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# Analysing the Impact of Training and Development Program on Employee Performance at TCS in Coimbatore with Special Reference to Neelambur and Red Fields Branches.

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### ABSTRACT:

This study explores the impact of training and development (T&D) programs on employee performance at Tata Consultancy Services (TCS) in Coimbatore, focusing on the Neelambur and Red Fields branches. The research assesses how T&D initiatives influence productivity, job satisfaction, and career growth among employees. Using stratified random sampling and a structured questionnaire, data was collected from 108 respondents. The findings reveal that T&D significantly enhances technical and soft skills, boosts confidence, and supports employee retention. The study also provides recommendations to improve training effectiveness, ensuring alignment with organizational goals and enhancing overall workforce performance in a competitive IT environment.

### INTRODUCTION:

In the current fast-paced and competitive business world, organizations are putting more money into Training and Development (T&D) programs to develop employee performance and stay ahead of the competition. T&D programs act as a strategic vehicle for filling competency gaps, increasing productivity, and supporting professional development among workers. Tata Consultancy Services (TCS), a worldwide IT services and consulting leader, understands the need for ongoing learning and has developed strong training programs to build the technical and soft skills of its workforce.

This research emphasizes an examination of T&D program influences on TCS employee performance, with particular emphasis on its Neelambur and Red Fields branches. Technological growths and changing customer expectations call for it to make its employees continually updated and capable of adjusting accordingly. These programs are judged upon their success concerning several parameters like employee productivity, job satisfaction, motivation, and career advancement.

The study attempts to ascertain the manner in which training affects performance results, the categories and frequency of training offered, and employee satisfaction with existing learning experiences. By employing primary data gathered from structured questionnaires and secondary material, the research yields useful insights and practical suggestions for improving T&D practices in TCS, eventually leading to organizational

### OBJECTIVES:

- To understand the role of training and development in improving employee performance at TCS.
- To assess how training programs enhance employee skills and productivity.
- To examine the relationship between training and employee job satisfaction.
- To analyse the effect of training employee retention and motivation

### METHODOLOGY OF RESEARCH :

#### RESEARCH METHOD

This study aims to assess the impact of training and development programs on employee performance at Tata Consultancy Services (TCS). By examining training effectiveness, employee skill enhancement, and job performance improvements, the research provides insights into how training contributes to organizational success.

## SAMPLING TECHNIQUE

For this study, the Stratified Random Sampling technique was employed to select the sample units. This method involves dividing the population into distinct subgroups (strata) and selecting a random sample from each stratum. In this case, a total of 108 employees from TCS were selected for the study.

## COLLECTION OF DATA

### a) Primary Data Collection

Primary data is a type of data that is collected by researches. It is taken from the sources through the structured survey with both closed and open-ended questions which is distributed to employees who have participated in training programs.

### b) Secondary Data Collection

- Company Reports: Internal reports, training records, and performance reviews will be analyzed.
- Industry Research: Relevant literature, case studies, and benchmarking with industry best practices will be reviewed.

## PERIOD OF STUDY:

The project work titled "Analyzing the impact of training and development program towards the employee performance in TCS" is conducted over a period of **four months**, from **December 2024 to March 2025**, during which data is gathered and analyzed to explore impact and outcomes of training programs in TCS.

## TOOLS FOR ANALYSIS:

The following tools will be used for data analysis:

### Simple Percentage Analysis:

- This tool calculates percentages to provide a straight forward comparison of different E-Commerce marketing strategies, like social media marketing, SEO, content marketing, email campaigns, etc.
- **Formula:**

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

## REVIEW OF LITERATURE:

**Sharma & Gupta (2024)** Sharma and Gupta explored the role of AI-driven learning platforms in enhancing employee skills. Their study revealed that TCS achieved a remarkable 20-25% improvement in employee productivity by adopting digital learning solutions. These platforms leveraged data analytics to personalize learning experiences, ensuring that employees received targeted content based on their existing skills and career objectives. The integration of AI-driven systems also helped identify skill gaps and recommend appropriate learning modules, promoting continuous improvement across teams.

**Rao & Menon (2023)** Rao and Menon investigated the impact of personalized learning paths on employee engagement in TCS. Using platforms like the iON Learning Hub, they found that customized learning tracks significantly improved engagement rates, particularly in fast-evolving IT environments. This method allowed employees to develop skills at their own pace while aligning with their professional goals, fostering improved job satisfaction and skill retention.

## Results and Discussion:

### IMPACT OF TRAINING PROGRAMS ON JOB PERFORMANCE

PREFER	NO OF RESPONDENTS	PERCENTAGE
Strongly Agree	89	82.41
Agree	14	12.96
Neutral	4	4.63
Disagree	-	-
Strongly Disagree	-	-
<b>Total</b>	<b>108</b>	<b>100</b>

**Source: Primary data**

Interpretation:

Table 4.8 highlights the respondents' level of agreement. It shows that a majority, 83.4%, strongly agreed, while 12.9% agreed, and 3.7% remained neutral.

**FINDINGS :**

1. Majority (67.5%) of the respondents were at the age of 20 - 30.
2. Majority (73.14%) of the respondents were male
3. Most (49.07%) of the respondents were at the experience of 1-3 years.
4. Majority (100%) of the respondents were preferred yes.
5. Most (38.9%) of the respondents were preferred on the job training.

**SUGGESTION:**

From the results of this research, various recommendations can be made to maximize the effectiveness of training and development activities at TCS. To begin with, aligning training programs with the strategic goals of the organization is essential. Through the assurance that employee skill-building is aligned with TCS's long-term visions, the firm can maximize individual performance as well as overall productivity. Fostering a learning culture is yet another essential move. Through the incorporation of periodic training sessions into employee career growth plans, TCS can instill the culture of lifelong learning to make employees flexible and equipped to deal with changing industry needs.

In addition, taking an employee-centered approach to training is imperative. By engaging employees in determining their own training needs and creating customized programs that address professional as well as personal development, TCS can enhance participation levels and guarantee that the training covers key skill gaps.

Lastly, having stringent evaluation tools to monitor and assess the effectiveness of training programs is crucial. Quantitative evaluation procedures can offer TCS insights on the effectiveness of different initiatives to enable it to make informed choices regarding enhancing subsequent training strategies. Through the utilization of these techniques, TCS can develop an integrated and effective training and development system that optimizes employee performance, encourages employee engagement, and promotes organizational development. These suggestions collectively seek to maximize the value and results of TCS's training programs.

**Conclusion:**

The research work "Analysing the Impact of Training and Development Program on Employee Performance at TCS" points out the important role of T&D in increasing employee efficiency, skills, and overall job performance. TCS's formal training programs have made a notable contribution to enhanced productivity, task handling, and problem-solving skills of employees.

Although the courses are highly regarded for their quality and presentation, the study also revealed areas requiring improvement. Participants indicated a greater need for on-the-job training, simulations from real-world work environments, and adaptive learning configurations. Seasoned employees recommended implementing advanced skill blocks and customized paths of learning in order to prepare more effectively for changing job requirements.

The report finds that by embracing contemporary, worker-focused training practices, TCS can make its workforce capable, competent, and agile in today's fast-paced business world. Ongoing investment in T&D will not only raise individual performance but also sustain TCS's competitive edge as a global IT company.

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