



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

A study on Impact of Training and Development at
Hindustan Coca-Cola Beverages Pvt. Ltd.

SUBMITTED BY

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MBA Batch: 2023-25

University Regn. No.: 2306258249

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Ms Barshamayee Panigrahi bearing university registration no 2306258249 of 2023-25 batch, has completed his/her summer internship at Hindustan Coca-Cola Beverages Pvt. Ltd. from 03.06.2024 to 17.07.2024 under the supervision of Mr. Smruti Ranjan Pradhan, and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Faculty/Internal Guide

Place : Bhubaneswar

Name:

Designation:

Date: 02nd August 2024

To whomsoever it may be concern

This is to certify that **Barshamayee Panigrahi** has successfully completed her 45 days Project Internship in Hindustan Coca-Cola Beverages Pvt Ltd, Khordha Plant in HR Department from 03rd Jun 2024 to 17th July 2024.

Topic of the Project:


"Impact of Training & Development"

During her tenure we found she is sincere, hardworking, and passionate for her work.

We wish her best for her future endeavour.

Yours truly,

For Hindustan Coca-Cola Beverages Pvt. Ltd


Factory HR Head



DECLARATION

I, Ms Barshamayee Panigrahi bearing university registration no 2306258249 (2023-25 batch), hereby declare that the project report titled “A study on Impact of Training and Development at Hindustan Coca-Cola Beverages Pvt. Ltd.” is based on my internship at Hindustan Coca-Cola Beverages Pvt. Ltd. (organization name), during the period 03.06.2024 to 17.07.2024 and is an original work done by me under the supervision of Mr. Smruti Ranjan Pradhan (Corporate Guide) and Dr. Naveen.L (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I am deeply grateful to Hindustan Coca-Cola Beverages Limited for the opportunity to intern at their Khurda district plant. I am highly obliged to Mr. Smruti Ranjan Pradhan (corporate guide) for giving me this project and guiding me throughout my summer internship research. My gratitude goes to my academic advisor, Dr. Naveen.L for their continuous support, and invaluable suggestions throughout the project.

A special thank you to my fellow interns and colleagues for their camaraderie and support, which made this journey both productive and enjoyable.

Date:

Place:

Signature

EXECUTIVE SUMMARY

The SIP titled " A study on Impact of Training and Development at Hindustan Coca-Cola Beverages Pvt. Ltd. " was conducted during a summer internship at Hindustan Coca-Cola Beverages Limited in Khurda district, Bhubaneswar.

This study investigates the impact of training and development programs at the HCCB Khurda. The research focuses on evaluating the effectiveness of these programs in improving employee performance, job satisfaction, and organizational efficiency. Data was collected through employee surveys, interviews, and program performance metrics. The target audience includes Hindustan Coca-Cola management, academic supervisors, and MBA students interested in operations management. Ethical standards were maintained throughout the study.

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CHAPTER-1

Introduction to the Study

Training and Development in Human Resource Management is the process of acquiring knowledge, skills, and attitude that helps improve employees' job performance and enables future career growth.

Training refers to acquiring specific knowledge and skills for a particular job or task. It is usually a short-term activity concerned with improving an employee's current job performance. It includes formal training courses, on-the-job training, or coaching sessions.

Development is concerned with the long-term growth of an individual's career. It usually covers acquiring knowledge that goes beyond the requirements of their current job to prepare the employees for their future job role or career advancement opportunities. Development activities include job shadowing, mentoring, attending conferences, or pursuing further education.

Employees can enhance their job performance, career growth, and job satisfaction through training and development. In contrast, organizations can benefit from better employee engagement, retention and higher productivity.

The need for training and development in India has risen over time due to the changing workplace dynamics and the accelerated advancement in technology. Businesses are having to constantly evolve to stay ahead in the competition. To achieve this having your employees put forth their best capabilities is essential, for which constant upgradation of skills is vital, which is why businesses must invest in employee training and development programs for better outcomes for their organization.

Scope of the study

The scope of this study was confined to the Hindustan Coca-Cola Beverages, Khurda plant and focused exclusively on the HR aspects of training and development programs. The study was conducted over a duration of 45 days and did not cover areas related to finance or operations. The primary objectives were to assess the effectiveness of current training programs, gather employee feedback, and provide recommendations for improving these programs to better align with company goals and employee needs.

Objectives of the study

Objective for Internship: Study on the Impact of Training and Development in HCCB Khurda

1. To evaluate the effectiveness of training and development programs at HCCB Khurda in enhancing employee performance and productivity.
2. To identify gaps and provide recommendations for improving the current training initiatives.
3. To measure the return on investment (ROI) of these training programs.

Review of Literature

Training and development programs are crucial for improving employee performance and organizational effectiveness. They help enhance skills, boost job satisfaction, and increase retention, leading to a more competent and motivated workforce. Effective programs align with organizational goals and address skill gaps, contributing to overall success. However, implementing successful training initiatives can be challenging due to factors like resource constraints and the need for strategic alignment with business objectives. Despite these challenges, well-structured training programs are integral to achieving long-term organizational growth and employee development.

Research Methodology

The research methodology is scientific and systematic for pertinent information on specific topic. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge.

This research study is taken as a part of educational curriculum. Research is a systematized effort to gain knowledge and hence, it helps to practical knowledge in study various steps that are generated adopted by research in studying his research problem along with the logic behind them.

Research Design

The type of research is descriptive in nature; since an attempt was made to find out inter relationship between variable

Source of Data

Data is collected from primary sources.

Primary Data

Primary data are collected through a structured questionnaire. A well-structured questionnaire has been prepared given to the respondents by the researcher.

Sample Size

Sample size means the number of sampling units selected from the organization for investigation. The total sample size that is taken for this study is 46.

Sampling Unit

The design adopted for this study is descriptive research design. This design was chosen as it hence choose accurately the characteristics of a particular system helped to study the availability of the system as well as the constant that might restrict as effectiveness.

Sampling Method

A sampling technique in which a sample is selected on the basis of convenience and case. Research Instrument Structured questionnaire is used here as the instrument to collect the data, both open ended and closed ended questions were used to possible.

Limitations of the study

- The project was conducted within a limited timeframe, affecting the depth of analysis and the ability to capture potential changes or trends over an extended period.
- Despite efforts to maintain objectivity, the perspective and potential biases may have influenced the interpretation of results and the framing of conclusions.
- Limited time for data collection and analysis may restrict the depth of the study.
- The study may suffer from selection bias if certain groups of employees are more likely to participate in training programs, leading to skewed results.
- Errors in measuring the effectiveness of training programs, such as using subjective self-assessment methods, can impact the accuracy of the study's findings.
- The study may only assess short-term outcomes of training and development, overlooking long-term impacts on employee performance and organizational success.
- Without a control group for comparison, it may be challenging to attribute improvements solely to the training programs, potentially confounding the results.
- The study may focus on specific types of training or certain employee groups, limiting the generalizability of the findings to broader organizational contexts.
- External factors like changes in market conditions or organizational restructuring may influence the effectiveness of training programs, impacting the study's conclusions.

CHAPTER-2

COMPANY PROFILE



“REFRESHING INDIA WITH A
WORLD OF FLAVOUR”

HINDUSTAN COCA-COLA BEVERAGES

PRIVATE LIMITED (HCCBPL), COCA COLA INDIA

ABOUT THE COMPANY

Coca-Cola was the leading soft drink brand in India until 1977, when it left rather than reveal its formula to the Government and reduce its equity stake as required under the Foreign Regulation Act (FERA) which governed the operations of foreign companies in India. Coca-Cola re-entered the Indian market on 20 October 1993 after a gap of 16 years, with its launch in Agra. An agreement with the Parle Group gave the Company instant ownership of the top soft drink brands of the nation.

With access to 53 of Parle's plants and a well set bottling network, an excellent base for rapid introduction of the Company's International brands was formed. The Coca-Cola Company acquired soft drink brands like Thumps Up, Gold spot, Limca, Mazza, which were floated by Parle, as these products had achieved a strong consumer base and formed a strong brand image in Indian market during the re-entry of Coca-Cola in 1993. Thus, these products became a part of range of products of the Coca-Cola Company.

In the new liberalized and deregulated environment in 1993, Coca-Cola made its re-entry into India through its 100% owned subsidiary, HCCBPL, the Indian bottling arm of the Coca-Cola Company.

However, this was based on numerous commitments and stipulations which the Company agreed to implement in due course. One such major commitment was that, the Hindustan Coca-Cola Holdings would divest 49% of its shareholding in favor of resident shareholders by June 2002.

Coca-Cola is made up of 7000 local employees. 500 managers, over 60 manufacturing locations, 27 Company Owned Bottling Operations (COBO), 17 Franchisee Owned Bottling Operations (FOBO) and a network of 29 Contract Packers that facilitate the manufacture process of a range of products for the company. It also has a supporting distribution network consisting of 700,000 retail outlets and 8000 distributors.

Almost all goods and services required to cater to the Indian market are made locally, with help of technology and skills within the Company. The complexity of the Indian market is reflected in the distribution fleet which includes different modes of distribution, from 10-tonne trucks to open-bay three wheelers that can navigate through narrow alleyways of Indian cities and trademarked tricycles and pushcarts.

"Think local, act local", is the mantra that Coca-Cola follows, with punch lines like "Life ho to aisi" for Urban India and "Thanda Matlab Coca-Cola" for Rural India. This resulted in a 37% growth rate in rural India visa-vie 24% growth seen in urban India. Between 2001 and 2003, the per capita consumption of cold drinks doubled due to the launch of the new packaging of 200 ml returnable glass bottles which were made available at a price of Rs.5 per bottle. This new market accounted for over 80% of India's new Coca-Cola drinkers.

