

## **TRAINING AND DEVELOPMENT AT BUTTERFLY GANDHIMATHI APPLIANCES LTD, CHENNAI**

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### **ABSTRACT;**

Training and Development is an attempt to improve current or future employee performance by increasing an employee's ability to perform through learning, usually by changing the employee's attitude or increasing his or her skills and knowledge. Many studies have demonstrated an unusually large impact on the employee training and development on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. The study was conducted at BUTTERFLY GANDHIMATHI APPLIANCES LTD. The study was aimed to analyze whether employees are satisfied with various training programs implemented by the organization and the performance level of the employees after the training program.

A descriptive research study along with simple random sampling was adopted for sample 130.

- The primary data was collected through questionnaire.
- The secondary data are collected through company profiles, books, and websites, internet pertaining to the topic.
- Percentage analysis and Chi-square tool were used for analyzing the collected data.

With the help of the result, we can identify the problem if any, and create a solution for it.

**Keywords:** Program, Training, Skills, Development.

### **INTRODUCTION;**

A formal definition of training and development is "Training and Development is an attempt to improve current or future employee performance by increasing an employee's ability to perform through learning, usually by changing the employee's attitude or increasing his or her skills and knowledge".

Employee's presence at work place during scheduled time is highly essential for the smooth running of the production process in particular and the organization in general. Despite the significance of employee's presence, employees sometimes fail to report at work place during scheduled time, which is known as "TRAINING and DEVELOPMENT".

An organization that nurtures its employee skills and thinks about its growth certainly attracts better talent and sustainability.

Employee training and development may sound similar but both have different meaning and roles. Employee training refers to a short-term activity that focuses on the

specific role of the employee. It focuses on the immediate need or requirement of the role. In more formal sense, employee training is the process of providing the required skills to an employee for a specific task.

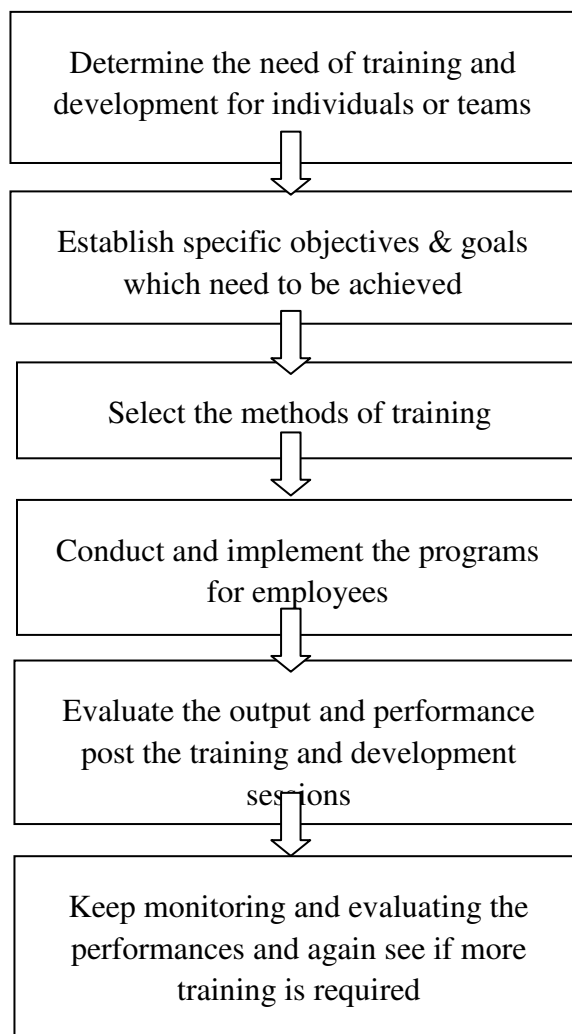
Whereas, employee training and development program has a broader scope. It is a long-term activity which focuses on the development of an individual. Employee development can be defined as the process of employees honing, developing and learning new skills that align with the goal and the vision of the company.

Employee Training and Development Program refers to a company’s continuous efforts to boost its employee productivity. It pertains to pushing an employee to learn new skills and develop them for better roles in the organization.

