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"A STUDY ON IN-SERVICE TRAINING MODULE FOR EMPLOYEES
IN ADITYA BRILA RETAIL LIMITED COMPANY CHENNAI"



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Short Profile

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ABSTRACT:

HRM is the management of an organization's valuable assets- the people working in it. In this aspect I have concentrated on training and development which is an important component that enable the employee to adopt and adhere to the organization and that make

them feel comfort and realize their responsibilities. For this purpose I have done a project in a reputed organization "Apollo Pharmacy Enterprise Ltd" that deals with all the corporate functions including HR, Finance, ITD, etc. This project deals with the "Training and Development" process that is carried out by Apollo Pharmacy, HR Department. I have concentrated on "Impact of Training and Development among Employees". This study focuses on how training helps the employees to acquire knowledge and mould themselves to the operations of the organization. By this way they improve themselves and help the company to maintain its good will and reputation among its customers. In my study I have evaluated the training program of this organization based on various aspects that accounts to impact of training among employees and have arrived at a finding on the same. Also certain suggestions were given to it based on my findings. This proved helpful to both the organization for it can improve its training program and provides an exposure for me on the same.

KEYWORDS

management, organization's, knowledge and skills of employees.

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INTRODUCTION

According to Filippo, training is the act of increasing the knowledge and skills of employees for doing a particular job. Every organization needs to have well-trained & experienced people to perform the activities that have to be done. If current or potential job occupants can meet this requirement, training is not important. When this is not the case, it is necessary to raise the skill levels and increase the versatility and adaptability of employees.

STATEMENT OF THE PROBLEM

As training programme has become an inevitable concept of this dynamic organizational environment there is an urgent need to give more emphasis on management of training programme. There should be a proper mode through which training method should be implemented, channelized and tackled. To achieve more ideas about training programmes and the effectiveness of training programme towards the employee and so this study was undertaken.

OBJECTIVES THE OF STUDY

- 1.To study the training needs.
- 2.To know the employee performance range.
- 3.To develop the internal and external skills of an employee.
- 4.To know the employee capability and ability.
- 5.To give valuable suggestion for a company for further improvement.

1.3 SCOPE OF THE STUDY

- 1.Training is an important human resource activity in any organization.
- 2.Increasing quantitative demand for workers.
- 3.Need for an individual and organization to grow at an rapid pace.
- 4.To meet the challenges posed by the global competition.
- 5.To enable employees to move from one job to another.
- 6.Technological change necessitating acquisition of new knowledge, ability and skills

LIMITATIONS OF THE STUDY

- ▲ My study is concerned with the employees of ABRL only.
- ▲ The time duration of the project is limited.
- ▲ Since the study is on in service training module, the analysis is done according to the response from the employees only. Hence the result is not up to the full extent.

REVIEW OF LITERATURE

Kalpatric.S.I etal, Skill Shortages in Health: Innovative solutions using vocational education and

training. (Aug 2003).The researcher explores solution to current and projected skill shortages within the health and community service sector, from a vocational education and training perspective. Its purpose is to locate, analyse and disseminate information about innovative models of health training and service delivery, developed in response to skill shortages.

International Journal of Training and Development, Vol-77

Schnelle.L.P. Revenue cycle staff education; 3 views. (Nov 2001),In this article, the author has proposed that the company revenue cycle staff education program should provide training for both new and existing employees thus support skill development, address adult learning principle and use cost effective method. Training helps to reduce employee turnover, improves compliance, decreases denial write-offs, and improves customer satisfaction and point of service collections.

Asia Pacific Journal of Human Resources, Vol-32

Morris.R.J., D.Yaross Customer service for security staff the "CARES" way: (Dec 2000)In this article the author spells out the philosophy, elements and employee interactions of their departments through the customer service strategy and developing a department specific program.

Personnel Psychology, Vol-28

RESEARCH METHODOLOGY

Research methodology is "the explanation and justification of various methods of conducting research". The purpose of methodology is to describe the nature of design data collation and analysis procedure.