HCCBPL is large beverage bottling company, responsible for the manufacture, package, sale and distribution of beverage under the trademark the Coca-Cola Company, USA, in India. HCCBPL has an extensive distribution system spanning more than a million outlets operating with world class execution standards. The focus of the system is to develop strong customer value while delivering preferred choice of refreshment at an arm's length of desire to the consumer. HCCBPL's Product Portfolio has an extensive range to choose from: Sparkling Beverages – Coca-Cola, Diet Coke, Thums Up, Sprite, Fanta, Limca, Kinley Soda, Schweppes Tonic Water. Still Beverages – Mazza, Minute Maid Pulpy Orange, Nimbu Fresh, Minute Maid 100% Juices (Apple, Grapes, Orange,

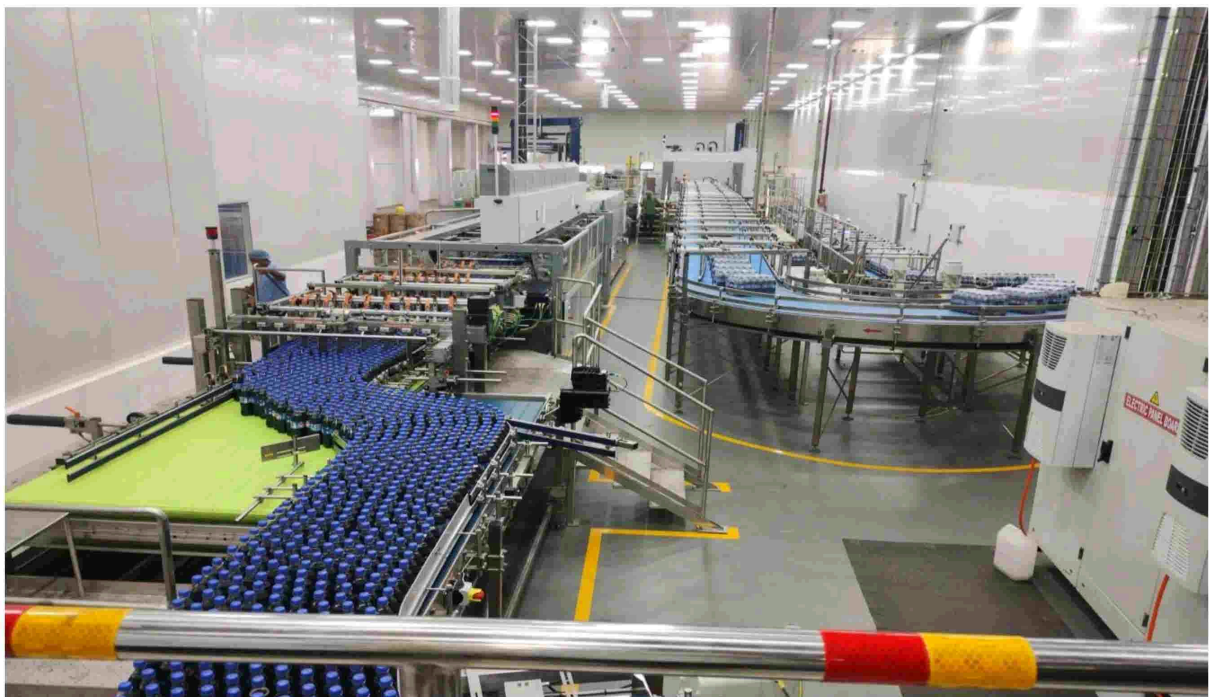
and Mixed Fruit), Minute Maid range of fruit flavoured drinks. Over the years, Hindustan Coca-Cola Beverages Private Ltd. has focused on building world class operations based on principles of safety, profitability and solid governance to claim sustained growth. As part of our journey of moving towards being a World Class Company, we have strengthened our organization in terms of Supply Chain, Infrastructure, Market Execution, People, Processes, Compliance, Governance and Routeto-Market. This approach has enabled us to build our portfolio through launching new packs and brands, coupled with a competitive pricing strategy based on a balance of value pricing and eliminating waste.

Overview of Hindustan Coca cola Beverages Pvt Ltd. Odisha, Khurda



Figure 1. Unit Profile- Khurda

Khurda is the headquarter of the district of the same name and is situated in 85-degree 37'30"E and 20-degree 11'N. on the National Highway No.5. The town is 11 km. from. Khurda Road railway station, with which it is connected by a metalled road. The local name of the place is Jajarsingh, which originally was a small village. Probably the place was also formerly known as Khurda, which means "foulmouthed". Khurda came into prominence when the first RAJA OF KHORDHA dynasty, Ramachandra Deva, made it the capital of his kingdom during the last part of the 16 century A.D. The Bhoi kings lived in a part of the foot of the BARUNAI Hill, about 1.6 km. to the south of the town. This site was apparently selected because it was protected on one side by the Barunai Hill, which was easily defended, and on the other by dense jungle. The fort is now completely ruins, only a few traces remaining here and there which reminds one for its former glory. Khurda suffered repeated onslaughts from Muslim and Maratha cavalry but its royal house retained much of its independence till 1804 when the then Raja, Mukunda Deva under the guidance of Jaya Krushna Raiguru, rebelled against the British domination and was dispossessed of his territory, Khurda is also memorable as the centre of activity of the "PAIKA REBELLION" of 1817-18 under the leadership of Bakshi Jagabandhu Bidyadhar.





Brief description about khurda unit:

Odisha is a state which is also known as temple city rich with pre historic culture.

There are 30 districts in Odisha. The major cities in Odisha are Bhubaneswar. Cuttack,

Rourkela, Berhampur, Boulanger. Sambalpur, Kendrapara. Bala sore, and Puri. It has two plants, which are situated at Khurda (COBO) & another in Rourkela (FOBO).

This unit of Khurda was first started in 1999 under the name "Hindustan Coca-Cola Beverages Pvt. Ltd. The plant is spread in around 37.78 Acres i.e. 16,4,5697 Square Feet arca.

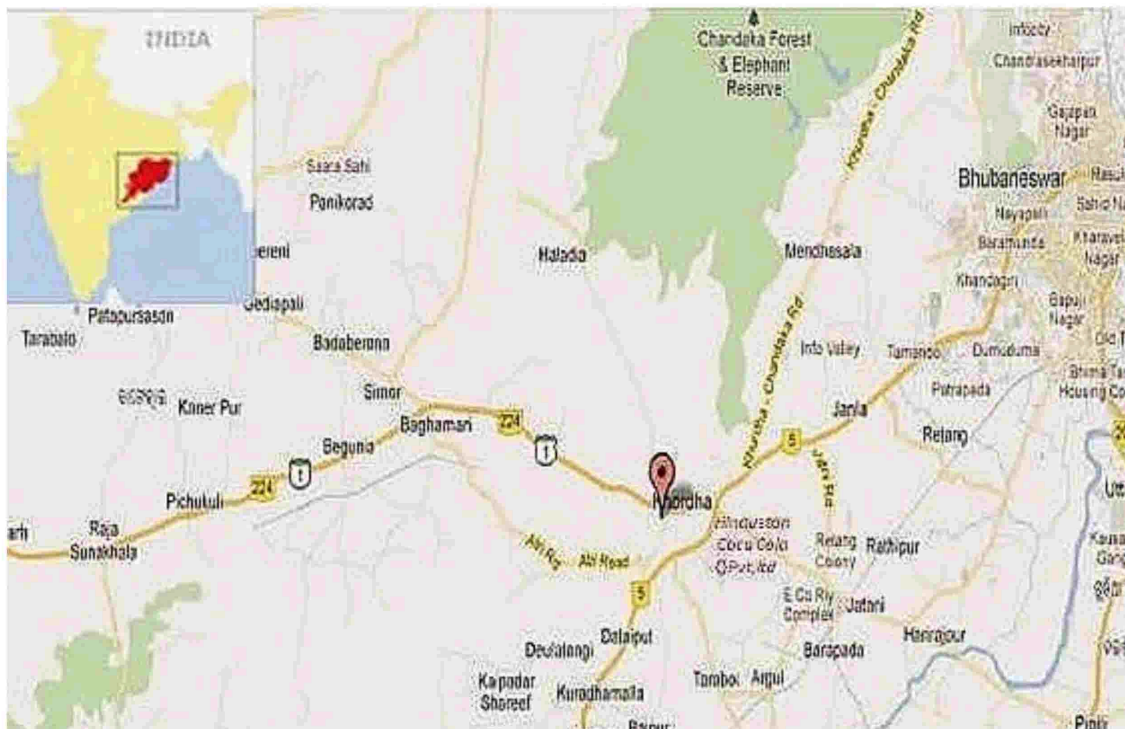


Figure 2: Map of plant location

VISION

To provide exceptional strategic leadership in the Coca-Cola India System-resulting in consumer and customer preference and loyalty, through Coca-Cola's commitment to them. and in a highly profitable Coca-Cola Corporate branded beverages system.

MISSION

To create consumer products, services and communications, customer service and bottling system strategies, processes and tools in order to create competitive advantage and deliver superior value to;

- Consumers as a superior beverage experience
- Consumers as an opportunity to grow profits through the use of finished drinks
- Bottlers as an opportunity to grow profits in volumes
- Bottlers as a trademark enhancement and positive economic value added
- Suppliers as an opportunity to make reasonable profits when creating really value-added in an environment of system-wide team work, flexible business system and continuous improvement
- Indian society in the form of a contribution to economic and social development.

VALUES:

The values that the employees in the Company are expected to keep up to and work by regularly are as follows:

LEADERSHIP: To take an initiative and lead, motivate and drive the team with energy and zeal, to deliver outstanding results.

INNOVATION: To continuously strive for progress and reach the next level of excellence in everything we do.

PASSION: To be deeply committed and display drive and energy in the quest to deliver outstanding performance.

TEAMWORK: To unite for greater strength and work collectively as a group towards the achievement of common goals.

OWNERSHIP: To think and act like owners at all levels; to have decisions taken at the lowest appropriate level.

ACCOUNTABILITY: To be individually and transparently accountable to our colleagues for delivering agreed targets and goals.

QUALITY POLICY

"To ensure customer delight, we commit to quality in our thoughts, deeds and actions by continually improving our processes... Every time."

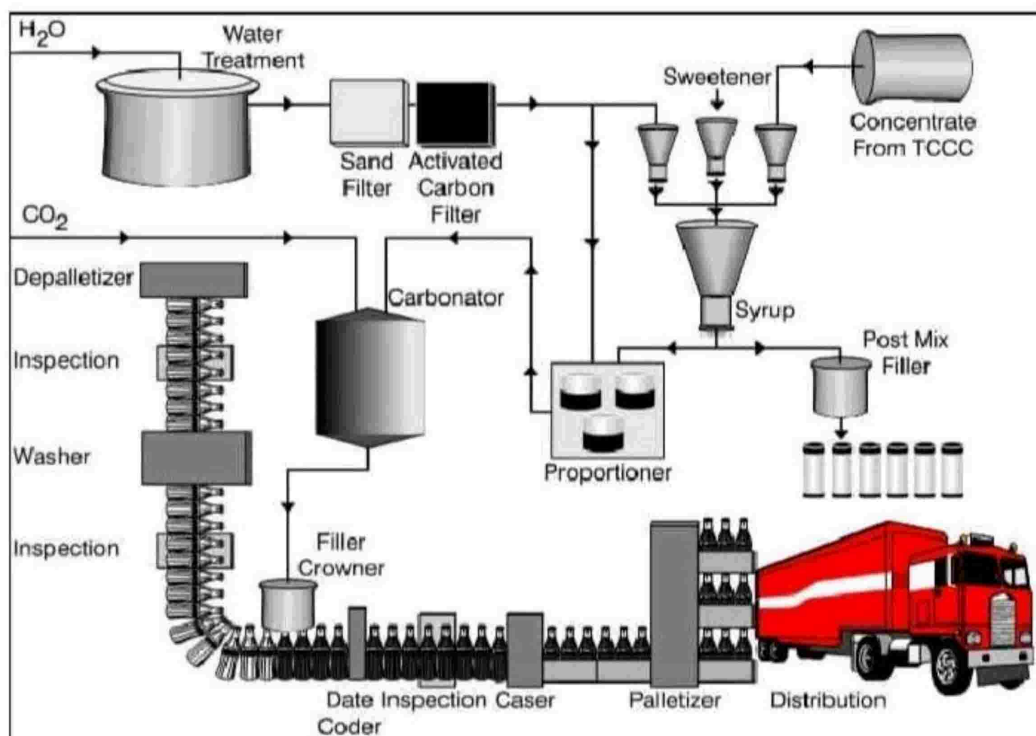
PRODUCTS



Coca-Cola has a truly remarkable heritage. From a humble beginning in 1886, it's now the flagship brand of the largest manufacturer, marketer and distributor of non-alcoholic beverages in the world

- Diet Coke.
- Thums Up.
- Sprite.
- Fanta.
- Limca.
- Mazza.
- Rimjhim
- Smart water
- Kinley.