**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:



## **OBJECTIVES**

### **PRIMARY OBJECTIVES:**

- To study the training and development in the **BUTTERFLY GANDHIMATHIAPPLIANCES LTD.**

### **SECONDARY OBEJECTIVES:**

- To study the performance level of the employees after the training program.
- To study the training methods which improves the employees training.
- To analyze whether employees are satisfied with various training programs implemented by the organization.
- Identify whether employees need further training.

## **SCOPE OF THE STUDY**

The development of any organization depends on the employees. For organizational productivity training and development assumes great significance.

- The study is conducted to know the level of knowledge and skills given to the employees in the organization.
- This will help the management to know the satisfaction level of employees and they can take measures to increase productivity.
- Exact position of performance of employees through their feedback.
- Developing altered of unbiased treatment to all employees.
- This study may help the management students to prepare their own report.

## **INDUSTRIAL PROFILE**

India has emerged as one of the world's top ten countries in industrial production as per UNIDO, S new report titled' Yearbook of Industrial Statistics 2011 '. India surpassed Canada, Brazil and Mexico in 2010 to reach the 9<sup>th</sup> position from 12<sup>th</sup> position held in 2009.

The index of industrial production (IIP) quick estimates data for October 2011 shows a growth of 11.3 percent in the manufacturing sector as compared to October 2010. The cumulative growth during April-October 2010-2011 over the corresponding period 2009-2010 is 11 percent, according to data by the ministry of statistics of program implementation.

The manufacturing industry in India is generally defined as a low investment and high return affair. The rapid growth selling market in India means that sales in the country could bring in more than \$ 1 billion by the fiscal year ending March 2013. The forecast was made by the world federation of direct selling association.

The association pointed out that the current Indian market for direct selling product is worth around US \$ 600 million and provides employment to around 1.8 million

people, of which 1.2 million are women. Hence, though India continues to witness a phenomenal growth of shopping malls and specialty retail stores, direct selling industry, too is on a fast route to success.

The liberalization of the economy as opened new windows of opportunity for manufacturing sector. Increasingly the success of manufacturing industries is dependent on innovation, research and development. It is critically not only to remain competitive but also, significant advantages can be gained by developing and commercializing new technologies with a size of US \$ 22 billion, the engineering sector export stood at US \$ 6.6 billion and import at US \$ 4.9 billion. Indian engineering manufacturing sector employs over 4 million skilled and semiskilled workers. The engineering manufacturing sector comprises of heavy engineering (70%) and light engineering (30%).

## **REVIEW OF LITERATURE**

This chapter deals with the review of the previous studies relevant to the field of training and development.

**Karthick (2012)** training objectives tell the trainee that what is expected out of him at the end of the training program. Training objectives are of great significance from a number of stakeholder perspective, trainer, trainee, designer, evaluator. **ISSN 2231-4172.**

**Kalaiselvan and Nachi Muthu (2011)** training cost and business benefits are drawn on x and y axis respectively. Four quadrants were identified to highlight. **ISSN 2231-4172.**

- (1) Strategic (lower training cost and higher business benefits).
- (2) Pay back (higher training cost and higher business benefits).
- (3) Think (lower training cost and lower business benefits).
- (4) Drop (higher training cost and higher business benefits).

**Bates and Davis (2010)** usefulness of training program is possible only when the trainee is able to practice the theoretical aspects learned in training program in actual work environment. **ISSN 2231-4172.**

**Giangreco, Sebastiano and Peccei (2009)** the key determinants of overall satisfaction with training (OST), perceived training efficiency (PTE) and perceived usefulness of training (PUT). **ISSN 2231-4172.**

**Chih, Li and Lee (2008)** training program is dependent on the following parameters for its success. **ISSN 2231-4172.**

- Perceived value of learning program.
- Attitude to teacher.
- Response to learning conditions.

