Project Report

On

"A Detailed Study on Training and Development of Britannia Industry Ltd for their Employees and New Entrant"

Submitted to

DMSR- G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Admission

Submitted by

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Under the Guidance

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NAAC Re-Accredited "A" Grade Autonomous Institution

Academic Year 2021-22

CERTIFICATE

This is to certify that Mugdha Zade has submitted the project report titled "**Detail Study on Training and Development of Britannia Industry Ltd for their Employees and New Entrant"**, towards partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as

prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR

(NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Pragati Pandey   Dr. Sonali Gadekar

(Project Guide)   (Co- Ordinator)

Place: Nagpur

Date: 25/07/22

DECLARATION

I here-by declare that the project with title "Training and Development of Britannia Industry

Ltd for their Employees and New Entrant" has been completed by me in partial fulfillment of

MASTER OF BUSINESS ADMINISTRATION degree examination. as prescribed by DMSR

- G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited

"A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur

University, Nagpur and this has not been submitted for any other examination

and does not form the part of any other course undertaken by me.

<div align="right">Mugdha Zade</div>

Place: Nagpur

Date: 25/07/22

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

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I would like to thank all those who helped me in making this project complete and successful. (mention the names with designation)

<div align="right">Mugdha Zade</div>

Place: Nagpur

Date: 25/07/2022

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INTRODUCTION

INTRODUCTION

Training and Development is one of the main functions of the human resource management department. Training refers to a systematic setup where employees are instructed and taught matters of technical knowledge related to their jobs. It focuses on teaching employees how to use particular machines or how to do specific tasks to increase efficiency.

Whereas, Development refers to the overall holistic and educational growth and maturity of people in managerial positions. The process of development is in relation to insights, attitudes, adaptability, leadership and human relations.

Training and development programmes are designed according to the requirements of the organisation, the type and skills of employees being trained, the end goals of the training and the job profile of the employees. These programmes are generally classified into two types: (i) on the job programmes, and (ii) off the job programmes.

Different training is given to employees at different levels. The following training methods are used For the training of skilled workers and operators Specific job training programmes, Technical training at a training with live demos, Internship training, Training via the process of rotation of job.

Training given to people in a supervisory or managerial capacity is – Lectures, Group Discussions, Case studies, Role-playing, Conferences etc.

People in managerial programmes are given this type of training- Management Games to develop decision making, Programmes to identify potential executives, Sensitivity training to understand and influence employee behaviour, Simulation and role-playing, Programmes for improving communication, human relations and managerial skills.

In a world where technology is constantly evolving and knowledge is growing, training has a significant role to play in organizational success. Successful organisations invest in employee training and development to improve productivity and morale, thereby generating a positively impact on organisational bottom line. Today when skills are becoming obsolete quicker than ever before, training and development of human capital is the tool for survival across the business spectrum. From an employee's perspective training and development is practically mandatory to stay up to date and retain or increase one's skills and employability.

A look at the mission and value statement of successful organisation further reinforces the relevance of training human capital in business. The Vision and Mission clearly indicate that successful organisations distinguish themselves from others as they are constantly improving and placing training and development as an essential tool to drive organisational goals.

The current market trends have indicated cuts in training budgets so organisations need to evolve efficient and effective training methods to help employees develop their skills to make new products, generate innovative ideas, and provide high quality of customer satisfaction. So, increasingly efficient methods of training must be adopted, as has happened during the current pandemic situation by placing more trust on online learning.

Training and development is the field concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational settings. It has been known by several names, including employee development, human resource development, learning and

development. An organization which aspires to grow must be in tune with the changing needs of the society. Training become relevant in the context since it is only through training that the gap between performance of the organization and the felt of a changing society can be neutralized. Training reduces the gap by increasing employee's knowledge, skill, ability and attitude. Training and development are terms which are sometimes used interchangeably.

Development was seen as an activity associated with managers. In contrast training has immediate concern and has been associated with improving the knowledge and skill of non-managerial employees in the present job. Training which is a vehicle for human resource development is concerned with improving the skills of the employees and enhancing their capacity to cope up with ever changing demands of the work situation. It also makes a positive contribution to the empowerment of the employees.

Every organization needs the services of trained persons for performing the activities in a systematic way. The fast changing technological development makes the knowledge of employees obsolete. They require constant training to cope with the needs of jobs. After selecting the employees, the next task of management is to give them proper training.

Training and development initiatives are educational activities within an organization that are designed to improve the job performance of an individual or group. These programs typically involve advancing a worker's knowledge and skill sets and instilling greater motivation to enhance job performance.

Training programs can be created independently or with a learning administration system, with the goal of employee long-term development. Common training practices include orientations, classroom lectures, case studies, role playing, simulations and computer-based training, including e-learning.

Sometimes referred to as Human Resource Development (HRD), most employee training and development efforts are driven by an organization's HRD function. These efforts are roughly divided into two types of programs:

Employee Training and Development

A strategic tool for improving business outcomes by implementing internal educational programs that advance employee growth and retention.

Management Training and Development

The practice of growing employees into managers and managers into effective leaders by the ongoing enhancement of certain knowledge, skills and abilities.

The corporate marketplace is quickly changing, and businesses must be flexible and easily adapt to change. Technology is one of the key drivers in this rapid change, with automation and artificial intelligence (AI) in the forefront.

Recent articles and industry surveys suggest that a lot of corporate training may be ineffective. Most training won't be fully retained by learners. Businesses must build a culture of ongoing self-directed, self-motivated learning with focused distance learning programs and mobile "just-in-time" training.

Organizations also have to rethink the larger framework of what skills will be needed in the near future. A recent meta-level IBM study (PDF, 916 KB) predicts that more than 120 million workers in the world's twelve largest economies may need to be retrained in the next three years because of AI-enabled automation.

Several insights from the study include:

- **Skilled humans fuel the global economy**: Digital skills remain vital, but soft skills have become more important.

- **Skills availability and quality are in jeopardy**: The half-life of skills continues to shrink, while the time it takes to close a skills gap has ballooned, forcing organizations to find ways to stay ahead of skills relevancy.

- **Intelligent automation is an economic game changer**: Millions of workers will likely require retraining and learning new skills, and most companies and countries are ill-prepared for the task.

- **Organizational cultures are shifting**: The digital era has introduced the need for a new business model, new ways of working and a flexible culture that fosters the development of critical new skills.

Training and Development is the continuous process of improving skills, gaining knowledge, clarifying concepts and changing attitude through structured and planned education by which the productivity and performance of the employees can be enhanced. Training and Development emphasize on the improvement of the performance of individuals as well as groups through a proper system within the organization which focuses on the skills, methodology and content required to achieve the objective. Good & efficient training of employees helps in their skills & knowledge development, which eventually helps a company improve its productivity leading to overall growth.

Training is about knowing where you are in the present and after some time where will you reach with your abilities. By training, people can learn new information, new methodology and refresh their existing knowledge and skills. Due to this there is much improvement and adds up the effectiveness at work. The motive behind giving the training is to create an impact that lasts beyond the end time of the training itself and employee gets updated with the new phenomenon. Training can be offered as skill development for individuals and groups.

Training and Development Process

Training and development is a continuous process as the skills, knowledge and quality of work needs constant improvement. Since businesses are changing rapidly, it is critical that companies focus on training their employees after constantly monitoring them & developing their overall personality.