MANUFACTURING PROCESS



The manufacturing of the products of Coca-Cola involves the following steps:

- Water is received from the River Cauvery and it passes through the water treatment plant, further passing through the sand filter and the activated carbon filter, so as to attain pure cleansed water.
- In the syrup room, the concentrate received from another bottling plant situated at Pune, is blended with the sugar syrup
- Once both the water and the final syrup are ready, they are both mixed together and sent to the carbonator section where Carbon Dioxide is added to the mixture to form the final product.
- On the other hand, simultaneously, the returnable glass bottles are depalletized, inspected and washed for the purpose of filling in the final product in it. This step does not take place in the PET bottle line as the bottles once used are disposed. The product is finally filled in the bottles, crowned (in case of RGB)/ capped (in case of PET bottles), labelled and cased in order to be sent into the warehouse for distribution.

INDUSTRY ANALYSIS

SWOT ANALYSIS



STRENGTHS

DISTRIBUTION NETWORK

The Company has a strong and reliable distribution network. The network is formed on the basis of the time of consumption and the number of sales yielded by a particular customer in one transaction. It has a distribution network consisting of a number of efficient salesmen, 700,000 retail outlets and 8000 distributors. The distribution fleet includes different modes of distribution, from 10-tonne trucks to open-bay three wheelers that can navigate through narrow alleyways of Indian cities and trademarked tricycles and pushcarts.

STRONG BRANDS

The products produced and marketed by the Company have a strong brand image. People all around the world recognize the brands marketed by the Company. Strong

brand names like Sprite, Fanta, Limca, Thums Up and Maaza add up to the brand name of the Coca Cola Company as a whole. The red and white Coca-Cola is one of the very few things that are recognized by people all over the world. Coca-Cola has been named the world's top brand for a fourth consecutive year in a survey by consultancy Interbrand. It was estimated that the Coca-Cola brand was worth \$70.45 billion.

LOW COST OF OPERATION

The production, marketing and distribution systems are very efficient due to forward planning and maintenance of consistency of operations which minimizes wastage of both time and resources leads to lowering of costs.

- Improved quality control.
- Latest technology.
- Heavy investment in both infrastructure and sales promotion campaigns.
- Modified and attractive packaging.
- Strong advertising network.

WEAKNESSES

LOW EXPORT LEVEL

The brand produced by the company are brands produced worldwide thereby making the export levels very low. In India, there exists a major controversy concerning pesticides and other harmful chemicals in bottled products including Coca-Cola. In 2003, the Centre for Science and Environment (CSE), a non-governmental organization in New Delhi, said aerated waters produced by soft drinks manufacturers in India, including multinational giants PepsiCo and Coca-Cola, contained toxins including lindane, DDT, Malathion and chlorpyrifos- pesticides that can contribute to cancer and a breakdown of the immune system. Therefore, people abroad, are apprehensive about Coca-Cola products from India.

SMALL SCALE SECTOR RESERVATIONS LIMIT ABILITY TO INVEST AND ACHIEVE ECONOMIES OF SCALE

The Company's operations are carried out on a small scale and due to Government restrictions and "red-tapism", the Company finds it very difficult to invest in technological advancements and achieve economies of scale.

- Gaps in distribution system during peak season
- Same old distributors, co losing grip from many such markets.
- Fear of retrenchment among the workers.
- Customer satisfaction level goes down during peak season.

OPPORTUNITIES

LARGE DOMESTIC MARKETS

The domestic market for the products of the Company is very high as compared to any other soft drink manufacturer. Coca-Cola India claims a 58 per cent share of the soft drinks market; this includes a 42 per cent share of the cola market. Other products account for 16 per cent market share, chiefly led by Limca. The company appointed 50,000 new outlets in the first two months of this year, as part of its plans to cover one lakh outlets for the coming summer season and this also covered 3,500 new villages. In Bangalore, Coca-Cola amounts for 74% of the beverage market.

EXPORT POTENTIAL

The Company can come up with new products which are not manufactured abroad, like Maaza etc and export them to foreign nations. It can come up with strategies to eliminate apprehension from the minds of the people towards the Coke products produced in India so that there will be a considerable amount of exports and it is yet another opportunity to broaden future prospects and cater to the global markets rather than just domestic market.

HIGHER INCOME AMONG PEOPLE

Development of India as a whole has led to an increase in the per capita income thereby causing an increase in disposable income. Unlike olden times, people now have the power of buying goods of their choice without having to worry much about the flow of their income. The beverage industry can take advantage of such a situation and enhance their sales.

- Highly potential and huge market.
- Highly potential untapped rural market.
- Distribution gaps and can be rectified by appointing new distributor and more effective coverage of outlets.

THREATS

IMPORTS

As India is developing at a fast pace, the per capita income has increased over the years and a majority of the people are educated, the export levels have gone high. People understand trade to a large extent and the demand for foreign goods has increased over the years. If consumers shift onto imported beverages rather than have beverages manufactured within the country, it could pose a threat to the Indian beverage industry as a whole in turn affecting the sales of the Company.

TAX AND REGULATORY SECTOR

The tax system in India is accompanied by a variety of regulations at each stage on the consequence from production to consumption. When a license is issued, the production capacity is mentioned on the license and every time the production capacity needs to be increased, the license poses a problem. Renewing or updating a license every now and then is difficult. Therefore, this can limit the growth of the Company and pose problems.

SLOWDOWN IN RURAL DEMAND

The rural market may be alluring but it is not without its problems: Low per capita disposable incomes that is half the urban disposable income; large number of daily wage earners, acute dependence on the vagaries of the monsoon; seasonal consumption linked to harvests and festivals and special occasions; poor roads; power problems; and inaccessibility to conventional advertising media. All these problems might lead to a slowdown in the demand for the company's products.

- Stiff competition.
- Illegal distribution done by some unauthorized fat dealers.
- Changing of consumer preference.

PESTEL ANALYSIS



Political Factors:

Political factors can directly affect the business conditions of a company. If a country's political status is not stable, the company may suffer loss despite investing a good amount of money and time. Hence, political scenarios can be influential to the growth

of a company. Here a few political conditions which can affect the business of Coca Cola:

- If there are changes in taxation, labor laws, employment conditions, these situations can affect the sales of Coca-Cola.
- There are also conditions where the government favors the business of a company and subsidizes them. It can be common for the local brands or the partially owned government brands. In this case, Coca-Cola may have to face tough competition.
- The Trade relations of other countries with the US can impact the business of Coca-Cola in that country. For example, due to the trade relation between Burma and the US, Coca-Cola cannot sell its product in Burma.

Economic Factors:

Most companies are dependent on the nation's economic conditions to determine how much they should invest in the country. Even when a country has a good trade relationship, its economic stability can be another factor to consider. Otherwise, the company may fail to earn profit and fail to develop. The PESTEL analysis of Coca Cola shows how economic conditions can impact the sales of the company:

- As a beverage company, Coca-Cola has already earned a customer base. Other competitors can start their business with similar carbonated drinks. However, the loyal customer base may help the company to survive in the competitive market.
- The revenue of Coca-Cola is majorly (70%) dependent on the countries outside the US. The market condition of these countries can have an impact on the development of the country. For example, the pandemic has more or less affected the economic conditions of the nations. It can take a toll on the company's business.

- The cost of the raw material of the beverages and the trade conditions with the suppliers can affect their business. The rising price of problematic trade relations can be a potential risk for the growth of the company.

Social Factors:

When a company does a business in a particular area, their socio-cultural condition significantly impacts the company. They need to come to terms with the issues to run a business smoothly. Otherwise, the company may fail to interest more customers. Here are a few sociological scenarios that can work upon the development of Coca Cola:

- Coca-Cola primarily deals in carbonated sugary drinks. As more consumers are leaning towards healthy alternatives, the lack of it from the brand can result in a fall in their revenue generation. However, the firm needs to have more products like Coke Zero, which can target health-conscious customers.
- As Coca-Cola has expanded its business in several countries, they need to consider the palate of those countries. They have already introduced more than 30 different flavors in Japan. These experimental flavors can be helpful for them to gain more consumers.
- Coca-Cola is one of the biggest brands and is the mastermind of creating campaigns. They have concentrated on several social conditions while branding and campaigning. Thus, gaining the chance to get more customers, and at the same time, creating strong brand awareness.

Technological Factors:

Though technological issues do not directly impact the growth of beverage brands, there are certain other conditions related to technology that can indirectly affect them. The PESTEL analysis of Coca Cola can give an idea about how technical issues can impact the brand's business:

- The brands need research to develop their products. The more they can invest in developing infrastructure, the more opportunity they get to conduct good research.
- Technological development has also increased the number of smartphone users. The company can use social networking sites for promotion and marketing, which can help them to strengthen their brand recognition.
- They can also conduct online polls to do market research about new products and customer tastes and get feedback about their services. It can decrease their costs of research and product development.

Ecological Factors:

For beverage companies, ecological issues may have a brand awareness-related impact. The PESTEL analysis of Coca Cola can show how ecological issues impact their business:

- The company needs to consider more eco-friendly packaging options. They can substitute their plastic bottle with other materials which are easily recyclable.
- The company can use advanced technology for waste management which can help the company to strengthen its brand impression. The company can raise awareness while launching creative campaigns or donate to environmental causes.
- The company has been using water-smart farming methods like RAIN and CARE. It has helped them to interest people who are concerned about the environment.

Legal Factors:

The legal issues may not have a direct impact on the brand's business. However, they can show some indirect influence.

Here are some legal conditions that can affect the brand's development:

- Many countries have already issued a range for sugar usage in beverages. As Coca-Cola has a wide area of services, they need to consider it. Failing to do so may result in legal prosecution.
- The caffeine quantity in any beverage is fixed for most countries. Coca-Cola has previously suffered for its excessive caffeine content and had to pay for the lawsuits.
- The company must value the employment ethics and consider the working conditions of the labor. If they give fewer wages to the labourers and do not provide healthy working conditions, they may face legal issues.

CHAPTER-3

Coca-Cola Competitor Analysis

Coca-Cola competes for market share in the beverage industry through product innovation and improvement, geographic expansion, and continuous investment in its distribution network. This section analyses some of Coca-Cola's significant competitors in terms of their product portfolio, business strategies, financial position, market share, etc.

PepsiCo



PepsiCo is a global food and beverage company manufacturing various non-alcoholic beverages. Founded in 1898, PepsiCo operates in more than 200 countries and is headquartered in Harrison, New York. The company trades publicly on the New York Stock Exchange under the ticker symbol PEP.

PepsiCo's product portfolio comprises various beverages, such as carbonated drinks (including colas and energy drinks), fruit juices, and bottled water. With a market value equity of \$213.121 billion as of September 2021, PepsiCo enjoys considerable resources and can invest in initiatives that help the company expand globally.

Over the past several years, PepsiCo's financial results have improved appreciably, owing to strong performance across all regions. The firm's revenues for the 2020 financial year were \$70.373 billion, up 4.7% from 2019. The company's operating income was \$10.08 billion in 2020, down from \$10.291 billion in 2019.

While Pepsi focuses on “performance with a purpose,” Coca-Cola focuses on “Choice, convenience, and the consumer.” Metrics from Statista indicate that Coca-Cola is the market leader among carbonated soft drink (CSD) companies, with 44.9 percent of the market share in 2020. Moreover, Coca-Cola has been leading the market in both revenue and profits for over ten years.

