

A Study On Effectiveness Of Training And Development Program Of The Employee In Saravana Stores Textiles, Purasawalkam, In Chennai

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I. INTRODUCTION

Every organization needs to have well trained and experienced people to perform the activities that have to be done. Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. It attempts to improve their performance on their current job and prepare them for an intended job development is a related process. In organizational terms it is intended to equip person to earn promotions and hold greater responsibility. Training a person for a bigger and higher job is development as the jobs become more complex the importance of employee development also increases in a rapidly changing society, employee training and development are not only an activity that is desirable but also an organization must commit resources to if it is to maintain available and knowledgeable work force.

Need for organizations to build and sustain competencies that would provide them with competitive advantage. Growth oriented organizations value training as a response to changing environment. Continues learning process in human development. Helps in development of one's personality, sharpens skills and enhances effectiveness. It is an important and integral part of organizational renewal process. The survival of any organization in the competitive society lies in its ability to train its human resource to be creative, innovative, inventive who will invariably enhance performance and increase competitive advantage. Training and development are an aspect of human resource and competence capable of improving employees' ability to perform more efficiently. Training and development play a vital role in the effectiveness of an organization.

II. DEVELOPMENT

- ✓ Development is concerned with the growth of employees in all respects. It is the process by which managers or executives acquire skills and competency in their present jobs and also capabilities for future tasks. The purpose of development is imparting advanced knowledge and competencies among the employees.
- ✓ Development is a continuous process of building competencies of employees and thus facilitating their overall development

III. TRAINING

- ✓ Training has played a very important role in helping the corporation to reach the commanding heights of performance. Any training would be considered to be successful only when the knowledge gained by the participants is transferred to the job performance. Training is the main function of HR To enhance the corporation's growth and keep the corporation ready to anticipate all types of competition and face it too there is a need the Human Resource Should play more active sole for overall Progress of the corporation.

IV. OBJECTIVES OF TRAINING

The overall training objective is to develop required knowledge Skills and attitudes employees so that they can perform more Productively and achieve the more business goals it is recognized that the employees learn Primarily from

on-the-Job experience. Therefore in achieving this objective the Primarily contribution from on-the-job training and supporting Contribution from the formal training effort.

- ✓ Enhance Skills and Knowledge: Furnish employees with the necessary skills to perform their jobs effectively.
- ✓ To Analysis encourage individual and team productivity through targeted training.
- ✓ Encourage Career Growth: To Analysis Support employee advancement and long-term career development.
- ✓ Adapt to Change: To Analysis Help employees stay updated with industry trends, technologies, and organizational changes.

V. ROLE AND SCOPE OF TRAINING

- ✓ Training has been performing a very important role in to helping the corporation to reach the commanding highs at Performance over the years the vitality of an organization depends upon its capacity to adapt itself to change and the current changing environment Calls for this the most training plays a vital role in this regard.

VI. IMPORTANCE OF TRAINING

- ✓ Training is the corner-stone of sound management for it makes employees more effective and production it is actively and intimately connected with all the personnel or managerial activities it is an integral part of the whole management program with all its many activities functionally interrelated. There is an ever presence need for training mean so that new and changed techniques may be taken advantage of and improvements effected in the old methods which are inefficient.

TASKS

- ✓ On-the-job training: Learning by doing, often involving coaching or mentoring.
- ✓ Formal training courses: Structured programs designed to impart specific knowledge and skills.
- ✓ Job shadowing: Observing experienced employees in their roles.

VII. PROCEDURE

- ✓ Needs Assessment: Identify areas where training and development are needed.
- ✓ Goal Setting: Define clear and measurable objectives for training and development programs.
- ✓ Program Design: Develop engaging and relevant training content and methods.
- ✓ Implementation: Deliver the training and development programs effectively.

- ✓ Evaluation: Assess the effectiveness of the programs and make adjustments as needed.

MERITS OF TRAINING AND DEVELOPMENT

- ✓ Reduced layers of management.
- ✓ Helps make employees more accountable for results.
- ✓ Improves the relationship between boss and subordinate.
- ✓ Helps make employees more accountable for results.

DEMERITS OF TRAINING AND DEVELOPMENT

- ✓ Expensive.
- ✓ May not get the Desired returns.
- ✓ Theoretical.
- ✓ No Control on the Training
- ✓ Effect on Concentration.

VIII. REVIEW OF LITERATURE

Literature is the work of various researches in different areas. Review of literature is an important aspects of researcher by which he gets exposed to various topics. One can reconsider the salient features and there is always room for improvements

Anderson and Dill (2021) analyze the positive impact of gamification in training programs, particularly in improving employee engagement. They argue that incorporating game-like elements can boost motivation and lead to better training outcomes one gets adequate knowledge. If, the difficult works carried on in the field of interest an how that work can be improves.