Steps for training and development processes are:

1. Determine the need of training and development for individuals or teams

First of all the need has to be seen for training and development. it has to align with the company's goals and objectives. If a company is trying to start a new department or strengthen existing sales team in new products, then an appropriate training is needed.

2. Establish specific objectives & goals which need to be achieved

The goals and objectives of the training and development have to be established. Whether the goal is awareness about new products or even installation is required to be learnt.

3. Select the methods of training

Next, methods have to be defined. The training can be done as a :

a. Classroom Training

b. Online Self paced courses

c. Course with certification

d. Instructor led online training

4. Conduct and implement the programs for employees

After the plan and methods are finalized, the training and development programs have to be executed where courses, instructions are taught to the employees, partners or vendors.

5. Evaluate the output and performance post the training and development sessions

Training and Development is incomplete without proper monitoring. Monitoring can be done through evaluation of the instructor as well as attendees. Instructor evaluation can be done through feedback or ratings but attendees can be evaluated through internal or external certifications or scores.

6. Keep monitoring and evaluating the performances and again see if more training is required

Based on the evaluation results in the previous step, management needs to ascertain that if the training and development program was sufficient for now or more training and enablement would be required. Also, if future trainings are to be planned.

**Why is training and development important?**

Successful businesses understand that it's more beneficial and cost-effective to develop their existing employees instead of seeking out new talent.

The top ten benefits of employee training and development programs include:

1. **Increased productivity:** When employees stay current with new procedures and technologies, they can increase their overall output.

2. **Reduced micromanagement:** If workers feel empowered to perform a task, they typically require less oversight and work more independently.

3. **Train future leaders:** Organizations must have a solid pipeline of well-trained and innovative potential leaders to grow and adapt over time.

4. **Increased job satisfaction and retention:** Well-trained employees gain confidence in their abilities, leading to greater job satisfaction, a reduction in absenteeism and overall employee retention.

5. **Attract highly skilled employees:** Top recruits are attracted to firms with an identifiable career path based on consistent training and development.

6. **Increased consistency:** Well-organized training ensures tasks are performed uniformly, resulting in tight quality control that end users can trust.

7. **Increased camaraderie:** Training and development helps create a sense of team work and collaboration.

8. **Bolstered safety:** Continuous training and development helps ensure employees have the knowledge and skills to perform a task safely.

9. **Ability to cross-train:** Providing consistent training creates a knowledgeable team overall where employees can help train or assist each other as needed.

10. **Added innovation:** Consistently trained employees can help develop new strategies and products, contributing to the company's bottom line and continued success.

ROLE OF TRAINING
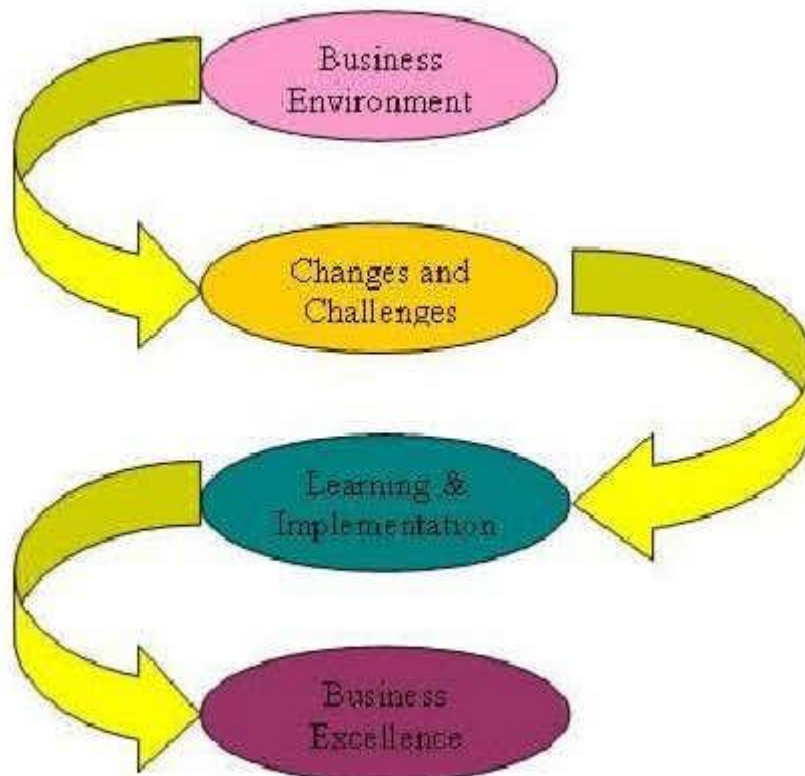
Company Profile

Company Profile

The story of one of India's favourite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all known as Britannia today. The beginnings might have been humble-the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanized its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of "service biscuits" to the armed forces. As time moved on, the biscuit market continued to grow… and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indianness of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs. 100 crores revenue mark. On the operations front, the company was making equally dynamic strides. In 1992, it celebrated its Platinum Jubilee. In 1997, the company unveiled its new corporate identity- "Eat Healthy, Think Better" - and made its first foray into the dairy products market. In1999, the "Britannia Khao, World Cup Jao" promotion further fortified the affinity consumers had with 'Brand Britannia'. Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognized for its innovative approach to products and marketing: the Lagaan

Match was voted India's most successful promotional activity of the year 2001 while the delicious Britannia 50-50 Maska-Chaska became India's most successful product launch. In 2002, Britannia's New Business Division formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200Small Companies of the World', and The Economic Times pegged Britannia India's 2ndMost Trusted Brand. Today, more than a century after those tentative fi rst steps, Britannia's fairy tale is not only going strong but blazing new standards, and that miniscule initial investment has grown by leaps and bounds to crores of rupees in wealth for Britannia's shareholders. The company's offerings are spread across the spectrum with products ranging from the healthy and economical Tiger biscuits to the more lifestyle-oriented Milkman Cheese. Having succeeded in garnering the trust of almost one-third of India's one billion population and a strong management at the helm means Britannia will continue to dream big on its path of innovation and quality. And millions of consumers will savour the results, happily ever after. Britannia in fact is an older company originally incorporated as "Britannia Biscuit Company Ltd." in Kolkatta in 1918. Subsequently they moved to Mumbai during early seventies and finally shifted their headquarters to Bangalore. Currently Britannia's controlling stake is jointly help by Group Danone & Nusli Wadia of Bombay Dyeing. About 83% of the company business is biscuits. Bread constitutes only about 5% of their business and Cake and Rusk about 2%. Britannia as all of us can recollect had a stated Mission to make every third Indian a Britannia Consumer. The different Biscuits which are manufactured by Britannia are:50-50, Jim Jam, Bourbon, Good Day, Greetings, Little Hearts, Marie Gold, Milk Bikis, Nice Time, Tiger, Time Pass and Treat. The Bread which is manufactured by Britannia is "Premium Bake White Sandwich Bread."

The Rusk which is manufactured by Britannia is ''Premium Bake Cake and Rusk''

Britannia Industries Ltd., constantly on its toes to improve its bottom-line, is working out a product strategy. The company is bullish about the "on-the-go" segment and is planning to roll

out smaller packs under its major sub-brands. It would be gradually expanding its "ticki-packs" (packs of 2 or 4 biscuits) concepts across its product range.

