



## A STUDY ON PERCEPTION OF EXECUTIVES TOWARDS TRAINING AND DEVELOPMENT PROGRAMME OF COMMERCIAL BANKS IN KANYAKUMARI DISTRICT

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### ABSTRACT

The current study is undertaken to recognize the efficiency of training and development programs adopted by Commercial Banks in Kanyakumari District. To accomplish the aforementioned objectives facts are gathered round from 100 respondents at random. It is brought into being that the most of the employees are pleased with training and development programs adopted by Commercial Banks in Kanyakumari District and the training and development programs please employees to increase their effectiveness in their job, 72% of respondents have rated as good quality about Overall Quality and efficiency of Training and Development programs.

**KEYWORDS:** HRD, Executives development, Performance, Commercial Banks.

### 1. INTRODUCTION

The HR working is changing with time and with this change, the connection between the preparation work and other administration movement is additionally evolving. The preparation and advancement exercises are currently similarly essential with that of other HR capacities. Gone are the days, when preparing was viewed as pointless, exercise in futility, assets, and cash. These days, preparing is a speculation in light of the fact that the offices, for example, showcasing and deals, HR, generation, back, and so on relies upon preparing for its survival. In the event that preparation isn't considered as a need or not seen as a crucial piece of the association, at that point it is hard to acknowledge that such an organization has viably completed HRM. Preparing really gives the chance to raise the profile improvement exercises in the association.

To expand the responsibility dimension of workers and development in quality development (ideas of HRM), the senior administration group is presently expanding the job of preparing. Such ideas of HRM require cautious arranging and in addition more prominent accentuation on representative advancement and long haul training. Preparing is currently an essential apparatus for Human Resource Management to control the whittling down rate since it helps in inspiring representatives, accomplishing their expert and individual objectives, expanding the dimension of employment fulfillment, and so forth. Accordingly, preparing is given on an assortment of aptitude improvement and spreads a large number of courses.

### TRAINING-DEFINED

It is a learning process that involves the acquisition of knowledge, sharpening of skills, concepts, rules, or changing of attitudes and behaviours to enhance the performance of employees.

Training is about knowing where you stand (no matter how good or bad the current situation looks) at present, and where you will be after some point of time.

Training is about the acquisition of knowledge, skills and abilities (KSA) through professional development.

### ROLE OF HRD EXECUTIVES IN TRAINING

This is the era of cut-throat competition and with this changing scenario of business; the role of HR professionals in training has been widened.

#### HR role is now:

1. Active involvement in employee education
2. Rewards for improvement in performance
3. Rewards to be associated with self-esteem and self-worth
4. Providing pre-employment market oriented skill development education and post-employment support for advanced education and training
5. Flexible access i.e. anytime, anywhere training

#### COMMERCIAL BANKS:

Business banks make cash by giving advances and gaining premium salary from those credits. The kinds of advances a business bank can issue shift and may incorporate home loans, automobile advances, business advances and individual advances. A business bank may represent considerable authority in only one or a couple of sorts of credits.

Client stores, for example, financial records, investment accounts, currency advertise records and CDs, furnish saves money with the cash-flow to make credits. Clients who store cash into these records viably loan cash to the bank and are paid premium. Be that as it may, the loan cost paid by the rely upon cash they acquire is not exactly the rate charged on cash they loan.

In Kanyakumari District, there are 12 private and 16 public sector banks and their branches. There is a wide network of branches throughout the district. The following table shows the list of the public and private sector banks in Kanyakumari District.

#### PUBLIC SECTOR BANKS IN KANYAKUMARI DISTRICT

S. No	Banks	Main Branch	Branch	Extension Counter	ATM Counter
1.	State Bank of India	1	18	2	5
2.	Indian Overseas Bank	1	31	4	6
3.	Bank of India	1	1	1	1
4.	Indian Bank	1	10	1	3
5.	Punjab National Bank	1	3	1	1
6.	Allahabad Bank	1	1	1	1
7.	Canara Bank	1	15	2	8

8.	Bank of Baroda	1	1	1	3
9.	State Bank of Travancore	1	22	2	12
10.	Syndicate Bank	1	4	1	2
11.	Union Bank of India	1	2	1	1
12.	Central Bank of India	1	5	1	1
13.	Dena Bank	1	1	1	1
14.	Oriental Bank of Commerce	1	1	1	1
15.	Corp Bank	1	2	1	1
16.	UCO Bank	1	1	2	1
	<b>Total</b>	<b>16</b>	<b>118</b>	<b>23</b>	<b>48</b>

