

TRAINING AND DEVELOPMENT –HINDUSTAN COCA-COLA BEVERAGES

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Abstract

Training has become the buzz word in the dynamic competitive market environment. Human capital differentiates a great organization from a good one. The Success or failure of modern business organizations depends on the quality of their human resources. Well trained and highly developed employees are considered as corner stone for such success. Data for the paper have been collected through primary source that are from questionnaires surveys, one hundred and twenty questionnaires were distributed for the collection of data, The data have been checked through statistical software to find the impact of training and development on employees' performance and productivity. Hence the purpose of the study was to investigate the relationship between, training and development and employee's performance and productivity, training and stress, employee development. And to see whether Training and Development has an impact on Employees working in an IT Industry. Findings indicated that training and development were positively correlated and claimed statistically significant relationship with employee performance and productivity. Analysis and interpretations were made at 0.05 level of significance. The study concluded that training and development have important impact on employee performance and productivity. Thus, in order for organizations to achieve optimum returns from their investment, there is imperative need to effectively manage training and development programs.

INTRODUCTION

Training is a short term process utilizing a systematic and organized procedure by which non-management personnel learn technical knowledge and skills

Development : The term development refers broadly to the nature and direction of change induced in employees, particularly managerial

personnel through the process of training and educative process.

Human resource management regards training and development as a function concerned with organizational activity aimed at bettering the job performance of individuals and groups in organizational settings. Training and development can be described as "an educational process which involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of employees". The field has gone by several names, including "Human Resource Development", "Human Capital Development" and "Learning and Development". Training and development encompasses three main activities: training, education, and development.

Training: This activity is both focused upon, and evaluated against, the job that an individual currently holds.

Education: This activity focuses upon the jobs that an individual may potentially hold in the future, and is evaluated against those jobs.

Development: This activity focuses upon the activities that the organization employing the individual, or that the individual is part of, may partake in the future, and is almost impossible to Development.

Many training and development approaches available for organisations are proposed including: on-the-job training, mentoring, apprenticeship, simulation, web-based learning, instructor-led classroom training, programmed self-instruction, case studies/role playing, systematic job rotations and transfers .etc .Typical roles in the field include executive and supervisory/management development, new-employee orientation, professional-skills training, technical/job training, customer-service training, sales-and-marketing training, and health-and-safety training

Definition:

Most employees have some weaknesses in their workplace skills. A training program allows you to strengthen those skills that each employee needs to improve. A development program brings all employees to a higher level so they all have similar skills and knowledge. This helps reduce any weak links within the company who rely heavily on others to complete basic work tasks. Providing the necessary training creates an overall knowledgeable staff with employees who can take over for one another as needed, work on teams or work independently without constant help and supervision from others.

Research Objective:

An employee who receives the necessary training is better able to perform her job. She becomes more aware of safety practices and proper procedures for basic tasks. The training may also build the employee's confidence because she has a stronger understanding of the industry and the responsibilities of her job. This confidence may push her to perform even better and think of new ideas that help her excel. Continuous training also keeps your employees on the cutting edge of industry developments. Employees who are competent and on top of changing industry standards help your company hold a position as a leader and strong competitor within the industry. **Employee Satisfaction:** Employees with access to training and development programs have the advantage over employees in other companies who are left to seek out training opportunities on their own. The investment in training that a company makes shows the employees they are valued. The training creates a supportive workplace. Employees may gain access to training they wouldn't have otherwise known about or sought out themselves. Employees who feel appreciated and challenged through training

opportunities may feel more satisfaction toward their jobs.

The objectives of training and development are as follows:

(i) To provide job related knowledge to the workers.

(ii) To impart skills among the workers systematically so that they may learn quickly.

(iii) To bring about change in the attitudes of the workers towards fellow workers, supervisor and the organization.

(iv) To improve the productivity of the workers and the organization.

(v) To reduce the number of accidents by providing safety training to the workers,

(vi) To make the workers handle materials, machines and equipment efficiently and thus to check wastage of time and resources.

(vii) To prepare workers for promotion to higher jobs by imparting them advanced skills.

Research Methodology:

There are two types of data available to collect the information Primary data Secondary data. The primary data is

obtained through designed questionnaire, which is answered by respondents after completion of their training programs: from all levels of employees of HR departments, administration department. Secondary data was collected from the COCA COLA websites, libraries, annual reports, magazines, journals and newspapers Website: www.cocacola.com

- A failure to identify the specific needs of learners and for learners to own their own development needs
- Objectives set by trainers, rather than the learners
- Little acceptance by learners of the need to take responsibility for their own development
- Constraints of time for preparation and participation in learning events
- A failure to follow through learning beyond an event or course
- Failing to achieve high value via transfer of the learning
- Time has been a limiting factor in the survey
- The project study is limited only to the feedback forms given by the trainees. Collection of current data is also a

limiting factor because of confidentiality.