**Alphonso V.Ke (2000)** has conducted training climate survey in a large private hospital in Hyderabad. 50 supervisors from different departments of the hospital randomly selected for the study. The researcher used training climate survey questionnaire (Rao-1989). "The analysis of training climate as perceived by the supervisors" covered various

aspects such as corporate philosophy policies superior, subordinate relationships, valued performance features and behaviors, interpersonal and group relationships according to their respective departments. **ISSN 2231-4172.**

**RESEARCH:**

Research is a careful inquiry or examination to discover new information or relationship to expand and to verify the existing knowledge. Methodology is a systematic way to solve the methodology gives the specific methods used for studying the detail of sample techniques data collection and tool of analysis.

**RESEARCH DESIGN:**

Descriptive research design is used to describe the state of affairs, as it exists at present that is during the time of survey.

**POPULATION:**

Population of the study is 350.

**AREA OF THE STUDY:**

The study was conducted at the BUTTERFLY GANDHIMATHI APPLIANCES LIMITED.

**PERIOD OF THE STUDY:**

Period of the study is from September to October.

**SAMPLING:**

The process by which researcher select a representative subset or part of the total population that could be studied for their topic so that they will be able to draw conclusions about the entire population.

Smaller number of elements (e.g., people, organizations) makes the research more manageable, time efficient, less costly, and more accurate.

**SAMPLING DESIGN:**

A sample design is a definite plan for obtaining a sample form a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample, i.e., the size of the sample.

**SAMPLING TECHNIQUE:**

**Convenient sampling** technique is used in this report. It is also known as accidental sampling or grab sampling. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand. This type of sampling is most useful for pilot testing.

**SAMPLE SIZE:** Sample size is 130.

**DATA COLLECTION:**

Data collection is more an art than science. Data collection, in simple terms it means collecting or gathering data or information for the purpose of study. The accuracy of the data collected is of greater significance for drawing correct and valid conclusion from the investigation.

There are two types of data, primary and secondary and both the data had been collected for the study.

**PRIMARY DATA:**

Primary data for this research has been collected from personal interactions with the employees in **BUTTERFLY GANDHIMATHI APPLIANCES LIMITED.**

Methods of collecting primary data:

**Questionnaire**

It is set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study.

**Observation**

Observation is a systematic data collection approach. Under the observation method, the information is sought by way of investigator's own direct observation without asking from the respondents.

**SECONDARY DATA:**

Secondary data for this research is collected from the annual reports maintained by the company profiles, books, and websites, journals, internet pertaining to the topic.

**TOOLS USED FOR ANALYSIS:**

To analyze the data and infer the results, the statistical tools and test used for this study are:

**PERCENTAGE ANALYSIS:**

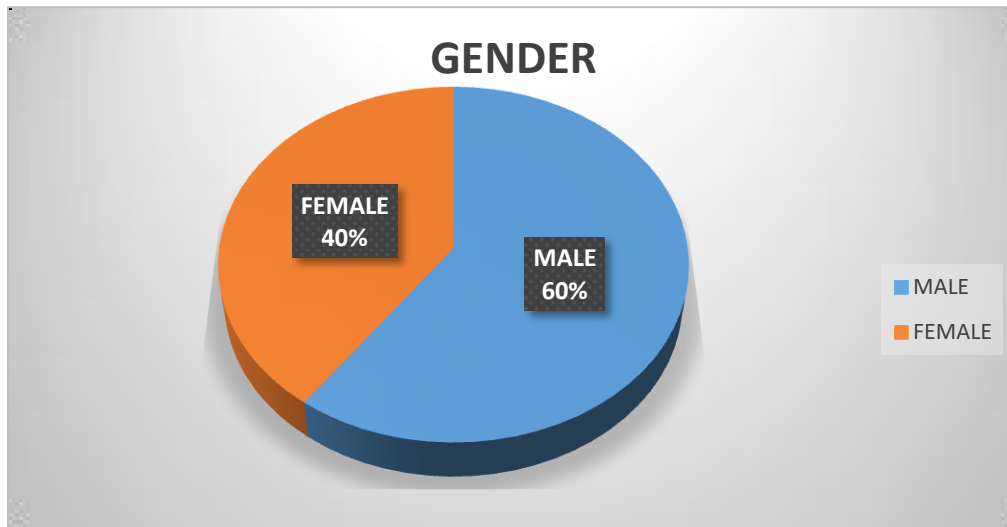
Percentage analysis is one of the simplest methods of analysis of data. Through the use of percentages; the data are reduced in to standard form with base equal to 100 which fact facilities relative comparison.