"The market today is heterogeneous, hence we need to adopt a segmented approach to reach out to customer", said Ms. Vinita Bali, CEO. speaking about the "on-the-go" segment, Mr. Neeraj Chandra, Marketing Head said "It is priced in Rs. 1 to 5 range. Britannia hopes to bring our key brand under this packaging.

Britannia is lot more than just biscuits. Its other segments: Bread, cakes, rusks and dairy are doing equally well"

The Management Team:

Name	Designation
Mr. Nusli Neville	Wadia Chairman
Ms. Vinita Bali	Managing Director
Mr. Neeraj Chandra	VP & Chief Operating Officer
Mr. P. Shyam Sunder	VP & Head of Quality
Mr. Rajesh Kumar Lal	VP & Chief Technology Officer
Mr. Raju Thomas	Chief Financial Officer
Mr. Alagu Balaraman	VP- Human Resource & Process Architect
Mr. Atul Sinha	VP- New Business Development

The new logo was born is the core essence of Britannia- healthy, nutritious, optimistic – and combining it with a delightful product range to offer variety and choice to consumers

Britannia is a first industry awarded with Certification of ISO-22000.

Milestones

1892

• The Genesis - Britannia established with an investment of Rs. 295 in Kolkata.

1910

• Advent of electricity sees operations mechanized.

1921

• Imported machinery introduced; Britannia becomes the first company East of the Suez to use gas ovens.

1939-44

• Sales rise exponentially to Rs.16, 27,202 in 1939.

• During 1944 sales ramp up by more than eight times to reach Rs.1.36 crore.

1975

• Britannia Biscuit Company takes over biscuit distribution from Parry's.

1978

• Public issue - Indian shareholding crosses 60%.

1979

• Re-christened Britannia Industries Ltd. (BIL).

1983

• Sales cross Rs.100 crore.

1989

• The Executive Office relocated to Bangalore.

1992

• BIL celebrates its Platinum Jubilee.

1993

• Wadia Group acquires stake in ABIL, UK and becomes an equal partner withGroup Danone in BIL.

1994

• Volumes cross 1,00,000 tons of biscuits.

1997

• Re-birth - new corporate identity 'Eat Healthy, Think Better' leads to new mission:'Make every third Indian a Britannia consumer'.

• BIL enters the dairy products market.

1999

•"Britannia Khao World Cup Jao" - a major success! Profit up by 37%.

2000

• Forbes Global Ranking - Britannia among Top 300 small companies.

2001

• BIL ranked one of India's biggest brands.

• No.1 food brand of the country.

• Britannia Lagaan Match: India's most successful promotional activity of the year.

• Maska Chaska: India's most successful FMCG launch.

2002

• BIL launches joint venture with Fonterra, the world's second largest dairy company.

• Britannia New Zealand Foods Pvt. Ltd. is born.

• Rated as 'One amongst the Top 200 Small Companies of the World' by Forbes Global.

• Economic Times ranks BIL India's 2nd Most Trusted Brand.

• Pure Magic -Winner of the World star, Asia star and India star award for packaging.

2003

• 'Treat Duet'- most successful launch of the year.

• Britannia Khao World Cup Jao rocks the consumer lives yet again.

2004

• Britannia accorded the status of being a 'Super brand'.

• Volumes cross 3, 00,000 tons of biscuits.

• Good Day adds a new variant - Choconut - in its range

2005

• Re-birth of Tiger - 'Swasth Khao, Tiger Ban Jao' becomes the popular chant!

• Britannia launched 'Greetings' range of premium assorted gift packs.

• The new plant in Uttaranchal, commissioned ahead of schedule.

• The launch of yet another exciting snacking option - Britannia 50-50 Pepper Chakkar.

2007

• Britannia industries formed a joint venture with the Khimji Ramdas Group and acquired a 70 percent beneficial state in the Dubai-based Strategic Foods International Co. LLC and 65.4% in the Oman-based Al Sallan Food Industries Co. SAOG.

• Britannia ranks No. 1 Brand in the Metros across all categories.

• Britannia rated as the No. 1 "MOST TRUSTED FOOD BRAND" in a survey conducted by AC Nielsen ORG0-Marg and published in Economics Times.

2008

• Britannia launched Iron fortified 'Tiger Banana' biscuits, 'Good Day Classic Cookies', Low Fat Dahi and renovated 'Marie Gold'.

Need of the Study

Need of the Study

1) To increase efficiency: Training and development increases skills for doing a job in better way.

2) To Increases Morale: Training and development increases morale of employees. High morale is evidenced by employee enthusiasm.

3) Better Human Relations: Training increases the quality of human relations in an organization.

4) Reduced Supervision: Trained employees require less supervision. Autonomy and freedom can be given if the employees are trained properly to handle their jobs without the help of supervision.

Objectives of Study

<u>Objectives of Study</u>

1. To understand the various training and development practices implemented at Britannia Industry.

2. A detail study of training and development practices in Britannia Industry.

3. To relate and assess employee output level for the company after the implementation of this practices.

4. One of the primary objectives of training and development process is to give rise to a new and improved management which is capable of handling the planning and control without any serious problem.

5. Induce employees are the main aim of training and this is the most essential for a company.

Limitation

<u>Limitation</u>

The following are the limitations of the study:

- The sample size was small and hence the results can have a degree of variation.

- The response of the employees in giving information was lukewarm.

- Organization's resistance of share the internal information.

- Questionnaire is subjected to errors.

Literature Review

Literature Review

Training And Development: According to the Michel Armstrong, "Training is s36ystematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job". (Source: A Handbook of Human Resource Management Practice, Kogan Page, 8th Ed.,2001) According to the Edwin B Flippo, "Training is the act of increasing knowledge and skills of an employee for doing a particular job." (Source: Personnel Management, McGraw Hill; 6th Edition, 1984) The term 'training' indicates the process involved in improving the aptitudes, skills and abilities of the employees to perform specific jobs. Training helps in updating old talents and developing new ones. 'Successful candidates placed on the jobs need training to perform their duties effectively'. The principal objective of training is to make sure the availability of a skilled and willing workforce to the organization. In addition to that, there are four other objectives: Individual, Organizational, Functional, and Social.

Training and development is a subsystem of an organization that emanate from two independent yet interdependent words training and development. Training is often interpreted as the activity when an expert and learner work together to effectively transfer information from the expert to the learner (to enhance a learner's knowledge, attitudes or skills) so the learner can better perform a current task or job. Training activity is both focused upon, and evaluated against, the job that an individual currently holds (Learner R., 1986). On the other hand development is often viewed as a broad, ongoing multi-faceted set of activities (training activities among them) to bring someone or an organization up to another threshold of performance. This development often includes a wide variety of methods, e.g., orienting about a role, training in a wide variety of areas, ongoing training on the job, coaching, mentoring and

forms of self-development. Some view development as a life-long goal and experience. Development focuses upon the activities that the organization employing the individual, or that the individual is part of, may partake in the future, and is almost impossible to evaluate (Nadler Leonard, 1984).