All this time, PepsiCo was the second-largest company, with 25.9 percent of the market share in 2020. Notably, Coca-Cola increases its competitive advantage over PepsiCo due to a superior marketing strategy and a more diverse product line.

Nestle



Nestle is an international consumer goods company based in Vevey, Switzerland. The company operates in the nutrition, health, and wellness sectors and enjoys high-quality products. It was founded in 1866 and trades publicly on the Swiss Stock Exchange under the ticker symbol NSRGY.

With a market value equity of \$336.774 billion as of September 2021, Nestle is one of the largest companies in the world, with a strong financial position. Its revenues for 2020 were \$ 90.321 billion, with an operating income of \$15.781 billion. The company boasts assets worth \$132.388 billion. In addition, it ranks #79 on Fortune’s list of the 500 largest companies in the world.

Nestlé’s product portfolio is diverse and includes baby food, bottled water, coffee, frozen food items, ice cream, infant nutrition products, pet care products, dietary

supplements, and more. According to Statista, Nestle is the Second largest leading beverage company globally in terms of volume sales. In 2020, its sales amounted to \$43,476 billion compared to Coca-Cola's \$33,014 billion.

Although Nestle and Coca-Cola are not direct competitors, some product segments such as water, juice, coffee, and dairy products overlap. Very recently, Nestle entered into the water segment with its Pure Life brand of bottled water. It is worth noting that Nestle provides alternative beverage options for those who refrain from consuming sugary drinks.

Red Bull GmbH



Red Bull GmbH is an Austrian company best known for its energy drinks. Founded in 1987, it has its headquarters in Fuschl am See, Austria. Red Bull is a private conglomerate and operates under the management of Dietrich Mateschitz and Chaleo Yoovidhya.

The company's product line includes several editions of the Red Bull brand energy drink differentiated by flavor, ingredients, and packaging. The Red Bull Distribution Company is responsible for distributing and selling the company's products, which are sold in over 171 countries around the world. As of 2020, Red Bull employed more than 12,600 people globally and sold more than 7.9 billion cans worldwide.

The company derives its competitive advantages from its close association with extreme sports and adventure tourism. In addition, its strong marketing strategy led to huge

brand recognition. Red Bull's financial resources facilitated its large-scale expansion and helped it establish its dominance over the energy drinks market.

Its primary revenue comes from sales of its flagship drink, although it also sells advertisements and sponsorship deals with extreme sports teams and events. Despite Coca-Cola no longer producing energy drinks, it remains a formidable Red Bull competitor in the beverage industry.

Dabur



It is 1-billion-dollar company with 6,154 employees. Dabur in India, is one of the most trusted brands as it has been operating ever since times and people have laid all their trust in the Company and the products of the Company. Apart from food products, Dabur has introduced into the market Real Juice which is packaged fresh fruit juice. These products give a strong competition to Maaza and the latest product Minute Maid Pulpy Orange.

CHAPTER-4

Customer Analysis

Coca-Cola is a global behemoth with a customer base that spans across demographics, cultures, and socioeconomic statuses. While specific, in-depth customer analysis might be proprietary, we can still glean valuable insights from publicly available information.

General Customer Profile

Based on available data and market research, Coca-Cola's primary customer base can be broadly categorized as:

Age: Primarily young to middle-aged adults, with a growing emphasis on younger generations.

Gender: Traditionally appealed to both genders equally, though marketing strategies have evolved to target specific segments.

Income: Spans across all income levels, with a focus on affordability and accessibility.

Lifestyle: Diverse, encompassing urban and rural consumers, different cultures, and various lifestyles.

Key Customer Segments

While Coca-Cola caters to a vast audience, certain segments have been identified as key areas of focus:

Youth: A significant portion of marketing efforts is directed towards younger consumers, emphasizing brand loyalty and creating a connection through cultural relevance.

Health-conscious consumers: With growing health concerns, Coca-Cola has introduced lower-calorie and sugar-free options to cater to this segment.

Occasional consumers: This segment includes people who consume Coca-Cola infrequently but are influenced by factors like social occasions, promotions, or seasonal preferences.

Who is Your Customer?

Current Customers:

DEMOGRAPHICS:

This includes age, gender, income level, education, and geographical location. HCCBPL likely targets a broad demographic, including youth, families, and working professionals, due to the wide range of products from carbonated drinks to health beverages.

PSYCHOGRAPHICS:

These involve lifestyle, values, attitudes, and interests. Coca-Cola's branding often appeals to those seeking refreshment, enjoyment, and social experiences.

BEHAVIOR PATTERNS:

Frequency of purchase, preferred product lines (carbonated vs. non-carbonated), and brand loyalty are key behavior patterns.

Potential Customers:

TARGET MARKET SEGMENTATION:

Identifying new market segments such as health-conscious consumers, rural markets, or specific age groups not currently being targeted.

CUSTOMER JOURNEY MAPPING:

Understanding the stages customers go through, from awareness to purchase, and identifying pain points and opportunities.

Competitors' Customers:

COMPETITIVE ANALYSIS: Analyzing customers of PepsiCo, Dabur, Nestlé, and Red Bull to understand differences in preferences, brand loyalty, and product expectations.

Non-Customers:

MARKET SEGMENTATION: Understanding why certain demographics do not currently purchase Coca-Cola products and identifying potential areas for market expansion.

Who buys, influences, and Consumes the Product?

BUYERS:

The primary buyers include

- Households
- Retail outlets
- Food service providers
- Individual consumers

They purchase beverages for personal use, while businesses buy in bulk for resale or as part of their offerings.

INFLUENCERS:

Key influencers include advertising, celebrity endorsements, social media campaigns, and peer recommendations. Family members, particularly parents, often influence purchasing decisions for children's beverages.

CONSUMERS:

The end consumers range from children and teenagers, who are drawn to the fun and trendy aspects of the products, to adults who may choose beverages based on health considerations, taste preferences, or brand loyalty.

REFERENCE GROUP:

The reference groups include social circles, such as friends and family, as well as broader social trends that influence consumer behavior, such as the growing trend toward healthier lifestyles and sustainability.

Types of Customers

ECONOMIC CUSTOMERS:

Price-sensitive individuals who prioritize cost and often purchase based on promotions and discounts.

COGNITIVE CUSTOMERS:

Informed consumers who research products and make decisions based on ingredients, health benefits, and brand reputation.

PASSIVE CUSTOMERS:

Habitual buyers who consistently choose HCCB products out of loyalty or habit, with minimal consideration for alternatives.

IMPULSIVE CUSTOMERS:

Individuals who make spontaneous purchases, often influenced by in-store displays, advertising, or peer pressure.

Specific Factors of Your Product Influencing Consumer Behaviour**CULTURAL:**

HCCB adapts its product offerings and marketing to local tastes and cultural preferences, such as promoting mango-flavored drinks like Maaza, which align with Indian tastes.

SOCIAL:

Social status and lifestyle often influence beverage choices, with premium products appealing to status-conscious consumers.

PERSONAL:

Factors such as age, occupation, lifestyle, and health consciousness impact purchasing decisions, leading consumers to choose specific products like low-calorie or natural ingredient options.

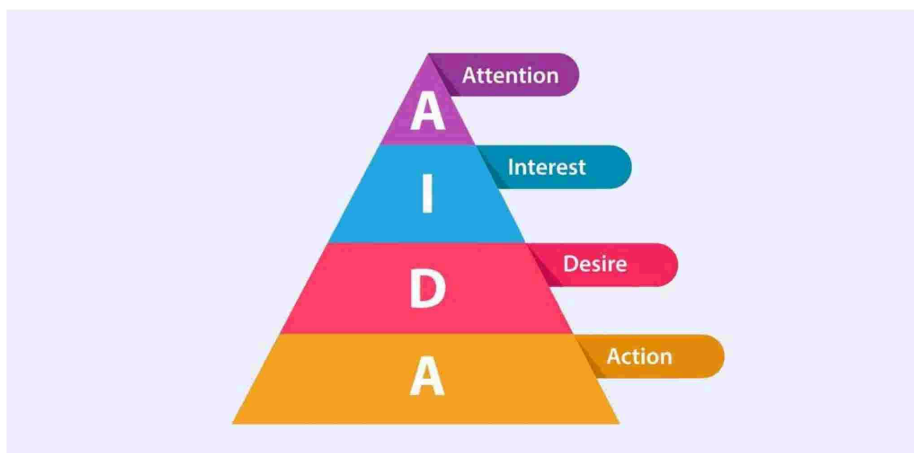
What Customers Buy?

NEED SATISFACTION: Customers buy Coca-Cola products for refreshment, socialization, and sometimes for their energizing properties (as in the case of caffeinated drinks).

CORE BENEFITS: The primary benefit is refreshment, with additional benefits like taste, convenience, and brand prestige.

Coca-Cola offer a refreshing taste experience, while Minute Maid juices provide perceived health benefits. The convenience of bottled beverages also caters to on-the-go lifestyles.

How Customers Buy? (AIDA Model)



ATTENTION:

HCCB captures attention through high-visibility advertising campaigns, celebrity endorsements, and eye-catching packaging.

INTEREST:

The diverse product range and appealing flavor profiles generate interest among different consumer segments.

DESIRE:

Marketing messages and promotions create a desire for the products, emphasizing attributes like taste, quality, and refreshment.

ACTION:

In-store promotions, discounts, and widespread availability encourage consumers to purchase.

Buying Decision-Making Process, Customer Involvement

The buying decision-making process varies in complexity based on the product. For habitual purchases, such as daily consumption beverages, the decision process is quick and involves low involvement. In contrast, health-conscious consumers exhibit higher involvement, researching and selecting products based on ingredients and health benefits. The process may involve problem recognition, information search and evaluation of alternatives, purchase decision, and post-purchase behavior.

Post-Purchase Behaviour

Post-purchase behaviour includes satisfaction assessment, brand loyalty, and repeat purchase intentions. Positive experiences lead to customer satisfaction and brand advocacy, while dissatisfaction may result in negative word-of-mouth or brand switching. HCCB monitors feedback through customer surveys and social media engagement to address concerns and enhance customer experience.

Customer Satisfaction, Loyalty and Repurchase: Satisfaction is often measured through surveys and feedback mechanisms. Loyalty can be gauged by repeat purchase rates and brand-switching tendencies.

Net Promoter Score (NPS): This metric can help assess customer loyalty and likelihood of recommending the brand.

Where Customers Buy (B2B, B2C, Online, Brick & Mortar)

HCCB products are available through multiple channels:

B2B:

HCCB supplies products to retailers, supermarkets, and foodservice outlets.

B2C:

Direct purchases by consumers from retail stores, convenience stores, and vending machines.

- Online: Increasing presence in e-commerce platforms for direct-to-consumer sales.

BRICK & MORTAR:

Traditional retail stores remain a primary distribution channel, with an extensive network ensuring wide availability.

DISTRIBUTION POLICY:

HCCB employs an intensive distribution strategy, ensuring that its products are available in a wide range of outlets, from large supermarkets to small local shops, enhancing accessibility and convenience for consumers.

When They Buy (Timing of Requirement)

Purchases are influenced by various factors, including:

SEASONAL:

Sales peaks during hot weather, summer months, and festive seasons like Diwali.

CUSTOMER LIFE CYCLE:

Different products appeal at various life stages, e.g., soft drinks for younger audiences, juices for health-conscious adults.