#### PRIVATE SECTOR BANKS IN KANYAKUMARI DISTRICT

S. No	Banks	Main Branch	Branch	Extension Counter	ATM Counter
1.	South Indian Bank	1	3	-	3
2.	Tamilnad Mercantile Bank	1	20	4	10
3.	Axis Bank	1	1	-	1
4.	Catholic Syrian Bank	1	1	-	1
5.	City Union Bank	1	1	-	2
6.	Dhanalakshmi Bank	1	1	2	1
7.	Federal Bank	1	4	-	2
8.	HDFC Bank	1	2	-	3

9.	ICICI Bank	1	1	-	8
10.	Karur Vysya Bank	1	1	-	2
11.	Laxmi Vilas Bank	1	1	-	2
12.	Vijaya Bank	1	2	-	2
	<b>Total</b>	<b>12</b>	<b>38</b>	<b>6</b>	<b>37</b>

## 2. REVIEW OF LITERATURE:

Armstrong (2003) summarize training as an appropriate and orderly modification of behaviour through learning, development, which happen as a result of teaching, coaching, development and design experience. He sees training as a process to equip the employees with the necessary skills, knowledge to handle their professional tasks. According to Armstrong (2003), employee's development helps to enhance staff ability for future requirements and adaptability prospect.

Beardwell and Hidden (1997) consider training and development as an intended process to modify the attitude, knowledge through coaching experience to achieve effective performance in their roles. Many organisations offer different training programmes to improve the employee's skills especially in the area of technology development and business practice, such as supervisor training, exclusive development and interpersonal skills (Beardwell and Hidden, 1997).

Lorette (2006) recommended training and development as an ability to designed and encourage both new and old employees to improve and enhance the performance of qualified employees and managers, as well as to be more effective in performing their tasks in the workplace. This highlights needs for a more systematic approach to assessing the training needs of the individual.

## 3. STATEMENT OF THE PROBLEM:

The success or failure of any association depends upon on employees and their skills. The skills of any workforce depends on the training and development program which are agreed by commercial banks in Kanyakumari district of Tamilnadu. It is significant to state that a skill of employees perk up the efficiency, input and output ratio and success of the organization. In this conditions,the study is particular to identify the training and development program agreed to in Commercial banks to perk up the skill of an employee in order to achieve the objectives of the business.

## 4. OBJECTIVES OF THE STUDY:

- To study the perception of Executives towards Training and Development Programme of Commercial Banks in Kanyakumari District,
- To measure the outcomes of training and development programme of commercial banks,
- To analysis of training and development Programme of Commercial Banks in Kanyakumari District,

## 5. SCOPE OF THE STUDY:

The current study is confined to Training and development programs agreed by Commercial Banks in Kanyakumari District. The current study aimed to find out the effectiveness of training and development programs on the employees of commercial banks.

**6. RESEARCH METHODS:**

This study used a Simple Random Sampling technique for this study. Primary data and secondary data are used to collect facts and figures. The Primary data is collected through a questionnaire intended for the executives. Secondary data collected through company published Magazines, News papers, Handouts, company Website Annual reports and etc.