Whelan and Carbery (2019) investigate the use of learning analytic to assess the effectiveness of training programs. They find that using data-driven insights helps organizations improve the design and implementation of training programs, increasing the ROI.

Shore et al. (2019) argue that diversity and inclusion training programs are increasingly seen as vital for fostering positive organizational cultures. They emphasize that training aimed at reducing unconscious bias can significantly improve.

According to Chopra, Bhanu (2015) training and development is an indispensable function in an ever changing and fast paced corporate world but most of the companies pay least importance to it.

Ganesh, M., Indradevi R., (2015), Training and development plays an important role in the effectiveness of organizations and to make people to do work effectively & efficiently. It is said that training has implications *on Bhatia* (T & D basically deals with the acquisition of understanding, knowhow, techniques and practices. In fact, T & D is one of the imperatives of human resource management as it can improve performance at individual, collegial and organizational levels (Ahmad, Iqbal, Mir, Haider, & Hamad (2014). Khan (2001) emphasizes that training focuses on present jobs while development prepares employees for

possible future jobs. Basically, the objective of T & D is to contribute to the organization's overall goal.

Chris Obisi (2011) The ultimate aim of any training program is to add value and once a training program cannot add value, it should be reworked or altogether revoked. Acquisition of new skills is only possible with Training Programs and without skills organizations will not achieve its objectives through people. Some organizations see training as an expensive venture and may put embargo on training and utilize the money for other projects in the organization.

Swaminathan, J. and Gowri Shankar, U., (2011). This paper tries to conclude that training is the act of increasing the knowledge and skill of an employee for doing a particular job. The training is to acquire new skill, technical knowledge, problem solving, etc. It improves the performance of employees on present jobs and prepares them for taking up new assignments in the future. Training also helps in the growth of the employees

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Niazi (2011) said in his study that training is beneficial for both employee and organization. Trained employee can face the current and future challenges of organization and achieve the competitive advantage.

In the same way, training enhancement of skills pertaining to a particular job while development has its scope stretched across the growth and personal development of the employees Obisi (2011).

IX. HISTORY

Super Saravana stores Journey began in 1969, initially focusing on selling vessels. Over time, the Store expanded its offerings based on Customer in queries and market trends, eventually, incorporating textiles, appliances, furniture, and more. Today, Super Saravana stores boasts, a diverse range of product across 33+Categories, from furniture to Grocery jewellery, textiles, appliances. From 1969 until 2020, Super Saravana Stores Operated as a single store. In 2010, a second showroom was opened in Parasaiwakkam Chennai's central business district.

Subsequently, more locations were established: one in the southern part of Chennai in chrompet, near the airport in porur. Most recently, in December 2022, a new store was open in the Two place of Madurai, which caters to the central region of Tamil Nadu. This latest store is located in Madurai.

X. PERCENTAGE ANALYSIS

Percentage analysis refers to special kind of ratio. Percentage is used to marketing co - operations between two or more sources of data used to describe the ratio. Since the percentage reduced everything to a common based and there by allows meaningful comparison to be made.

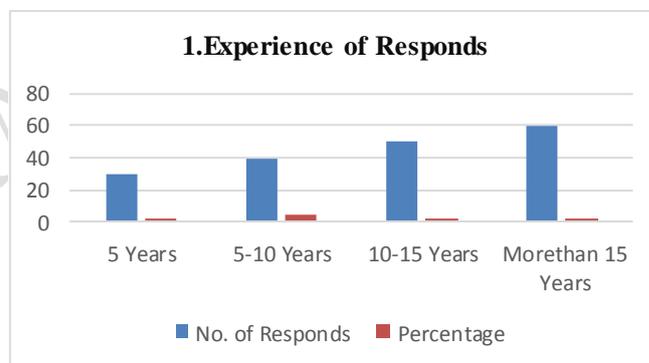
S. NO	EXPERIENCE OF EMPLOYEE RESPONDENTS	NO. OF RESPONSE	PERCENTAGE
1	5 years	40	74
2	5-10 years	2	4
3	10-15 years	3	5
4	More than 15 years	9	17
	Total	54	100

Source: Primary Data

Table 1.1 Experience Of Employee Respondents

INTERPRETATION

The above table shows that 74% of employee experienced in 5 years, 4% of employee experienced in 5-10 years, 5% of



employee experienced in 10-15 years remaining 17% of employee experienced in More than 15 years.

