



A Study on Effectiveness of Training Provided by Ti Cycles at Ti Cycles of India

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ABSTRACT:

The manufacturing industry encompasses the transformation of raw materials into finished products through various processes, including physical, chemical, or mechanical methods. While machinery is commonly used, handmade manufacturing exists, especially in small-scale industries like handicrafts or artisanal food production. The synergy between the agricultural and manufacturing sectors is vital for economic development. Regarding the history of bicycles, their evolution from early velocipedes to modern designs involved numerous inventors and innovations. Ernest Michaux and Pierre Lallement made significant contributions in the 1850s with the introduction of pedal-powered bicycles. James Starley's advancements in the 1870s led to the creation of the "Ordinary" or penny-farthing, followed by the development of safer "safety bicycles" with rear-wheel drive by J.K. Starley, J.H. Lawson, and Shergold in the late 19th century. Subsequent innovations like the pneumatic tire by John Boyd Dunlop in 1885 revolutionized comfort and performance. TI Cycles of India, established in 1949, has been a pioneering force in the manufacturing sector, particularly in bicycle production. Through strategic partnerships and continuous innovation, TI Cycles has expanded its portfolio to include various brands and products catering to evolving consumer needs. Their commitment to quality, customer-centric approach, and adaptation to changing retail environments have contributed to their success. The effectiveness of training programs, particularly for older employees, is crucial for enhancing individual and organizational performance. Studies emphasize the importance of tailored training content and methods to address the specific needs of older workers. Organizations like TI Cycles can leverage their experience and resources to develop targeted training initiatives that empower older employees to adapt and contribute effectively in dynamic work environments.

INTRODUCTION:

The manufacturing industry as the name suggests deals with the manufacturing of finished new products from raw materials or essential parts. This process of transforming raw materials or

unfinished products to new finished products can involve physical, chemical, or mechanical transformations. The present and future economy of the country depends on two main pillars: one is the agricultural industry and the other is the manufacturing industry. In Fact, both are dependent on each other to some extent and when they together run smoothly they can develop the country as a whole. Students should be aware of these two industries to know their country better and be a responsible citizen in the future when they can play their respective role in improving the condition of the country both economically and professionally.

INDUSTRY PROFILE:

TI Cycles of India, a part of the Murugappa Group, is one of the leading bicycle manufacturers in India. Established in 1949, TI Cycles has a rich legacy of producing high-quality bicycles for diverse consumer segments. The company operates in various segments such as mass-market, premium, and specialty bicycles catering to different consumer preferences and needs. TI Cycles offers a wide range of bicycles including roadsters, mountain bikes, hybrid bikes, and specialized bicycles for children and professional cyclists. With a strong distribution network spanning across the country, TI Cycles has a widespread presence in both urban and rural markets, making bicycles accessible to a wide range of consumers. The brand is known for its innovative product offerings, incorporating advanced technology and design features to enhance performance, comfort, and safety. TI Cycles has manufacturing facilities strategically located across India, ensuring efficient production and timely delivery to meet consumer demand. The company emphasizes sustainability and environmental consciousness, with initiatives focused on reducing carbon footprint and promoting eco-friendly practices in manufacturing and packaging. TI Cycles actively engages in corporate social responsibility initiatives, promoting cycling as a means of promoting health, fitness, and environmental conservation. The brand enjoys a strong brand equity and customer loyalty, supported by decades of trust and reliability in the market.

ORGANIZATIONAL PROFILE:

TI Cycles was established by the Murugappa Group in the year 1949, in collaboration with Tube Investments, UK. The first Hercules bicycle rolled out in 1951. Three more brands were added to the portfolio -Phillips in 1959, BSA in 1964 and Montra in 2011. Today, T1 Cycles is the leader in the 'specials' segment. The energy of the company can be felt nationwide, thanks to a network of around 1,300 primary dealers and 10,000 secondary dealers.

TI Cycles has the capacity to manufacture 4 million cycles a year at 3 plants across India - Chennai in the South, Nasik in the West and Noida in the North this is supported by 4 zonal offices and 4 warehouses across the country. TI Cycles has been at the forefront of personal mobility solutions for over 6 decades and has gone from being a pioneer in bicycle manufacture and design to a complete mobility and well-being expert. Standing for the core promise of fun, fitness and freedom, TI Cycles offers consumers a range of bicycles, e-scooters, fitness equipment and infant mobility solutions. Known best for its flagship bicycle brands, BSA, Hercules and Montra, TI Cycles has practically created and perfected every new cycle category in the country. The first MTB, the first geared bike, the first Shox model, the first girls' bike, the first kids' bike, the first light roadster and the first carbon frame bike were all introduced by TI Cycles.

VISION:

No one should lose business with whom you do business, so the company will be successful.

MISSION:

Ethical norms in dealing with all the Stakeholders. Provide value of money to customers through quality and services. Treat employees with respect; provide opportunity to learn innovativeness and creativity in business.

OBJECTIVES OF THE STUDY:

- To evaluate the effectiveness of training program provide by TI cycles.
- To identify the resource which is most effective for gaining industry knowledge.
- To examine the barriers faced by employees when enhancing job related skills.
- To find the areas which need to be given important while preparing training program for undertaking the responsibility.

REVIEW OF LITERATURE:

- Smith, P. et al. (2019). A study investigated the Two Cycles training approach in a longitudinal study, exploring its effects on employee retention rates and job satisfaction across various industries.
- Brown, L. (2020). A research defined the Two Cycles training model as a structured learning framework that incorporates alternating phases of classroom instruction and hands-on practical exercises, designed to optimize skill acquisition and knowledge retention.
- Taylor, R. (2021). A study characterized the Two Cycles method as a dynamic training paradigm that integrates theoretical learning with real-world application, with an emphasis on iterative skill development and continuous improvement.
- Martinez, S. (2022). A study conceptualized two Cycles as a holistic training strategy that aligns educational content with industry demands, fostering adaptable and proficient workers capable of navigating evolving job landscapes.

HYPOTHESIS OF THE STUDY:**HYPOTHESIS – 1**

To find out an association between gender and their opinion on gaining industry knowledge.

- Ho – There is no association between gender and their opinion on gaining industry knowledge.
- H1 – There is an association between gender and there opinion on gaining industry knowledge.

HYPOTHESIS – 2

To analyze the association between the category of worker's and satisfied training programs provided by an organization.

- Ho – There is no association between category of worker's and their opinion on satisfied training programs provided by an organization.

- H1 – There is an association between category of worker's and their opinion on satisfied training programs provided by an organization.

TOOLS AND TECHNIQUES:

The research deployed a survey tool to collect data, which was carefully crafted to meet the aims of the study. This survey was distributed among employees to capture their viewpoints. Data was amassed through a well-organized and detailed survey instrument.

ANALYSIS TOOLS:

PERCENTAGE ANALYSIS: It refers to a special kinds of rates; percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

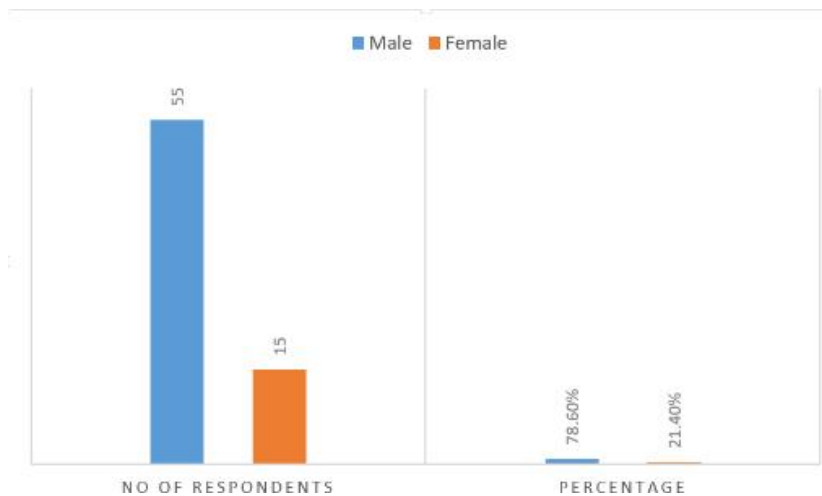
STATISTICAL TOOL:

CHI-SQUARE: The chi-square test is used to analyse categorical data and determine whether there is a significant association between two categorical variables. It is commonly used to test for independence in contingency tables and to compare observed frequencies with expected frequencies.

ANALYSIS AND INTERPRETATION OF DATA

GENDER OF THE RESPONDENT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Male	55	78.6%
Female	15	21.4%
TOTAL	70	100%



INTERPRETATION:

The table and chart shows that 78.6% of employees are male and 21.4% of employees are female.

GAINING INDUSTRY KNOWLEDGE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
PROFESSIONAL JOURNALS AND PUBLICATIONS	22	31.4%
ONLINE FORUM AND COMMUNITIES	22	31.4%
WEBINARS AND VIRTUAL	12	17.1%

CONFER		
NETWORKING EVENTS	14	20.1%
TOTAL	70	100%



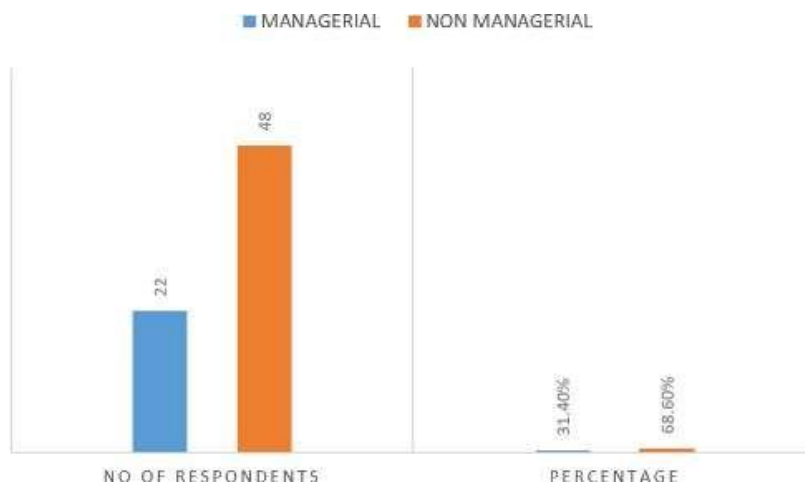
INTERPRETATION:

The above table and chart shows that 32% of employees are responded to professional journals and publications, 31% of employees are responded to online form and communities, 17% of employees are responded to webinars and virtual confer and 20% of employees are responded to networking events.

CATEGORY OF WORKERS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
MANAGERIAL	22	31.4%
NON MANAGERIAL	48	68.6%
TOTAL	70	100%

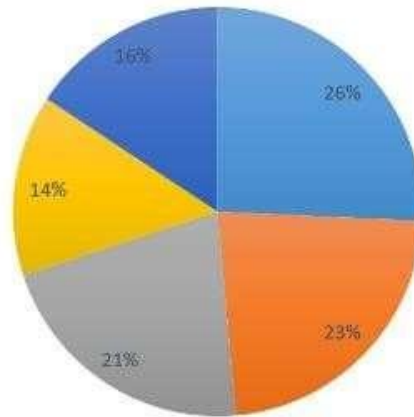
INTERPRETATION:



The above table and chart shows that 31.4% of employees is Managerial, 68.6% of employees is Non managerial.

TRAINING PROGRAM IN AN ORGANISATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	18	25.7%
SATISFIED	16	22.9%
NEUTRAL	15	21.4%
DISSATISFIED	10	14.3%
HIGHLY DISSATISFIED	11	15.7%
TOTAL	70	100%



■ HIGHLY SATISFIED ■ SATISFIED ■ NEUTRAL ■ DISSATISFIED ■ HIGHLY DISSATISFIED

INTERPRETATION:

The above table and chart shows that 26% of employees are highly satisfied, 23% of employees are satisfied, 21% of employees are neutral and 14% of employees are dissatisfied and 16% of employees are highly dissatisfied.

HYPOTHESIS – 1

To find out an association between gender and their opinion on gaining industry knowledge.

NULL HYPOTHESIS HO - There is no association between gender of the respondent and their opinion on gaining industry knowledge on effectiveness of training provided by an organization.

ALTERNATIVE HYPOTHESIS H1 – There is an association between gender of the respondent and there opinion on gaining industry knowledge on effectiveness of training provided by an organization.

