



A Study on Employee Training & Development Strategy Used in Motilal Oswal Financial Services with Reference to Coimbatore City

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ABSTRACT

In the quickly changing business environment of today, personnel development and training are essential to the success of the company. To remain competitive, businesses need to provide their employees with the necessary skills in light of evolving market needs and technology breakthroughs. An efficient training plan aligns employee development with corporate goals while boosting productivity, fostering innovation, and enhancing individual capabilities. Employers may improve employee engagement, retention, and performance by filling skill gaps and encouraging lifelong learning. Furthermore, a comprehensive strategy that incorporates leadership development and soft skills equips staff for upcoming obstacles.

KEYWORDS: Employee training, Strategies for development, Skill gaps

INTRODUCTION

Employee development and training are essential for organisational success in the rapidly evolving commercial world of today. Employers must provide workers with the necessary skills to stay up to date with changes in the market and in technology. A well-planned training program guarantees competitiveness, encourages creativity, and boosts production. Organisations may develop a motivated, flexible workforce by filling skill gaps and coordinating personal development with corporate objectives. Keeping a competitive edge in a fast-paced company climate requires employee training and development. Organisations must give workers the chance to advance their skills and get ready for new challenges as industries change.

STATEMENT OF THE PROBLEM

Rapid technological advancements and business demands create challenges for organisations, necessitating the need for talented, flexible, and creative workers. But ineffective training programs, a lack of skills, and misdirected projects lower productivity and worker happiness. Businesses run the danger of losing talent and slipping behind rivals if they don't have a clear development plan. Building a capable, driven workforce is crucial for long-term success and ongoing innovation, and this requires a targeted training approach.

SCOPE OF THE STUDY

The study looks at efficient methods for staff training and development, with an emphasis on soft skills, leadership development, and technology-driven learning. It looks at personal, data-driven strategies that complement company objectives and employee demands. By highlighting trends that improve skills, engagement, and future readiness, it emphasises the importance of lifelong learning. In a corporate environment that is changing quickly, the research offers insights and suggestions to assist organisations in developing a workforce that is competitive and flexible.

OBJECTIVES OF THE STUDY

- To identify opinion of employee factors that determine impact on training program.
- To measure satisfaction level of employees towards training and development program
- To assess the challenges faced by employees during training and development program
- To offer suitable suggestion, policy and teaching method for improving the learning process.

STATISTICAL TOOLS USED

- Simple percentage
- Chi square test
- Ranking

REVIEW OF LITERATURE

Kim Rachel (2024) The study conducted by Dr. Rachel Kim investigated how gamification affects staff development and training. Employee performance and information retention significantly improved after gamified training, according to the study. Learning became more effective and interesting with the use of gamification strategies like interactive challenges and incentives. Workers utilised skills more effectively in their jobs and retained information better. The advantages of including gaming components in training regimens were emphasised by the study. It suggested that businesses use gamification to improve staff development and learning.

Roberson (2020) Roberson talks about how important diversity, equity, and inclusion (DEI) training is for creating an inclusive and respectful work environment. According to the study, DEI training improves workers' awareness, empathy, and capacity to function well in a variety of work settings. Additionally, it highlights how DEI training lowers bias and discrimination in the workplace and increases employee engagement. According to the study's findings, funding DEI projects improves overall performance and organisational culture.

Lee John (2022) John Lee looked at how employee performance was affected by technology-based training. According to the study, workers who got this kind of training shown notable gains in their ability to execute their jobs and retain information. To improve staff growth, it advised businesses to fund technology-based training initiatives.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE:

YEARS OF EXPERIENCE OF THE RESPONDENTS

YEARS OF EXPERIENCE	NO.OF. RESPONDENTS	PERCENT
1 to 3 years	36	23.7
3 to 5 years	34	22.4
5 to 7 years	45	29.6
More than 7 years	37	24.3
TOTAL	152	100.0

INTERPRETATION:

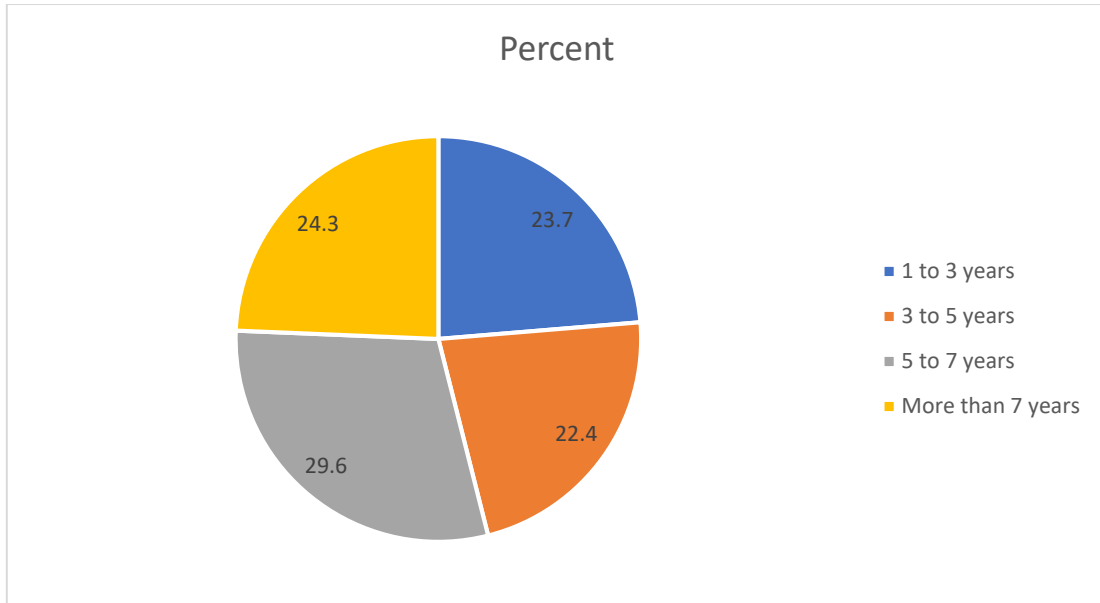
Table No. 4.1.7 reveals that the highest percentage of respondents have 5 to 7 years of experience (29.6%), followed by those with more than 7 years of experience (24.3%), 1 to 3 years (23.7%), and 3 to 5 years (22.4%). This indicates that employees with moderate to higher years of experience have participated more in the study on employee training and development strategy used in Motilal Oswal Financial Services.

INFERENCE:

Most (29.6%) of the respondents have 5 to 7 years of experience.

CHART 1.7

YEARS OF EXPERIENCE OF THE RESPONDENTS



4.2 RANKING METHOD

FACTORS INFLUENCING OVERALL TRAINING AND DEVELOPMENT IN MOTILAL OSWAL

FACTORS	Rank						
	1	2	3	4	5	6	7
Employee-centric policies that influence professional discipline and growth	25	15	21	23	22	17	29
Employee trust and satisfaction in training strategies used in Motilal Oswal	12	27	26	27	18	20	22
Availability of practical/hands-on activities using modern training tools and technology	20	28	19	18	17	27	23
Follow-up and post-training support aligned with organizational goals	21	22	16	22	28	24	19
Participant’s motivation and readiness to learn	27	17	17	19	20	23	29
Relevance of training content to employee roles and responsibilities	21	24	27	19	30	18	13
Opportunities for career advancement post-training	26	19	26	24	17	23	17
Employee-centric policies that influence professional discipline and growth	25	15	21	23	22	17	29

TABLE 4.2.1 (A)

RANKING VALUE TOWARDS FACTORS INFLUENCING OVERALL TRAINING AND DEVELOPMENT

Rank	152 * (RankValue-0.5)/7	Garrett Value
1	10.9	75
2	32.6	59
3	54.3	48
4	76.0	36
5	97.7	12
6	119.4	0
7	141.1	0

TABLE 4.2.1(B)

RANKING TOWARDS FACTORS INFLUENCING OVERALL TRAINING AND DEVELOPMENT IN MOTILAL OSWAL

FACTOR	1*	2 * 59	3 *	4 *	5 *	Calculate Score	Average Score	Rank
Employee-centric policies that influence professional discipline and growth	1875	885	1008	828	264	4860	31.97	5
Employee trust and satisfaction in training strategies used in Motilal Oswal	900	1593	1248	972	216	4929	32.43	3
Availability of practical/hands-on activities using modern training tools and technology	1500	1652	912	648	204	4916	32.34	4
Follow-up and post-training support aligned with organizational goals	1575	1298	768	792	336	4769	31.38	6
Participant's motivation and readiness to learn	2025	1003	816	684	240	4768	31.37	7
Relevance of training content to employee roles and responsibilities	1575	1416	1296	684	360	5331	35.07	2
Opportunities for career advancement post-training	1950	1121	1248	864	204	5387	35.44	1