Source

Personnel Management, McGraw Hill; 6th Edition, 1984

Aswathappa, K. Human resource and Personnel Management, New Delhi: Tata Mcgraw-Hill Publishing CompanyLimited,2000, p.189

Gomez-Mejia, Luis R., David B. Balkin and Robert L. Cardy, (2008)

Research Methodology

Research Methodology

Research is one of its kinds and is a process to acquire knowledge about a certain topic. Research is done so that systematic analysis can be done and problem can be effectively solved.

The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called methodology. Methods comprise the procedures used for generating, collecting and evaluating data. Methods are ways of obtaining information useful for assessing explanations.

RESEARCH DEFINITION:

The definition of research given by Creswell is Research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue and it consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.

Data Sources:

The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for study is both primary and secondary sources.

Primary Data:

Primary data is the information collected for the first time; there are several methods in which the data is complied. In this project it is obtained by mean of questionnaires.

Questionnaire is prepared and distributed to the employees

Secondary Data:

Secondary data needed for conducting research work is collected from company websites,

library and search engines.

Research Instrument:

In this study the primary data is collected by survey technique. In this we distributed the

questionnaires to the respondents. The researcher structured the questionnaire in the form

of:

1. Close Ended Questions

2. Multiple Choice Questions

Questionnaire:

A questionnaire is a sheet of paper containing questions relating to contain specific aspect

regarding which the researcher collects the data. Because of their flexibility

the questionnaire method is by far the most common instrument to collect primary data. The

questionnaire is given to the respondent to be filled up.

Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be

studied. Sampling technique used is simple random sampling method.

Hypothesis

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<u>Hypothesis</u>

A Hypothesis is a tentative statement about the relationship between two or more variables. It is specific, testable prediction about what we expect to happen in a study.

Hypothesis can also be divided as below:

- Null Hypothesis
- Alternative Hypothesis

H1: Employees are satisfied with training and development.

H0: Employees are not satisfied with training and development.

Research Design

<u>Research Design</u>

The type of research design used in this study is "Descriptive Research". Descriptive research design involves summarizing and organizing of the data so that they can be easily understood.

The main purpose of this descriptive statistics is to provide a brief summary of the samples. This generally means that the descriptive statistics is not developed on the basis of probability theory.

Sources of Data

<u>Sources of Data</u>

Research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is an academic activity and as such the term should be used in a technical sense. Research is, thus an original contribution to the existing stock of knowledge making for its advancement. It is as per suit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective & systematic method of finding solution to a problem is "research".

COLLECTION OF DATA

☐ Primary Data

☐ Secondary Data

Primary Data

1. Primary data would be collected during the course of asking questions by performing surveys.

2. Primary data would be either through respondent either through questionnaire or through personal interview.

3. I will collect the data through both of them.

Secondary Data

1.The data will be already available in the form of print material, website, journals etc.

2. Data will be collected from some Magazines, Newspapers, Websites and course material for that purpose.

3. Data will be collected from the website – https://www.britannica.com

Data Collection

Data Collection

A systematic method was adopted for the collection of data. Both primary and

secondary data were collected for the smooth & successful completion of the study.

1. PRIMARY DATA

Primary data is the information that has been collected specifically for the purpose of research

project. An advantage of primary data is that it is specifically tailored to particular research

needs. It includes data collected from

☐ Questionnaire

☐ Focus Group

2. SECONDARY DATA

Secondary data refers to the information that has been collected by someone other than a

researcher for purposes other than those involved in the research project at hand. Books,

journals, manuscripts, diaries, letters etc. all become secondary sources of data as they are

written or compiled for a separate purpose.

Data Analysis And Interpretation

Data Analysis And Interpretation

1. How many training programs have you attended in last 5 years?

| No. of Programs	No. of Respondents	% Of Responses
0-5	8	40%
6-10	5	25%
10-15	4	20%
More than15	3	15%
Total	20	100%

Chart Title
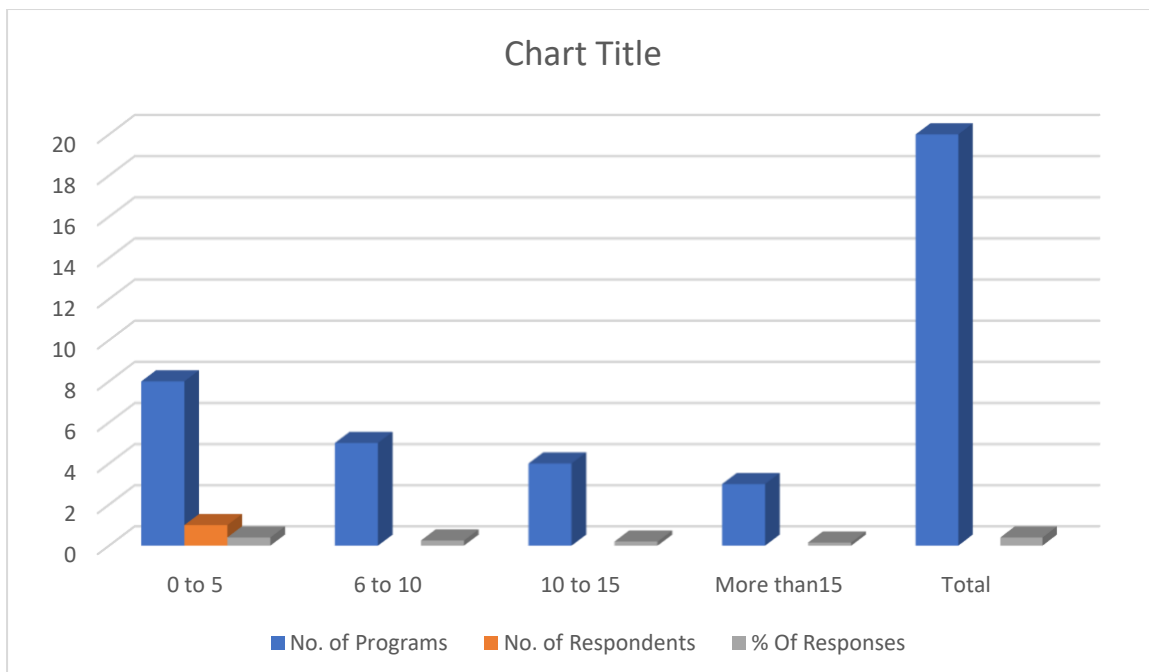
Interpretation

45% of the officers have attended 6-15 training programs in the last 5 years, which is an indication of an effective training policy of the organization. However, 40% of the officers have attended only 0-5 training programs, which needs to be evenly Monitored by the organization.

