

# TO STUDY THE NEED OF TRAINING AND DEVELOPMENT SKILL WITH REFERENCE TO OPPO MOBILE'S EMPLOYEES AT JAIPUR REGION

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## Abstract

This research is prepared is on “To Study the Need of Training and Development Skill with Reference to OPPO Mobile’s Employees At Jaipur Region.” This research helped for the society to learn the importance of training & development. This research paper has been presented based on my observation and experience gathered from field survey in Oppo Company. An organization has many divisions and departments but focus is given more on the level of brand strategy of the marketing department. However an organization has a lot of training & development strategy to enhance their products but they should work a lot to convince and sustain their existing customers. The result of the research is described in details in this report. After knowing the scenario of training & development strategy a lot of recommendation came up. The research also consist recommendations and conclusion according to my point of view, which would improve the selling strategy of the organization if implemented. To make the awareness about the brand, an organization must have to establish some controlled formal channels of communicate with the consumer community. Most marketing budget is used to spend on Training & Development.

Keywords: Training, Development, Need of training & development, Employees Satisfaction

## Introduction

In present the organizations are facing very extensive competition, continuously changing with new technological and business environment. Globalization is changing customer needs which become more challenges for a business organization to survive. To achieve these challenges, an organization must train and develop their employees. An organization should deal with training requirement which is necessary for the growth of industry, in national and international point of view and a varied workforce. So for this purpose individuals are prepared with the right sort of aptitudes, information and capabilities to carry out their allocated responsibilities and therefore training is considered to have a massive impact on organizational efficiency. It is also noticed that training is provided for more productivity. The presence of organizations in a competitive environment forms a constant pressure to maintain superiority and status in the marketplace. This is needed to upgrade employee skills and knowledge and to improve positive work-related attitudes. The method most commonly used to attain these goals is training and development. The objective of training and development is to enhance the skills and competences of employees to improve their performance, to help people so that they can grow within the organization in order for the organization to meet its future

human resource needs. Training involves the use of formal and informal processes to impart knowledge and help people acquire the skills necessary for them to perform their jobs satisfactorily, while development prepares employees for other positions in the organization and increases their ability to move into jobs that may not yet exist. Development therefore is about preparing for change in the form of new jobs, new responsibilities, or new requirements. Therefore, training and development is a necessary effort of a company to improve quality and to meet the challenges of global competition and social change. Providing training and development is one of the many roles of human resource management.

Human Resource Management is a management function that helps an organization select, recruit, train and develops. All the activities of employee, from the time of his entry into an organization until he leaves, come under the horizon of HRM. The divisions included in HRM are Recruitment, Payroll, Performance Management, Training and Development, Retention, Industrial Relation, etc. Out of all these divisions, one such important division is training and development.

### Research Objective

- To gather information base on satisfaction level and necessity of employees towards training & development.

### About the company

OPPO could be a world physical science and technology service supplier that delivers the most recent and most exquisite mobile electronic devices in over twenty countries, together with the us, China, Australia and many countries throughout Europe, geographical area, South Asia, the center East and continent. OPPO is devoted to delivering customers with the foremost extraordinary mobile expertise through meticulous styles and sensible technology.

Since its commencement in 2004, OPPO has systematically strived to deliver users this ideology across the world. Having with success entered into the itinerant market in 2008, OPPO began viewing growth into international markets in 2010 and opened its 1st overseas business in Gregorian calendar month of 2010 in Thailand. Today, OPPO is gift in twenty one markets worldwide.

### Research Gap: Need and significance of Training and Development

**Training and Development** is a subsystem of an organization. It ensures that randomness is reduced and learning or behavioral change takes place in structured format.

**Training** is a learning process that enhances and involves the acquisition of knowledge, skills, concepts, rules, or changing of attitudes and behaviors of employees.

**Development** is an activity which is designed to improve the performance of employees and to provide for a growth of employees to meet future organizational requirements is management development.

- i. Increasing skills and knowledge.
- ii. Improvement of quality and increasing higher productivity.
- iii. Focus on to increase business strategy

- iv. Meet organizational objective.
- v. New technology development
- vi. High performances model at work system.
- vii. Economic changes.
- viii. Attracting & retaining talent.

### Process of Training and Development Programs

Training ought to be conducted during a systematic order thus on derive expected advantages from it.