- Secondary data is such data which is already published, collected for some purpose. The scope of this study is limited to the organization only.

II.LITERATURE REVIEW

Human resource management (HRM) has evolved substantial change and redefinition over the past century in its theory, research and practices, and mainly in the last two decades, it has gone through a major process of transformation in terms of form and function. The increasing pressure from internal and external environmental factors have significantly pushed HRM to deviate from their mostly function of administrative tasks to the role as a source of sustained competitive advantages in support of organization that operate in a worldwide economy (G. Ferris, Hochwarter, Buckley, Harrell-Cook, & Frink, 2023).

Human Resources Management (HRM) is the process of acquiring, training, compensating employees and of attending to their labor relations, health and safety, and fairness concerns (Dessler, 2023).

This increase has also fueled increased competition in domestic 2022 | Annals

of Human Resource Management Research/ Vol 2 No 2, 131-146 132 and international markets, which has further motivated businesses to hire and hold on to highly, qualified individuals (Forozandeh, 2022). For a competitive edge in the market, many businesses rely on their staff (Seran, Kase, & Nursalam, 2022).

Investing in HR, the main goal of HRM is to improve organizational performance and employee performance (Jacob & Bajama, 2022; Pham, Thanh, Tučková, & Thuy, 2020). Human resource management involves conducting a systematic examination of human resource requirements to make sure that the appropriate amount of personnel with the required capabilities is on hand when needed (Khancharovna, 2022). The purpose of employing human resource management is to determine how many employees an organization has, what types of employees it has, how to use the organization's resources, and how to keep and sustain its personnel (Susanto & Rambano, 2022). Therefore, productivity refers to the pace of output, level of success, and degree of the outcome, all of which have a direct impact on profitability and turnover (Prabhu, Abdullah, Ahmed, Nambirajan, & Pandiyan, 2020; Usmani, Ajonbadi, &

Mordi, 2022). Last but not least, human resource management functions involve staffing, which entails hiring the right amount of suitable employees for a company, as well as identifying, procuring, and allocating other resources (Biekowska et al., 2022).

Effective HRM enables managers to set plans and hire qualified personnel while also assisting people in finding meaningful employment with opportunities for career advancement (Komakech, Obici, & Mwesigwa, 2021). The productivity of an organization can be influenced by its degree of performance (Adula & Kant, 2022a; Zhao & Zhou, 2021). The globalization of economies has accelerated in recent years, with the goal of promoting international trade through connectivity and technology advancements (Carnevale & Hatak, 2020; Libert, Mosconi, & Cadieux, 2020). As a result, they are closely tied to how effectively they manage and use their human resources (Collins, 2021; Lombardi, Manfredi, Cuozzo, & Palmaccio, 2020). HR planning, HR management, strategic hiring, employee training, growth compensation management, effectiveness, worker relations, health care, employee happiness, and provision

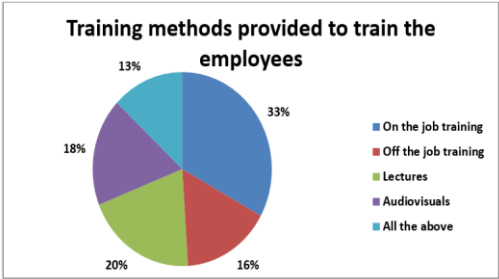
of employee benefits are just a few of the duties that fall under the umbrella of human resource management (Mousa & Othman, 2020). It consists of methods and policies aimed at enhancing organizational effectiveness, worker engagement, and the caliber of output (Asefa & Kant, 2022; Khan & Abdullah, 2019). Additionally, coordination of all members and departments' actions inside an organization also enhances (Huettermann & Bruch, 2019)

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III.DATA ANALYSIS AND INTERPRETATION

1. What kind of training methods does the organization provide to train the employees?

S	N	O	NO.OF RESPONDENTS.		% OF RESPONDENTS.	
1	1	8	3	3	%	
2	0	9	1	6	%	
3	1	1	2	0	%	
4	1	0	1	8	%	
5	7	1	3		%	

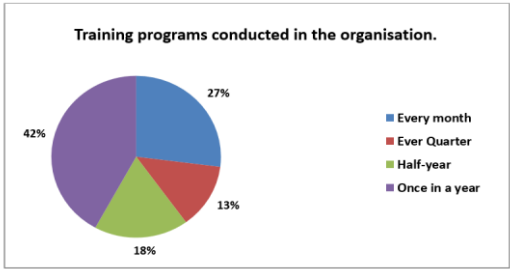


INTERPETATION

The above analysis says that the company gives priority to on the job training methods.