TIMING:

Purchases often occur during meal times, celebrations, or on-the-go situations.

How They Choose (Multi-Attribute Models, Perceptual Mapping, Conjoint Analysis)

MULTI-ATTRIBUTE MODELS:

Consumers evaluate products based on attributes such as taste, price, health benefits, and brand reputation.

PERCEPTUAL MAPPING: This tool can help visualize consumer perceptions of Coca-Cola versus its competitors.

CONJOINT ANALYSIS: Can determine the relative importance of different product attributes to customers.

Why They Prefer a Product?

Customers prefer HCCB products due to competitive advantages such as strong brand reputation, consistent quality, wide product variety, and extensive distribution. Value

comparison with competitors highlights aspects like better taste, innovative flavors, healthier options, and superior packaging.

How Do They Respond to Company's Marketing Programs?

Customers typically respond positively to HCCB's marketing programs, which emphasize brand values, product quality, and promotional offers. Sensitivity tests can gauge consumer reactions to price changes, new product launches, and marketing campaigns, helping the company fine-tune its strategies.

Will They Buy Again?

SATISFACTION AND DELIGHT:

Tracking customer satisfaction through surveys and feedback. High levels of satisfaction can lead to customer delight, fostering loyalty.

CRM METHOD:

Utilizing customer relationship management systems to track customer interactions and enhance the customer experience.

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Emerging Trends

Emerging trends impacting HCCB include increasing health consciousness, a shift towards natural and organic products, and rising demand for sustainable packaging. Demographic shifts, such as a growing middle class and urbanization, influence consumer preferences and purchasing power. Cultural changes, including greater awareness of health and wellness, are also shaping the beverage market, prompting HCCB to innovate and adapt its product offerings.

CHAPTER-5

NEED OF TRAINING AND DEVELOPMENT

The right training and development programs can improve employee performance, increase productivity, and help organizations remain on top of the table.

1. Skill Enhancement

Training programs provide individuals with opportunities to acquire and develop new knowledge, job relevant skills, technical expertise, soft skills like communication, problem solving skills and leadership abilities. This enables employees to perform better at their roles, contributing to the organization's success.

2. Increased Productivity and Efficiency

Well-trained employees are more proficient in their roles, as they understand their responsibilities better, optimize their work processes, accordingly, leading to increased productivity and efficiency.

3. Adaptation to Technological Advancements

In today's rapidly evolving business landscape, technological advancements are reshaping industries. By providing training and development programs employees can stay updated with the latest technologies, tools, and software relevant to their role enabling the organization to embrace innovation, leverage technology effectively, and remain competitive in the market.

4. Employee Engagement and Retention

Training and development programs instils a sense of fulfilment and security in an employee, demonstrating the commitment of the company towards their growth and career advancement. It fosters a sense of engagement, loyalty, and job satisfaction among employees, leading to reduced turnover, higher retention rates and associated recruitment costs.

5. Succession Planning and Leadership Development

Training and development programs identify and nurture high-potential employees for future leadership positions. Organizations can ensure a pipeline of capable leaders who can drive the company's growth, make strategic decisions, and boost productivity. It also ensures continuity, stability and efficiency which is vital for an organization's stable growth.

6. Improved Employee Morale and Motivation

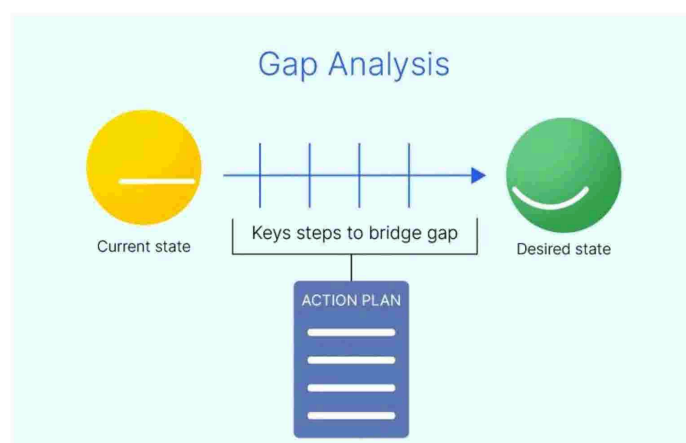
Training and development initiatives boost employee morale by showing that the organization values and invests in its employees. When individuals receive opportunities for growth, they feel more motivated, engaged, and satisfied with their work.

7. Improved Customer Satisfaction

Well-trained employees are more capable of understanding customer needs and providing exceptional service. Training programs enhance employees' customer service skills, communication abilities, and problem-solving techniques. Satisfied customers lead to increased customer loyalty, positive word-of-mouth, and improved business reputation.

PROCESS OF TRAINING AND DEVELOPMENT IN COCA-COLA

1.Skills gap analysis And HODs rating



A skills gap analysis is a tool used to assess the difference (or gap) between a workforce's current capabilities and what is required to meet the current or future demands of the business strategy. It identifies the skills that employees need but don't yet have to carry out their job or perform certain tasks effectively.

Organizations can experience gaps in both hard and soft skills. Examples of Hard skills include analytics, digital communication, and project management. And Soft skills are critical thinking and problem-solving, managerial and supervisory skills, and communication and interpersonal skills.

HR, along HODs and possibly external consultants, conduct a skills gap analysis department wise to find out which specific skills and knowledge are lacking among the employees in each department.

Then HODs of each department rate its employee according to the analysis.

2. Design and development

This process involves designing and developing learning goals by choosing appropriate training methods, creating the right learning materials, formulating proper training and development strategies, develop training schedules and modules that align with the objectives and desired outcomes based on the identified needs.

3. Formation of weekly training calendar

Planning a weekly training calendar involves deciding what skills or topics to focus on each week. Starting by setting goals, then choose specific Skills to cover. Scheduling sessions, reviewing progress weekly to adjust plans if needed. To ensure everyone learns effectively and stays engaged throughout the training program.

4. LMS Portal

An LMS (Learning Management System) portal is a tool used to track and manage employee training hours effectively. It allows the HR department to assign training to employees based on their roles and learning needs. The system records how many hours each employee spends on training activities, including online courses, workshops, or seminars. HRs can generate reports to monitor individual or team progress, ensuring

everyone meets their training requirements and goals. This helps in optimize learning outcomes and ensure compliance with training regulations.

Types of Training given

EDUCATON AND TRAINING PILLAR

Key objectives include reviewing the effectiveness of current training programs, identifying emerging educational needs, aligning training initiatives with business goals, and exploring innovative learning methodologies. By collaboratively designing development plans, HCCB ensures continuous improvement in employee capabilities, promoting a culture of learning and excellence throughout the organization.

UPSKILLING

Why do employees need to upskill?

Through upskilling, the plant builds an agile workforce that can adapt to changing market dynamics and fill evolving skills shortages from within, ensuring long-term growth and resilience.

Operational upskill" refers to the process of enhancing the skills and capabilities of employees within operational roles. This typically involves providing training and development opportunities that improve efficiency, effectiveness, and competency in performing day-to-day tasks and responsibilities. Organizations focus on operational upskilling to ensure their workforce stays current with industry trends, technologies, and best practices. By investing in operational upskilling, companies aim to boost productivity, reduce errors, and empower employees to contribute more effectively to organizational success.

"Physical upskill" generally refers to improving physical capabilities or skills related to tasks that require physical strength, agility, or dexterity. This can include training and development programs designed to enhance abilities such as manual dexterity, physical

endurance, coordination, and fine motor skills. Jobs or activities that involve physical labor, sports, fitness training, or even certain aspects of healthcare can benefit from physical upskilling initiatives. The goal is to improve performance, reduce the risk of injury, and promote overall well-being in physical roles or activities.

"Staff upskill" refers to the process of enhancing the skills, knowledge, and capabilities of employees within an organization. This initiative is aimed at improving their effectiveness in their current roles or preparing them for new responsibilities and challenges. Staff upskilling can encompass a wide range of activities, including training programs, workshops, seminars, certifications, mentoring, and on-the-job learning opportunities. The objective is to ensure that employees stay relevant in their fields, adapt to changing industry demands, and contribute more effectively to the organization's success. By investing in staff upskilling, companies can boost employee morale, retention, and overall organizational performance.

Benefits of employee upskilling

Employee upskilling is a win-win for employees and employers. The benefits of employee upskilling range from insuring your company against evolving labor market dynamics and talent shortages to creating a more motivated and productive team.

Below, we discuss the benefits of upskilling in detail:

- Equip employees with needed skills. No one understands a company's needs better than itself. When employers upskill their employees, they give them the exact skills required to drive future organizational success.
- Promote operational continuity. Forward-thinking HR teams anticipate how their workforce composition changes over time. By upskilling talent before changes occur, companies ensure skills gaps don't arise when employees retire, change positions, or change employers.
- Optimize the talent acquisition process. In today's fiercely competitive hiring landscape, HR teams spend months sourcing, screening, and onboarding the

right talent for their needs. Upskilling employees allows companies to promote from within to bypass the lengthy and costly talent acquisition process.

- Increase employee attraction and retention. A 2023 LinkedIn survey found that opportunity for internal upward mobility was one of the top five factors for job selection. Upskilling programs make companies more appealing to top candidates and increase talent retention.

MULTI-SKILLING

For effective employee performance, multi-skilling of people is very important. Multi-skilling is defined as the process to train employees in a variety of skills, even crossing the traditional trade-specific or craft-specific skill sets. Thus, to develop multi-skills, employees require additional training to enable them to perform more jobs within the same job family or to do the entire jobs from a holistic point of view. Multi-skilling is often misconstrued to succeed downsizing. But downsizing occurs for skill obsolescence, among other reasons, while multi-skilling is for holistic development of human potentialities to effectively address to the requirements of changing production process

Multiskilling in production units involves training employees to perform a variety of tasks and roles within the manufacturing process. This strategy is aimed at increasing flexibility and efficiency in operations. By equipping workers with diverse skills, production units can better respond to changing demands, manage fluctuations in workload, and optimize resource utilization. Multiskilled employees are capable of seamlessly transitioning between different tasks or machines, thereby reducing downtime and improving overall productivity. This approach also enhances employee engagement and satisfaction by providing opportunities for skill development and career growth. Successful implementation of multiskilling requires structured training programs, effective job rotation strategies, and supportive leadership to ensure that workers are proficient and confident in handling multiple responsibilities. Ultimately,

multiskilling contributes to a more agile and resilient production environment, capable of adapting to market dynamics and maintaining high standards of efficiency.

SUBJECT MATTER EXPERTS (SMEs)

SMEs are integral to production units, bringing specialized knowledge and expertise essential for smooth and efficient operations. These individuals are deeply familiar with specific aspects of the production process, such as machinery, technologies, quality standards, and operational procedures. Their role extends beyond routine tasks; SMEs serve as technical advisors, providing guidance and troubleshooting expertise to resolve complex issues and optimize production workflows. They play a crucial part in training and developing the workforce, imparting their knowledge through mentorship programs and hands-on training sessions. SMEs also led efforts in continuous improvement, driving initiatives to enhance efficiency, reduce costs, and improve product quality. Their proficiency ensures compliance with industry regulations and safety standards, contributing to a safe and productive work environment. Collaborative by nature, SMEs work closely with cross-functional teams, including engineering, maintenance, and quality assurance, to address challenges and implement best practices. By leveraging their expertise, production units can achieve operational excellence, meet production targets, and adapt to evolving market demands effectively.