2. The program objectives were known to you before attending it.

| Options	No. of Respondents	% Of Responses
Strongly Agree	5	25%
Moderately Agree	7	35%
Can't Say	3	15%
Moderately Disagree	1	5%
Strongly Disagree	4	20%
Total	20	100%
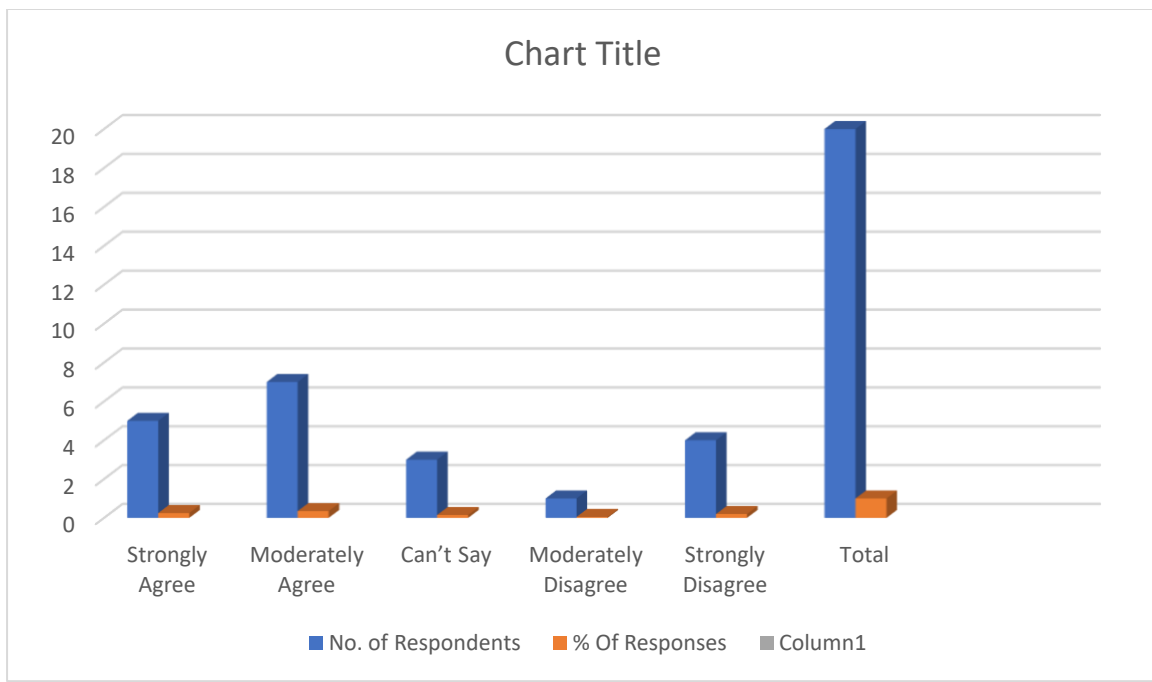
Interpretation

35% of the respondents moderately agree to the fact of knowing the training objectives beforehand, in addition to 25% who strongly agree. But a small population disagrees as 20% strongly disagree to this notion. Training objectives should therefore be made known compulsorily before imparting training in the organization.

3. The training program was relevant to your development needs.

| Options	No. of Respondents	% Of Responses
Strongly Agree	6	30%
Moderately Agree	8	40%
Can't Say	3	15%
Moderately Disagree	2	10%
Strongly Disagree	1	5%
Total	20	100%

Chart Title
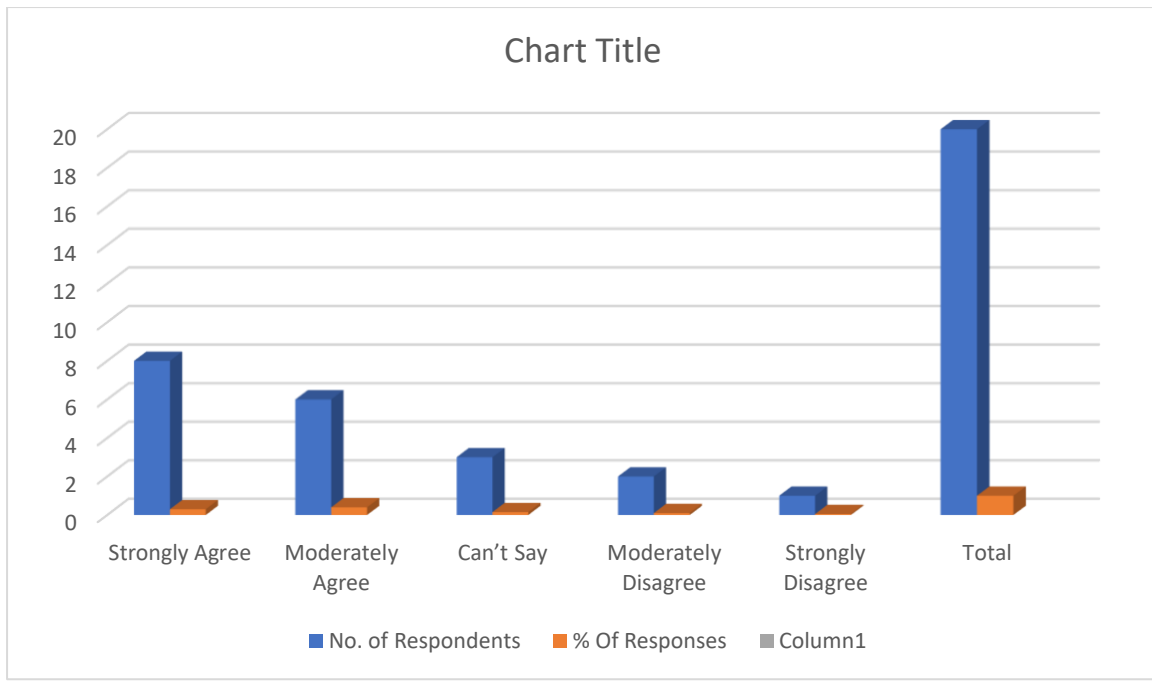
Interpretation

70% of the respondents feel that the training programs were in accordance to their developmental needs. 15% respondents could not comment on the question and 15% think that the programs are irrelevant to their developmental needs and the organization must ensure programs that satisfy the developmental needs of the officers.

4. The period of training session was sufficient for the learning.

| Options	No. of Respondents	% Of Responses
Strongly Agree	6	31%
Moderately Agree	4	21%
Can't Say	4	21%
Moderately Disagree	3	16%
Strongly Disagree	2	11%

