



A STUDY ON “EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON THE PERFORMANCE OF EMPLOYEES AT STAR KONNECT INFO MEDIA PVT .LTD”

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ABSTRACT

This study is based upon the effectiveness of training and development on the performance of employees. This will include how the training and development will motivate the employees in an organization as well as how it is useful to grow in their career. Training and development plays a major role in every organization which will be helpful for enhancing the employee skill and improve productivity which helps to increase the profit level and achieve the organization's desired goals. Due to the massive growth of an IT industry, the employees need to improve their technical skills and also the soft skill as per the improvement of technology. Drawbacks that the employees at Star Connect Info Media Pvt.Ltd., that training sessions are unplanned. Here convenience sampling method has been followed and the structured questionnaire has been framed and surveyed the employees inside an organization through the Google Forms and bar chart has been used to analyze the percentage of employees who are satisfied during the training period and analyze are done by using the different method of test like ANNOVA, CHI-SQUARE, DESCRIPTIVE research method to identify the relation between the training and development on the performance of employees.

Keywords: Training and Development, Performance, Potential, Job requirements Administration

1. INTRODUCTION

Training and Development is very essential for the employees in a competitive organization. The training involves management training, employee training and so on. Unless human resource is cherished, training and development in the organization would not be able to achieve their goals effectively. It can help the employees perform better and they can become more skilled in their job and able to complete their task quicker than before. The training will be helpful for enhancing the employees' skills, improve productivity, and also improve the company environment culture. The training and development helps the organization to increase the profit level and achieve organization's desired goals through an effective and efficient way of learning.

A study on “Effectiveness of Training and Development on the performance of employees at Star Connect Info Media Pvt .Ltd”

2. OBJECTIVES OF THE STUDY

- To analyze the effectiveness of Training and development at Star connect info media.
- To determine the satisfaction level of training and development programmes.
- To study the various training needs of employees.
- To provide suitable suggestions for improving the effectiveness of training and development programme.

3. REVIEW OF LITERATURE

- 1) **Salim Palayi (2015):** In their study titled “Study of impact of Training and Development in an IT industry” The employees training should be upgraded continuously without any interruption and the management keep on checking the employees pros and cons.
- 2) **Dr. David Ackah (2016):** “Effective training and development Increases Organization Output” Increasing the level of Technology across the world the Competition is increasing day by day for the employees and also for the organization. Here the focus is about the purpose of training and how the training has been implicating to the employees.

- 3) **TOLULOPE JOHN (2016):** “study about the need for training and development of employees in an IT industry” Is to examine the training and retraining is important at any field to support for an Employees. The training should be given to employees continuously based on the need of task.
- 4) **Ritu Agrawal (2004):** In her study “Learning and Development in Kingfisher Company”. The top management is decided to give training for the fresh employees to improve their skills to achieve their desire goals.
- 5) **B.V. Patel (2020):** Studied the effectiveness of training and development on employees performance at JK paper Ltd. The training and development is to enhance the employees performance it creates a skilled employees in personal growth. For the new employees the organization is providing the new training method which will lead to success the organization.
- 6) **Mr. Prakash Rajkumar (2002):** This article is entitled “A study on the effectiveness of training and Development Programme In Perfume Industry. Training is a short term process and utilizing a systematic procedure so that the employees can learn the technical knowledge.
- 7) **Dr. Anilkumar (2014-2015):** “Study of effectiveness of training and development with special reference to VEEKSY POLYMERS PVT LTD” . Training will develop the employees knowledge and skills for a particular Job
- 8) **F. Drucker (2003):** Has stated “The effective executive of IT industry”. The factors which affecting the managerial effectiveness like government policies, External factors and environment work style and cultures.

4. METHODOLOGY

Here the research has been involved Descriptive research. This research is used to gather the information from various sources of subject on the survey method. The data has been collected and answered for a particular group of people which regard to Training and development on the performance of employees.

Hypothesis for the study:

H0: There is a no significant relationship between training and development on the performance of the employees. (Null hypotheses)

H1: There is significant relationship between the training and development on the performance of the employees. (Alternative hypotheses)

Here Training is considered as independent variable and the performance is considered as dependent variable.

5. RESULTS AND DISUSSION

Majority of employees who have taken the training and development programme has helped them for improving their work force efficiency and effectively and technical skills, human relation competencies and managerial skills and most of the employees felt that T&D are good and satisfactory. And the T &D are fully useful for the employees and has helped to improve the technical skill as well as management skill. The organization gives feedback regularly for the improvement of employee performance after attending the training provided by the organization. The training and development is useful for exchanging their views and ideas for the development of an organization. Some of the general conditions that organization has to improve during the training period and also upgrade the information material provided during the training. The top level management must identify the need of training as per the fast growing technology, infrastructure and management practices. The organization is not giving much training for the junior staffs so some advanced training must required in technical as well as non technical departments. Some seminars should be conduct on some upgraded topics to the employees which will always motivates the employees to work and stay connected. The employees need more training in soft skills, communication, and based on stress related issue etc.

6. CONCLUSION

That effectiveness of training and development on the performance of employees at star Konnect Infomedia pvt,ltd. Majority of the employees are agreed and satisfied with the training provided by the organization and T&D helps to improve the employee skills as well as knowledge. Majority of the employees finds that the infrastructure provided by the organization is fine and healthy environment. With the present available data we can say that the training should be done regularly so, this will enhance the employee skills so they can implement in their carrier.

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