii. Adopting steps to promote a positive and enabling climate for performance to take place through constant coaching to senior level and middle level officers and heads of Schools on management of subordinates as their behaviour is a key determinant of how people experience their subordinates.
  - xiii. Create a well managed recognition program that can contribute towards considerable contribution to the well being of employees and the culture of the University.

## 6. Incentives

- a. Guaranteed salary
- b. Premium on Guaranteed Salary
- c. Performance based Annual increments
- d. Dearness Allowance
- e. HRA
- f. Pension/ Provident fund
- g. Medical aid
- h. Group life Insurance
- i. Housing loan, vehicle loan facility
- j. Staff quarters for employees on subsidized rent
- k. Study assistance for employees
- l. Leave – EL, CL
- m. Maternity leave
- n. Fraternity leave
- o. Research/ sabbatical leave
- p. Sick leave
- q. Sabbatical Leave to pursue Higher Education, Research, Staff

- development training etc.,
- r. Additional Ph D allowance
  - s. Medical Insurance and Accidental benefit policy
  - t. Encashment of Earned Leave
  - u. Special Pay to Staff Members for Continuous Service
  - v. Concessional rate of fee to avail Bus Facility to Staff Members
  - w. Laptops and such other facility to Faculty members while at service to pursue Research and Academic work
  - x. Sharing of revenue earned through consultancy, sponsored projects, patents and such other contributions.
  - y. Financial assistance present papers in conferences abroad periodically.
  - z. Children Welfare Scheme
  - z1. Scholarship for children of employees of the University

## 7. Implementation

The above incentives shall be implemented as per the provisions in the guidelines / rules and regulations framed by the University from time to time.

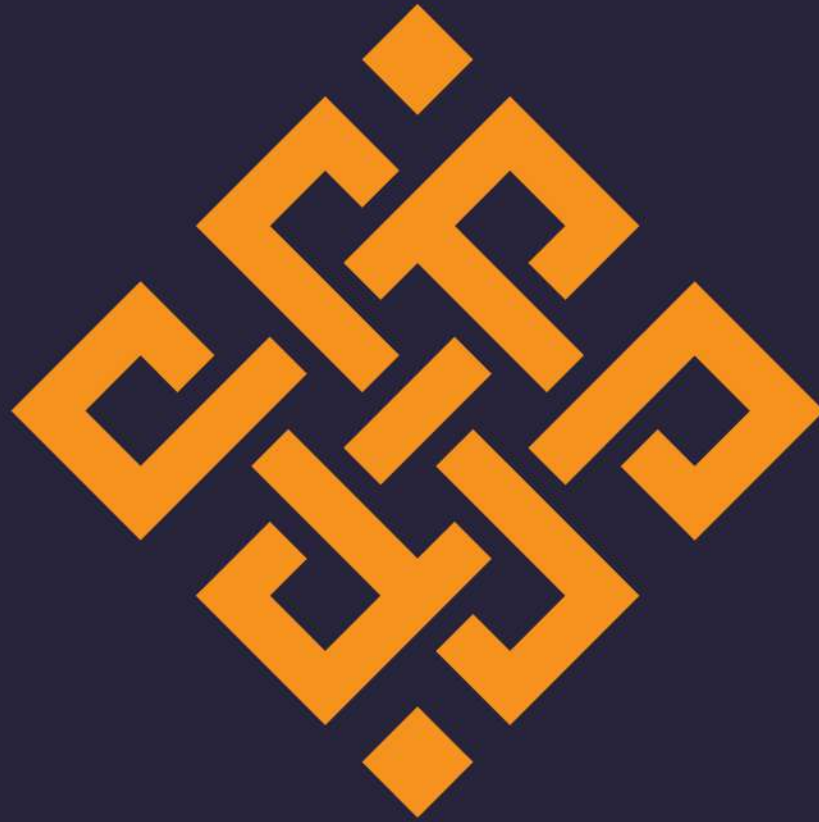
## 8. Control, Reporting, and Auditing

The attraction and retention initiatives are subject to sound and accountable management practices. These shall be achieved through:

**Control:** The attraction and retention process will be facilitated by the Committee constituted for the purpose and the inputs from the HR Department

**Reporting:** The Committee shall meet every six months and will detail the status of attraction and retention based on the data available from the HR Department and report to the University along with recommendations for improvements if any, to place the same before the Board of Governors for further decision.

**Auditing:** Internal audit relating to remuneration practices for the attraction and retention candidates shall be conducted once a year to ensure compliance and sound practice. A formal report shall be placed before the Board of Governors for approval.



**REVA**  
UNIVERSITY  
Bengaluru, India

Rukmini Knowledge Park, Kattigenahalli  
Yelahanka, Bengaluru - 560 064  
Karnataka, India.

Ph: +91- 90211 90211, +91 80 4696 6966  
E-mail: [admissions@reva.edu.in](mailto:admissions@reva.edu.in)