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## A Study on Effective Employee Training Program and Its Growth in Goodwill Vanijya Pvt Ltd at Coimbatore

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### ABSTRACT:

This study explores the effectiveness of employee training programs and their contribution to organizational growth at Goodwill Vanijya Pvt. Ltd., Coimbatore. Recognizing that continuous employee development is vital for maintaining competitive advantage, the research aims to evaluate how various training initiatives impact employee performance, job satisfaction, and overall productivity. The study utilizes a combination of qualitative and quantitative methods, including surveys, interviews, and data analysis, to gather insights from employees and management within the HR department. The findings highlight the importance of tailored training modules, timely execution, and ongoing feedback mechanisms in enhancing employee skills and engagement. The research also examines the correlation between effective training programs and organizational metrics such as increased efficiency, reduced turnover, and better adaptation to market changes. Based on the results, the study proposes strategic recommendations to optimize the design and implementation of training initiatives, thereby fostering a culture of continuous improvement and sustainable growth within the company.

**Key Words:** Employees, Training, Growth, Strategy and Sustainable

### INTRODUCTION

Employee training encompasses various initiatives designed to improve individual and organizational capabilities. This includes orientation for new hires, on going skill development, leadership training, technical workshops, and compliance training. By investing in employee training, organizations can foster a culture of continuous improvement, innovation, and engagement, which ultimately leads to sustainable growth. Research indicates that well-structured training programs contribute significantly to employee satisfaction, retention rates, and productivity, providing a return on investment that can be quantitatively measured through improved performance outcomes. Moreover, organizations that prioritize employee development are often seen as more attractive to prospective talent, further enhancing their competitive edge.

### NEED OF THE STUDY

Human resource is an important requirement in any organization. Employee training programs are essential for enhancing skills, improving performance, and fostering personal and professional growth within an organization. Effective training has increased in an ever-evolving work environment where technological advancements and changing market demands require a continuous up skilling of employees

### OBJECTIVES OF THE STUDY

- To study the effective training strategies and programs offered by Goodwill Vanijya Pvt., Ltd Coimbatore.
- To examine the effectiveness of employee training and its contribution to the organizational growth.
- To analyze the employees growth related programme which is offered by the company.
- To find out the long-term benefits of training initiatives on career development paths and skill acquisition.

### SCOPE OF THE STUDY

It aims to identify key factors that contribute to the effectiveness of training programs, including instructional methods, employee engagement, and organizational support. Additionally, the study will examine the relationship between effective training and overall employee performance, retention, and career development, as well as how these programs evolve in response to changing workplace dynamics and technological advancements.

Ultimately, the findings aim to provide actionable insights for organizations to enhance their training strategies and foster continuous growth in employee skills and competencies.

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## **HYPOTHESIS OF THE STUDY**

Testable statement that reflects the expected relationship between effective employee training programs and employee growth or performance.

### **Null Hypothesis (H0)**

There is no significant difference in employee performance and growth following the implementation of an effective training program compared to employees who do not undergo the training.

This hypothesis states that the training program does not have a measurable impact on employee growth, suggesting that any observed changes in performance are due to random variation rather than the training itself.

### **Alternative Hypothesis (H1)**

There is a significant improvement in employee performance and growth following the implementation of an effective training program compared to employees who do not undergo the training.

This posits that the training program significantly enhances employee performance and contributes to their growth, indicating that the training is effective

## **RESEARCH DESIGN**

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the “research design”. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

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## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The study cover various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

### **Sample Techniques**

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience. The study selected the Convenient Sampling method for the research survey. In other words, it is the process of obtaining information about an entire population by examining only a part of the employees were attend training for company growth.

### **Sample Size**

The research has selective respondent 110 samples from the employees.

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## **DATA COLLECTION**

### **Primary data**

Primary goal is original and collected by the researcher freshly. In this study Primary data was collected through questionnaire. A questionnaire is a popular means of collecting Primary data.

