INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Schola

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4767 Cities in 180 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MAPPING PROFITABILITY OF PUBLIC SECTOR ENTERPRISES WITH SPECIAL REFERENCE TO BHEL DR. SATISH KUMAR & DR. MEGHA VIMAL GUPTA	1
2.	INFLUENCE OF JOB SATISFACTION ON LIFE SATISFACTION AMONG IT PROFESSIONALS: A STUDY CONDUCTED IN FOUR CAPITAL CITIES OF SOUTH INDIA PETER VARGHESE & DR. SUSAN CHIRAYATH	9
3.	HUMAN RESOURCE MANAGEMENT IN RETAIL INDUSTRY WITH REFERENCE TO TRAINING IN RETAIL IN PMKVY AND UP GOVERNMENT SCHEME VAISHALI CHOURASIA	15
4.	WORKING CAPITAL EFFICIENCY: A CASE STUDY OF ASSOCIATED CEMENT COMPANY LIMITED INDIA DR. V. MOHANRAJ	21
5.	A STUDY ON EMPLOYEES PERSPECTIVE TOWARDS TRAINING PROGRAM RASHMI S.B & DR. A. M. KADAKOL	24
6.	GROWTH AND OPPORTUNITIES OF JUTE DIVERSIFIED PRODUCTS EXPORTS IN INDIA DR. K. THIRIPURASUNDARI & P. RATHI	26
7.	BABIES ARE OUR BUSINESS: PESTER POWER-THE CHOICE OF TODAY'S MARKETER ALPANA AGRAWAL & DR. S. K. GUPTA	31
8.	IMPACTS OF ORGANISED RETAILING ON UNORGANISED RETAILERS: A STUDY WITH REFERENCE TO TAMILNADU N. VIJAYALAKSHMI & DR. K. SALEEM KHAN	36
9.	SAVING AND INVESTMENT BEHAVIOUR OF INDIA AND CHINA: A COMPARATIVE STUDY REKHA RANI, BALA DEVI & RAJESH GAHLAWAT	40
10.	MUSLIM WOMEN AND EMPOWERMENT PALLABI GOGOI	43
11.	AN EVALUATIVE STUDY ON VARIOUS SERVICES OF GUWAHATI MUNICIPAL CORPORATION (GMC) FROM ETHICAL POINT OF VIEW DR. ARABINDA DEBNATH & BANAJEETA SHARMA	45
12.	ANALYSIS OF PERSONAL FACTORS INFLUENCING INVESTMENTS IN CAPITAL MARKET K. CHITRADEVI	52
13.	THE IMPACT OF ECONOMIC TRANSFORMATION PROGRAM (ETP) TOWARDS YOUTH IN MALAYSIA: GENERIC SKILLS MOHAMMAD NOORIZZUDDIN NOOH, DR. SYADIYAH ABDUL SHUKOR, DR. KHAIRIL FAIZAL KHAIRI & DR. NURADLI RIDZWAN SHAH MOHD DALI	54
14.	THE RELATIONSHIP BETWEEN PORTFOLIO PERFORMANCE AND ASSET ALLOCATION POLICY MUKESH JINDAL	57
15.	ANALYSIS OF DEMOCRATIC MANAGEMENT BY COOPERATIVE SOCIETIES CASE OF COOPERATIVE UNIONS IN EAST WOLLEGA ZONE, OROMIA, ETHIOPIA ASFAW TEMESGEN BARI	62
16.	A STUDY ON EMPLOYEE WELFARE MEASURES AT VST TILLERS TRACTORS LIMITED, BANGALORE PUSHPA L	68
17.	A STUDY FOR THE JOB SATISFACTION OF THE EMPLOYEES OF DINJAN ARMY CANTT (ARMY EMPLOYEES) DR. NARENDRA KUMAR	75
18.	QUALITY OF BUSINESS ENVIRONMENT IN INDIA: A CROSS-COUNTRY INVESTIGATION INTO SOUTH ASIAN ECONOMIES ASIF KHAN	79
19.	CONSUMER ATTITUDE TOWARDS THE MARKETING-MIX OF THE GREEN PRODUCTS ARIF ANWAR & SUMAIRA JAN	86
20.	E-COMMERCE: TRANSACTION SECURITY ISSUE AND CHALLENGES GAUTAM KOHLI	91
	REQUEST FOR FEEDBACK & DISCLAIMER	94

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ADVISORS</u>

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR.

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

Nationality

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION; at our email address i.e. infoijrcm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT		
COVERING LETTER FOR SUBMISSION:	DATED	
	DATED:	
THE EDITOR		
IJRCM		
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	·	
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/	/IT/ Education/Psychology/Law/Math/other, please	
<mark>specify</mark>)		
DEAR SIR/MADAM		
Please find my submission of manuscript entitled 'of your journals.		
I hereby affirm that the contents of this manuscript are original. Furthermore fully or partly, nor is it under review for publication elsewhere.	e, it has neither been published elsewhere in any languag	
I affirm that all the co-authors of this manuscript have seen the submitted ver of names as co-authors.	rsion of the manuscript and have agreed to their inclusio	
Also, if my/our manuscript is accepted, I agree to comply with the formalitie discretion to publish our contribution in any of its journals.	es as given on the website of the journal. The Journal ha	
NAME OF CORRESPONDING AUTHOR	:	
Designation	:	
Institution/College/University with full address & Pin Code	:	
Residential address with Pin Code	:	
Mobile Number (s) with country ISD code	:	
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:	
Landline Number (s) with country ISD code	:	
E-mail Address	:	
Alternate E-mail Address		

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> version is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
 - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Abstract alone will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be **bold typed**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully italicized text**, ranging between **150** to **300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. SUB-HEADINGS: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably range from 2000 to 5000 WORDS.

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred* to from the main text.
- 13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES:** The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they are supposed to follow Harvard Style of Referencing. Also check to make sure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending
 order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate
 some specific point, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON EMPLOYEES PERSPECTIVE TOWARDS TRAINING PROGRAM

RASHMI S.B RESEARCH SCHOLAR DEPARTMENT OF M.B.A. KUVEMPU UNIVERSITY SHANKARAGHATTA

DR. A. M. KADAKOL
ASSOCIATE PROFESSOR
KOUSALI INSTITUE OF MANAGEMENT STUDIES
KARNATAK UNIVERSITY
DHARWAD

ABSTRACT

The 5 M's in Production are Men, Material, Machine, Mission and Money. Of all these people is the most essential factor in the process of production. It is the important resources of an organisation. The success of an organisation depends on the quality of manpower. Therefore human resources is considered to be the important and significant factor for the production. In present times training and development is one of the important activity for the development and retaining the employees. For organisational productivity, training assumes great significance. Though it is a type of education, training is job oriented. It is skill learning. Training has greater significance for the success of modern organisations. Core competencies and expertise give the organisation an edge over their competitors, and training plays a vital role in developing and strengthening these competencies. Change of technology demands that employees update their knowledge, skills, abilities and technical expertise. The present study indicates the employee's perspective towards the training program, their strong participation in it, and the quality of training program. The statistical tools like percentage analysis were used. For an effective participation of the employees in the training programme: designating an alternate employee for the employee taking training, with its active facilitation by the section manager; creating training programmes that enhance the knowledge/ skill set of employees; offering job-relevant training programmes, and its publication well in advance plays an important role.

KEYWORDS

Training, development practices.

INTRODUCTION

TRAINING AND DEVELOPMENT

raining has the distinct role in the achievement of an organisational goal by incorporating the interests of organisation and the workforce (Stone R.J. Human Resource Management, 2002). Training is the most important factor in the business world because training increases the efficiency and the effectiveness of both employees and the organisation. Training enhances the capabilities of employees.

Lawrence S. Kleiman defines training and development as planned learning experiences, designed to provide workers with the competencies needed to perform their current or future jobs.

Training is referred to as teaching specific job related skills and behaviour, whereas development is more general than training and more oriented towards individual development, besides fulfilling organisational needs. Development provides knowledge and understanding to individuals so as to enable them to function more effectively in an organisation through problem solving, interpersonal relations and decision making.

LITERATURE REVIEW

(Sujatha, Lakshmi, Selvakumar M, & Kumar, March- April (2013)), focused more on the emerging need of training and development and its implications upon individuals and the employers. 108 employees were surveyed with the help of questionnaire which consists of questions related to pre training, training and post training. It was found that by identifying learning objectives trainees felt more achievement, came to know across a lot of new ideas, and were happy with the materials and facilities given for the trainees. It was found that Job effectiveness can be maintained with appropriate behavior or relationship among employees working in private banks.

(Aneesh & Vidyeswari, Dec 2014), examined the employee's perception towards training and development program, employee's satisfaction level about the training program, employees perception towards the training need identification systems and to understand the employees satisfaction regarding the trainer and training environment. It was found that the employees in the organization are satisfied with the training program conducted in the company. Most of the respondents are of the opinion that the quality of in-company programs was excellent but they had an opinion that they have to increase the duration of training program in the company. After the training program the level of motivation, interpersonal relation, team spirit and confidence of employees has increased, but there was less improvement in intergroup relations.

(Venukumar, March 2012), he studied the impact of training and developing programmes in the field of operations where these type of programmes develops the individuals as well as organization, with a sample selection from the organization and as well as from the society. It was found how important in implementing the new trends in training and development in the department of operations and found that stress was a major obstacle for every individual and the organization and to sustain we need to manage it.

(Agarwal & Sarna, Sept 2012), have identified the training and development activities and various labour welfare provisions that contribute to the productivity of the FMCG company with the help of both primary and secondary date with a total number of 100 respondents. It was found that majority of employees were highly satisfied and motivated as a result of implementation of labour welfare provisions and usage of training development activities.

(Singh, Dec 2011), measured the impact of training on development i.e employee training relationship with development at workplace. They found that training was positively influence to develop both employee and organization by analyzing the 105 employees. The satisfaction was seen on content, pedagogy, trainer, presentation skills, knowledge of resource person, environment and many others. The respondents are highly satisfied with the additions occurred by the training programs are more valued for improved productivity.

(Verma & Goyal, 2011), examined the training and development practices in LIC and its impact on employee's productivity. Mean, standard deviation, Z test, correlation analysis and regression analysis were used to analyze the data, they observed that Training in LIC was average and no difference in the perception of the employees on the basis of gender, qualification, designation.

(Modak & Joshi, 2014), analyzed that training had significant effect on the productivity of employees of IT industry and organizational performance and improved the productivity of employees. It was found that training helped in enhancing communication, develop competence, generate healthy feedback, in determining reward objectives, defining tasks, make planning systematic, problem management etc.

STATEMENT OF THE PROBLEM

Technical training is the process of teaching employees how accurately and thoroughly perform the technical components of their jobs. The Technical Training Programme provides assistance related to technical skills and knowledge training. Training is a systematic process to enhance employee's skill, knowledge and competency necessary to perform the job effectively. It impacts organisational revenue, competitiveness and performance. Unfortunately, the majority of the organisation not recognising the importance of training and its contents to increase their employee's productivity. This many lead to increase in the cost and high job turnover which pushdown the organisational profitability

A study is being conducted to know the employees perspective towards training program.

OBJECTIVES OF THE STUDY

- L. To find out the training methods & designs used
- 2. To study the effectiveness of training programme
- 3. To study the feedback of employees about the training programmes
- 4. To find effective participation of the employee in technical training programmes

METHODOLOGY

Survey method used for collecting data was through Questionnaire. The sample size consisted of 100 respondents. Non probability convenience random sampling method was used to collect the data for the study.

TOOLS FOR DATA COLLECTION

- o Questionnaires were used to collect the primary data
- Secondary data was collected from books, reports & company's newsletters and websites etc.

FINDINGS

From the analysis, the study brings to light some important findings regarding employees' perspective towards training program. Data collected through various manuals and information obtained through questionnaire revealed the following analysis-

- 1. Employees are happy that their suggestions are considered by the company.
- 2. Company organises training program once in 3 months, surveyed opined that training interferes with their performance to varying extent and training leads to positive change in work attitude
- 3. Surveyed rated the quality of the training provided as good, but they encountered a problem during training is insufficient time available for training. Majority of the respondents opined that the organisation does not release training calendar but conducts the training program and they participate in the training program.
- 4. Majority of the respondents opined that they show reluctance in taking the training courses because of: a) the training not being directly related to their job; b) good training courses not being offered; and, c) not being allowed by the employees' supervisor to take training due to urgent work at the time of training.
- 5. Respondents opined that a blend of classroom and shop floor training method is preferable and that the training topic should be more relevant to their job.

RECOMMENDATIONS

In this research we review a lot of materials related to the variable uses in this research. In the light of this research and all the material which is being used, it comes to the decision that there should be a proper training and development program should be effectively implemented.

- Proper steps should be taken in designing and implementing the training program.
- 2. The company should give adequate knowledge regarding the training program, topics and training techniques in the organisation.
- 3. Since most of the respondents opined that training program interfered with their normal duties or had insufficient time to attend training, management might want to consider assigning a backup employee (Employee B) when Employee A is in training
- 4. Management should strive to design a tentative calendar for training courses about a year in advance so that prospective employees can suitably plan their work schedules around it. This will also be extremely helpful to the section manager in planning backup employees for those who will be signing-up for training and in deputing the appropriate person for the training programme.

CONCLUSIONS

Employees are the assets of any organisation. Making maximum utilisation of the assets is the core responsibility. And it's the responsibility to provide better opportunity for improving their performance. Training is very important for every organisation. It plays a important role in the betterment of employees and also increases the overall productivity of organisation. Training program has a positive effect on employee satisfaction and an organisation to compete with the challenging and changing world. If the training is planned can prove beneficial to the employees as well as for organisation. To the employees their goal will be fulfilled and thus productivity will increase. From that we can conclude that if we have a proper and effective training program, a positive effect can be seen in the learning and in the performance.

REFERENCES

- 1. Sujatha, S., Lakshmi, K. S., Selvakumar M, M., & Kumar, N. S. (March-April (2013)). Effectiveness Of Training And Development Among Employees In Private Banks (With Reference To Chennai City). International Journal Of Management (IJM), Volume 4, Issue 2, 118-124
- 2. Verma, S., & Goyal, R. (2011). A Study of Training in Insurance and their Impact on Employees Productivity. *International Journal of Research in Economics and Social Sciences*. *Volume 1. Issue 1*. 31-45.
- 3. Modak, K. C., & Joshi, N. (2014). Impact of Training on Productivity of IT Industry: A Study of Indore. Global Journal for Reserach Analysis, Vol 3. Issue 5, 78-80.
- 4. Devins, D., and Johnson, S. (2003), Training and Developing Activities in SMEs', International Small Business Journal, 21, 213-228.
- 5. Garci'a, M.U'. (2005), Training and Business Performance: The Spanish Case,' International Journal of Human Resource Management, 16, pp1691-1710.
- 6. K. Aswathappa. Human Resource and Personal Management, Mc.Graw-Hill
- 7. Singh, A. S. (Dec 2011). Measuring Impact of Trainig on Development: A Statistical Approach. International Journal Of Research In Commerce, It & Management, Vol 1, Issue 7, 122-128.
- 8. Venukumar, G. (March 2012). Impace of Training and Development in Productivity Management A Study. *International Journal Of Research In Commerce & Management, Vol. 3, Issue 3*, 90-92.
- 9. Agarwal, S., & Sarna, S. (Sept 2012). Impact of Training Activities and Labour Welfare Provisions on Organisational Productivity. *International Journal Of Research In Computer Application & Management, Vol 2, Issue 9*, 97-101.
- 10. Aneesh, V., & Vidyeswari, V. (Dec 2014). A Detailed Analysis on Training Needs a Cochin Shipyard Ltd. *International Journal Of Design And Manufacturing, Volume 5, Issue 3*, 204-217.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoircm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