Total	20	100%
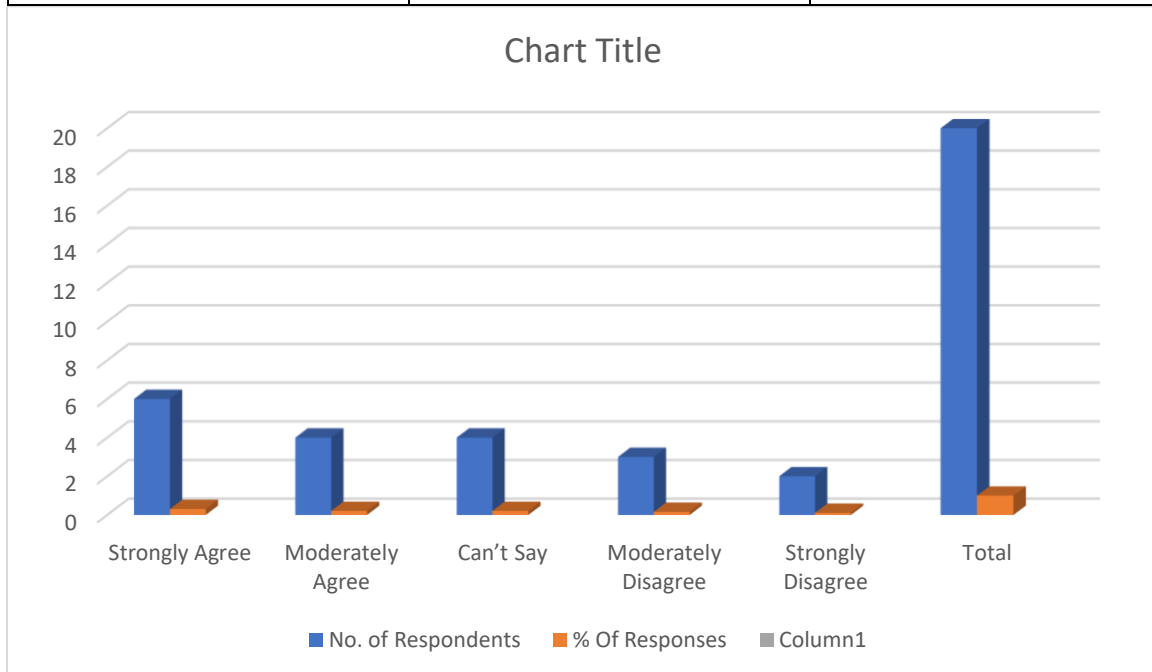
Interpretation

52% of the respondents feel that the time limit of the training program was adequate but 25% feel that it was insufficient. Also, 21% could not comment on the question. All the respondents felt that increase in time limit of the program certainly be beneficial and the organization should plan for this to be implemented in the near future.

5. Does training help to boost every employee in the organization.

Options	No. of Respondents	% Of Responses
Strongly Agree	4	20%
Moderately Agree	8	40%
Can't Say	3	15%
Moderately Disagree	3	15%
Strongly Disagree	2	10%

Total	20	100%
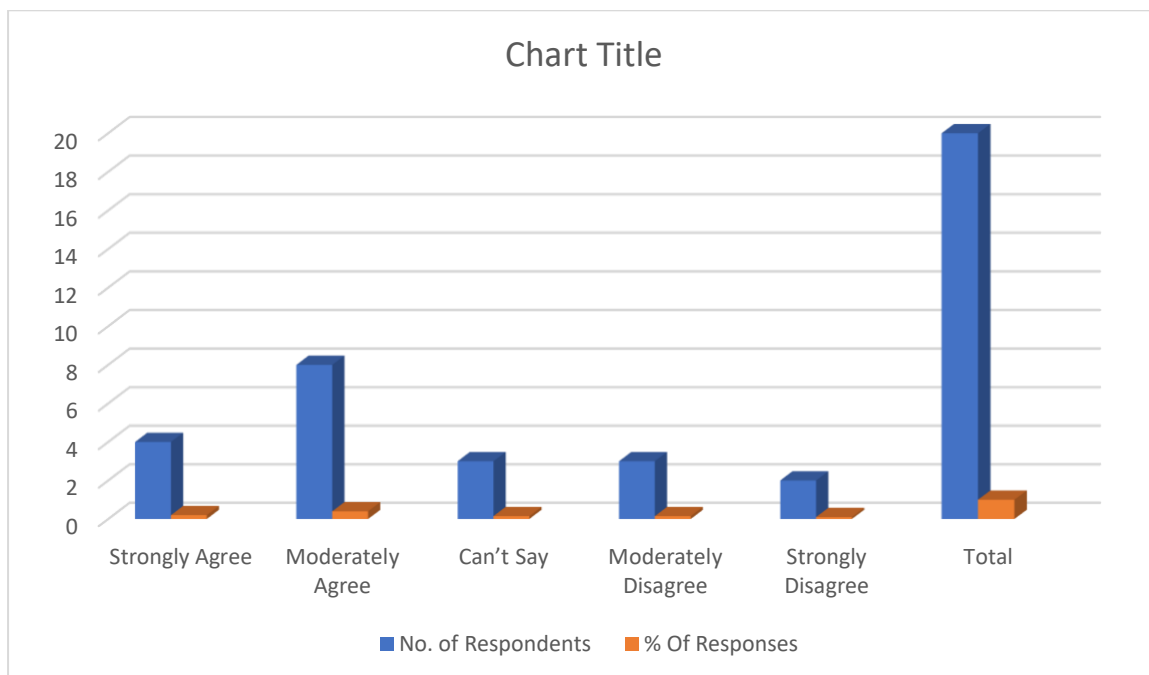
Interpretation

From the above chart it is seen that 20% of employees strongly agree that training help them to boost every employee in the organization. 40% of employees moderately agree that training help them to boost every employee in the organization. 15% of employees can't say that training help them to boost every employee in the organization. 10% of employees strongly disagree that training help them to boost every employee in the organization.

6. The training sessions were exciting and a good learning experience.

Options	No. of Respondents	% Of Responses
Strongly Agree	5	25%
Moderately Agree	8	40%

| Options	No. of Respondents	% Of Responses
Can't Say	2	10%
Moderately Disagree	3	15%
Strongly Disagree	2	10%
Total	20	100%

Interpretation

From the above chart it is seen that 25% of employees strongly agree that training help them to boost every employee in the organization. 40% of employees moderately agree that training help them to boost every employee in the organization. 10% of employees can't say that training help them to boost every employee in the organization. 15% of employees moderately disagree that training help them to boost every employee in the organization. 10% of employees strongly disagree that training help them to boost every employee in the organization.

7. The training aids used were helpful in improving the overall effectiveness of the program.

| Options	No. of Respondents	% Of Responses
Strongly Agree	4	20%
Moderately Agree	5	25%
Can't Say	7	35%
Moderately Disagree	3	15%
Strongly Disagree	1	5%
Total	20	100%
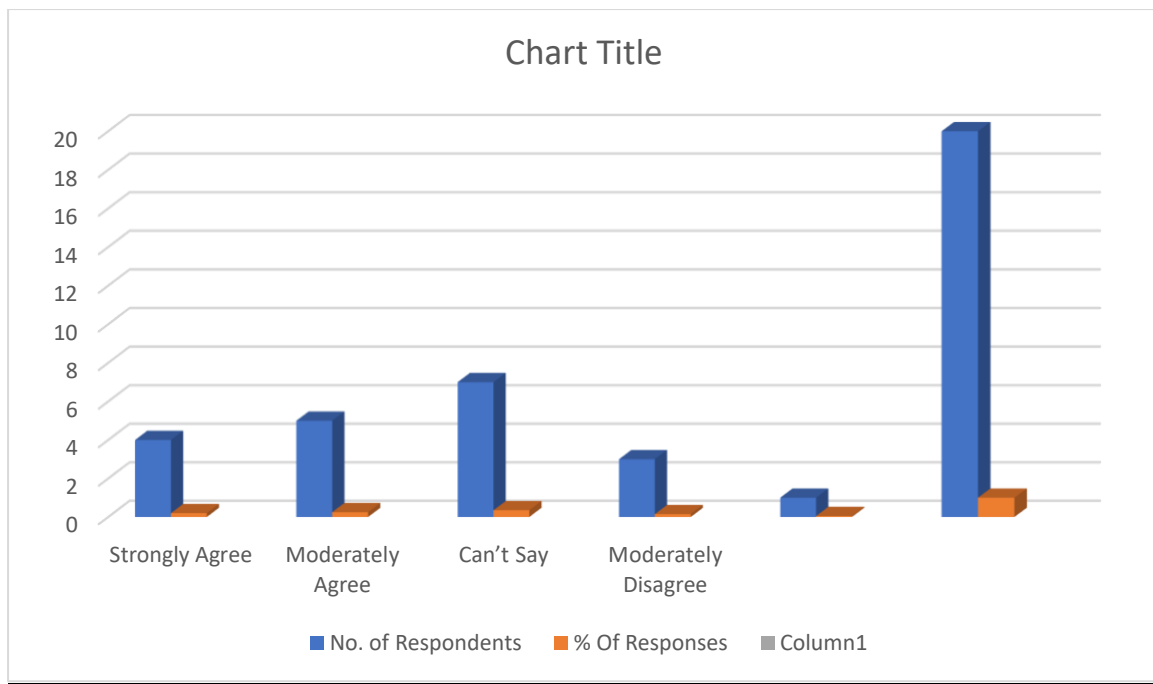
Chart Title

Interpretation

From the above chart it is seen that 20% of employees strongly agree that training helpful in improving the overall effectiveness of the program of the employee in the organization. 25% of employees moderately agree that training helpful in improving the overall effectiveness of the program of the employee in the organization. 35% of employees can't say that training help them to boost every employee in the organization. 15% of employees moderately disagree that training help them to boost every employee in the organization. 5% of employees strongly disagree that training help them to boost every employee in the organization.