The training system involves four stages, namely:



### Review of Literature

It Deals with the review of the previous studies relevant to the field of training and development.

**Arora and Suman (2011)** reveals that training determines the competency level of employees which helps in deciding the future of any organization. Growing attrition, demands and aspirations of employees all lead to a severe challenge for preparing the workforce for attaining future roles. Thus the role of training becomes imperative. The purpose of this study is to focus on factors affecting the training decision in the automobile industry with reference to selected automobile units in Faridabad and Gurgaon. It attempts to cover areas covered under training for different levels, most preferred method for training, preference of trainees for type of training and also areas suggested by trainees for bringing improvement in training programs. The data was collected through random sampling. The findings will help in providing inputs to automobile and other industries in bringing improvements in designing training programs, like effective setting of training objectives, identifying training needs, and selecting training methods and other inputs, so that the resulting training will help in developing a trained workforce.

“Training and Development: A study of Employees’ attitude on Training In Vellore District Cooperative Bank” by **RajendranKaruppattan (2012)** reveals that training has an important role to play and it is expected to inculcate positive changes in knowledge, skills and attitudes. Employees Training tries to improve skills so that the employee is better equipped to do his present job or to prepare him for a higher position with increased responsibilities. Training and Development programs are necessary in any organization for improving the quality of work of the employees at all levels particularly in a world of fast

changing technology and environment. This thesis analyses the employees' attitude toward training programmes conducted in Vellore District Cooperative Bank In India. The study concludes that 98 per cent of respondents expressed that trainings improved the work efficiency and 96 per cent of respondents favorably accepted that trainings are essential for organizational development. Majority (95 per cent) of the respondents felt that training is essential for all employees and the same level of employees expressed that training should be made compulsory in all Cooperative Banks. Among the personal factors, Age and Education have no influence on attitude towards training, but there is a significant relationship exists between the experience of the employees and training.

## **Research methodology**

### **Research design**

**Type of Research:** Exploratory and followed by Descriptive Research

Exploratory research is a type of research conducted for a problem that has not been clearly defined. It helps to determine the best research design and data collection method.

Descriptive research is a study designed to obtain information include the use of the questionnaire, observation and survey.

### **Sources of Data**

The sources of the data are as follows:-

**Primary Data:-**Internal data about working of HR department gathered from organization, sufficient data collected through feedback forms or questionnaire by the employees.

Self-structured questionnaire and controlled observation.

**Secondary Data:-**Website of the company [www.oppo.com], Books, Earlier researches on similar topic.

**Sampling Type:- Random sampling technique,** In the random sampling method, all items have some chance of selection that can be calculated. Random sampling technique ensures that bias is not introduced regarding who is included in the survey.

**Sample Size:** The sample size taken was 95 (Executives of OPPO Mobile based at Jaipur) out of which 50 samples were relevant (According to Research Objectives) and rest are not suitable for research purpose.

## **Hypothesis**

### **Frequency of attending training program by employees.**

The training program is necessary for the development of employees in the organization, as the organization conduct training program which is attended by employees for increasing their work efficiency. But for some employees the training program is waste of time and they do not show any interest for attending training program. For them training program may or may not provide any benefit for their career development.

### Impact of training programs on level of efficiency.

In the organization the training is mostly conducted for increasing the work efficiency of employees. The training program helps to increase the level of performance, knowledge and skills. With the help of training program an employees can increase his efficiency or he may fail to do that. It is not necessary that training is always benefiting for employee development, it may also create bias in the organization.

H1: Training program possess high impact for the development of employees in the organization.

H2: Training program may not impact for the development of employees in the organization.

H3: Conduction of training will increase the work efficiency of employees.

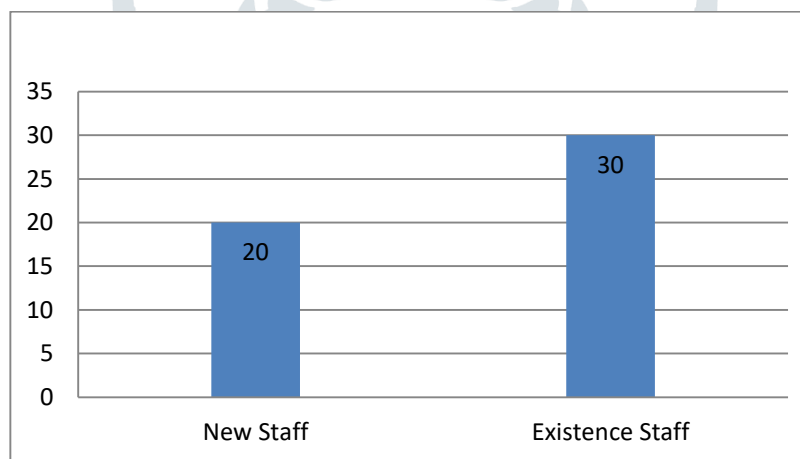
H4: Conduction of training may not increase the work efficiency of employees.

H5: Training program may helps to increase the level of performance, knowledge and skills of the employees.

H6: Training program may not helps to increase the level of performance, knowledge and skills of the employees.

### Data Analysis and Data Interpretation

The frequency for Training to the new employees and existing employees.

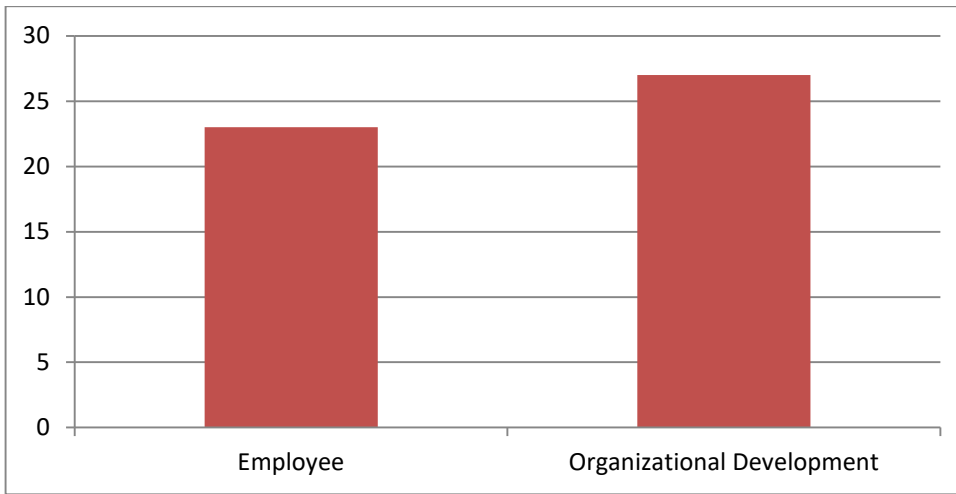


According to the above data, out of 50 number employees:-

20 new staffs are given training due to discontinuous recruitment process in organization.

30 existence staffs are given training for the development of sale and covering the large market potential.

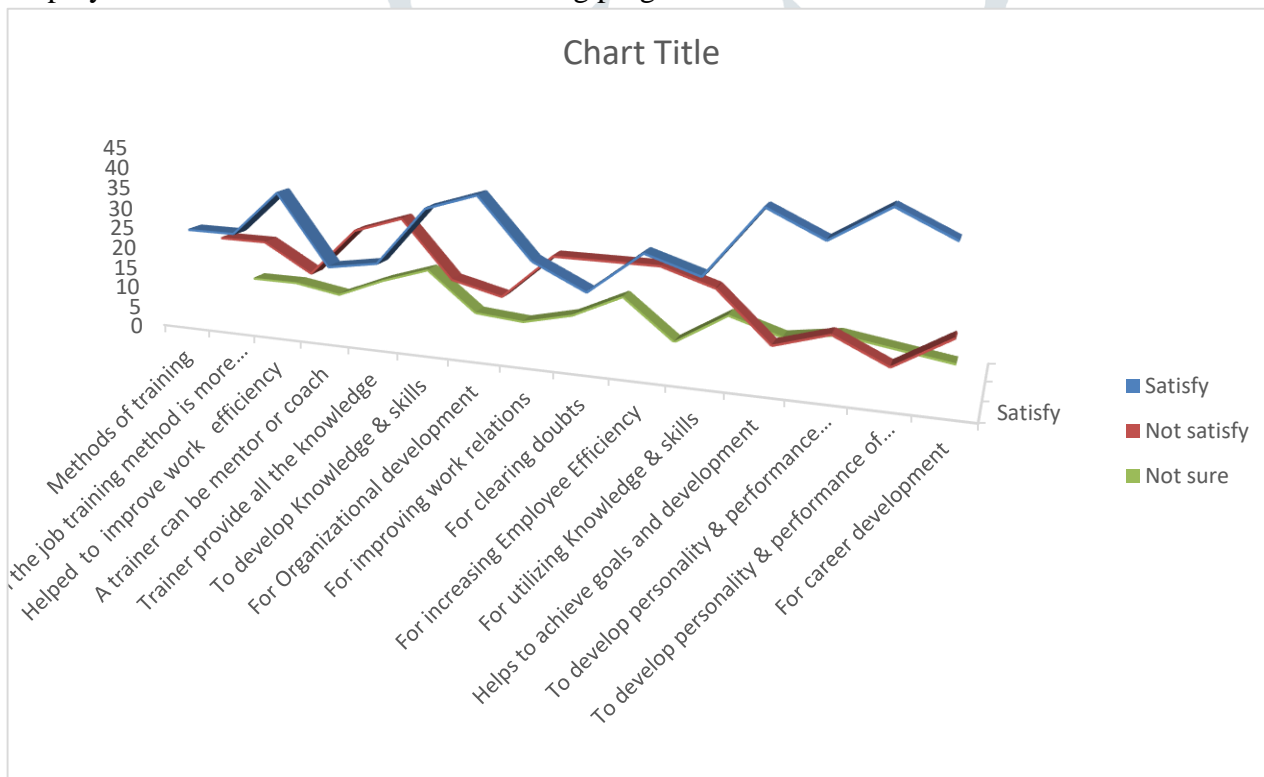
The Training is needed for the purpose of