ACTUAL WORK DONE

During my internship at HCCB Khurda, I focused on several key aspects of training and development. The initial phase involved conducting a thorough needs assessment to identify skill gaps and training requirements within the organization. This was achieved through surveys and interviews with employees and management, as well as analysing existing performance data to pinpoint areas that required enhancement.

The implementation of the training sessions was another critical aspect of my work. I coordinated logistics, such as scheduling sessions, arranging venues, and setting up necessary equipment. Additionally, I facilitated several training sessions myself, covering topics ranging from soft skills to technical knowledge and company policies.

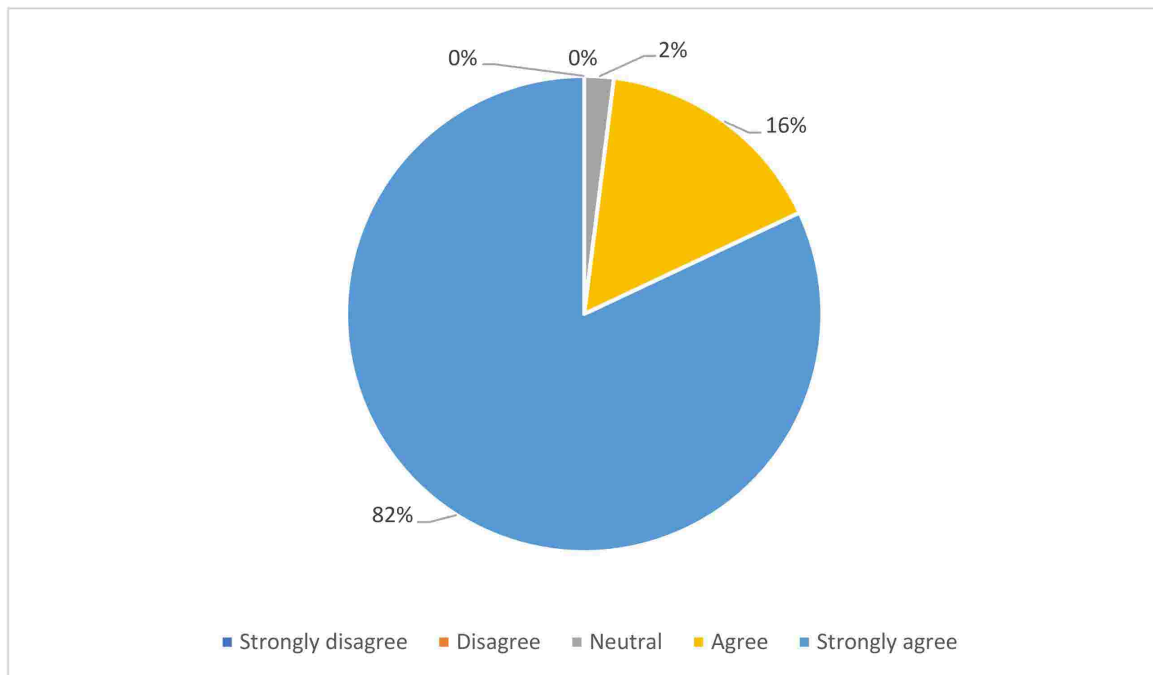
Post-training, I focused on evaluating the effectiveness of the programs. This involved collecting and analysing feedback from participants, which helped in assessing the impact of the training sessions. I compiled detailed reports on training outcomes and provided recommendations for future improvements.

A significant part of my role was to contribute to the continuous improvement of training materials and methods. By working closely with the HR team, I helped update training content based on feedback and evolving industry standards. This also involved promoting a culture of continuous learning within the organization, encouraging employees to pursue ongoing professional development opportunities.

Throughout my internship, maintaining accurate documentation and reporting was essential. I kept detailed records of all training activities, participant attendance, and their progress. These records were used to prepare comprehensive reports for senior management, highlighting key achievements and identifying areas for further development.

FINDINGS

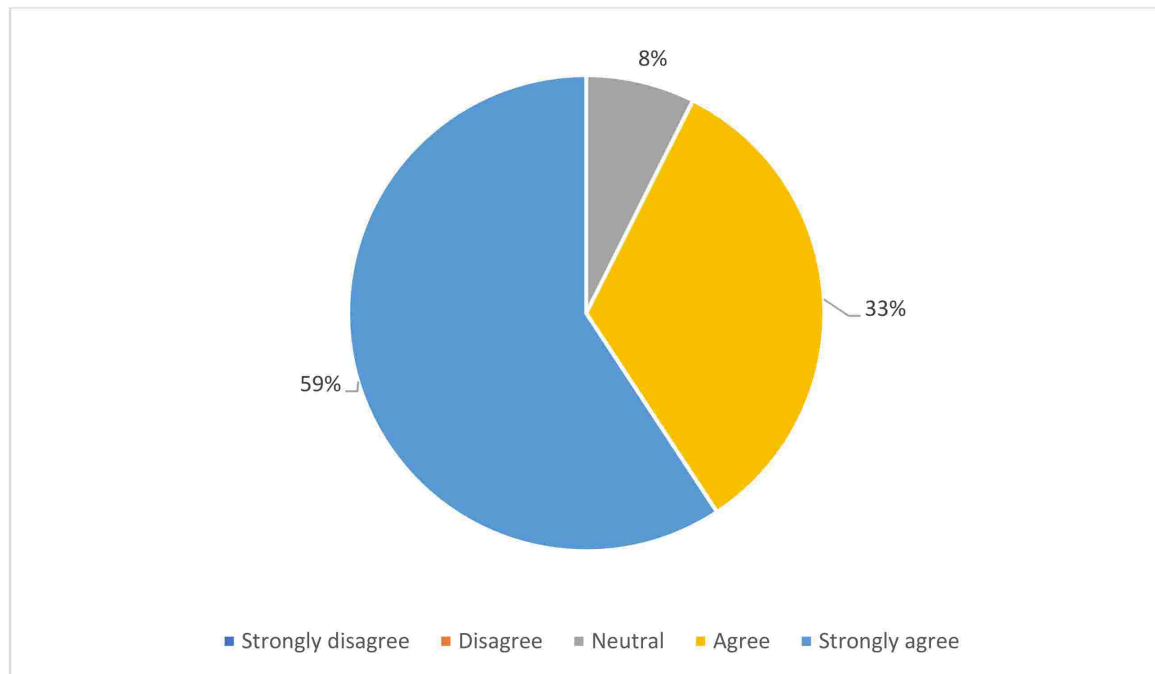
Q1. HR Department is conducting Training programs regularly.



INTERPRETATION

The pie chart illustrates the responses to whether the HR Department is conducting training programs regularly. The majority of respondents (largest blue segment) agree with the statement, while a small portion strongly agree. There are minimal respondents in the disagree and strongly disagree categories, represented by small green and orange sections, respectively. A modest number of respondents remain neutral, indicated by the yellow segment. Overall, the data suggests a positive perception of the HR Department's regular training programs.

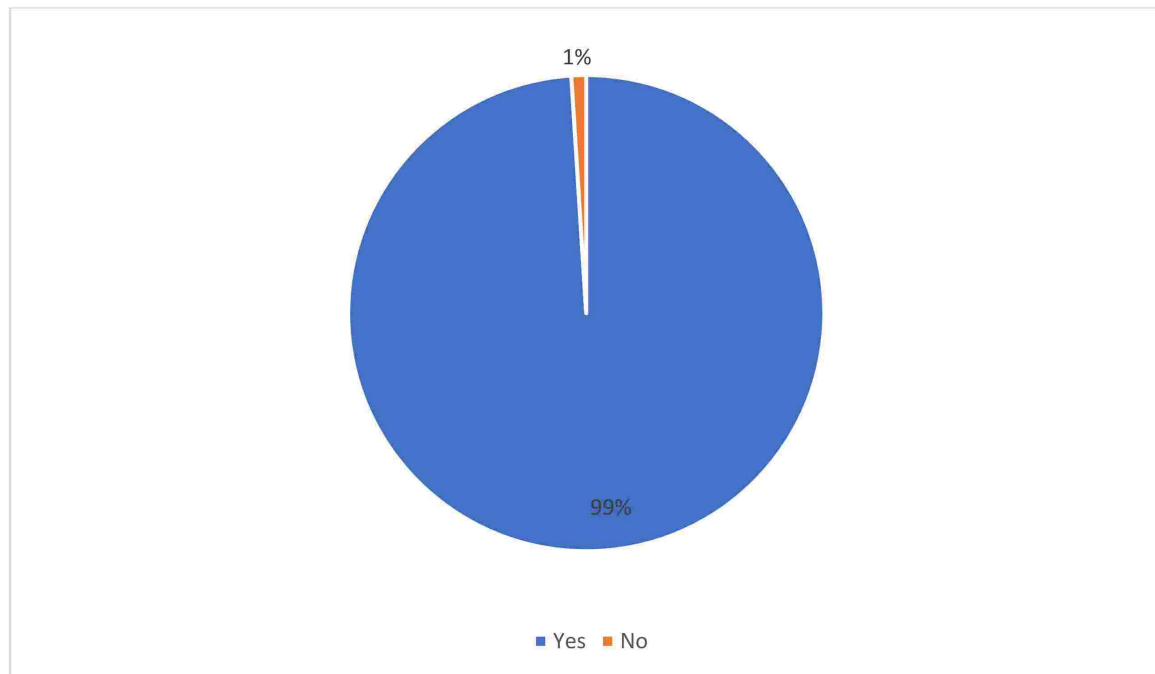
Q2. The Training session have helped you to improve your work efficiency.



INTERPRETATION

The pie chart indicates that most respondents believe the training sessions have improved their work efficiency, with the largest segment agreeing with the statement. A smaller but significant portion strongly agrees. Fewer respondents are neutral, and very few disagree or strongly disagree. This suggests a generally positive impact of the training sessions on work efficiency.

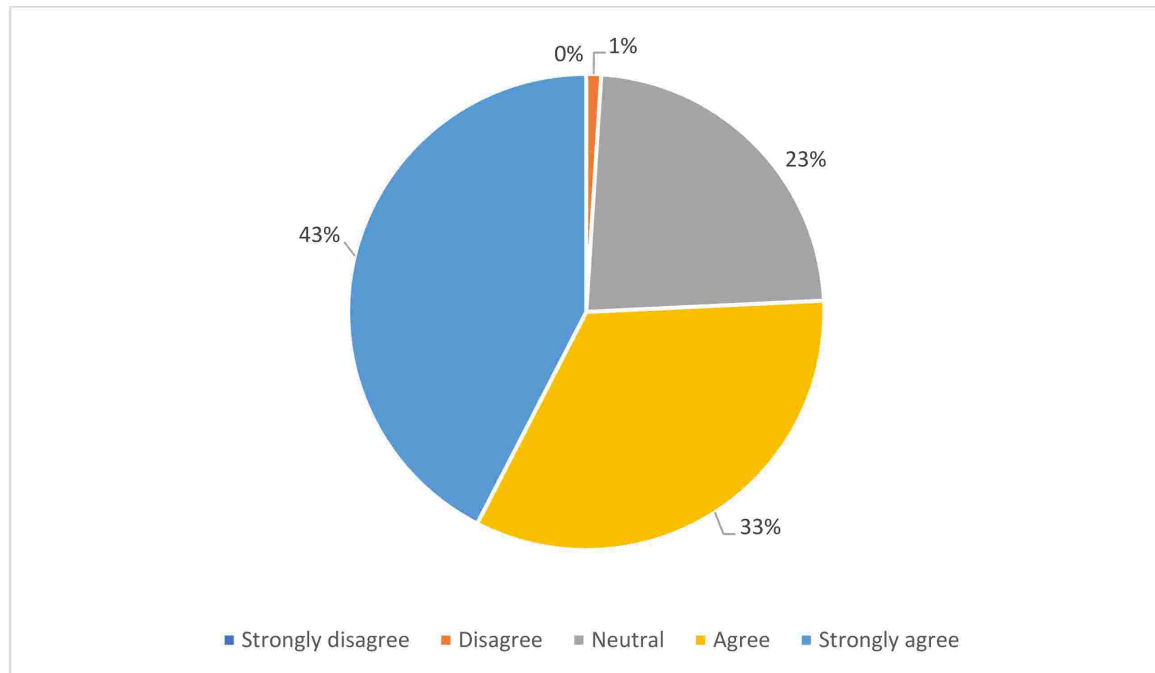
Q3. Have you attended any training program?