RESEARCH DESIGN

A research design is a plan structure and strategy of investigation conceived variance. A research design adopted for this study is descriptive research. Descriptive research studies are those which is concerned group with describing the characteristics of a particular individual or a group it is planned and structured .so as to obtain answer entitled "A STUDY ON IN-SERVICE TRAINING MODULE FOR EMPLOYEES"

SAMPLING METHOD

Sampling method is simply process of learning about population on the basis of a sample drawn from it. Under method a sample group of a universe is taken as a representative the whole and the result are drawn. The type of sampling adopted for the study is convenience. It means a sample is selected according to the convenience of the investigator. The convenience may be in respect of availability of data, accessibility of the unit, etc.

SAMPLING SIZE and AREA

The study was conducted in Chennai city. The sample size for the project is 200.

METHOD OF DATA COLLECTION

- a) Primary Data
- b) Secondary Data

TOOLS USED FOR DATA COLLECTION

The tools used for data collection is questionnaire method. This method of data collection is quite popular particularly in case of big enquires. The questionnaire consists of number of questions printed in a definite form of an order consisting of multiple choices and likes scale

TOOLS USED FOR DATA ANALYSIS

- 1) PERCENTAGE ANALYSIS, 2) CHI-SQUARE and 3) REGRESSION ANALYSIS

TABLE.1
TABLE SHOWING AGE WISE CLASSIFICATION OF THE EMPLOYEES

Age	No. of Respondents	Percentage of Respondents
Below 24	30	15
25 - 30 years	80	40
31 - 36 years	40	20
37 - 42 years	30	15
Above 42 years	20	10
Total	200	100

INFERENCE: It infers that 15% of the respondents have below 24 years of age, 40 % of the respondents are below 25-30 Years of age, 20 % of the respondents have a below 31- 36 years of age, 15 % of the respondents have a below 37-42 years of age, 10 % of the respondents have a above 42years of age. Majority of the respondents 40% of them were in 25-30 years of age.

TABLE.2
TABLE SHOWING THE EDUCATIOAL QUALIFICATION OF THE EMPLOYEES

Educational Qualification	No. of Respondents	Percentage of Respondents
Under graduate	80	40
Post graduate	30	15
Engineering	20	10
Diploma	40	20
Others	30	15
Total	200	100

INFERENCE: It infers that 40%of the respondents having educational qualification are under graduate, 15% of the respondents having educational qualification are post graduate, 20%of the respondents having educational qualification are diplomas, and 10% of the respondents having educational qualification are engineering, 15% of the respondents having other qualification. Majority

of the respondents having educational qualification is under graduate.

TABLE.3
TABLE SHOWING THE YEARS OF EXPERIENCE OF THE EMPLOYEES

Year of Experience	No. of Respondents	Percentage of Respondents
Below 1 year	70	35
2 - 10 years	80	40
11 - 20 years	30	15
21 - 30 years	10	5
Above 31 years	10	5
Total	200	100

INTERPRETATION: It infers that, 35%of the respondents having 0-1years work experience, 40%of the respondents having 2-10years work experience, 15%of the Respondents having 11- 20years work experience, 5%of the respondents having 21-30years work experience, 5%of the respondents having above 31 years Work experience. Majority 40%of the respondents having a 2-10years work experience.

TABLE.4
TABLE SHOWING THE TRAINING PROGRAM ATTENDED TILL NOW OF THE EMPLOYEES

Options	No. of Respondents	Percentage of Respondents
One	60	30
Two	50	25
Three	50	25
Four	30	15
Five and Above	10	5
Total	200	100

INFERENCE: It infers that 30%of respondents have attended one Training program, 25%of respondents have attended two training programs, 25%of respondents have attended three training programs, 15%of respondents have attended four training programs, 5% of respondents have attended more Than five training programs. Majority 25%of the respondents having attended two& three training program.

TABLE.5
TABLE SHOWING THE TYPE OF TRAINING GIVEN TO THE EMPLOYEES

Options	No. of Respondents	Percentage of Respondents
Apprentice	100	50
Internship	50	25
Vestibule	30	15
None of the above	20	10
Total	200	100

INFERENCE: It infers that 50%of respondents were undergoing Apprentice types of training, 25%of

respondents were undergoing internship. Types of training, 15%of respondents were undergoing vestibule types of Training, 10% of respondents were undergoing other types of training. Majority 50%of the respondents of them undergoing in apprentice training.

TABLE.6

TABLE SHOWING THAT THE METHOD FOLLOWED BY THE TRAINER TO GIVE TRAINING TO YOU IS

Options	No. of Respondents	Percentage of Respondents
Highly Satisfied	70	35
Satisfied	80	40
Neutral	30	15
Dis Satisfied	10	5
Highly Dissatisfied	10	5
Total	200	100

INTERPRETATION: It infers that, 35%of the respondents were highly satisfied with the method followed by the trainer. 40%of the respondents were satisfied with the method followed by the trainer, 15%of the respondents were neutral with the method followed by the trainer. 5%of the respondents were dissatisfied with the method followed by the trainer. Majority of 40% of respondents were highly satisfied with the method followed by the trainer.

TABLE.7

TABLE SHOWING THE WORKING CONDITION GIVEN TO THE EMPLOYEES

Options	No. of Respondents	Percentage of Respondents
Very Good	30	15
Good	60	30
Fair	60	30
Poor	50	25
Total	200	100

INTERPRETATION: It infers that, 15%of the respondents were having very good working condition, 30%of the respondents were having good working condition, 30% of the respondents were having fair working condition, and 25% of the respondents were having poor working condition, Majority of 30% of respondents choosing a good& fair working condition.

TABLE.8

TABLE SHOWING THE TRAINING GIVEN TO THE EMPLOYEES IS BASED ON THE METHODS

Options	No. of Respondents	Percentage of Respondents
Experience	30	15
Skill	60	30
Work	50	25
Qualification	40	20
Others	20	20
Total	200	100

INFERENCE: It infers that 15% of the respondents are saying that the training given to them is based on their experience, 30% of the respondents are saying that the training given to them is based on their skill, 25% of the respondents are saying that the training given to them is based on their work, 20% of the respondents are saying that the training given to them is based on their Qualification, Majority of 30% the respondents are saying that the training given to them is based on their skill.

AGE AND MAJOR BENEFITS GIVEN TO THE EMPLOYEE CHI-SQUARE TEST

Hypothesis: Association exists between Age and the Major Benefit given to the employee.

NULL Hypothesis: H_0 No association exists between Age and the Major Benefit given to the employee.

Alternate Hypothesis: H_1 An association exists between Age and the Major Benefit given to the employee.

AGE AND MAJOR BENEFITS GIVEN TO THE EMPLOYEE OBSERVED AND EXPECTED FREQUENCY TABLE

Age Major Benefit	Below 24	25 - 30	31 - 36	37 - 42	Above 42	Total
Time Management	7(9)	26(24)	12(12)	8(9)	7(6)	60
Behavioural Status	6(5)	10(12)	5(6)	5(5)	4(2)	30
Job knowledge	10(9)	19(24)	16(12)	9(9)	6(6)	60
Change in Attitude	7(7)	25(20)	7(10)	8(7)	3(6)	50
Total	30	80	40	30	20	200

Factors	Table Value@5% Level χ^2	Calculated Value χ^2	Degrees of freedom	Significance
Age and Major benefits given to the employees	21.026	13.038	12	H_0 Accepted

Inferences: The calculated value of χ^2 (13.038) is less than the table value of χ^2 (21.026). So null Hypothesis is accepted. Hence No association exists between Age and the Major Benefit given to the employee.

EDUCATIONAL QUALIFICATION AND MAJOR BENEFITS GIVEN TO THE EMPLOYEE CHI-SQUARE TEST

Hypothesis: Association exists between educational qualification and the major benefit given to the employee

Null Hypothesis: H_0 No Association exists between Educational Qualification and the Major Benefit given to the employee

Alternate Hypothesis: H_1 An Association exists between Educational Qualification and the Major Benefit given to the employee

EDUCATIONAL QUALIFICATION AND MAJOR BENEFITS GIVEN TO THE EMPLOYEE OBSERVED AND EXPECTED FREQUENCY TABLE

Educational Qualification \ Major Benefit	Under Graduate	Post Graduate	Engineering	Diploma	Others	Total
Time Management	26(24)	7(9)	6(6)	12(12)	9(9)	60
Behavioural Status	10(12)	5(5)	4(3)	8(6)	3(4)	30
Job knowledge	25(24)	6(9)	7(6)	14(12)	8(9)	60
Change in Attitude	19(20)	12(7)	3(5)	6(10)	10(8)	50
Total	30	80	40	30	20	200
Factors	Table Value @5% Level X^2		Calculated Value X^2		Degrees of freedom	Significance
Educational Qualification and Major benefits given to the employees	21.06		10.368		12	H0 Accepted

Inferences: The calculated value of x^2 (10.368) is less than the table value of x^2 (21.026). So null hypothesis is accepted. Hence No association exists between Educational Qualification and the Major Benefit given to the employee.

REGRESSION ANALYSIS EDUCATIONAL QUALIFICATION AND AGE

Educational Qualification (X)	Age (Y)	$dx = x - x = 40$	$dy = y - y = 40$	dx^2	dy^2	$dx dy$
80	30	40	-10	1600	100	-400
30	80	-10	40	100	1600	-400
40	40	0	0	0	0	0
20	30	-20	-10	400	100	200
30	20	-10	-20	100	400	200
$\sum x = 200$	$\sum y = 200$	$\sum dx = 0$	$\sum dy = 0$	$\sum dx^2 = 2200$	$\sum dy^2 = 2200$	$\sum dx dy = -400$

$$b_{yx} = \frac{dx dy}{dx^2} = -400/2200 = 0.182$$

$$b_{xy} = \frac{dx dy}{dy^2} = 400/2200 = 0.182$$

$$\text{Regression line } y \text{ on } x = y - y = b_{yx} (x - x) \quad X - 40 = 0.182 (x - 40) = 0.182x + 7.28.$$

$$\text{Regression line } x \text{ on } y = x - x = b_{xy} (y - y) \quad y - 40 = 0.182 (y - 40) = 0.182x + 7.28.$$

FINDINGS

1. Majority of the respondents 40 % of them were in 25-30 years.
2. Majority of the respondents having educational qualification is under graduate.
3. Majority of 40% of the respondents having a 2-10 years work experience.
4. Majority of 25% of the respondents having attended two & three training program.
5. Majority of 50% of the respondents of them undergoing in apprentice training.
6. Majority of 40% of respondents were highly satisfied with the method followed by the trainer.
7. Majority of 30% of respondents choosing a good & fair working condition.
8. Majority of 30% the respondents are saying that the training given to them is based on their skill.

Chi Square

1. The calculated value of χ^2 (13.038) is less than the table value of χ^2 (21.026). So null hypothesis is accepted. Hence No association exists between Age and the Major Benefit given to the employee.
2. The calculated value of χ^2 (10.368) is less than the table value of χ^2 (21.026). So null hypothesis is accepted. Hence No association exists between Educational Qualification and the Major Benefit given to the employee.

SUGESSTION

The researcher has been successful in giving suggestion to the ABRL.

1. Almost all the employees have the sense of pride in working with ABRL group; still they feel that they need training based on practical implementation.
2. Since operative level people are attending the training program, jargons can be avoided and whatever they need can be given in more understandable manner.
3. A like real time training program should be given to increase the morale of the employees.
4. The management can concentrate on the inadequate manpower supply in the existing branches to ensure that the customer service time is reduced.
5. There need to be a separate team working on home delivery, so that the time and distance travelled can be optimized.
6. Training the employees to have knowledge about the availability of products.
7. The operations management team should build seamless communication with each branch to ensure that the Products are delivered on time to reduce the number of customers turned off.

CONCLUSION

Training and development plays a vital role in the organization for its development and to uplift its reputation. This enables to withstand in the competitive environment. This is because the training makes the employees know their responsibility and role in the organization and shape themselves according to the work environment. By this way the employee will learn the unknowns and implement

his knowledge according to the needs. The training had greater impact on employees as it had helped them to improve their skills and knowledge and their ability to cope up with unfavourable situations. Training had equipped them with personality development and behavioural aspects. In this way, they perform their job well and take the organization to its peak, maintaining the goodwill of the organization. Training program play an important role in Aditya Brila Retail Limited processing. It gives priority to human resource development. It is effectively implemented by the way of efficient training which will be beneficial to both employees to the organization, and by large to the society.

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