According to the above data, out of 50 number employees:-

- 23 numbers of employees agree with Employee Development as training program help to enhance knowledge, skill, personality etc of a employee.
- 27 numbers of employees agree with Organizational Development as it help to increase the productivity at maximum level and to achieve the target or objectives at specific time period.

Employee Satisfaction level towards Training program



According to above data, out of 50 number of employees,

- 24 numbers of employees were satisfied with on the job training methods.
- 35 were satisfied with work efficiency due to training program.
- 24 numbers of employees were dissatisfied because they believe that trainer can't be a mentor or coach.
- 28 numbers of employees believe that trainer does not provide all the information regarding their job description.
- 34 were satisfied with training program as it help to develop knowledge & skills.
- 38 numbers of employees were satisfied with organizational development.
- "Training program help to improve work relation in organization" 24 number of employees were satisfied with this statement.
- 22 numbers of employees were unhappy with training program because sometimes trainer fails to clear the doubts.
- "Training program helps to increase employees efficiency" with this statement 28 numbers of employees were satisfied.
- 24 numbers of employees were satisfied as they feel that training help to utilize knowledge and skills.
- 40 numbers of employees believe that training help to achieve goals & objectives.
- 34 numbers of employees were satisfied that training provides positive impact in an organization.
- 42 numbers of employees believe that training help to increase performance and personality of an employee.
- "Training is requiring for the career development" 36 numbers of employees were satisfied with the statement.

### Suggestions

- Suggestion scheme may be opened for staff and technicians. The main advantage is that would help convince the employees that the organization "Listen to them" and they are the part of organization.
- Training should aim at improving the skills of the employees and so that training should be practically given by imparting it on the job.
- Suggestion and experience from other business houses & people from related field should also be taken & in calculated if used.
- New development programs should be used.
- External and internal training programs should be connected with each other.

### Results

The employee satisfaction is required for increasing the work efficiency and achieving the goals & objectives of an organization. Training is required for the development of employees and increasing efficiency, performance, knowledge, skills performance. The training methods should satisfied the employees for the development and the trainer have responsibility to provide all the information and clear all the doubts, during the research process 22 numbers of employees were dissatisfied with trainer.

## Conclusion

On the basis of the research the following conclusions are drawn:

- Maximum number of the employees wants healthy & good environment at the work place.
- Lack of interest in employees can create barriers in training programs.
- According to Maximum employees, they get help whenever they require.
- Employees are mostly satisfied with the training and development programs which are provided to them.
- The training programs always help to the employees in developing their skills & knowledge.
- After completing the training programs, the employees find their attitude better regarding to their job.
- Most of the employees want that the training programs should be organized at their workplace.
- Sometime some of the employees felt waste of time for organizing training programs. But some of the employees were satisfied during training program because it was related to their job.

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