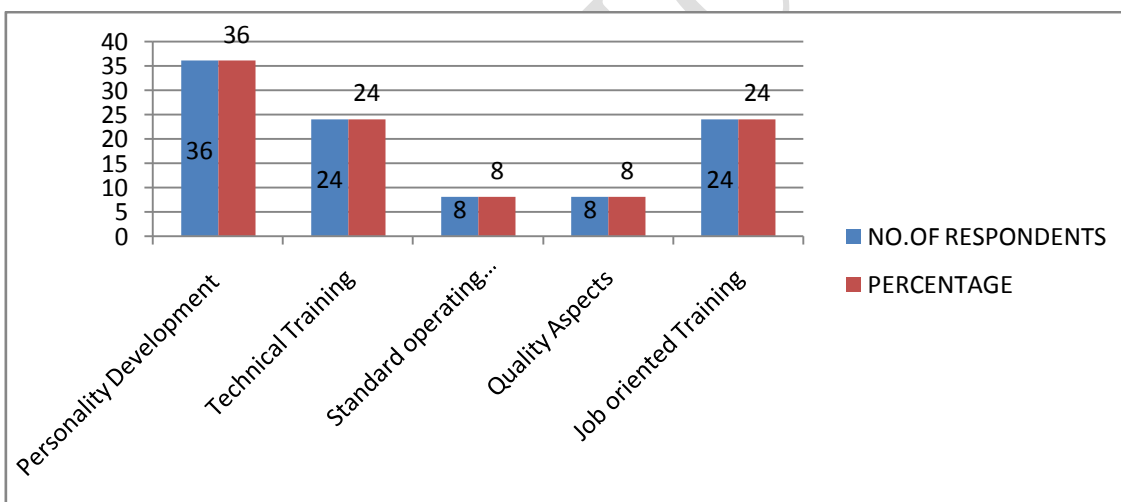
**SAMPLE SIZE**

The sample size used for this study is 100 respondents gathered from commercial banks executives.

**7. DATA ANALYSIS AND INTERPRETATION:**

Show the required area of training and development programme of commercial banks in Kanyakumari district.

PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
Personality Development	36	36
Technical Training	24	24
Standard Operating Procedure	8	8
Quality Aspects	8	8
Job Oriented Training	24	24
Total	100	100

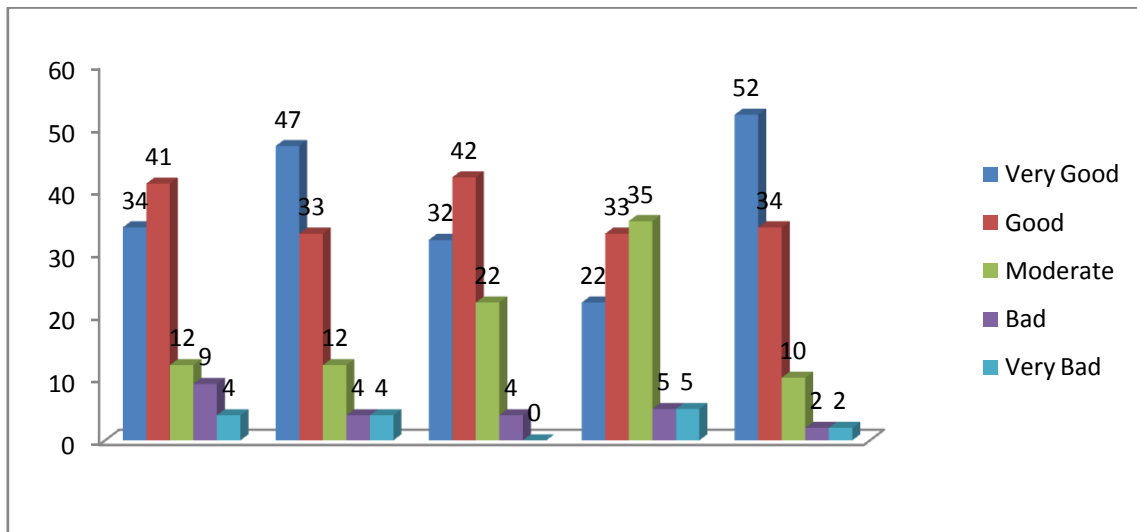


**Interpretation:** On the top of the table depicts the area of requirement area of training for employees. 36 percent of the respondents have required training in personality development. 24 percent have required technical training, 8 percent of them have necessitate training in the standard operating procedure. An additional 8 percent require in quality aspects and rest of the 24 percent require job oriented training.

**Show the Executives Roles in the training and development programme:**

S.No	Particulars	Very Good	Good	Moderate	Bad	Very Bad
1	Active involvement in employee education	34	41	12	9	4
2	Rewards for improvement in performance	47	33	12	4	4
3	Rewards to be associated with self-esteem and self-worth	32	42	22	4	0

