

ABSTRACT

The human capital is very important driver and needs to be retained because this is key element for an overall performance for an organization. Satisfied employees help to increase the profit and hold the organization reputation in competitive market. The effort of this study is to discover and explain most important factors which effect the satisfaction level of employees particularly in the flour mills of Sindh. The data has been collected through various sources including primary and secondary sources, 317 questionnaires were disseminated among various flour mills of ten districts of Sindh and 247 returned. Depending on the data provided by employees, when the level of employees' job satisfaction is analyzed with the help of SPSS the results are quite surprising that employees are deprived form reasonable salary-benefits, healthy working conditions, merit based fringe benefits, achievements and learning from work itself. Various recommendations of this research study for owners of flour mills and policy makers are mentioned in the light of human resource practices that Salary, workload, trainings, promotions, old age benefits, learning and stress of work are recommended to be improved. Limitations and course of action for future direction of research are also discussed.