8. The training was effective in improving on-the-job efficiency.

Option	No. of Respondents	% Of Responses
Strongly Agree	3	15%
Moderately Agree	6	30%

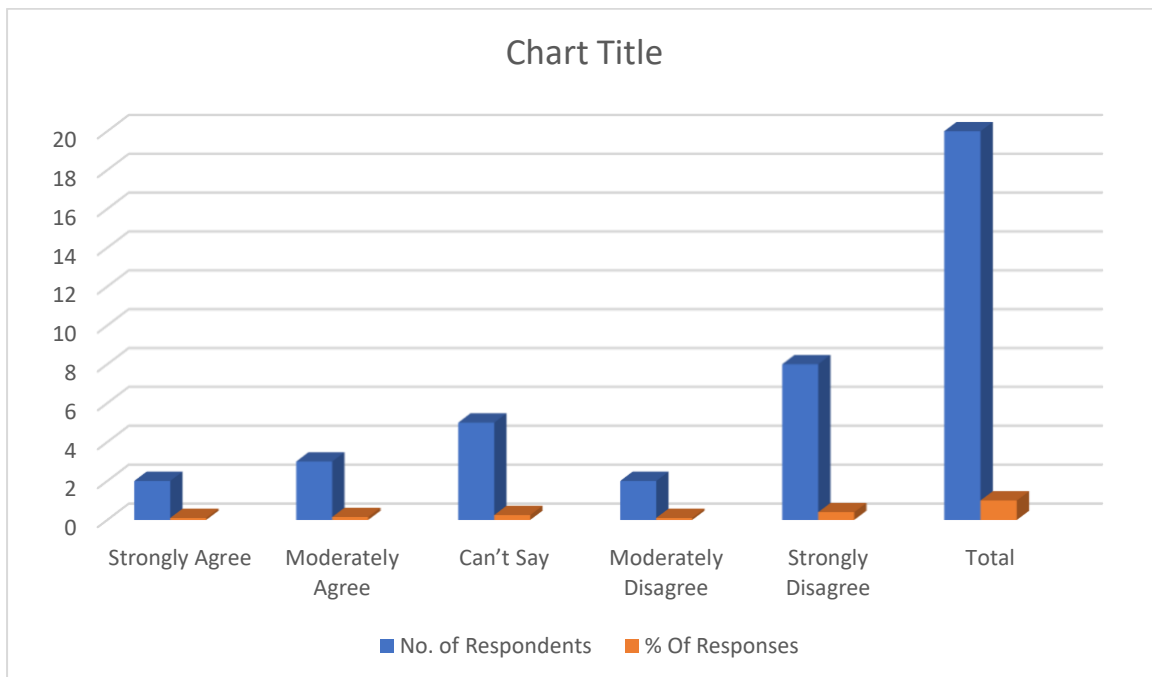|		
Can't Say	4	20%
Moderately Disagree	4	20%
Strongly Disagree	3	15%
Total	20	100%
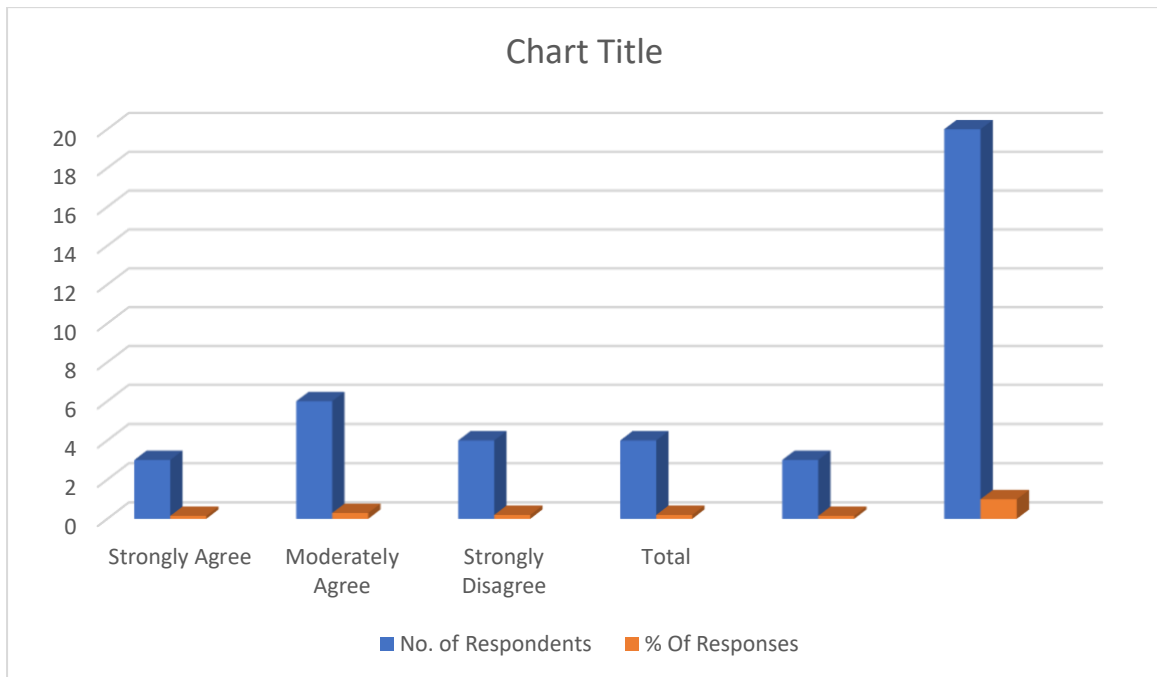
Interpretation

From the above chart it is seen that 15% of employees strongly agree that training was effective in improving on-the-job efficiency for employee in the organization. 30% of employees moderately agree that training was effective in improving on-the-job efficiency for employee in the organization. 20% of employees can't say that training was effective in improving on-the-job efficiency for employee in the organization. 20% of employees moderately disagree that training was effective in improving on-the-job efficiency for employee in the organization. 15% of employees strongly disagree that training was effective in improving on-the-job efficiency for employee in the organization.

