

**TRAINING NEED ANALYSIS IN DODLA DAIRY LTD, DINDIGUL: ANALYTICAL  
STUDY**

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**ABSTRACT**

Employees are the most valuable asset of an organization, so to enhance their performance it is necessary to pay attention to their learning. Training and development programs help organizations to build a skilled and competent workforce in order to maintain a high level of competency and to survive in a dynamic business environment. This study was conducted with the aim to investigate the effectiveness of training and development on employee performance at Dodla Dairy Limited, Dindigul. The research employed descriptive analysis. Primary data was collected through distributing questionnaires to 150 employees, who were selected through the random sampling technique. Findings reveal that overall training and development has a significant impact on employee's performance. It helps the organization in reducing employee turnover, increasing the productivity of employees, and contributing to higher financial returns for the organization. The study suggests that there is a need for improvisation in identifying the area where training needs have actually generated and salary structure should be revised at a regular interval of time.

**Keywords:** Training, Development, Employee performance, Organization.

**INTRODUCTION**

Training and development are a part of an organization's subsystem that focuses on improving individual and group of employees. Training is the method of improving an employee's skill, knowledge, and abilities in order for them to perform a specific job. Employee development refers to their overall development. It is a process by which managers and executives develop experience and competency in their current job, as well as the ability to perform future tasks.

**IMPORTANCE OF TRAINING**

It is important for organizations to provide ongoing training and development programs for their workers in order to continue to improve. Since the business environment and competition are constantly evolving, it is important to continue studying and acquiring new skills.

## **METHODS OF TRAINING:**

### **1) On-the-job training method**

a) Job rotation: In this method, an employee is given the opportunity to work on a variety of jobs, each with its own set of responsibilities, without incurring any additional cost.

b) Job instruction: An employee is guided by a trainer or supervisor who advises him/her on the exact steps to complete the job in this form of training.

c) Coaching: In every organization, both practical and theoretical development of employees is needed. Most organizations opt for this method of training. In this method, the organization assigns a coach to the employees who will train them. He also receives regular feedback from the trainer.

d) Committee assignments: Under this method of training, the company hosts a meeting or seminar for employees who are given real-life problems to solve. As a result, all the staff of the organization develops teamwork, leadership skills, and so on.

### **2) Off-the-job training method**

a) Vestibule training method: For manual workers, the vestibule training method is well-known. If organizations begin to train workers in the factory or at the workplace, there is a risk of mishappening with the machinery in the factory. Similar tools and machinery are arranged outside of the organization in this method.

b) Case study method: In general, a case study focuses on a problem that an organization is facing. This provides a chance to examine the problem and formulate a workable solution. This method encourages workers to be more analytical and productive in their thinking.

c) Incident method: Under this method, the organization creates a list of series of real-life events. The employees are then asked to express their feelings about the incident or circumstances. After that everybody sits down and decides the common solution based on individual and group decisions.

d) Conference: A conference occurs when a group of people gathers to discuss a specific topic or issue. Each employee investigates and discusses a variety of topics relevant to the subject. Furthermore, this method allows each employee to convey their individual opinion.

e) Lecture method: The lecture method has been used in organizations to train white-collar or administrative workers. Trainers offer structured talks on particular topics. This method is appropriate for developing fundamental theoretical knowledge that must be acquired prior to practice. The audiovisual aids are appropriate for a wide audience.

f) Simulation method: This simulation training method appears to use specially designed equipment or machines to improve employee operative awareness and skills, with an emphasis on proper use in the real world. The majority of simulation training is done on a computer or with virtual reality systems. When very expensive machinery or equipment is used to do the job, the simulation method is usually used.

g) Outward bound training method: The OBT method requires managers and employees to live in cabins or tents outside of the workplace for a specific number of days. Participants must take part in a variety of tests in order to determine their survival skills. They gain insight into

their own personality, hidden potential, creativity, and leadership abilities. One of the costliest trainings and development strategies is OBT.

### **ABOUT DODLA DAIRY LTD**

Dodla Dairy Limited is a public limited company having its registered and corporate office at Hyderabad City of Telangana State in India. The company was incorporated in the year 1995 and production commenced in 1997. Currently, Our procurement is centered in 4 states and our products are available for purchase in 10 states. We have 86 milk chilling centers. Some of our plants are ISO 22000:2005 Certified while two are ISO 50001:2011 (EnMS) Certified. Our distribution and marketing operations consist of distribution of our products through 34 sales offices, 4475 distribution agents, 1014 milk distributors and 515 milk product distributors across nine states in India. Additionally, as of March 31st 2020, our products are also available through 7,365 Dodla Retail Parlors which commenced operations in 2016 and are spread across the states of Andhra Pradesh, Telangana, Tamil Nadu and Karnataka. Our product portfolio consists of Milk, Butter, Ghee, Paneer, Curd, Flavoured Milk, DoodhPeda, Ice Cream and Milk Based Sweets . These products are conveniently packed to suit various needs of its consumers.

### **REVIEW OF LITERATURE**

**Rattan Reddy (2017)** reported an additional measure of training effectiveness, return on investment (ROI), was used by companies because of the pressures placed on Human Resource Departments to produce measures of output for total quality management (TQM) and continuous quality improvements (CQI) and the threat of outsourcing due to downsizing. Great debate was found in the training and development literature about the use of ROI measures of training programs. Many training and development professionals believed that ROI was too difficult and unreliable a measure to use for training evaluation

**Vikas Arora & Seema (2017)** defined evaluation as a study designed and conducted to assist some audience to assess an object's merit and worth. He definition of evaluation was used to assess the methods of evaluation found in this literature review. The reason for selecting his definition was based on the applicability of the definition across multiple disciplines. Based on this definition of evaluation, the Kirkpatrick Model was the most frequently reported model of evaluation.

**K. Aswathappa (2018)** Placing employees in staff mentorship positions as mentors is another method that has been identified as increasing employees' skills and efficiency, while also enhancing their reputation among managers, which can lead to greater career success. Barid, liayd, grith Darrell, lunderson,

**C.R.kothari (2018)** This article focuses on training and development strategies require remodelling due to globalization and fast-moving business. In order to enhance performance with less cost and development certain as peers of business, learning opinions frameworks has been defined.

**Gosim Martin Chukwu, (2020)** "Trainer attributes as drivers of training effectiveness", Industrial and Commercial Training, The purpose of this paper is to discover trainer variables that act as driving forces on training effectiveness. This can be a catalyst for improving the quality of training outcomes thereby making training firms more competitive as well as bridge the gap in literature. This qualitative research study used the grounded theory methodology. Data analysis was performed using open, axial and selective coding with a discursive set of theoretical propositions emerging. Qualitative data were collected through a focus group, one-on-one interviews and secondary sources.

### **STATEMENT OF THE PROBLEM**

Training and development have lots of impact on employee's performance. The only factor which is point of hesitation for the employers is "cost", used for the training and development. Otherwise there is always a positive result from training and development. The employees are trained about use of new equipment's and work methods. Training is given so that employees are prepared to share the responsibilities of the higher level job.

### **OBJECTIVES OF THE STUDY**

Based on the conceptual discussions made above the following objectives are framed for the successful conduct of this study.

1. To understand the programmes and their impact on the employees of Dodla Dairy Ltd at Dindigul
2. To analysis the views and opinions of the employees regarding the programmes provided at Dodla Dairy Ltd at Dindigul
3. To study the impact of need based training program on employees performance.
4. To understand the organization development through training programs.
5. To suggest the new training techniques to enhance the employees skill and knowledge.
6. To compare the cost effectiveness in implementing training programmes.
7. To study the various training programmes organized by the company..

### **HYPOTHESES OF THE STUDY**

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study.

