



TRAINING NEEDS IDENTIFICATION FOR EMPLOYEES AT BIG BAZAAR (Nanded)

Dr. Rajesh Ganpatrao Pawde

(M.A., M.Ed., M.Phil., M.B.A., D.S.M., Ph.D.)

**Subject Assistant (English), District Institute Of Educational Continuous Professional Development,
Nanded. (Maharashtra).**

ABSTRACT :

An organization's survival depends upon how it trains its people initially and then continues to train them, duly advancing the levels of training as time goes by. It is clear that employees need to be developed and the process of developing them never ends. Trainers are now playing an increasingly critical role in supporting individuals, teams and business management. Training is the transfer of defined and measurable knowledge or skills'. From this definition it can be seen that training activities should have objectives and method for checking whether these objectives have been met. In this modern business environment, organizations are increasing day by day the organization need to optimize their traditional resources for achieving success in today's competitive environment.

KEYWORDS : *international perspective, conventions , declarations, human rights, bonded labour.*

INTRODUCTION

There are new techniques and methodology of human resources development adopted by the introduction of multinational companies which train the workers and managers to make them able to cope with these changes. one of the practices among them is training of the managerial and supervisory staff in the latest technique this methodology has been widely accepted for increasing management competence which ultimately increases the organizational efficiency and effectiveness. Training need identification is a tool utilized to identify what educational courses or activities should be provided to employees to improve their work productivity.

1. To pinpoint that training will make a difference in productivity and the bottom line.
2. To decide what specific training each employee needs.
3. To differentiate between the need for training and organizational issues and bring about a match between individual aspirations and organizational goals.

Identification of training needs (ITN) is important from both the organizational as well as from an individual's point of view. From an organization's point of view it is important because an organization has objectives that it wants to achieve for the benefit of all stakeholders or members, including owners, employees, customers, suppliers, and neighbors. These objectives can be achieved only through harnessing the abilities of its people, releasing potential and maximizing opportunities for development. Therefore people must know what they need to learn in order to achieve organizational goals. Similarly if seen from an



individual's point of view, people have aspirations, they want to develop and in order to learn and use new abilities, and people need appropriate opportunities, resources, and conditions. Therefore, to meet people's aspirations, the organization must provide effective and attractive learning resources and conditions.

DEFINITIONS

According to Flippo -

"Training is an act of increasing the knowledge & skills of an employee for doing a particular job"

TRAINING

Importance of developing men can be well highlighted from the following Chinese saying:

"If you wish to plan for a year; sow seeds, if you wish to plan for ten years; plant trees, if you wish to plan for a life-time; develop men". Employee training and development is not only an activity that is desirable but also an activity that an organization must commit, if it is to maintain a viable and knowledgeable work force. Training attempts to improve skills or to add to the existing level of knowledge so that the employee is better equipped to do his present job, or to prepare him for a higher position with increased responsibilities. In an organization, the investment on training is intended to result in increased effectiveness at work. Training can be defined as: "A process which is planned to facilitate learning so that people can become more effective in carrying out aspects of their work".

TRAINING NEED:

A training need is the gap between the knowledge, skills and attitude that the job demands, on the knowledge, skills and attitudes already possessed by the trainee. It is possible to over stress the need for overall view if the company's aims, objectives and man power needs, given the exercise other determines the priorities for implements training which can off course be critical

OBJECTIVES OF PROJECT

The objectives for the project are as follows:

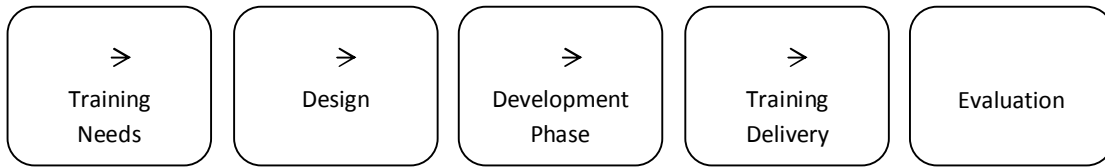
1. To identify training needs of the staff in "BIG BAZAAR (Nanded)."
2. To study the existing training practices going on in "BIG BAZAAR (Nanded)."
3. To study the effectiveness of training efforts undertaken.
4. To identify deficiencies in the current training practices.
5. To suggest better ways and techniques to avoid pitfalls or deficiencies if any in the existing training practices.

NEED AND PURPOSE OF TRAINING

The need and purpose of training can be explained as under:

- To increase productivity and performance
- To increase quality of work and output
- To help the organization to fulfill its future personnel needs
- To reduce the rate of accidents and to improve health and safety
- Optimized use of available resources

TRAINING PROCESS



Training Needs Analysis:-

The TNA process provides objective information and strategic guidance at every stage of training to help you measure and manage the progress. In the organization training team would work closely with your project teams to understand the objectives and determine business needs.

Design Phase:-

After understanding that training is the potential solution, we draw out the main points to achieve the objective and plan logical design phase for training schedule..

Development Phase:-

During the development phase, we create materials for learners and trainers based on the design phase which was derived originally from the objectives of the training needs analysis.

Training Delivery:-

To achieve the objectives, training is delivered to the for encouraging participation and sharing knowledge through facilitation.

Evaluation:-

To judge the effectiveness of the training and achieve the set objectives, we evaluate our training through trainer, learners, meeting with supervisors after the training and assessment questionnaires

TYPES OF TRAINING

1) OFF-THE-JOB METHODS:

Off the job training simply mean that training is not a part of every day job Activity. The actual location may be in the company classrooms or in places, which are own by the company or in universities, or associations, which have no connections with the company.