9. Do you experience faithful change in yourself after training.

| Option	No. of Respondents	% Of Responses
Strongly Agree	2	10%
Moderately Agree	3	15%
Can't Say	5	25%
Moderately Disagree	2	10%
Strongly Disagree	8	40%
Total	20	100%

Interpretation

From the above chart it is seen that 10% faithful changes after training. 15% of employees moderately agree faithful changes after training. 25% of employees can't say that they experience faithful changes after training. 10% of employees moderately disagree faithful changes after training. 40% of employees strongly disagree faithful changes after training.

10. Do you think that the number of training sessions in your organization should be increased.

Option	No. of Respondents	% Of Responses
Strongly Agree	7	18%
Moderately Agree	6	15%
Can't Say	4	10%
Moderately Disagree	15	37%
Strongly Disagree	8	20%
Total	40	100%
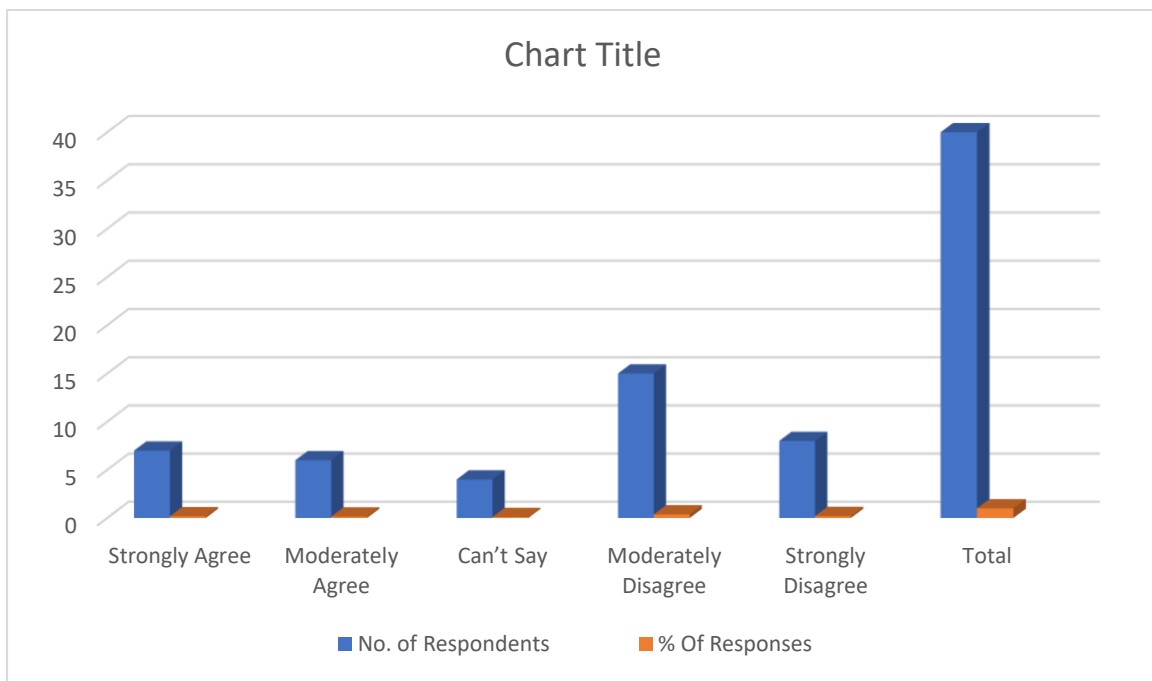
Interpretation

From the above chart it is seen that 18% of employees strongly think that the number of training sessions in organization should be increased. 15% of employees moderately agree that the number of training sessions in organization should be increased. 10% of employees can't say that the number of training sessions in organization should be increased. 37% of employees moderately disagree think that the number of training

sessions in organization should be increased. 20% of employees strongly disagree think that the number of training sessions in organization should be increased.

Findings

Findings

The major findings of the project are enumerated as follows:

- Training is considered as a positive step towards augmentation of the knowledge base by the respondents.

- The objectives of the training programmes were broadly known to the respondents prior to attending them.

- The training programmes were adequately designed to cater to the developmental needs of the respondents.

- Some of the respondents suggested that the time period of the training programmes were less and thus need to be increased.

- Some of respondents also suggested that use of latest training methods will enhance the effectiveness of the training programmes.

Suggestion

Suggestion

Suggestion is drawn from the analysis and observation. Few suggestions are given as under:

Recognizing the need of an organized approach to worker training and development of an equitable basis for all workers in the company regardless of the unit/department, the company is committed to the support and production of activities and finding to achieve this goal.

- As there is an active participation of employees in decision making but rarely the suggestion given by them are drawn in action. Hence the confidence of employees gets demotivated.

- So, to motivate the employee's management can into consideration some proper suggestion given by the employees.

- Different type of behavioural training programmed should be organized in a effective on their work.

- Provide appropriate training to enhance the potential effectiveness of the employee at work place.

Conclusion

Conclusion

- Top management feels that training is the essential part of the organization, since it is the key for the attitudinal change and the behavioural and their work in the employees. It should be imparted at least one to every employee.

- Both managers and workers feel that the training should be imparted by both external and internal faculty. Technical and behavioural training, both are important for the development of the organization. Training and development programs are increasing the output of organization.

- Finally, to make any training program successful the cooperation of the management and the employees are essential.

<u>Recommendations</u>

Recommendations

Based on the data collected through the questionnaire the following recommendations are made for consideration:

- The organization may utilize both subjective and objective approach for training programmes.

- The organization may consider deputing each employee to attend at least one training programmes each year.

- The in-house training programmes will be beneficial to the organization as well as employees since it will help employees to attend their official work while undergoing the training.

- The organization can arrange the training programme department wise in order to give focused attention towards the departmental requirements.

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Annexure

<u>**Annexure**</u>

Name: --

Your Occupation: --

Age: ---

E-mail: ---

Ques. 1. Does the training improve skill of human force?

    a) Yes: ☐

    b)   No: ☐

Ques. 2. Does the training help to boost every employee in the organization.

    a) Yes: ☐

    b) No: ☐

Ques. 3. Do you experience faithful changes in yourself after training?

    a) Yes   ☐

    b) No   ☐

Ques. 4. Which place the most effective role in boosting Employee's

performance?

    a) Training   ☐

    b) Development   ☐

    c) Training and Development   ☐

Ques.5. The programmes objectives were known to you before attending it.

    a. Strongly Agree   d. Moderately Disagree

    b. Moderately Agree   e. Strongly Disagree

    c. Can't Say

Ques.6. The training programme was relevant to your development needs

    a. Strongly Agree   d. Moderately Disagree

    b. Moderately Agree   e. Strongly Disagree

    c. Can't Say

Ques.7. The period of training session was sufficient for learning.

    a. Strongly Agree   d. Moderately Disagree

    b. Moderately Agree   e. Strongly Disagree

    c. Can't Say

Ques.8. The training methods used during the training were effective for

   understanding the subject.

    a. Strongly Agree   d. Moderately Disagree

    b. Moderately Agree   e. Strongly Disagree

    c. Can't Say

Ques.9. The training sessions were exciting and a good learning experience

    a. Strongly Agree   d. Moderately Disagree

    b. Moderately Agree   e. Strongly Disagree

    c. Can't Say

Ques.10. The training aids used were helpful in improving in improving the

   overall effectiveness of the programme.

a. Strongly Agree   d. Moderately Disagree

b. Moderately Agree   e. Strongly Disagree

c. Can't Say