2. How often the training programs or conducted in your organization?

S	N	O	NO.OF RESPONDENTS.		% OF RESPONDENTS.	
1	1	5	2	7	%	
2	7	1	3		%	
3	1	0	1	8	%	
4	2	3	4	2	%	

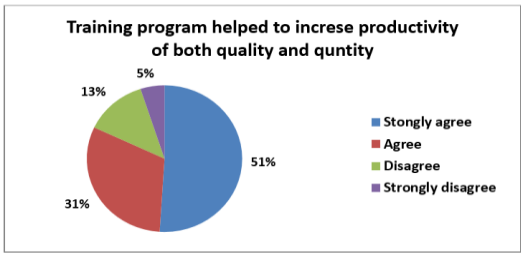


INTERPRETATION

The above analysis says that the company gives provides training depending on need and situation.

3. Training program helped to increase the productivity of both quality and quantity?

S	N	O	NO.OF RESPONDENTS.		% OF RESPONDENTS.	
1	2	8	5	1	%	
2	1	7	3	1	%	
3	7	1	3		%	
4	3	5		%		



INTERPRETATION

from the above analysis it is clear that the training program in the company helps in the increase of productivity of both quality and quantity.

4. The training program conducted in the organization is importing latest technology in the market?

S	. N	O	NO.OF RESPONDENTS.	% OF RESPONDENTS.
1			46	84%
2			9	16%

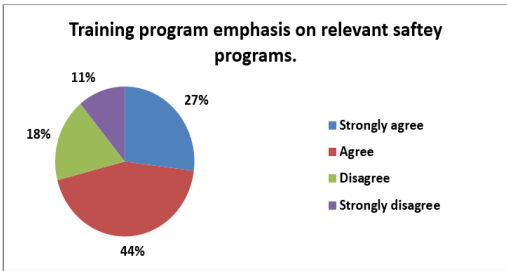


INTERPRETATION

The above analysis says that the company is imparting latest technology in the market.

5 .The training program has emphasis on relevant safety programs?

S	N	O	NO.OF RESPONDENTS.	% OF RESPONDENTS.
1			15	27%
2			44	44%
3			10	18%
4			61	61%

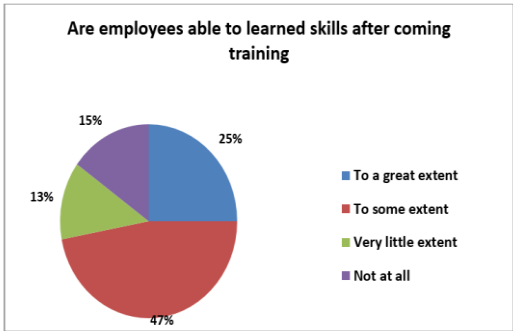


INTERPRETATION

The above analysis says that the company takes care of employees through safety and welfare measure.

6. Are you able implementing the learned skills in the days-to-day job after coming back from the training program?

S	N	O	NO.OF RESPONDENTS.	% OF RESPONDENTS.
1			14	25%
2			26	47%
3			7	13%
4			8	15%



INTERPRETATION

The above analysis says that the company provides opportunity to the employees to use their skills.

IV.FINDINGS

• The report in training and development in COCA COLA PVT LTD has brought into light the total picture of the

employee's attitude towards training and development.

- Most of the respondents have expressed that they are interested in the on-the-job method.
- Most respondents expressed that feedback is collected from all the participants in the program.
- The employee in the organization are well participated in the training program.
- The training is being given to the employees at regular interval.
- Most of the employees are very much satisfied about the selection of the candidates for training.
- Most of the employees are expressed that the training programme is imparting the latest technology in the market.
- Most of the employees agree with the training programme meet pre-specified objectives.
- Most of the employees are respond positive with the training programme conducted in the organization.
- It is found that some of the employees are not aware of the training policy in COCA COLA PVT LTD. Hence they are made to be aware.
- Most of the employees agree with the training help you to upgrade soft skills like communication skills, leadership, team building etc.

- Most of the employees agree with the organization provide training for both present and new employees.

V.CONCLUSION

- There is a healthy relationship between the peers, subordinates, superiors.
- In this organization maximum no. of employees are agree with the management considering their ideas and suggestions on some occasions only.
- In this organization Training programs will helps the employees in achieving both individual goals and organizational goals.
- Maximum no. of employees are satisfied with the Training program conducted by COCA COLA PVT LTD.
- Employers are gained knowledge at work place after attending this Training program.
- For new joiners in organization training method are conducted like coaching and besides orientation programs.
- Training will be very useful to employees in their present job.
- Training program helps employees to take new challenges in their present job.
- Most of the employees are using new skills in their present job.
- According to the training program employees to take new roles in the organization.

- With the help of training program employees will increase their productivity.
- After this Training program they are doing their job more confidently.
- Training program brought positive impact on employee behaviour.

VI. REFERENCES

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