These methods consist of:

- a) Lectures;
- b) Conferences;
- c) Group discussions;
- d) Case studies;
- e) Role playing;
- f) Program instructions;
- g) T- group training

2) ON-THE-JOB TRAINING:

This is a basic system, which must be utilized to some degree by all organizations. Here, the trainee is put on the job itself and a supervisor corrects his errors as they occur.

The main advantages of this method are:

- a) It strongly motivates the trainee to learn;

b) It is a real situation and not at all critical.

The main limitation in this technique is that its success depends upon the immediate supervisor to a great extent. This means that in case of on-the-job training, personnel department has a great responsibility for making a good, effective teacher out of every supervisor.

DIFFERENT LEVELS OF IDENTIFYING TRAINING NEEDS

1. Organizational Needs

These concern the performance of the organization as a whole. Here identification of training needs is done to find out whether the organization is meeting its current performance standards and objectives and if not, exploring ways in which training or learning might help it to do so.

2. Group Needs

Since working in groups and teams have become very much prevalent in today's corporate world that is why now a day there is increased importance given on team effectiveness and team performance. So training needs are now a days even identified at the group level.

3. Individual Needs

These concern the performance of an individual (as individuals, rather than as members of a group). Here identification of training needs is about finding out to what extent individuals need to learn or be trained in order to bring their current performance up to the required level.

TRAINING PROGRAMMES CONDUCTED AT "Nanded Big Bazaar"

The training programs have the following pattern:

- **Induction Training:**
In this training program all the information about the theme and concept is given to the employees.
- **Store Communication:**
This training helps to improve the ability of employees to interact with customers more conveniently. This program gives all the knowledge about the store, i.e. which thing is where. So that employees can direct the customers about their doubts if any.
- **Selling Skills:**
This training gives idea about how to sell the products.. This helps to increase the convincing power of employees. This tells the employees the main thing that "the customer is a king".
- **Food Training :** This training gives the knowledge about different types of food products to the employees, which helps them in customer attendance.
- **Process Training:**
This training helps the employees to do their job very professionally and effective. If the employees knows about the particular process then it will help them to answer to the queries of the customer.
- **Disaster Management :**
The disaster management training trains the staff for controlling the situation if any disasters take place.
- **Fire fighting training:**
This training gives an idea about How to handle the situation if there is fire in store and it also trains how to save the human lives.

RESEARCH METHODOLOGY

Research Methodology covers the systematic Method of finding solution to a problem are research. Different stages involved in research consists of enacting the problem, formulating a hypothesis, collecting

the facts or data, analyzing the facts and reaching certain conclusion either in the form of solution towards the concerned problem or in generalization for some theoretical formulation.

Sampling plan for the project

Geographical/sample area	:	Nanded
Sampling unit	:	Big Bazaar
Sample size	:	75 questionnaires
Sample Technique	:	Non-probability sampling (Convenience sampling).

In Research Methodology mainly Data plays an important role.

Primary Data is the data, which is collected directly by direct personal interview, in direct oral investigation, Information received through drafting a questionnaire. The data was provided to me by HR department of the organization.

Secondary Data is the data, which is collected from the various books and material, reports, and internet etc. The data which is stored in the organization and provide by the HR also secondary data.

FINDINGS

As per the analysis of the research done I have identified some important points regarding the training need. From my analysis I have the under mentioned findings in corresponding areas of training.

1. QUALITY AWARENESS

- **Product knowledge-**

By this study it is clear that the product knowledge among the employees is less. They also demand the training for product knowledge in a practical manner.

2. BEHAVIOURAL

- **Soft Skills-**

This training consists of communication skill, Body language, Postures & Gestures etc. I analyzed that fresher as well as experienced employees are not easy while communicating with customers.

- **Presentation skills-**

Due to the lack of regular and practical training of presentation skills sales staff is not performing well while dealing with customer.

1. 87% staff is satisfied with current training program.
2. More number of people in staff needs training for the Product, selling skills and soft skills.
3. Similarly, staff wants COMPUTER including SAP course training.
4. Staff members are very keen to get the training for serving a customer in professional way.
7. Employees want training in Hindi language and in video mode .
8. Many employees are not easy with the English language
9. Some of the staff members still far away from the training schedule, this thing should be seriously taken into consideration.
10. Most of the employees want separate hall for training, so that there will Be no disturbance during the training session, and it gives Peaceful environment for better understanding.

RECOMMENDATIONS

1. Training for Product knowledge should be given practically.
2. Communication skill of the employees is not up to the mark. There is a requirement for the proper training of employees in the field of communication; which includes spoken English, body language, gestures, grooming etc.
3. There should be more emphasis on video format of training.

4. There is no proper implementation of training. Some actions should be taken for the implementation of training given to them.

CONCLUSION

Training needs identification plays an important role in the survival of an organization. Since from this we are able to know the areas where we are lacking, what we have to do, to overcome these lacunas to improve the performance. During the study it was found that the employees are fairly satisfied by the training provided to them at Big Bazaar, Nanded but still it needs to be improved a little bit.

BIBLIOGRAPHY

BOOKS REFERRED

1. Human Resource Management
2. Human Resource Management
3. Human Resources Management
4. Personnel and Human Resource Management

AUTHOR

- K. Aswathappa, Tata McGraw Hill
C.B.Mamoria, S.V.Gankar
Dr. Anjali Ghanekar
P. Subba Rao

WEBSITE REFERRED:

www.trainingprogram.com
www.citehr.com