INTERPRETATION

The pie chart indicates that nearly all respondents have attended a training program, with the overwhelming majority selecting "Yes." Only a very small segment selected "No." This suggests that most participants have had exposure to training programs.

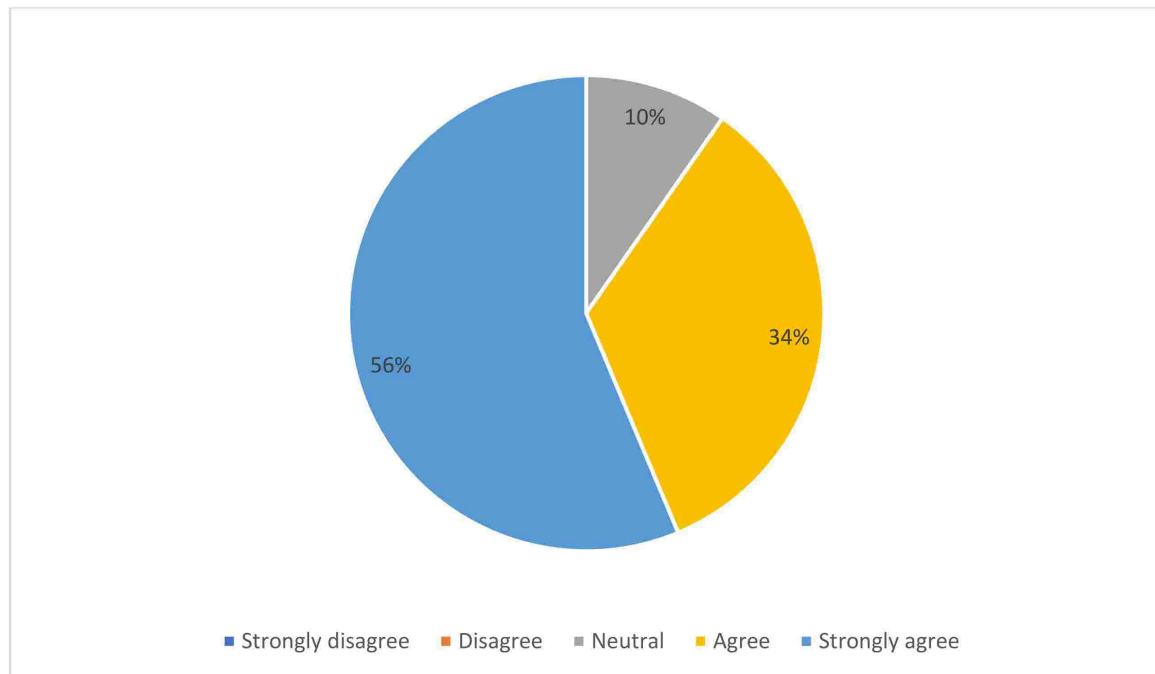
Q4. You are satisfied with the information provided by the trainer during the training session.



INTERPRETATION

The pie chart indicates that the majority of respondents are satisfied with the information provided by the trainer during the training session, as reflected by the "Agree" and "Strongly Agree" sections. A smaller portion remains neutral, while a minority is dissatisfied, suggesting overall positive feedback but highlighting areas for improvement.

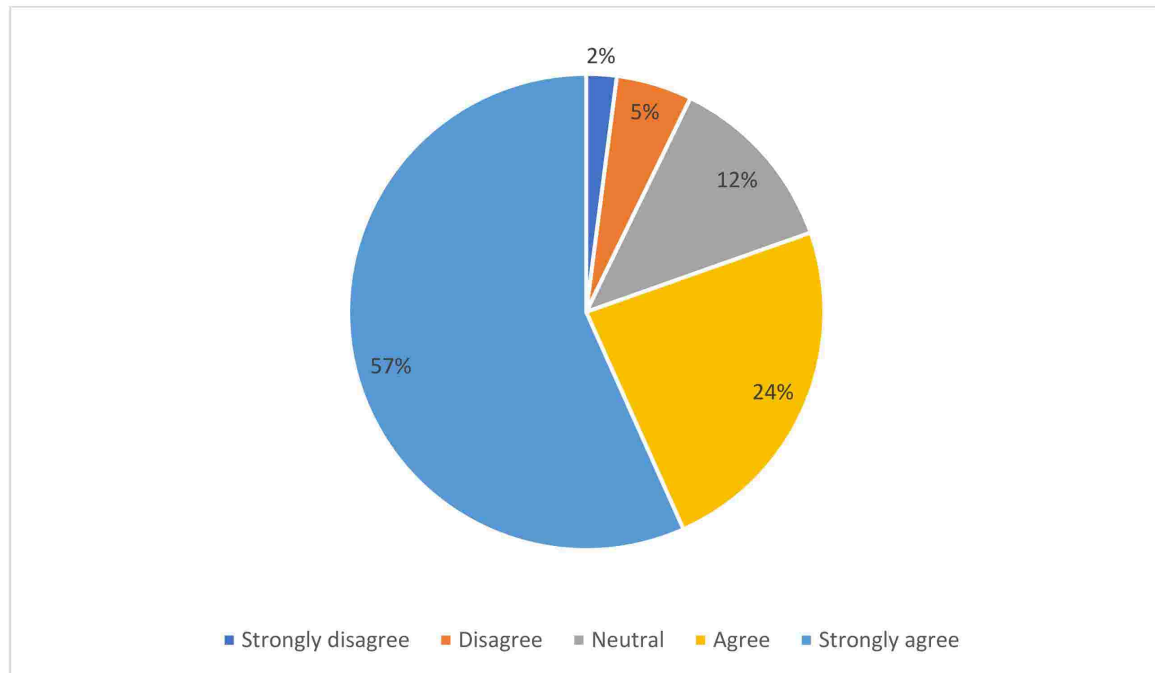
Q5. Training programs helped to increase the productivity of quantity and quality.



INTERPRETATION

The pie chart displays responses to the effectiveness of training programs on improving productivity in terms of both quantity and quality. If the largest segment is 'Strongly Agree,' it suggests that the majority of respondents believe the training programs had a significant positive impact. A large 'Agree' segment indicates general approval, though perhaps less emphatically. A substantial 'Neutral' segment shows that some respondents felt the training had no noticeable effect. Significant 'Disagree' and 'Strongly Disagree' segments reveal dissatisfaction or skepticism about the training's effectiveness. Overall, a dominant presence of 'Strongly Agree' and 'Agree' responses would affirm the training's positive impact, while notable 'Neutral' or negative responses may point to areas needing improvement.

Q6. Training and development activities helps the organization to maintain employee retention rate.



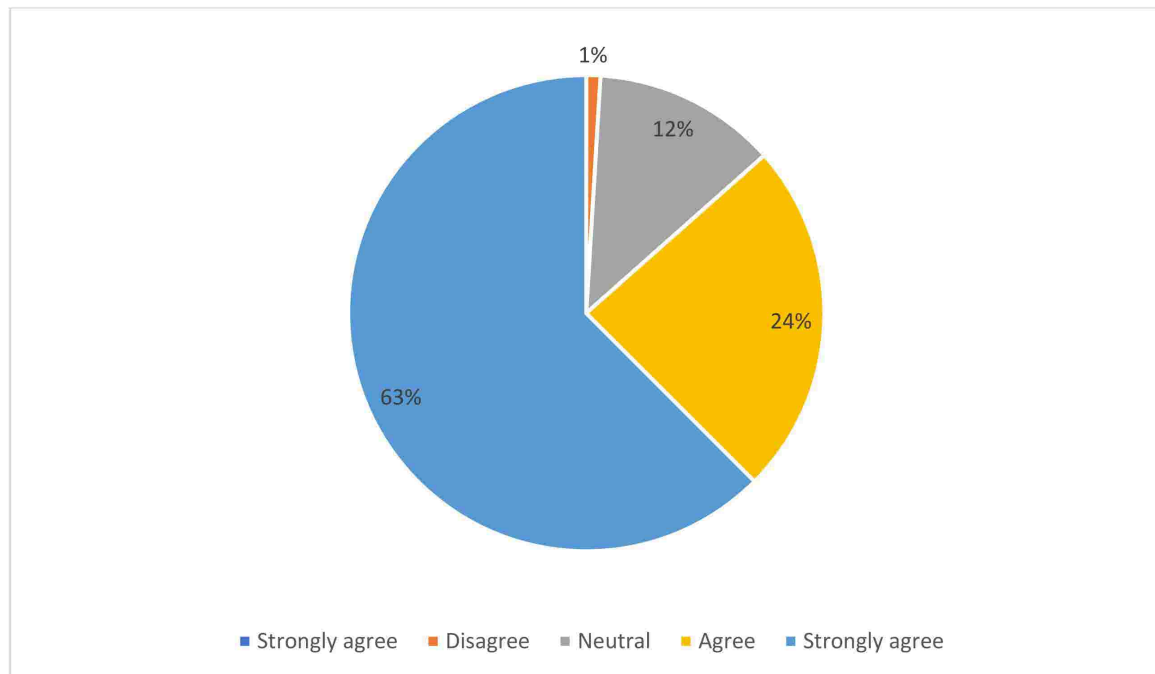
INTERPRETATION

The pie chart illustrates responses to the statement: "Training and development activities help the organization to maintain employee retention rate."

The summary is:

- The majority of respondents strongly agree.
- A notable portion agrees.
- A smaller group is neutral.
- Very few disagree or strongly disagree.