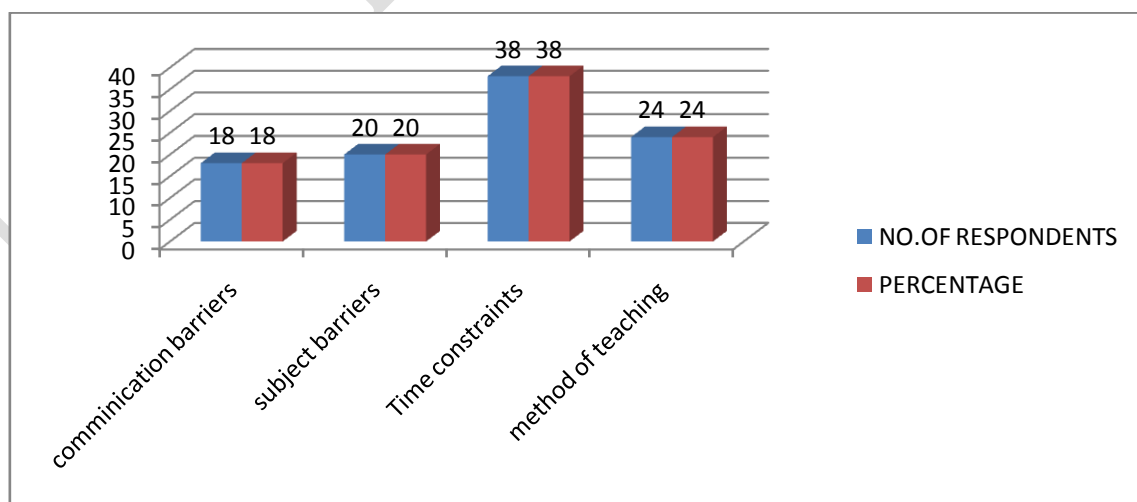
4	Providing pre-employment market oriented skill development	22	33	35	5	5
5	Flexible access i.e. anytime, anywhere training	52	34	10	2	2



**Inference:** on the above Show the Executives Roles in the training and development programme in this study. 34 percent of responds said very good in Active involvement in employee education, 47 percent of responds said very good in Rewards for improvement in performance, 52 percent of respondents said very good in Flexible access i.e. anytime, anywhere training.

**Show the constraints of training and development programme**

PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
communication barriers	18	18
subject barriers	20	20
Time constraints	38	38
method of teaching	24	24
Total	100	100



**Interpretation:** on top of table shows constraints that are facade by the employees although training. 18 percent have settled the dilemma of communication, 20 percent have said the subject of training is the problem. 38 percent of respondents have mentioned time constraints and other 24 percent have facade the trouble in the method of teaching.

**Training and Development Reliability Test:**

This shows reliability result of training and development scale or degree. Shows the outcome of the reliability test for the training and development scale. The table point out that there be 97 valid reaction from corner to corner 8 N items that contribute to the training and development scale scores. A Cronbach’s Alpha reliability value of 0.868 as shown signify that a far above the ground level of internal constancy for the scale.

**Processing Summary**

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

a. Listwise removal based on all variables in the process.

Training and Development Scale,  
Case Summary  
Reliability Statistics Cronbach's Alpha N of Items

868	8
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Training and Development Scale for Reliability Outcomes.

**The Reliability Test Result for Coaching**

Shows that outcomes of reliability analysis for training with 97 valid reply from executives on 9 N of items with the universal composite score. A Cronbach’s Alpha reliability static value of .915 as shown signify that a far above the ground level of internal constancy for the scale.

		N	%
Cases	Valid	97	100.0
	Excluded <sup>a</sup>	0	.0
	Total	97	100.0

Cronbach's Alpha	N of Items
.915	9

: Coaching Scale for Reliability Results.

## 8. SUGGESTIONS AND RECOMMENDATION:

1. The bank has to deliberate more on workforce who are not satisfied with the current training techniques; they have to be counsel to identify their reasons for not being satisfied. So that efficacy can be accomplished.
2. A benchmark method previous to and after every training program on the stage of knowledge, skills, attitudes and behaviour. Will help to determine its effectiveness more precisely.
3. The bank has to ask its employees to suggest types of training which they believe is more helpful in attaining the executive goals.
4. Coach the employees in whole area such as personality development, technical training, standard operating procedures and etc. by means of that they can switch to multi-tasks and equilibrium to their pressures
5. Employee's performance level should be well thought-out for choicing employees for training programs.

## 9. CONCLUSION:

The training and development program agreed in commercial banks mainly determined on areas such as quality aspects, job oriented training, technical skills and knowledge. For the most part of the respondents rated as good quality and outstanding towards the on the whole quality and efficacy of the training and development programs and fulfilled with the current training techniques. The bank also has to contemplate on the little percent of respondents who are not contented with training programs and whom it has not helped to conquer their shortcoming or job-related struggles in banking sector.

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