**Percentage = (number of respondents/total respondents) \* 100**

**TABLE – 1 GENDER OF THE RESPONDENTS:**

<b>S.NO</b>	<b>GENDER</b>	<b>PERCENTAGE</b>
<b>1</b>	<b>MALE</b>	<b>60%</b>
<b>2</b>	<b>FEMALE</b>	<b>40%</b>
	<b>TOTAL</b>	<b>100%</b>

**CHART – 1 GENDER OF THE REPENDENTS:**



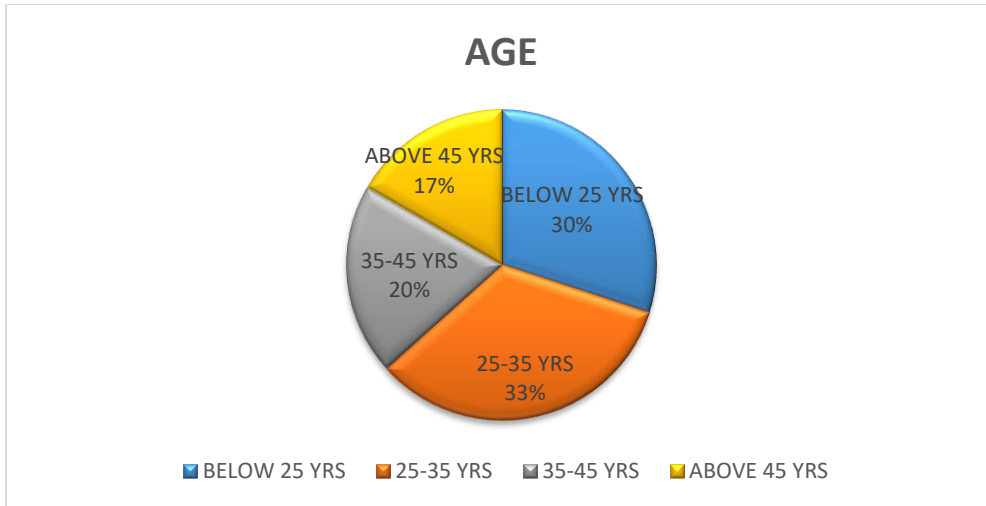
**INFERENCE:**

From the above data, it is inferred that 60% of the respondents are male and 40% of the respondents are female.

**TABLE - 2 AGE OF THE RESPONDENTS:**

S.NO	AGE	PERCENTAGE
1	BELOW 25 YRS	30%
2	25-35 YRS	33%
3	35-45 YRS	20%
4	ABOVE 45 YRS	17%
	TOTAL	100%

**CHART – 2 AGE OF THE RESPONDENTS:**



**INFERENCE:**

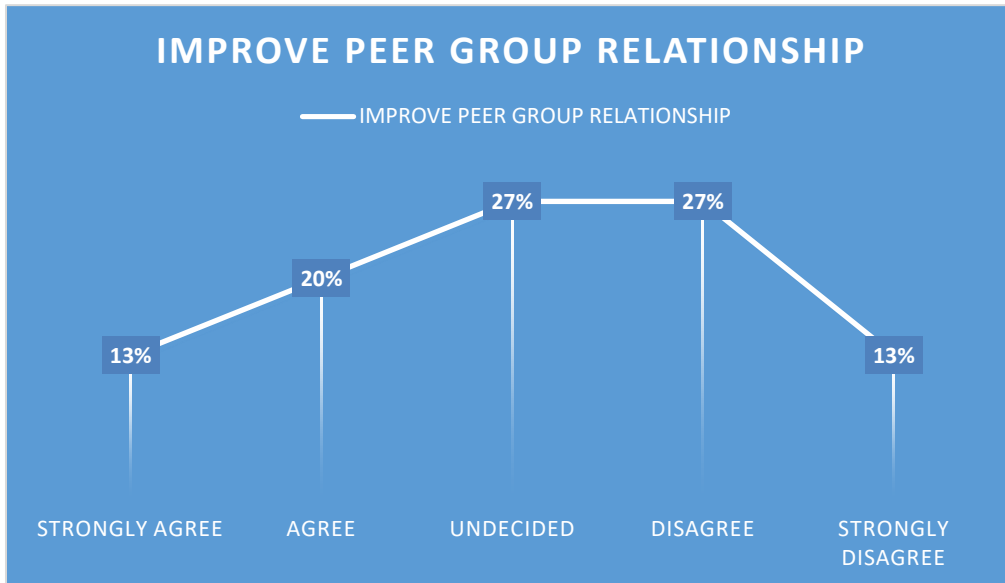
From the above data, it is inferred that 30% of the respondents are below 25 years age level, 33% of the respondents are the 25-35 years age level, 20% of the respondents are the 35-45 years age, and 17% of the respondents are the above 45 years age level.