1. Null Hypothesis: A hypothesis which assumes that there is no significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by  $H_0$
2. Alternative Hypothesis: A hypothesis which assumes that there is a significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by  $H_1$

### **RESEARCH DESIGN AND METHODOLOGY**

This study was guided by a descriptive research design. A sample size of 150 employees was selected from the target population of 500 employees working in an organization using a simple random sampling technique. Both primary, as well as secondary data, are used for this research study. A self-structured questionnaire was designed into 2 sections. Employees from different designation had filled the questionnaire for the purpose of this study. Secondary data was collected through online sources. Statistical tools such as standard deviation, mean, reliability test, frequency, coefficient of skewness have been applied. Data were analysed through the SPSS 16.0 version.

## **DATA SOURCES**

**Primary Data:** Primary data are those, which are collected for the first time. They are original in character. The data collected by the investigator for the first time for their own use is usually classed as primary data.

**Secondary Data:** Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records etc., they may either be available in published form or in an unpublished form.

## **STATISTICAL TOOLS APPLIED**

Statistical tools like simple percentage and chi square used in the compilation and computation of data.

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis

The primary data had been collected from the samples from various areas and have been properly arranged, edited and tabulated in a systematic format and analyzed by using appropriate statistical tools. A bipartite correlation and linear regression analysis were carried out using SPSS

## **DATA ANALYSIS AND INTERPRETATION**

**TABLE: 1.1**  
**STAFF AGREED ABOUT TRAINING PROVIDED BY THE COMPANY**

<b>Sl.No</b>	<b>Satisfaction Level</b>	<b>No of Respondents</b>	<b>Percentage</b>
1	Strongly agree	39	26%
2	Agree	59	39%
3	Moderate	43	29%
4	Disagree	6	4%
5	Strongly disagree	3	2%
<b>TOTAL</b>		<b>150</b>	<b>100%</b>

The above table shows that agree the training programme 26% of the respondents are said strongly agree training programme, 39% of the respondents are said agree training programme, 29% of the respondents are said moderate training programme, 4% of the respondents are said disagree training programme and 2% of the respondents are said strongly disagree training programme..

**TABLE: 1.2**  
**KINDS OF TRAINING PROVIDE**

Sl.No	Satisfaction level	No of Respondents	Percentage
1	Basic training	53	35%
2	Practical training	63	42%
3	Advanced training	34	23%
<b>Total</b>		<b>150</b>	<b>100%</b>

Source: Data collected from primary

The above table shows that kinds of training provide, 35% of the respondents are said basic training provide, 42% of the respondents are said practical training provide and 23% of the respondents are said advanced training. Majority 42% of the respondents are said practical training provide.

**TABLE: 1.3**  
**TRAINING PROGRAMMES REALLY INFLUENCE THE EMPLOYEE PERFORMANCE**

Sl.No	Satisfaction level	No of Respondents	Percentage
1	Strongly agree	36	30%
2	Agree	50	42%
3	Neutral	15	12%
4	Disagree	14	12%
5	Strongly disagree	5	4%
<b>Total</b>		<b>120</b>	<b>100</b>

Source: Data collected from primary

The above table depicts that 42% of the respondents are agree about influence the performance, 30% of the respondents are Strongly agree about influence the performance, 12% of the respondents are Neutral about influence the performance, 12% of the respondents are disagree about influence the performance and remaining 4% of the respondents are Strongly disagree about influence the performance. Mostly 42% of the respondents are agreeing about influence the performance.

## CONCLUSION

The qualified trainer must place for giving training to its employees. The company should create awareness and interest in the minds of employees about training. The training programmes must be revised based on the company environment. It should try to complete the training programmes within the scheduled time. It should take necessary steps to give both on the job and off the job training. The training and development programmes must be based on its business needs. Finally it determines that the training programmes gives satisfaction to the employees. So the company should follow the same patterns by providing well experienced trainers to retain the same level of satisfaction among the employees. So it leads the company's better performance in all the activities.

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