### **Secondary data**

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

## **STATISTICAL TOOL EMPLOYED**

- Percentage Analysis,
- Chi- square test.
- Correlation Analysis

## ➤ ANOVA

**PERIOD OF STUDY**

- The period of the study is from 02.01.2025 to 30.04.2025.

**AREA OF STUDY**

This study focuses on analyzing the effectiveness and growth of employee training programs within the garments manufacturing industry, specifically at Goodwill Vanijya Private Limited. It explores how targeted training initiatives contribute to employee skill enhancement, productivity, and overall organizational development.

**LIMITATIONS OF THE STUDY**

- Some of the respondents did not desire to share their views and opinions about company and some were not aware about the fact and conditions followed by the company.
- Due to the work pressure some staff members were not able to give the information in time. Time duration was very small to get opinion from the respondents.

**COMPANY PROFILE**

Goodwill Vanijya Private Limited, established in 2005, is a privately held company engaged in [insert industry/trade, e.g., trading and distribution of industrial goods]. Since its inception, the company has built a strong reputation for reliability, quality service, and ethical business practices. With a customer-centric approach and a focus on long-term value, Goodwill Vanijya has successfully expanded its presence in both domestic and regional markets. Led by experienced directors and a dedicated team, the company continues to grow steadily, aiming to innovate, diversify its offerings, and explore new market opportunities to strengthen its position in the industry.

Goodwill Vanijya Private Limited is a leading garments manufacturing company committed to producing high-quality apparel for domestic and international markets. Specializing in a wide range of garments including casual wear, formal attire, and custom-designed clothing, the company combines skilled craftsmanship with modern production techniques.

Goodwill Vanijya Private Limited, incorporated in 2005, is a prominent player in the garments manufacturing industry, known for delivering high-quality apparel with precision, consistency, and innovation. Headquartered in Tirupur, Factory located in Coimbatore, the company has built a strong foundation in textile and apparel production, serving both domestic and international markets.

**DATA ANALYSIS AND INTERPRETATION****CHI- SQUARE TEST FOR GENDER WITH JOB PERFORMANCE**

Gender Job performance Cross tabulation							
Count							
		Job performance					Total
		Yes, significantly	Yes, to some extent	No noticeable improvement	Not at all	Not sure / Can't say	
Gender	male	56	25	0	0	0	81
	female	0	11	10	4	4	29
Total		56	36	10	4	4	110

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	70.651 <sup>a</sup>	4	.000
Likelihood Ratio	82.586	4	.000
Linear-by-Linear Association	61.982	1	.000
N of Valid Cases	110		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.05.			

**Source:** Primary Data

The Chi-Square test results indicate a significant association between gender and job performance perception, as shown by a Pearson Chi-Square value of 70.651 and a p-value of 0.000. This means gender plays a significant role in how job performance is perceived in this sample. However, since 50% of the cells have expected counts less than 5, the reliability of the test may be affected.

## FINDINGS OF THE STUDY

- It reveals that a majority of 81 respondents are male, indicating a slightly higher representation of male in the respondent group.
- It is found that the 29 respondents in vast majority of the respondents comes under the postgraduate (PG) degree.
- The majority of 26 respondents belong to both quality control specialists and sales representatives.
- It is found that the most respondents have experience of 1-3 years 32 respondents.
- It is found that the majority of 28 respondents earn between Rs.15,000 to Rs.20,000.

## SUGGESTION

- The study cover most respondents attend training monthly and still face skill gaps, consider increasing the frequency or offering optional bi-weekly training sessions for continuous learning.

## CONCLUSION

The study covered several strategic enhancements to optimize the employee training program at Goodwill Vanijya Pvt Ltd., Increasing training frequency or offering supplementary bi-weekly sessions can help address existing skill gaps and promote continuous learning. Customizing training content to align with specific roles and departmental needs will enhance relevance and engagement, especially given the high value placed on role-specific development. Further emphasis should be placed on technical modules, which are most appreciated and aligned with evolving job requirements. Ensuring that training materials preferably high-quality printed manuals and digital content are regularly updated and user-friendly will improve knowledge retention.

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