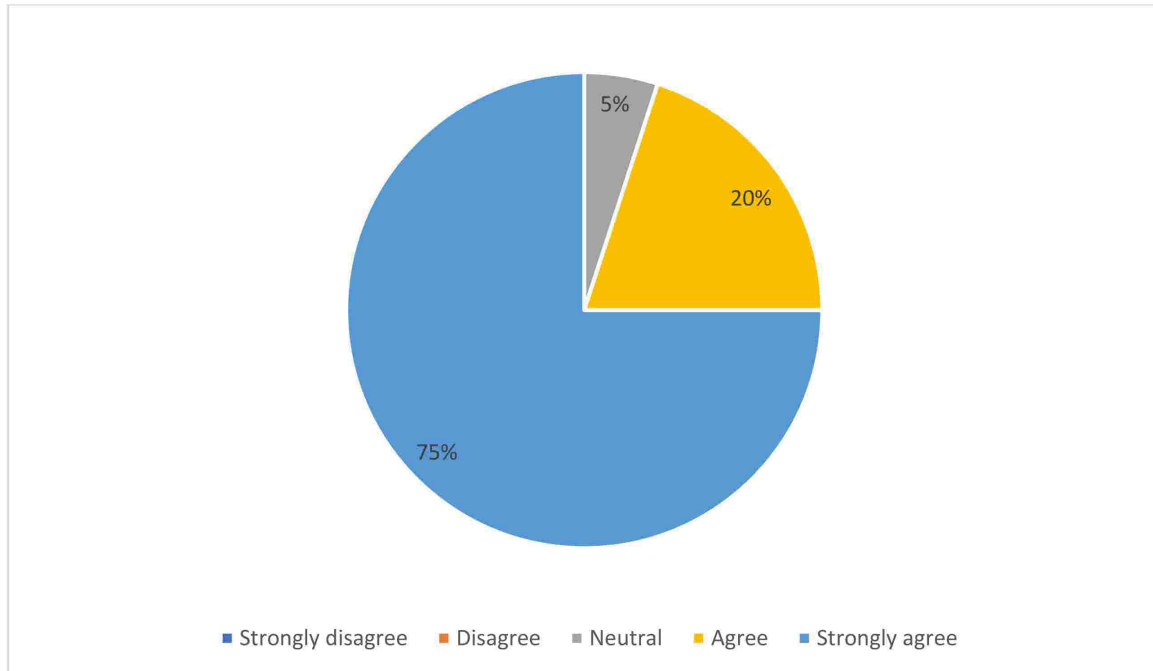
Q.7 You are satisfied with present method of selection of candidate for training.



INTERPRETATION

The pie chart shows that most respondents are satisfied with the current method of candidate selection for training, with the largest group strongly agreeing, followed by those who agree. A smaller portion is neutral, and very few disagree.

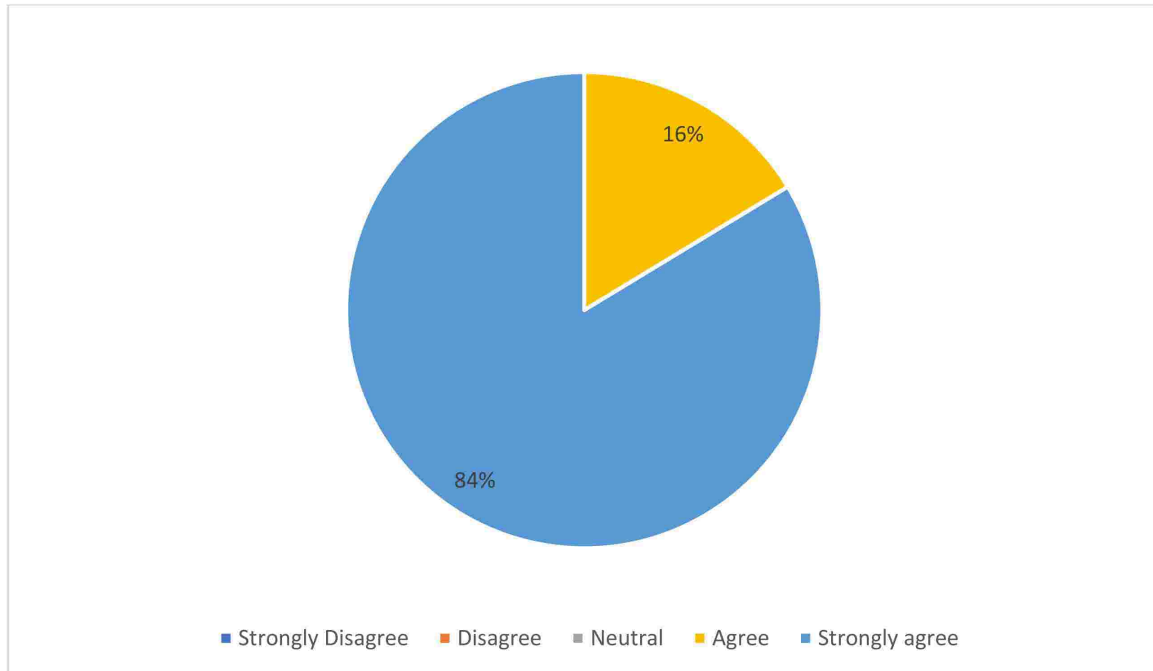
Q.8 The training period is of sufficient duration.



INTERPRETATION

The chart reveals that a majority of respondents believe the training period is of sufficient duration, with most strongly agreeing with this statement. A smaller portion of respondents simply agree, further indicating general satisfaction with the length of the training. However, a minority of respondents are neutral or disagree, suggesting that while most find the duration appropriate, there are some who may feel it could be adjusted. Overall, the feedback leans towards a positive assessment of the training period's sufficiency.

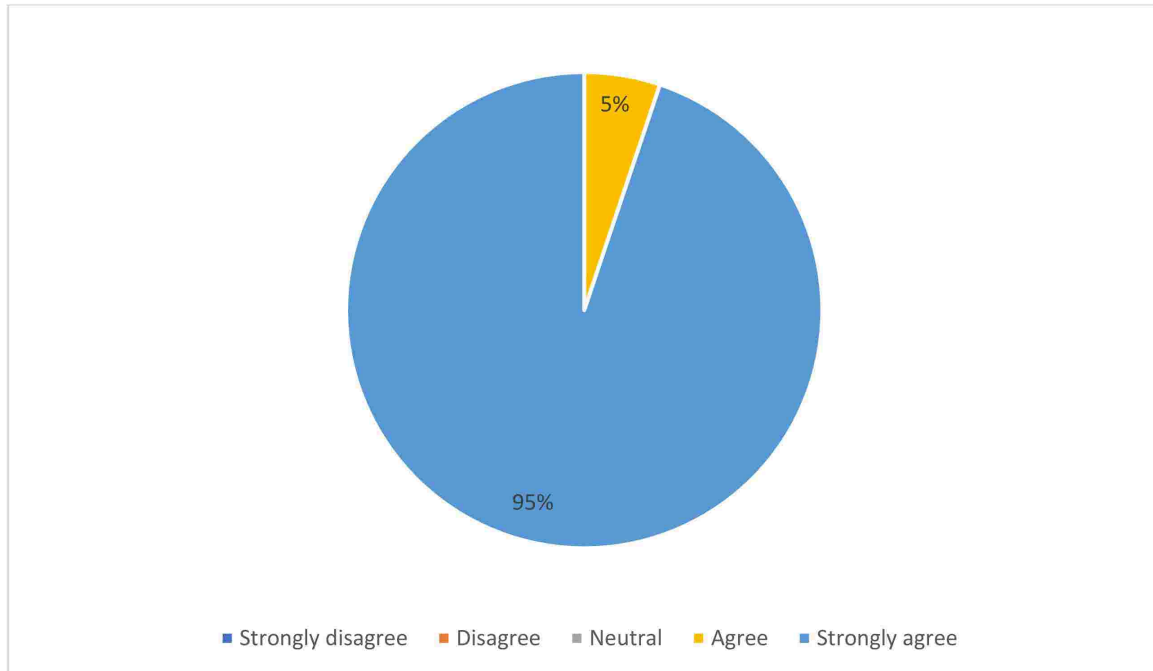
Q9. The Training programs are helpful in long run.



INTERPRETATION

The chart illustrates that a significant majority of respondents believe that the training programs are beneficial in the long run. Most respondents strongly agree with this statement, showing a high level of confidence in the lasting impact of the training programs. A smaller portion of respondents agree, further supporting the positive outlook on the long-term benefits of the training programs. There is no indication of disagreement or neutrality, highlighting the overall strong belief in the enduring value of these programs.

Q10. The Training programs are helpful in personal growth.



INTERPRETATION

The chart presented indicates that the vast majority of respondents believe that the training programs are helpful in personal growth. More of respondents strongly agree with this statement, demonstrating a significant positive perception of the training programs' effectiveness. Only a small minority agree, while no respondents were neutral, disagreed, or strongly disagreed with the statement. This suggests that the training programs are highly valued and considered effective in contributing to personal growth among the participants.

OTHER FINDINGS

1. The organization has good working environment provided by the management.
2. Staff and workers were fully involved in their work during shift hours.
3. Canteen facility is good with fresh and hygiene food.
4. Most of the people have positive attitude towards the organization.
5. Management is very much concerned for the workers welfare,
6. HCCB was maintaining good relation between employee and employer.
7. Different welfare programs are conducted in different departments.
8. The employer- employee relations in this HCCB is very good.
9. They maintain good safety measures to their employees as well as for the workers in the organization under the welfare programs.
10. The HCCB provides various non-statutory welfare schemes also such as medical facilities, insurance and regular medical check-up.

CHAPTER-7

CONCLUSIONS AND SUGGESTIONS

It was a very exciting Organizational Study at Hindustan Coca-Cola Beverages Private Limited, Khurda. We have seen how the management functions are practiced. It was a great experience to go there and get a practical touch with the theory and concepts what we have studied in books.

The impact of training and development in HCCB Khurda is profound and multifaceted, driving both individual and organizational growth. By investing in the continuous improvement of its workforce, HCCB Khurda enhances employee skills, boosts morale, and fosters a culture of innovation and excellence. This commitment to training not only improves job performance and productivity but also increases employee satisfaction and retention. Furthermore, well-trained employees are better equipped to adapt to changing market demands and technological advancements, ensuring HCCB Khurda remains competitive and resilient. Overall, the strategic focus on training and development is a key driver of the company's long-term success and sustainability.

We can conclude that Coca-Cola has a good image attached to it and hence it should maintain its image, because today's scenario people are very much conscious of their health and look for value of their money. Quality test of bottle, water coke was done in laboratory. Hence with such a great brand name established for them is a real advantage for them and with this can reach to new heights.

Suggestions

1. Implement a continuous feedback mechanism to regularly gather employee input on training programs, ensuring they remain relevant and effective.
2. Develop tailored training programs to address specific employee needs and career development goals, enhancing overall engagement and effectiveness.

3. Incorporate more interactive and hands-on learning methods, such as workshops and simulations, to make training sessions more engaging and impactful.
4. Establish a follow-up support system to assist employees in applying new skills and knowledge, ensuring long-term retention and application.

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QUESTIONNAIRE

Section 1: General Information

1. Name (Optional): _____

2. Department: _____

3. Years of Experience at HCCB Khurda:

☐ Less than 1 year ☐ 1-3 years ☐ 3-5 years ☐ More than 5 years

Section 2: Training and Development Programs

1. Q1. HR Department is conducting Training programs regularly.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

2. The Training session have helped you to improve your work efficiency.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

3. Have you attended any training program?

☐ Yes ☐ No

4. You are satisfied with the information provided by the trainer during the training session.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

5. Training programs helped to increase the productivity of quantity and quality.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

6. Training and development activities helps the organization to maintain employee retention rate.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

7. You are satisfied with present method of selection of candidate for training.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

8. The training period is of sufficient duration.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

9. The training programs are helpful in the long run.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

10. The Training programs are helpful in personal growth.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree