



Summer Internship Project Report

On

Effectiveness of Training and Development in a
Retail Store with reference to Pantaloons



pantaloons
IN LOVE WITH LIFE
IN ❤️ WITH FASHION

Submitted By:

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IMBA [2018-2023]

(A project report submitted to Biju Pattnaik University of Technology (BPUT), Rourkela, Odisha for partial fulfilment of the requirements for the award of Degree of MBA Program)

External Guide: -

Ms. B. Santoshi

Internal Guide: -

Prof. Kamesh Chibkula

Declaration

I am Damini Dalabehera, a Bonafide student of BIITM, pursuing MBA, do hereby declare that the study entitled “**Effectiveness of Training and Development in a Retail Store with reference of Pantaloons**” is my authentic work, I have completed my study under the guidance of **Prof. Kamesh Chivukula**, BIITM, Bhubaneswar and **Ms. B.Santoshi**, **Department Manager**, PANTALOONS, Patia, Bhubaneswar.

All the data furnished in this project report are authentic and genuine and this report neither full nor in part has ever been submitted for award of any other degree to either this university or any other university.

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Internal Guide Certificate

This is to certify that Damini Dalabehera , a student of IMBA of BIITM, Bhubaneswar has successfully completed his/her summer Internship Project on the topic of **‘Effectiveness of Training and Development in a Retail Store with reference of Pantaloons’**. He / She has worked on the Summer Internship Project from 20th April, 2022 to 30th May, 2022 his/ her performance during the project was extremely satisfactory.

Signature: Damini Dalabehera

Name of Guide: Prof. Kamesh Chivukula

Acknowledgement

This project report bears the imprint of many people on it. I am very much thankful to BIITM, Bhubaneswar for the successful completion of my SIP report.

I would like to thank my project supervisor and guide Prof. Kamesh Chivukula, the Faculty Member, BIITM, for his invaluable guidance and assistance in preparing the project report and also contributing a lot for accomplishment of this project.

I am highly indebted to Ms. B. Santoshi (Department Manager), PANTALOONS, Patia, my corporate guide, who guided me during the internship period and suggested many information which has been taken care in my project work.

I am also expressing my gratitude to my parents and friends who gave their full-fledged co-operation for the successful completion of my project.

Preface

It is a great opportunity for me to pursue my IMBA in BIITM under BPUT, Rourkela, Odisha. In the accomplishment of Summer Internship Program, I am submitting a report on **“Effectiveness of Training and Development in a Retail Store with reference of Pantaloons”**. Subject to the limitation of time, efforts and resources every possible attempt has been made to study the matter deeply. The whole project is measured through the questionnaire, the data further analyzed and interpreted and the result was obtained. The purpose of this report is to give a brief idea about what has been done in the summer training. This report comprises of various things and knowledge I have got during my summer internship at Pantaloons. The objectives of preparing this report are as follows:

- To know the method of training programs
- To study the specific training and development techniques the organization follows
- To know the effectiveness of the training programs

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation as a student of MBA, it is a part of study for everyone to undergo summer project at some good organization. So for this purpose, I got opportunity of summer training at Aditya Birla retail fashion limited.

I was sent to pantaloons to complete my internship. There I found myself rather lucky to getting the chance to work in such an environment at pantaloons provided and got introduced some of the new terms and new technology, but the most amazing experience was to work in a multicultural work environment. The project I was working in certainly me by increasing my practical knowledge depth. The training and development project were particularly helpful in widening my views regarding different framework.

Keeping that apart, there were also few more challenges some of them were technical and some of them are non-technical. Coming almost at the end of my internship, are discovered that, some of my communicative and management skills have been improved to a great extend. Beside there were some vital lesson which will obviously help me in my future job.

After the internship, I am more confident, more skilled and more professional than I was before.

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CHAPTER – 1

Introduction:

Retailing is the combination of activities involved in selling or renting consumer goods and services directly to ultimate consumers for their personal or household use. In addition to selling, retailing includes such diverse activities as, buying, advertising, data processing, and maintaining inventory.

Retail is India's largest industry, accounting for over 10 per cent of the country's GDP and around eight per cent of the employment. The market size of Indian retail industry is about US \$312 billion. Organized retailing comprises only 4.5 per cent of the total retailing. Estimated at around US\$ 8.7 billion. The organized retail sector is expected to grow to US \$ 70 billion by 2010. International retailers. India's vast middle class with its expanding purchasing power and its almost untapped retail industry is key attractions for global retail giants wanting to enter newer markets.

Retail tech companies supporting the retail sector with services such as digital ledgers, inventory management, payments solutions, and tools for logistics and fulfillment are taking off in India. In the first nine months of 2021, investors pumped in US\$ 843 million into 200 small and mid-sized retail technology companies, which is an additional 260% of capital compared to the entire 2020.

Retailing broadly involves:

- Understanding the consumers' needs
- Developing good merchandise assortment
- Display the merchandise in an effective manner so that shoppers find it easy and effective to buy.

Retail Concept:

The retailing concept is essentially a customer oriented, company-wide approach to develop and implement a marketing strategy. It provides guidelines which must be followed by all retailers irrespective of their size, channel, design and medium of selling.

The retailing concept covers the following four broad areas:

- Customer orientation:

The retailer makes a careful study of the needs of the customer and attempts to satisfy those needs.

- Goal orientation:

The retailer has clear cut goals and devises strategies to achieve those goals.

- Value driven approach:

The retailer offers good value to the customer with merchandise keeping the price and quality appropriate for the target market.

- Coordinated effort:

Every activity of the firm is aligned to the goal and is designed to maximize its efficiency and deliver value to the customer.

Retail Formats in India:

- Hyper market/ super markets

Large self-servicing outlets offering products from a variety of categories.

- Moms-and-pops stores

They are family-owned business catering to small sections; they are individually handled retail outlets and have a personal touch.

- Departmental store

These are general retail merchandisers offering quality products and services.

- Convenience store

These are located in residential areas with slightly higher prices goods due to the convenience offered.

- Shopping mall

The biggest form of retail in India, malls offers customers a mix of all types of products and services including entertainment and food under a single roof.

- E-trailers

These are retailers providing online buying and selling of products and services.

- Discount stores

These are factory outlets that give discount on the MRP.

- Vending

It is a relatively new entry in the retail sector. Here beverages, snacks and other small items can be bought via vending machines.

- Category killers

Small specialty stores that offer a variety of categories. They are known as category killers as they focus on specific categories, such as electronics and sporting goods. This is also known as Multi Brand Outlets.

- Specialty stores

These are retail chains dealing in specific categories and provide deep assortment.

Background Of the Study:

The basic job of every management is the effective utilization of human resources for the achievement of organizational objectives the personal management is concerned with organizing human resources in such a way to get maximum output for the organization and to develop the talent of people at work to the fullest extent.

Every organization needs to have well trained and experienced person to perform the activities that has to be performed. Training is a process of learning a sequence of programmed behavior. It is the application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. It attempts to improve their performance on their current job and prepare them for an intended job. Development is a related process. It covers not only those activities which improve job performance, but also brings about the growth of the personality; help individuals in the progress towards maturity and actualization of their potential capabilities so that they become not only good employees but better men and women.

The impact of training program is to mold the employees' attitude and help them to synergies individual goals with organizational goals. It also helps in reducing dissatisfaction, complains, absenteeism and labor turnover.

The main objective of training is to provide a platform to the employees to learn, acquire different skills, which makes them adopt themselves to various challenges in the work and to the changing business environment there by developing professionalism within them.

Objective of the study:

- To know the method of training programs being conducted at Pantaloons.
- To study the specific training and development techniques the organization follows.
- To know the effectiveness of the training programs on the employees.

Scope of the study:

- This study will help to understand the actual training practices and development techniques.
- This study will be able to bring knowledge about the types of training and development practices going on in the organization.
- It is effective for the employees as well as for the organization, which will enable the company to develop their employees and bring about improvement in the future to avoid the lack of unskilled workers.

CHAPTER – 2

Company Profile:



Pantaloons, Patia

- Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats. ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. Spanning a retail space of 8.4 million sq. (as on March 31, 2021).
- Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of the most loved fashion brands in India with 344+ stores spread across 170+ towns and cities in the country. We offer a versatile collection & retail over 100 licensed and international brands, including our exclusive in-house brands.

- ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.
- As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000 multi-brand outlets and 6,800+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brands.

Vision:

To passionately satisfy Indian consumer needs in fashion, style and value, across wearing occasions in Apparel and Accessories through strong brands and high-quality consumer experience with the ultimate purpose of delivering superior value to all our stakeholders. PantaloonsIndia, in association with the future group shall deliver every time, everywhere & everything for every consumer of India in a profitable way. PantaloonsIndia shares the belief that the potential stakeholders and customers shall be provided by executing and creating future development in leading consumption space to the economic development.

Mission:

We share the vision and belief that our customer and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. We will be the trendsetters in evolving delivery formats, creating retail reality, making consumptions affordable for all customer segments- for classes and for masses. We shall infuse Indian brands with confidence and renewed ambition.

Values:

- Integrity: Acting and taking decisions in a manner that is fair and honest. Following the higher standard of professionalism and being recognized for doing so. Integrity for us not only financial and intellectual integrity, but encompasses all other forms are generally understood.
- Commitment: On the foundation of integrity, doing all that is needed to deliver value to all stakeholders. In the process, being accountable for our own actions and decisions, those of our team and those in the part of the organization for which we are responsible.
- Passion: An energetic, intuitive zeal that arises from emotional engagement with the organization that makes work joyful and inspires each one to give his or her best. A voluntary, spontaneous and relentless pursuit of goals and objectives with the highest level of energy and enthusiasm.
- Seamlessness: thinking and working together across functional groups, hierarchies, businesses and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organizational unity through sharing and collaborative effort.
- Speed: Responding to internal and external customers with a sense of urgency. Continuously striving to finish before deadline and choosing the best rhythm to optimize organizational efficiencies.



Product Portfolio:

Pantaloon offers **Apparel brands for Men, Women and Kids**. Along with Apparel it also features accessories. Some of the most popular brands offered are Rang munch, Indus route, SF Jeans C, BYFORD, BARE, Ajile, Honey, Annabelle, People etc. Pantaloon offers accessories from watches to shoes, bags, jewelry and perfumes.

SWOT Analysis of Pantaloons:

1. Strength:

- Pantaloons is one of India's largest retailers having 344+ stores across 170+ cities in India.
- Pantaloons is one of the largest retailers by market capitalization and revenue in India.
- It manages high number of purchase orders.
- It is always updated with changing consumer preferences.
- Pantaloons is a popular brand with a high presence across India.
- Strong online presence of the brand helps to tap the internet market.
- Pantaloons offers a wide variety of clothes for men, women and children.
- Advertising, branding and discounts have enabled the brand to capture the youth.

2. Weakness:

- Intense competition from retail stores and online shopping brands means limited market share growth for Pantaloons
- Too many options for customers hence high brand switching and low brand loyalty.

3. Opportunities:

- Pantaloons can increase the footfalls by increasing ATL – TV commercial promotions.
- India is fast emerging as retail hub for top brands as government allowed FDI in single brand and multi brand retail.
- Organized retail is only small percentage of total Indian retail industry.
- Tie-ups with fashion institutes and even online brands can help increase sales for Pantaloons.

4. Threat:

- Strong competition from unorganized retail sector in India affects business of Pantaloons.
- Online shopping is emerging trend in consumers due to convenience which is taking away market share of retailers like Pantaloons.

CHAPTER – 3

INTRODUCTION:

Employee training and development has emerged as a major educational enterprise over the past three decades. This increase is associated with a demand in the workplace for employee at all levels to improve performance in their present jobs to acquire skills and knowledge to do new jobs, and to continue their career progress in a changing world of work (Armstrong, 2001; Craig, 1987). Numerous organizational adages suggest that people are the key to any successful business operation. This emphasis is not empty as it is becoming increasingly clear that no human enterprise can succeed without properly skilled and knowledgeable human resource development professionals (Goldstein & Ford, 2002). Ongoing employee development is critical to the short- and long-term success of every business profit or non-profit (Becker, 1962; Pittam, 1987).

A training program is said to be effective when training outcomes matches with its objectives. The degree with which outcome is closer to objective determines training effectiveness. According to Lina Vyas (2004), evaluation is the most Important means to determine the effectiveness of the training, however, other factors including transfer of learning ability of the trainer to deliver and trainees to absorb, ability of the institute and the trainers to recognize the needs and properly address them, and adequate matching of the training package to trainees' requirements also have an influence on the effectiveness of training.

Evaluating the effectiveness of training program is an important step as it is carried out to see how well the training objectives have been met and whether it is the best method for achieving those objectives (Niraj Kishore Chimote, 2010). The failure to consistently find results for the effectiveness of training through the use of behavioural and performance rating criteria can be attributed to several sources, including training design issues, trainee characteristics, work environment characteristics, and criterion issues (Bladwin & Ford, 1988; Goldstein, 1986). To examine training effectiveness using result criteria. The inherent difficulties involved in collecting objective performance measures of trainees (Ostroff Cheri 1991),

The importance assigned to training and development function in an organization can be understood by knowing commitment from top managers, investment and time spent on training. Major responsibility associated with HR or special at trainer and involvement of line manager. The purpose of training will be served when employees who undergo training learn skills and knowledge from the training program and apply them in their job. It is difficult to measure training effectiveness; because training results may not be immediately reflected in trainee performance and contribution of training knowledge in improved performance level can't be judge objectively. What it makes more difficult in measuring training effectiveness is its complexity in measuring results in terms of monetary value. Yet it is very vital to measure training effectiveness, as it helps in making decisions related to continuation of training.

DEFINATION OF TRAINING & DEVELOPMENT

Training and Development is a subsystem of an organization which emphasize on the improvement of the performance of individuals and groups. Training is an educational process which involves the sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of the employees. Good & efficient training of employees helps in their skills & knowledge development, which eventually helps a company improve. Training is about knowing where you are in the present and after some time where will you reach with your abilities. By training, people can learn new information, new methodology and refresh their existing knowledge and skills. Due to this there is much improvement and adds up the effectiveness at work. The motive behind giving the training is to create an impact that lasts beyond the end time of the training itself and employee gets updated with the new phenomenon. Training can be offered as skill development for individuals and groups.

IMPORTANCE OF TRAINING AND DEVELOPMENT

For companies to keep improving it is important for organizations to have continuous training and development programs for their employees. Competition and the business environment keeps changing and hence it is critical to keep learning and pick up new skills. The importance of training and development is as follows:

- Results in an increase in output / productivity
- Leads to job satisfaction / improve moral
- Train worker's need less supervision
- Better cooperation and team spirit
- Lesser wastage of material and time

NEED FOR TRAINING AND DEVELOPMENT

Training and development of employees is a costly activity as it requires a lot quality inputs from trainers as well as employees. But it is essential that the company revises its goals and efficiencies with the changing environment. Here are a few critical reasons why the company endorses training and development sessions.

- When management thinks that there is a need to improve the performances of employees
- To set up the benchmark of improvement so far in the performance improvement effort
- To train about the specific job responsibility
- To test the new methodology for increasing the productivity

ADVANTAGES OF TRAINING AND DEVELOPMENT

Training and development have a cost attached to it. However, since it is beneficial for companies in the long run, they ensure employees are trained regularly. Some advantages are:

- Increase job satisfaction and employee engagement.
- Increase employee motivation
- Improve knowledge equals increases profit

- Increases employee relation
- Increases ambitions and contribution level

TRAINING AND DEVELOPMENT PROCESS

Training and development is a continuous process as the skills, knowledge and quality of work needs constant improvement. Since businesses are changing rapidly, it is critical that companies focus on training their employees after constantly monitoring them & developing their overall personality.

Steps for training and development processes are:

- Assess training needs
- Set organizational training objectives
- Create training action plan
- Implement training initiatives
- Evaluate and revise training

Hence, this concludes the definition of Training and Development along with its overview.

Types of Training:

Various types of training can be given to the employees such as induction training, refresher training on the job training, vestibule training, and training for promotions. Some of the commonly used training programs are listed below:

- Induction trainings

Also known as orientation training given for the new recruits in order to make them familiarize with the internal environment of an organization. It helps the employees to understand the procedures, code of conduct, policies existing in that organization.

- Job instruction training

This training provides an overview about the job and experienced trainers demonstrates the entire job. Addition training is offered to employees after evaluating their performance if necessary.

- Vestibule training

It is the training on actual work to be done by an employee but conducted away from the work place.

- Refresher training

This type of training is offered in order to incorporate the latest development in a particular field. This training is imparted to upgrade the skills of employees. This training can also be used for promoting an employee.

- Apprenticeship training

Apprentice is a worker who spends a prescribed period of time under supervisor.

TRAINING SESSION CONDUCTED AT PANTALOONS



At pantaloons they followed general method of training and development. They are as follows:

- 1- store health training.
- 2- employee self-development training
- 3- FA star certification

STORE HEALTH TRAINING

In this type training the organization focused on the training related to

- Product knowledge:
Product knowledge training is the process of educating your workforce about the goods, products, services to help them perform their job better.
- Mission happiness:
Mission happiness is about the happiness and satisfaction of the customer or we can say that this is the feedback system to know about the customer satisfaction.
- Fire & safety:
Fire and safety training program is done to educate the employees about the use of fire extinguisher and safety of the customer, store and themselves.
- Frisking:
Frisking means to search quickly. The security department of the store gets hold of the task. In frisking training, the employees learn the proper way to do it and the rules regarding it.
- Insignia:
Insignia membership ensures customers regular visit as the membership ensures customers benefits.
- Green card:
Green card membership ensures customers regular visit as the membership ensures customers benefits.
- Store display manual:
Store display manual is done to promote the products. Products are promoted in POP displays, window display, shelves, tables.

- Visual merchandise:
Visual merchandising is a marketing practice that uses floor plans, colour, lighting, displays, technology and other elements to attract customer attention.
- Ware house management:
Warehouse management refers to the oversight of operations in a warehouse. This includes receiving, tracking, and storing inventory, as well as training staff, managing shipping, workload planning, and monitoring the movement of goods.
- GUEST:
G- Greet the customer
U- Understand their need
E- Explain about the products
S- Speed of service
T- Thank you
- SOP:
Standard Operating Procedure (SOP) was written to incorporate all comprehensive training activities into one system to ensure that all personnel acquire the skills, knowledge and qualification needed to effectively carry out their duties and tasks.

EMPLOYEE SELF DEVELOPMENT

In this type of training the organization focused on the training related to

- ABG values:
 - Integrity: Acting and taking decisions in a manner that is fair and honest. Following the higher standard of professionalism and being recognized for doing so. Integrity for us not only financial and intellectual integrity, but encompasses all other forms are generally understood.
 - Commitment: On the foundation of integrity, doing all that is needed to deliver value to all stakeholders. In the process, being accountable for our own actions and decisions, those of our team and those in the part of the organization for which we are responsible.
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voluntary, spontaneous and relentless pursuit of goals and objectives with the highest level of energy and enthusiasm.

- Seamlessness: thinking and working together across functional groups, hierarchies, businesses and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organizational unity through sharing and collaborative effort.
- Speed: Responding to internal and external customers with a sense of urgency. Continuously striving to finish before deadlines and choosing the best rhythm to optimize organizational efficiencies.

- POSH (policy for prevention of sexual Harassment):

In 2013, Government of India enacted the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, also called as the POSH Act. The Act holds an organization and the employer responsible for taking measures to prevent incidents of sexual harassment at workplace. The Act also lays down several measures for organizations to be compliant to the Act. One of them is spreading POSH awareness to all the employees in the organization about their roles and responsibilities through training program and similar initiatives. It is advisable to conduct such trainings at least twice in a year.

FA STAR CERTIFICATION

- Module 1 (Styling for occasion)
- Module 2 (Four tricks to styling)
- Module 3 (The colour wheel)
- Module 4 (Reinvent look women's wear)
- Module 5 (Fashion research)
- Module 6 (Reinvent look women's wear)
- Module 7 (Fashion terminology)

The fashion assistant (FA) star certification is for the fashion assistants appointed to attend customers. This training process is given to them for better understanding about customers' needs, tricks about styling so that they can suggest the customers various ideas, proper

knowledge about the colour wheel, FAs should be able to assist customers in store with styling a basic in multiple way, to be able to look at a fashion category and have a fair understanding of how it could be styled in multiple ways, to increase your knowledge about how trends work over a period of time, to be able to research about fashion and trends independently.

The FA star certification has four levels. Those levels are trainee, bronze FA, silver FA, gold FA. The duration of skill building for a trainee is three months in which they become able to understand key process, display standards and become able to sell. The duration of training period to a bronze certified fashion assistant is +6 months, which make them able to confidently recommend a style and conclude sale to the in-store customers and provide distinctive services. To be a silver certified fashion assistant, the duration of training period of +3 months, which make them efficient for confidently recommend a style and conclude sale to both in-store customers and customers shopping through digital platforms. For gold certification fashion assistant, the training period is +3 months which make them able to create communities of interest with 5- & 7-star customers.

CHAPTER – 4

METHODOLOGY OF THE STUDY

RESEARCH

It is unbiased, unstructured and sequential method of enquiry directed towards a clear objective. This enquiry may lead to validate the existing postulates or arriving at new theories or models.

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the researcher purpose with economy in procedure. Research design is of different types. In my present study, the research design adopted is exploratory for which a well-structured questionnaire is framed and data is collected from the employees in Pantaloons, Bhubaneswar.

DATA SOURCE

There are two types of data collection namely primary data collection and secondary data collection.

Primary Data

The primary data defined as the data, which is collected for the first time, and fresh in nature, and happen to be original in character through field survey. There are some methods that adopted for collecting primary data which includes:

- Questionnaire
- Interview
- Observation

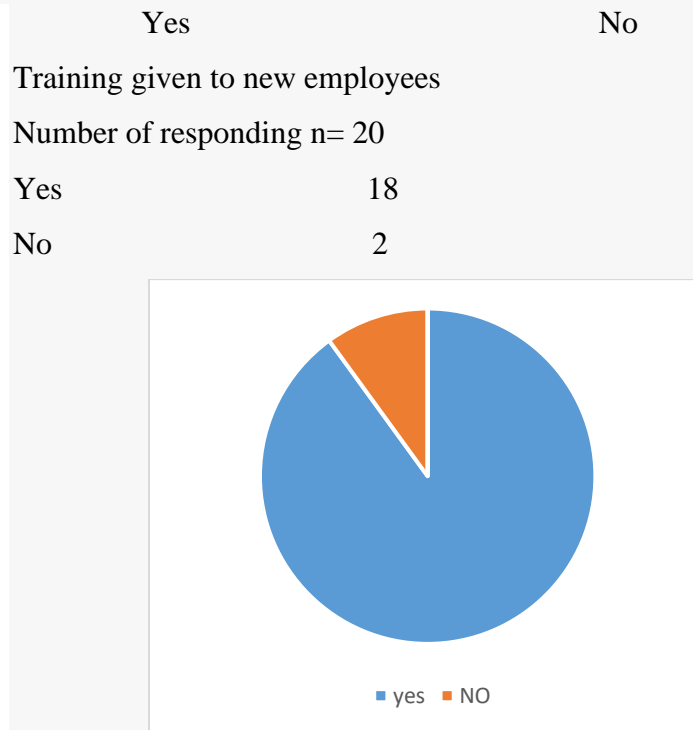
Secondary Data

The secondary data are those which have already been collected by someone else and have been passed through statistical process. The secondary data for this study are already available in the firm's internal record, annual reports, and company websites.

Sample Selection

Sample was selected in a random manner with all age, sex, and designated groups of employees at Pantaloons. Sample size is 40. And was taken from all the departments of Pantaloons, Patia.

1. Does your organization provide training for new employees?



Observation:

In the organization 90% of the employee agreed that training is given to the new employees but remaining 10% of the employee do not know that training is given to the new employees.

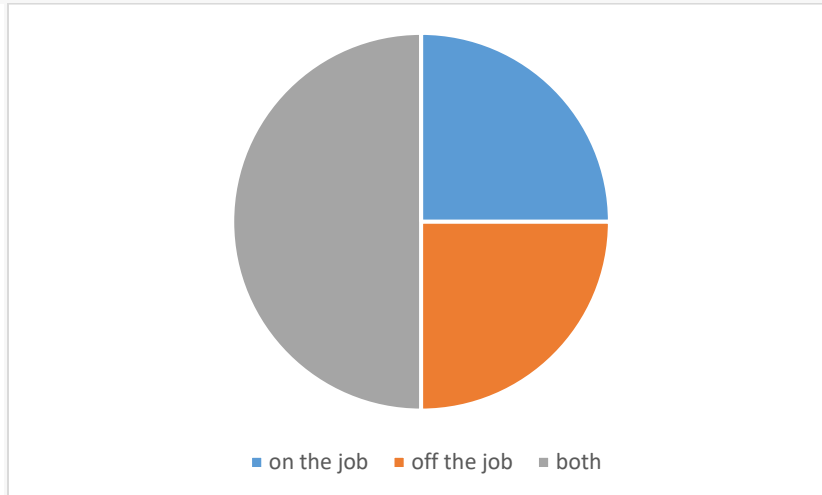
Conclusion is that this organization is giving training to the new employees

2. What kind of training method are being followed in your organization?

On the job	Off the job	Both

Training method	No of responding, n= 20
-----------------	-------------------------

- | | |
|----------------|----|
| 1. On the job | 5 |
| 2. Off the job | 5 |
| 3. Both | 10 |

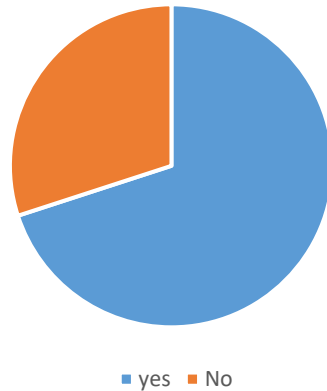


Observation:

In this organization 50% of the employees agreed to take the on the job and off the job training remaining 25% of the employees agreed to take the on the job training and remaining 25% of the employee agreed to take the off the job training, The final conclusion is that majority are interested to take in both on the job training and off the job training.

3. Whether training is a well planed exercise in your organisation?

Yes	No
Training plan exercise	No of responding=20
Yes	14
No	6

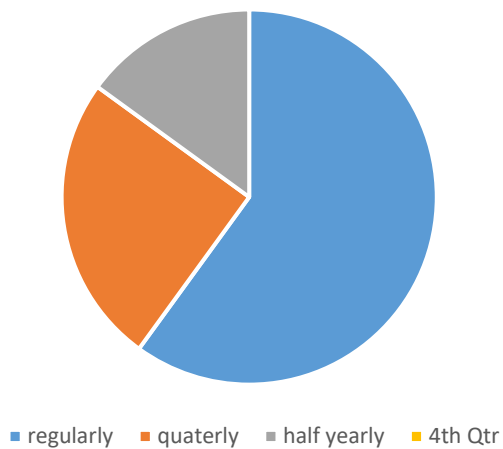


Observation:

In the organization 80% of the employees agreed that training is a well planned exercise but remaining 30% of the employee are not sure to tell that training is a well planned exercise in the organization. The final conclusion is that, in this organization training is a well planned exercise.

4. How often training programs are conducted in your organization.

	Regularly	Quarterly	Half yearly
Training programme	No of responding=20		
Regularly	12		
Quarterly		05	
Half yearly			03

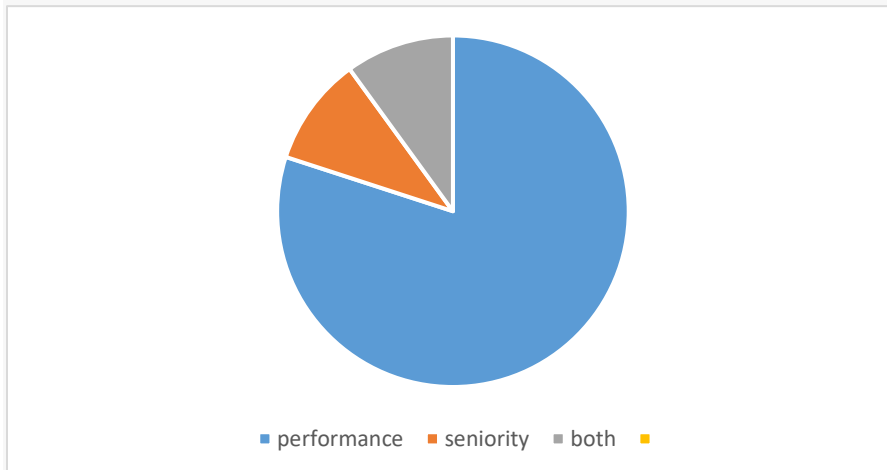


OBSERVATION:

In this organization , 60% of the employee agreed that training program are conducted regularly in the working situation but remaining 25% of the employee gave the feedback that organization is conducting the training quarterly and 15% of the employee responded that the organization is conducting training half yearly. The final conclusion is that the organization conducts to most of the employee regularly.

5. On what Basis selection of the training program is done?

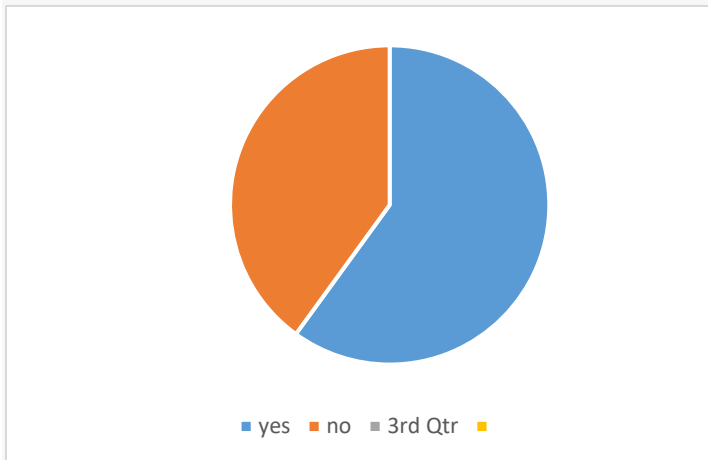
Performance	seniority	Both
Selection of training programme		No. of responding=20
Performance		2
Seniority		16
Both		2

**OBSERVATION:**

In the organization to selection for the training program is dependent on seniority by 80% but 15% of the employee agreed on performance base and 10% of the employee agreed on both that selection is based on both the performance and seniority. The final conclusion is that in this organization selection of the training programme is mostly depending on seniority and next performance.

6. Are you participating in training activity?

Yes	No
Participating training activity	No. of responding=20
Yes	12
No	8

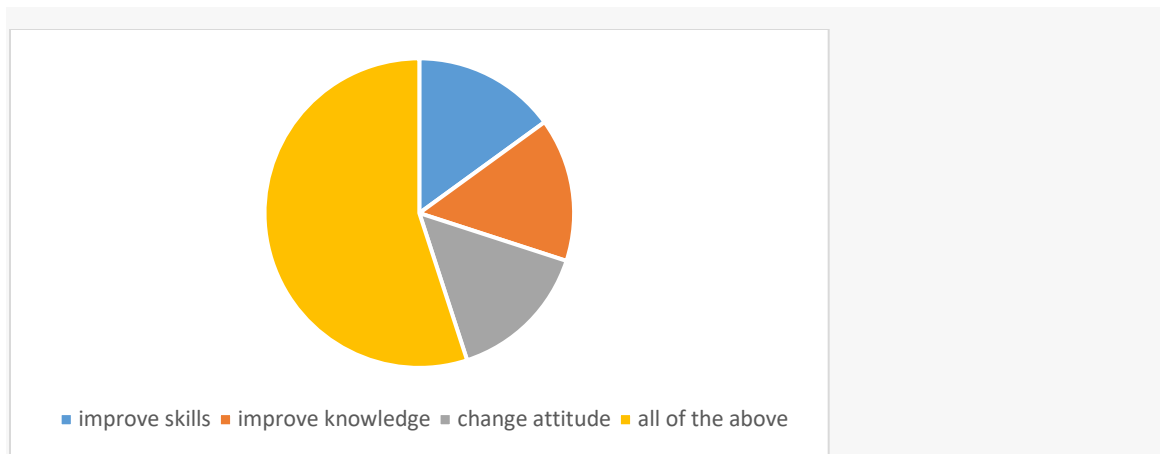


OBSERVATION:

In this organization, 60% of the employee are participating in training activity but remaining 40% of the employees are not participating in training activity of the company. The final conclusion is that in this organization most of the employees are participating in training activity.

7. Training programme according to you is to

Improve skill	improve knowledge	change attitude	all of the above
Use of training program	No of responding, n=20		
Improve skills	03		
Improve knowledge	03		
Change attitude	03		
All of the above	11		



OBSERVATION:

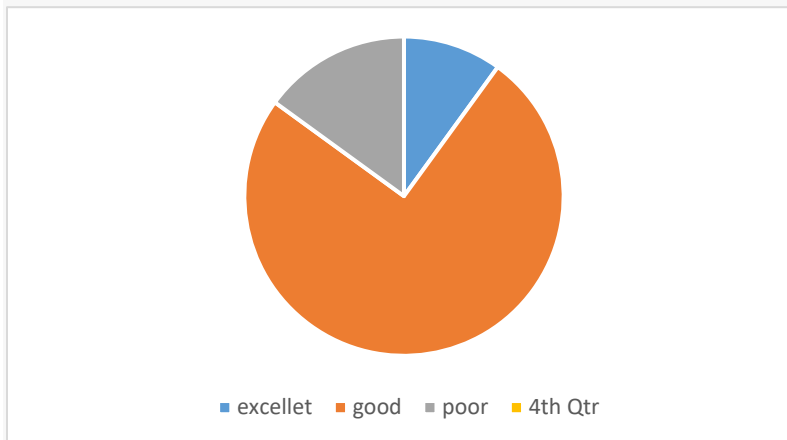
In this organization 55% of the employee agree that training programme is very useful to improve their skills, knowledge and to change the attitude but 15% of the employees agree that training programme is useful only to improve the knowledge, and 15% of the employee agree that training programme is useful to change their attitude. The final conclusion that training programme is very useful to employees to improve their skills, knowledge, and change attitude.

8. What is your opinion on training environment and infrastructure available at training centres?

Excellent good	poor
Opinion of training environment	No of responding, n=20
Excellent	02
Good	15

Poor

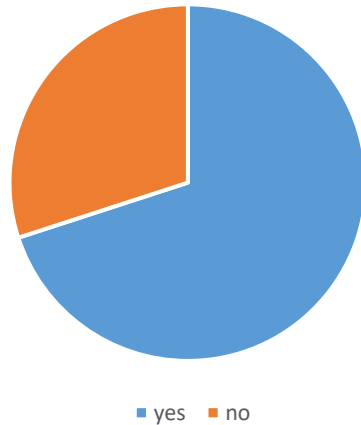
03

**OBSERVATION:**

In this organization, training environment is good to 75% of the employee and 10% of the employee tell that training environment is excellent and remaining 15% of the employee says that training environment is poor. The final conclusion is that most of the employees agree that training environment is good in the organization.

9. Did you find the training material useful to your job situation?

Yes	No
Training material useful	No of responding, n=20
Yes	14
No	06

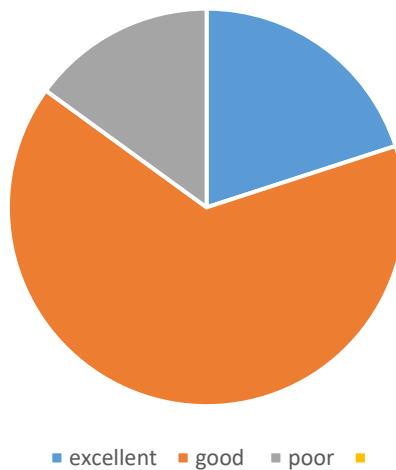


OBSERVATION:

In this organization, training programme material is useful in the job situation is agreed by 70% of the employee and remaining 30% of the employee says that it is not useful in the job situation. The final conclusion is that the training program material is useful in the job situation.

10. How will you rate the faculty trainer on this practical approach to subject matter including dealing with reference work situation?

Excellent	Good
Rating of trainer	No of training, n=20
Excellent	04
Good	13
Poor	03



OBSERVATION:

In the organization the training program is conducting trainer in the job situation the employee is feel good about the trainer that will agree 65% and 20% of the employee feel excellent about the trainer in the training period and 15% of the employee feel poor about the trainer behaviour in the training period. The final conclusion is that the trainer in the training period his cooperation to the trainees is good.

CHAPTER – 5

FINDINGS:

Based on the data gathered the following observations are made:

- Pantaloons has maintained proper training program for the learning and development of the employees.
- The training program conducted by the internal executives.
- Pantaloons focus on the development of each employees' potential to the fullest.
- Training programs helps the employees to be more trained.
- Employees attend the training program for personal growth as well as organizational achievement.
- Training has made the employees more efficient and effective with lesser mistakes.
- Training program has helped in enhancing the customers' satisfaction.

SUGGESTION:

Although most of the employees have positive remarks about the training programs conducted in Pantaloons, there can be made certain improvements to make training program worth effective.

The following suggestions can be taken into consideration for improvement:

- Training needs should be assessed regularly by observing the needs of the employee and also from feedback
- There should be more frequent open house session to fill up the gap between the employees and management.
- New and different trainer should be adopted so that maximum input can be generated from the training programme.
- Try to consider the personal goals of participates also when signing the training models, so that interest and satisfaction can be increased.
- Try to use more visual and audio aids to make training more interactive.
- Trainers must be given continuous feedback the training should be performed as a continuous planned actively.

- Utmost care must be given to increase the practical sessions and feedback form of the employees attending the training programs.

LIMITATION OF THE STUDY

Nothing is perfect in this world. So is also the case with the research conducted to understand, analyse and recommend on the training and development at pantaloons.

- Employees did not have sufficient time to provide information due to work load.
- the views and the responses of the employee's survey dare may not be absolutely accurate and confidential.
- Some respondents felt reluctant to share personal information which can affect the validity of all responses.
- Limited time period to undertake a detail based objective study.

CONCLUSION:

A complete report always depends upon a systematic conclusion which makes it perfect as well as effective training and development helps in developing an integrated process of goal setting. An organization among team success is strength to measure employee's contribution is goal accomplishment.

Training and development is considered as a strategy for growth in every organization. It is adopted by the organization to fill the gap between skills and future opportunities. These training programs definitely enhance skills, improve efficiency, and productivity and growth opportunities for employees. Training and development is a continuous process within the organization constantly spends large amounts of its capital resources on the development of its Human Resources. A well trained and developed Human resource of an organization has its own potential to carry out the work effectively and efficiently. Therefore, an organization should plan its training plan much carefully and effective Training methods should be

adopted to make the training programmes effective for the individual as well as for the organization. Otherwise, it would simply result in wastage of resources.

The training and development program adopted in Pantaloons mainly concentrated on areas like quality aspects, job-oriented trainings, technical skills and knowledge. Pantaloon Retail (India) limited is not only an organization but it is an institute which provides its employees an opportunity for learning which helps in development of the company. They always look for the people who are high in knowledge which will help the organization success. Pantaloons always welcome change in fashion by thinking out of the box. Most of the respondents rated as good and excellent towards the overall quality and effectiveness of the training and development programs and satisfied with the present training methods. The company also has to concentrate on small percentage of respondents who are not satisfied with training programs and whom it has not helped to overcome from their short comings or work-related problems. Finally, the training and development programs provided by Pantaloons are found to be effective.

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ANNEXURE:

Effectiveness of Training and Development

QUESTIONNAIRE

Dear Madam/Sir,

I am a IMBA student pursuing from BIITM. As a part of my curriculum I am doing my project in your company. Please give your views/ opinion to the questions given below about the training and development program in NMDC. The information provided by you will be kept highly confidential & will be used strictly for an analysis only.

1. What do you understand by training?
 - (a) Learning
 - (b) Enhancement
 - (c) Sharing information
 - (d) All of the above
2. Training is must for enhancing productivity and performance?
 - (a) Completely agree
 - (b) Partially agree
 - (c) Disagree
 - (d) Unsure
3. Do you feel raining programme is compulsory for the employee?
 - (a) Yes
 - (b) No
 - (c) Can't say
4. From the following methods under which training method you have trained?

(a) On the job

(b) Off the job

(c) Both

5. Did you attend the training programme before induction to the organization?

(a) Yes

(b) No

6. If you trained under on the job training method then from the following method which method you had undergone?

(a) Job rotation

(b) Coaching

(c) Other

7. If you trained under off the job training method from the following method which method you had undergone?

(a) Lecture method

(b) Vestibule method

(c) Other

8. From the following training programme which type of training programme you had undergone?

(a) Internal

(b) External

(c) Both

9. Your opinion about improvement of knowledge after training programme?

(a) Yes

(b) No

10. Whether training is relevant to the needs of the organization?

(a) Yes

(b) No