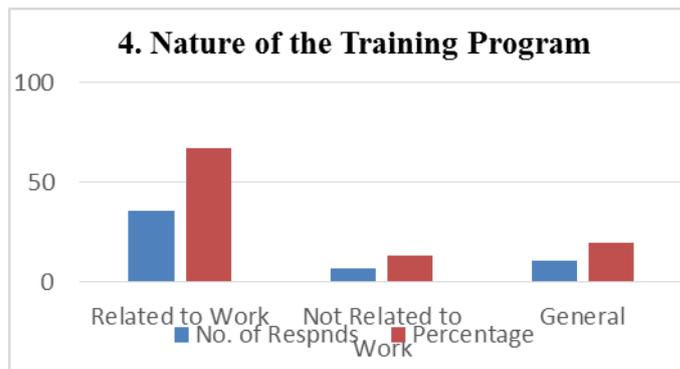
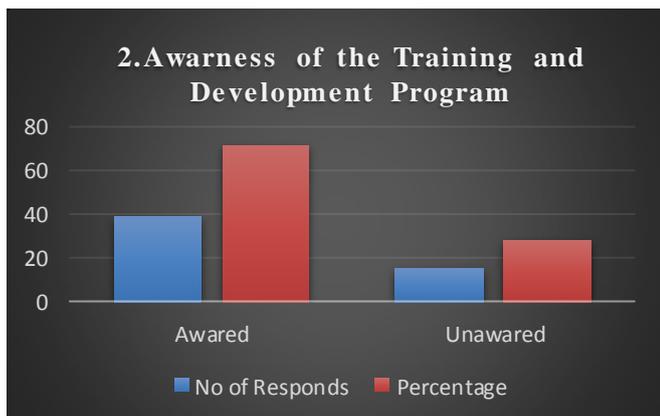
S. No	Awareness of the Training and Development Programme	No. of Response	Percentage
1	Awared	39	72
2	Unawared	15	28
	Total	54	100

Source: Primary Data

Table 1.2: Awareness Of The Training And Development Programme

INTERPRETATION

The above table shows that 72% were Award in the training program remaining 28% were Unawared in the training program.



S.No	Attendance of Training Program	No. of Respsnds	Percentage
1	Attend	38	70
2	Not Attend	16	30
	Total	54	100

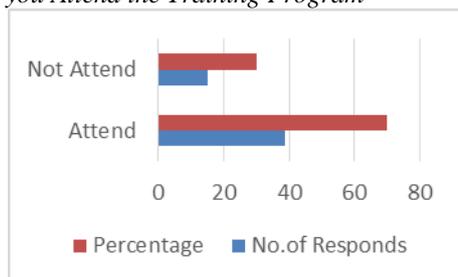
Source: Primary Data

Table 1.3: Are you Attend the Training Program

INTERPRETATION

The above table shows that 70% respondents were attend in the training program Remaining 30% respondents were Not attended-in the training program

Are you Attend the Training Program



S. No	Nature of the Training Program	No. of Respsnds	Percentage
1	Mostly Related to Work	36	67
2	Not Related to Work	7	13
3	General	11	20
4	Total	54	100

Source: Primary Data

Table 1.4: Nature of the Training Program

INTERPRETATION

The above table shows that the employee was related to work at 67%, employee not related to work at 13% the remaining of the respondents were General category of 20%

XI. FINDINGS

- ✓ Majority 81% of Respondents are Qualified in Undergraduate
- ✓ Majority 70% of Respondents are Experienced more than 15years
- ✓ Majority 72% of Respondents are Aware of training program
- ✓ Majority 70% of respondents are attend the training program
- ✓ Majority 67% of respondents are nature training program mostly related to work
- ✓ Majority 30% of respondents are attend the Two training program
- ✓ Majority 89% of respondents are opined that training is necessary for employees
- ✓ Majority 50% of respondent is want on the job training methods
- ✓ Majority 70% of the employees agree to training are relevant
- ✓ Majority 87% of respondents satisfied in the training program
- ✓ Majority 35% of respondents Very good about the training program opinion
- ✓ Majority 52% of the internal faculty trained the employee
- ✓ Majority 39% of the employee wanted the Digital material for training program
- ✓ Majority 91% training will help the better performance of the employee
- ✓ Majority 96% of the respondents are willingly answer the above question

XII. SUGGESTION

- ✓ Training and development enhances the personal growth of the employees as well helps in accomplishment of organizational goal therefore every organization should effectively train their employees
- ✓ It is very much essential for an employee to get adequate training, so that he/she can develop the skills and knowledge and put their best to achieve the goals, therefore organization should provide relevant training and development programs.

- ✓ Provide employees motivation programs and other training programs for the development towards profit making.
- ✓ The majority of respondents of agree that training and growth are an important part of the job, however not all the worker have undergone adequate training are have shown interest in the training program.

XIII. CONCLUSION

Training and development ultimately upgrade not only the productivity of employees but also of the organization. Companies need to invest in on-going employee training and development in order to both keep employees and be successful competitors. Training enhances employees' initiative and quality of work, thereby assisting them to be more committed to achieving the organizational goals and objectives and in turn enhancing employees' effectiveness within the organization. However, it is recommended for management of organizations to give training program.

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