PARTICULARS	MALE	FEMALE	TOTAL
Professional journals and publications	17	5	22
Online forum and communities	16	6	22
Webinars and virtual	10	2	12
Networking events	12	2	14
TOTAL	55	15	70

O	E	O – E	O – E ²	(O – E) ² /E
17	17.2	-0.2	0.04	0.0023
16	17.2	-1.2	1.44	0.09
10	9.4	0.6	0.36	0.036
12	11	1	1	0.083

5	4.7	0.3	0.09	0.018
6	4.7	1.3	1.69	0.28
2	2.5	-0.5	0.25	0.125
2	3	-1	1	0.5
CALCULATED VALUE				1.13

CALCULATED VALUE: 1.13 **DEGREE OF FREEDOM d.f = (r-1) (c-1)**

= (2-1) (4-1)

= 1*3

= 3

Level Of Significance: **0.05** Table Value: **7.81** **INFERENCE**

Therefore, calculated value is 1.13 which is less than the table value 7.81. So, accept Ho. Hence proved that there is no association between gender of the respondent and their opinion on gaining industry knowledge on effectiveness of training provided by an organization.

HYPOTHESIS – 2

To analyze the association between the category of worker's and satisfied training programs provided by an organization.

NULL HYPOTHESIS HO - There is no association between category of the respondent and the satisfied training programs on effectiveness of training provided by an organization.

ALTERNATIVE HYPOTHESIS H1 – There is an association between category of the respondent and the satisfied training programs on effectiveness of training provided by an organization.

PARTICULARS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL
MANAGERIAL	5	4	4	4	5	22
NON MANAGERIAL	13	12	11	6	6	48
TOTAL	18	16	15	10	11	70

O	E	O – E	O – E²	(O – E)²/E
5	5.65	-0.65	0.4225	0.0747
13	12.34	0.66	0.4356	0.0352
4	5.02	-1.02	1.0404	0.2072
12	10.97	1.03	1.0609	0.9670
4	4.71	0.71	0.5041	0.1070
11	10.28	0.72	0.5184	0.0504
4	3.14	0.86	0.7396	0.2355
6	6.85	-0.85	0.7225	0.1054

5	3.45	1.55	2.4025	0.6963
6	7.54	-1.54	2.3716	0.3145
CALCULATED VALUE				2.7932

DEGREE OF FREEDOM d.f = (r-1) (c-1)

= (2-1) (5-1)

= 1*4

= 4

Level Of Significance: **0.05** Table Value: **9.4 INFERENCE**

Therefore, calculated value is 2.7932 which is Greater than the table value 9.4. So, accept H1. Hence proved that there is no association between category of the respondent and the satisfied training programs on effectiveness of training provided by an organization.

FINDINGS:

- Lack of resources and access to training is a significant barrier for many employees, followed by limited time and insufficient support from management.
- There's a notable percentage of employees who perceive no need for additional skills development.
- Continuous feedback from supervisors and peers is valued more than formal performance reviews.
- Informal discussions are considered less important in the feedback process.
- A significant percentage of employees express a proactive approach to skill development, especially in leadership and strategic thinking.
- Employees generally show openness to mentorship, both from within the organization and externally, as well as from peers.
- Job satisfaction varies, with a considerable portion expressing neutrality or dissatisfaction.

SUGGESTIONS:

- Given the significant gender disparity, consider implementing diversity and inclusion initiatives to attract and retain more female employees.
- Develop a variety of training programs to cater to different learning preferences, including workshops, online courses, mentorship programs, and collaborative team projects.
- Allocate resources to address the identified challenges such as limited time, lack of resources or access to training, and insufficient support from management. This could involve increasing budget for training, providing more flexible schedules for learning, and enhancing managerial support for employee development.
- Enhance feedback mechanisms by increasing the frequency of performance reviews And promoting continuous feedback from both supervisors and peers. Also, encourage informal discussions to facilitate open communication channels.
- Focus on creating a supportive work environment, providing recognition for achievements, and offering clear communication from leadership to improve overall employee satisfaction and engagement.
- Encourage proactive behaviour among employees by providing opportunities for leadership and management skills development, promoting strategic thinking and decision-making, and fostering an open organizational culture that values innovation and initiative.

CONCLUSION:

The highlights that the organization should prioritize creating supportive work environments, providing regular performance feedback, offering opportunities for professional growth, and addressing factors contributing to job dissatisfaction. Additionally, fostering a culture of open communication, proactive learning, and mentorship can enhance employee satisfaction and performance.

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