**TABLE-3 TRAINING HELP TO IMPROVE PEER GROUP RELATIONSHIP:**

S.NO	PERTICULARS	PERCENTAGE
1	STRONGLY AGREE	13%
2	AGREE	20%
3	UNDECIDED	27%
4	DISAGREE	27%
5	STRONGLY DISAGREE	13%
	TOTAL	100%

**CHART-3 TRAINING HELP TO IMPROVE PEER GROUP RELATIONSHIP:**





**INFERENCE:**

From the above data, it is inferred that 13% of the respondents are strongly agree, 20% of the respondents are agree, 27% of the respondents are Undecided, 27% of the respondents are disagree, and 13% of the respondents are strongly disagree.

**CHI-SQUARE TEST**

**NULL HYPOTHESIS (H0):**

There is no significant relationship between the productivity, performance and training program.

**ALTERNATIVE HYPOTHESIS (H1):**

There is a significant relationship between the productivity, performance and training program.

OBSERVED FREQUENCY(O)	EXPECTED FREQUENCY(E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
7	7	0	0	0
11	10	1	1	0.1
9	7	2	4	0.57
2	4	-2	4	1
1	2	-1	1	0.5
7	7	0	0	0

9	10	-1	1	0.5
5	7	-2	4	0.57
6	4	2	4	1
3	2	1	1	0.5
			<b>TOTAL</b>	<b>4.34</b>

Degree of freedom = (r-1) \*(c-1)  
 = (2-1) \*(5-1)  
 = 4

Level of significant = 5%

**Calculation:**

$\chi^2 = \chi^2_{0.005}$

**4.34 = 9.488**

**4.34 < 9.488**

**RESULT:**

Since the table value is greater than the calculated value, we accept null hypothesis. So that there is no significant relationship between the productivity, performance and training program.

**FINDINGS**

- 60% of the respondents are male and 40% of the respondents are female.
- 33% of the respondents are age between 25-35 yrs.
- 37% of the respondents are 12<sup>th</sup> qualification.
- 50% of the respondents are agreeing the training needs identified by organization.
- 43% of the respondents are satisfied with the training session conducted by organization.
- 33% of the respondents are agreeing the training methods increase the productivity.
- 27% of the respondents are Un-deciding the training help to improve peer group relationship and 27% of the respondents are disagree that also.
- 43% of the respondents are satisfied with the effectiveness of the work after the training program.
- 33% of the respondents are agreeing the training program improves employee’s knowledge.
- 33% of the respondents are Un-deciding the training program developing positive attitude and teamwork.

## **SUGGESTIONS**

- ❖ They should give training to all the employees.
- ❖ Most of the employees are expecting to give feedback for their work.
- ❖ Employees are expecting more training in a calendar year.
- ❖ They have to believe that training improves their personality development.
- ❖ Employees should focus on the training program conducted by the factory.
- ❖

## **CONCLUSION;**

On the basis of the study, the success of any organization lies in the effectiveness of the manpower. The behavior and motivation to work in a key aspect which builds the company image in the eyes of the people. It might not be easy to change a culture that had taken years to develop. To have a effective training and development oriented company, the management needs a complete focus and right implementation methods on employees skills.

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