INTERPRETATION

From the above table no. 4.2.1 (b), the ranking for the factors influencing overall training and development in motilal oswal are ranked from 'Opportunities for career advancement post-training' stood at first with the highest mean score 35.440, followed by 'Relevance of training content to employee roles and responsibilities' stood at second with the mean score 35.070, 'Employee trust and satisfaction in training strategies used in Motilal Oswal' stood at third with the mean score 32.430, 'Availability of practical/hands-on activities using modern training tools and technology' stood at fourth with the mean score 32.340, 'Employee-centric policies that influence professional discipline and growth' stood at fifth with the mean score 31.970, 'Follow-up and post-training support aligned with organizational goals' stood at sixth with the mean score 31.380 and finally 'Participant's motivation and readiness to learn' stood at seventh with the mean score 31.370.

4.3 CHI-SQUARE ANALYSIS

EDUCATIONAL QUALIFICATION AND PREFERRED MODE OF TRAINING DELIVERY

Null Hypothesis (H₀): There is no significant relationship between educational qualification and preferred mode of training delivery

Alternative Hypothesis (H_a): There is a significant relationship between educational qualification and preferred mode of training delivery

Table 4.3.3

Educational qualification and preferred mode of training delivery

CROSSTAB					
COUNT					
		PREFERRED MODE OF TRAINING DELIVERY			TOTAL
		ONLINE	IN-PERSON	HYBRID	
Educational Qualification	High School	15	7	5	27
	Bachelor's Degree	10	8	24	42
	Master's Degree	6	17	21	44

	Others	7	16	16	39
Total		38	48	66	152

CHI-SQUARE TESTS			
	VALUE	DF	ASYMPTOTIC SIGNIFICANCE (2-SIDED)
Pearson Chi-Square	23.230 ^a	6	.001
Likelihood Ratio	22.264	6	.001
Linear-by-Linear Association	5.926	1	.015
N of Valid Cases	152		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.75.			

INFERENCE:

Table No. 4.3.3 reveals that the Pearson Chi-Square value is 23.230 with a significance value of 0.001, which is less than the standard significance level of 0.05. This indicates a statistically significant relationship between educational qualification and the preferred mode of training delivery. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, confirming that educational qualification significantly influences the preferred mode of training delivery among the respondents at Motilal Oswal Financial Services.

FINDINGS:

1. Most (29.6%) of the respondents have 5 to 7 years of experience.
2. The ranking analysis shows that 'Opportunities for career advancement post-training' ranked first with the highest mean score of 35.440, followed by 'Relevance of training content to employee roles and responsibilities' (35.070), and 'Employee trust and satisfaction in training strategies' (32.430). The factors ranked fourth to seventh are 'Availability of practical activities with modern tools' (32.340), 'Employee-centric policies' (31.970), 'Follow-up and post-training support' (31.380), and 'Participant's motivation and readiness to learn' (31.370), respectively.
3. There is a significant relationship between educational qualification and preferred mode of training delivery

SUGGESTIONS

1. Training programs should increasingly adopt hybrid delivery methods to cater to diverse learning preferences and flexibility needs.
2. Companies should increase the frequency of training sessions, especially for younger employees who require continuous learning support.
3. Training content should be strengthened to ensure its relevance to job-specific tasks and responsibilities.
4. Collaborative learning environments should be promoted during training sessions to encourage teamwork and knowledge sharing.
5. Companies should expand their investment in technology-driven training tools and platforms to enhance learning efficiency

CONCLUSION

Employees at Motilal Oswal have a generally positive attitude, according to the survey, which examines the efficacy and perception of employee training. They value the training's fit with company objectives, collaborative learning atmosphere, and clear communication. Relevant material, adaptable timetables, and sufficient technological investment are among its main advantages. Accessibility is crucial, as seen by the preference for the hybrid training model. Although the programs are successful, they require enhancements in terms of frequency, depth, and practical usefulness. Strengthening employee growth, satisfaction, and retention can be achieved by improving post-training assistance and content quality.

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