



# Title of the Project



## Effectiveness of Learning and Development with a Special Reference to Pantaloons Patia, Bhubaneswar



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**IMBA [2018-2023]**

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

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# Declaration

I Muskan Mohapatra, am a Bonafide student of BIITM, pursuing IMBA, do hereby declare that the study entitled “**Effectiveness of Learning and Development in a Retail Store with reference of Pantaloons**” is my authentic work, I have completed my study under the guidance of **Prof. Mr Kamesh Chivukula**, BIITM, Bhubaneswar and **Mr Biswa Prakash Biswal**, **Store 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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## Certificate From Internal Guide

This is to certify that Muskan Mohapatra, a student of IMBA of BIITM, Bhubaneswar has successfully completed her Summer Internship Project on the topic of '**Effectiveness of Learning and Development in a Retail Store with reference to Pantaloons**'. She has worked on the Summer Internship Project from 15<sup>th</sup> April, 2022 to 30<sup>th</sup> May, 2022 her performance during the project was satisfactory.

**Signature: Muskan Mohapatra**

**Name of Guide: Prof. Mr. Kamesh Chivukula**

**Dated:**

**BIITM, Bhubaneswar, Odisha**



Dated: 24<sup>th</sup> June 2022

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Muskan Mohapatra pursuing her I-MBA *from BIITM* has successfully completed her Short term internship in Pantaloons-Patia (Bhubaneswar) from 15<sup>th</sup> April 2022 to 30<sup>th</sup> May 2022.

Throughout the internship, we found her to be sincere and hardworking.

We wish her all the best in all her future endeavors.

For Aditya Birla Fashion & Retail Ltd

A handwritten signature in blue ink, appearing to read "Biswa Prakash Biswal".

Biswa Prakash Biswal  
Store Manager  
PT-Bhubaneswar-Patia

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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## Acknowledgement

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

I would like to thank my project supervisor and guide Prof. Mr. 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 Mr. Biswa Prakash Biswal (Store 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 Learning 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 research instrument used to collect data was a questionnaire. The collected data was 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 process of learning programs
- To study the specific learning and development techniques the organization follows
- To know the effectiveness of the learning programs

## Executive Summary-

The Summer Internship Project training was done in Pantaloons, Patia, Bhubaneswar from the 15<sup>th</sup> of April and ended on 30<sup>th</sup> of May. The Title is “**Effectiveness of Learning and Development in a Retail Store with reference of Pantaloons**”. The Project report consists of overall analysis of retail industry and comprises of situational analysis of the industry. The following study is based on the different learning programs being conducted in Pantaloons. Every organization needs to have experienced trainers to attain the objectives. Learning is a method of sequence programmed behavior. It is the application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior.

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. Organizations in the retail sector should develop engaging, relevant and performance based learning programs for their employees if they want to keep them.

Sample Survey 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. A questionnaire was developed to gather data.

Based on the data gathered the following observations are made:

Pantaloons has maintained proper learning program for the learning and development of the employees. The learning programs is conducted by the internal executives. Pantaloons focuses on the development of each employees' potential to the fullest. Learning programs help the employees to be more trained. Employees attend the learning program for personal growth as well as organizational achievement. Learning program has helped in enhancing the customer's satisfaction. The company also has to concentrate on small percentage of respondents who are not satisfied with learning programs and whom it has not helped to overcome from their short comings or work-related problems. Finally, the learning and development programs provided by Pantaloons were found to be effective.

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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-tailers

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 learned and experienced person to perform the activities that has to be performed. Learning is a method of sequence 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 learning 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 learning 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 learning programs being conducted at Pantaloons.
- To study the specific learning and development techniques the organization follows.
- To know the effectiveness of the learning programs on the employees.

## Scope Of The Study:

- This study will help to understand the actual learning practices and development techniques.
- This study will be able to bring knowledge about the types of learning 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.



## 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.

## 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 learning 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.

# 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:

Pantaloons offers **Apparel brands for Men, Women and Kids**. Along with Apparel it also features accessories. Some of the most popular brands offered are Rangmanch, Indus route, SF Jeans C, BYFORD, BARE, Ajile, Honey, Annabelle, People etc. Pantaloons 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.

## Porter's Five Forces Model Analysis:

The Porter's 5 Forces design would assist in gaining insights into the Porter's 5 Forces of Pantaloon Retail (India) Limited: The Indian Retailing Giant Case Solution industry and measure the probability of the success of the options, which has been thought about by the management of the business for the function of handling the emerging issues connected to the minimizing subscription rate of customers.

### 1. Intensity of rivalry-

It is to notify that the Porter's Five Forces of Pantaloon Retail (India) Limited: The Indian Retailing Giant Case Analysis belongs of the international show business in the United States. The business has actually been participated in providing the services in more than ninety nations with the video as needed, products of streaming media and media service provider.

The industry where the Porter's 5 Forces of Pantaloon Retail (India) Limited: The Indian Retailing Giant Case Solution has been running because its beginning has many market players with the considerable market share and increased earnings. There is an intense level of competition or competition in the media and entertainment industry, compelling organizations to aim in order to keep the current clients by means of providing services at economical or sensible costs. Porter's Five Forces of Pantaloon Retail (India) Limited: The Indian Retailing Giant Case Help has actually been facing intense competition from the competing companies providing as needed videos, conventional broadcaster and sellers selling DVDs. The primary direct rival of Porter's 5 Forces of Pantaloon Retail (India) Limited: The Indian Retailing Giant Case Analysis is Amazon, because both of these companies offer DVDs on rent, thus completing in this domain for the comparable target audience.

Quickly, the strength of rivalry is strong in the market and it is very important for the business to come up with unique and innovative offerings as the audience or clients are more advanced in such modern technology period.

### 2. Threats of new entrants-

There is a high expense of entryway in the media and entertainment market. The show business requires a large capital amount as the companies which are engaged in providing entertainment service have larger start-up cost, that includes:

-Legal cost, Marketing expense, Distribution cost, Licensing cost.

In contrast, the existing home entertainment service provider has actually been extensively dealing with their targeted sectors with the particular expertise, which is why the danger of new entrants is low.

Another crucial factor is the intensity of competitors within the essential market gamers in the market, due to which the new entrant think twice while getting in into the market. The innovation and patterns in the media industry are progressing on consistent basis, which is adjusted by market competitors and Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis.

### **3. Threat of substitutes-**

The threat of replacements in the market pose moderate danger level in media and the entertainment industry. The business is facing a strong competition from the rivals providing similar services through online streaming and rental DVDs. Likewise, the traditional media material supplier is one of the example of the alternative items. The consumer might also engage in other pastime and source of details as compared to viewing media content and online streaming.

### **4. Bargaining power of buyer-**

The characteristics of media and entertainment market permits the clients to have high bargaining power. The low cost of changing enables the clients to look for other media service providers and cancel their Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Help membership, for this reason increasing the service risk.

### **5. Bargaining power of suppliers-**

The bargaining power of provider is high force in the market. This is due to the fact that there are couple of variety of providers who produce entertainment and media based material. Because Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis has actually been completing versus the standard supplier of entertainment and media, it requires to show higher versatility in arrangement as compared to the standard businesses. Also, the items is innovation based, the dependence of the business are increasing on constant basis.

# CHAPTER – 3

## Competitor Analysis of Pantaloons:-

Below is the Competitor of Pantaloons:

1)Max Fashion Store-



### Product Analysis-

- Max Fashion offers apparel, footwear, and accessories for the entire family - women, men, and children. Its products include bottoms, dresses and jumpsuits, ethnic wear, lingerie, maternity, sleepwear, sportswear, tops, and winter wear.
- There are five departments at max and they are western wear, ethnic wear, kids wear, footwear accessories, and men's wear. There are different brands like melange in ethnic wear and bosssini in western wear and in men's wear there is Peter England, Oxemberg, Code, Kappa, Sin.

## OTHER COMPETITORS INCLUDES:-

- Shoppers Stop
- WestSide
- Reliance Trends
- LifeStyle

## IMPORTANT FACTORS OF COMPETITION IN THE RETAIL MARKET

The factors are as following:

- Costs, prices and the consumer
- Technology and supply chains
- Brand management and competition.
- Sustainability and innovation.
- E-Retailing

## INTRODUCTION OF LEARNING AND DEVELOPMENT:

Employee learning 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 learning program is said to be effective when learning outcomes matches with its objectives. The degree with which outcome is closer to objective determines learning effectiveness. According to Lina Vyas (2004), evaluation is the most Important means to determine the effectiveness of the learning, 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 learning package to learners' requirements also have an influence on the effectiveness of learning.



Evaluating the effectiveness of learning program is an important step as it is carried out to see how well the learning 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 learning through the use of behavioural and performance rating criteria can be attributed to several sources, including learning design issues, learners characteristic, work environment characteristics, and criterion issues (Bladwin & Ford, 1988; Goldstein, 1986). To examine learning effectiveness using result criteria. The inherent difficulties involved in collecting objective performance measures of learners (Ostroff Cherl 1991),

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

## DEFINATION OF LEARNING & DEVELOPMENT

Learning and Development is a systematic process in which it emphasizes on the improvement of the performance of individuals and groups. Learning is an educational process which involves the sharpening of skills, concepts, changing of attitude and acquisition of more knowledge to enhance the performance of the employees. Good & efficient learning of employees helps in their skills & knowledge development, which eventually helps a company improve. It is about knowing where you are in the present and after some time where will you reach with your abilities. By Learning, 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 learning is to create an impact that lasts beyond the end



time of the learning itself and employee gets updated with the new phenomenon. Learning can be offered as skill development for individuals and groups.

## IMPORTANCE OF LEARNING AND DEVELOPMENT

For companies to keep improving it is important for organizations to have continuous learning 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 learning and development is as follows:

- Optimum utilization development of skills Human resources
- To increase the productivity
- To provide the seal of team spirit
- For improvement of organization culture
- To improve quality, safety
- To increase profitability
- Improve the morale and corporate image

## NEED FOR LEARNING AND DEVELOPMENT

Learning and development of employees is a costly activity as it requires a lot quality inputs from instructor 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 learning 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 make them learn about the specific job responsibility
- To test the new methodology for increasing the productivity

## ADVANTAGES OF LEARNING AND DEVELOPMENT

Learning 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:

- Helps employees develop new skills and increases their knowledge.
- Improves efficiency and productivity of the individuals as well as the teams.
- Proper training and development can remove bottle-necks in operations.  
New & improved job positions can be created to make the organization leaner.
- Keeps employees motivated and refreshes their goals, ambitions and contribution levels.

## LEARNING AND DEVELOPMENT PROCESS

Learning 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 learning of their employees after constantly monitoring them & developing their overall personality.

Steps for learning and development processes are:

- Determine the need of learning and development for individuals or teams
- Establish specific objectives & goals which need to be achieved
- Select the methods of learning
- Conduct and implement the programs for employees
- Evaluate the output and performance post the learning and development sessions.
- Keep monitoring and evaluating the performances and again see if more learning is required.

Hence3

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

## Types of Learning:

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

- Induction Programme  
Also known as orientation program 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 This provides an overview about the job and experienced trainers demonstrates the entire job. Addition learning is offered to employees after evaluating their performance if necessary.
- Safety Program Safety program protects you from work related injuries in the organization that uses toxic chemicals or other hazardous materials. This includes fire drills, evacuation plans and workplace violence procedure.
- Visual Learning In this type of learning the training is presented to them visually. Graphics and videos resonate more strongly with these types. Remember that these learner types also benefit from pictures and symbols so remember to add graphs, numbers and charts to your content so that they absorb the information better.
- Refresher learning  
This type of learning is offered in order to incorporate the latest development in a particular field. This learning is imparted to upgrade the skills of employees. This can also be used for promoting an employee.
- Apprenticeship Program  
Apprentice is a worker who spends a prescribed period of time under supervisor.



## LEARNING SESSIONS CONDUCTED AT PANTALOONS



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

- 1- Store health learning.
- 2- Employee self-development learning
- 3- FA star certification

### STORE HEALTH LEARNING

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

- Product knowledge:  
Product knowledge learning 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 learning 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 learning, 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 learning the organization focused on the learning 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.

➤ 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,

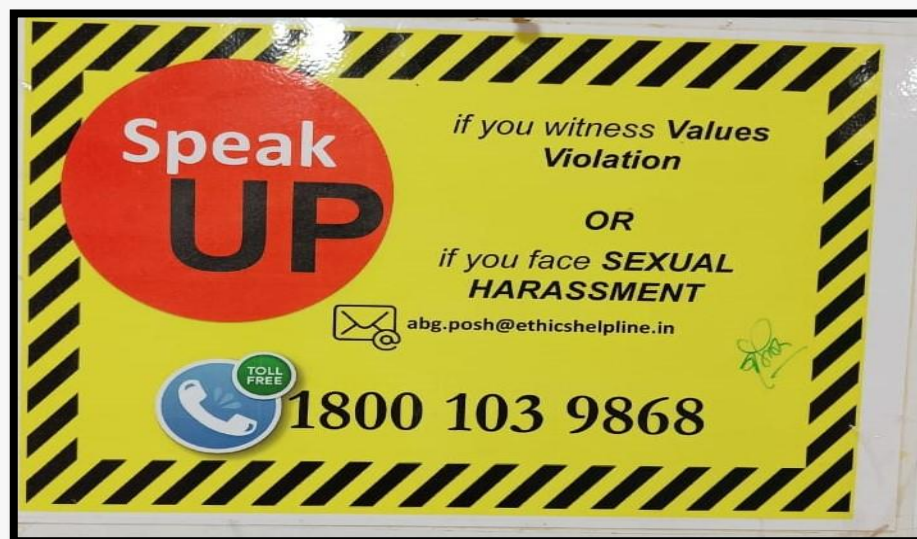


hierarchies, businesses and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organizational unity through sharing and collaborative effort.

- Speed: Responding to internal and external customers with a sense of urgency. Continuously striving to finish before deadliness 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.



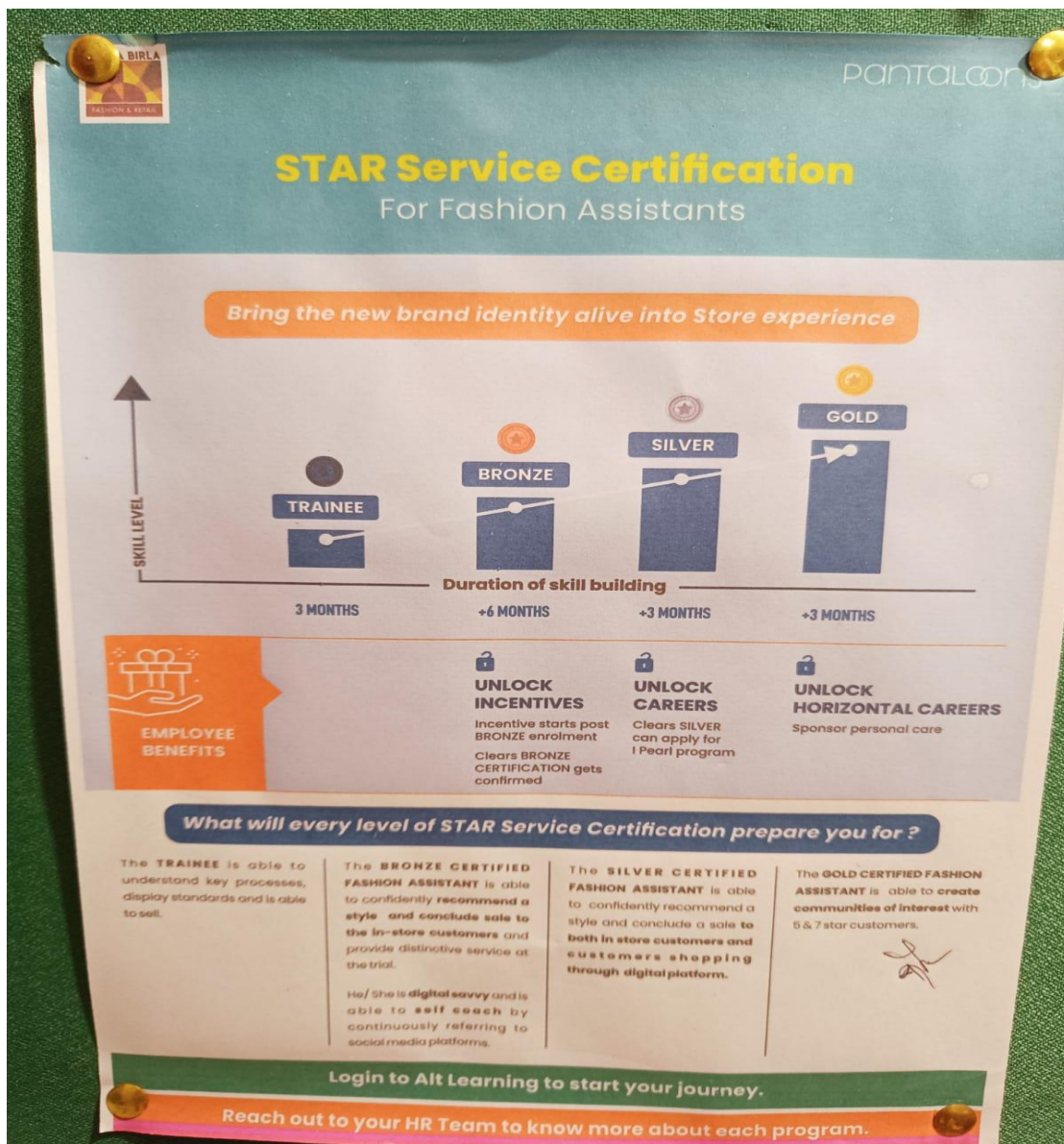
### FA STAR CERTIFICATION

- 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

## Customer Analysis In Pantaloons:-

- It is an innovative research technique that assesses how the organization is viewed relative to others in the marketplace.
- Customer Perceptions of value are a significant predictor of near-future market share. It gives a clear insight into the sphere of opportunities that you may tap into and the threats that can be eliminated.
- The target market of Pantaloons is usually middle and high-class customers.
- But after the brilliant success of the brand, its new pricing strategy has included items for the customers other than high and middle-class people as well.
- With this effort, Pantaloons is trying to reach every customer and this has already helped them with expanding their business.

### SEASONAL AND FESTIVAL FASHION IN PANTALOONS-

- In the summer of 2008, Pantaloons launched 'Colors of the Season' market campaign. Blue, Pink, Green colored dresses were aimed to be promoted .
- The campaign was started during the famous Bengali festival, Durga Puja to catch the eyes of the customers and ended in December.

### AIDA MODEL IN PANTALOONS-

- **A(ATTENTION/AWARENESS)**-It includes advertisement , signage, window display, colour blocking, cross display, mannequins.
- **I(INTEREST)**-Special offers, greencard, insignia membership(90 days exchange policy, 10% discount for one year on every purchase,for renewal Rs1499/-), attractive price,brand image.
- **D(DESIRE)**-Customer need, fashion, occasion, behaviour
- **A(ACTION)**- The ultimate goal is to drive the receiver of the marketing campaign to initiate action and purchase the product or service.

# CHAPTER – 5

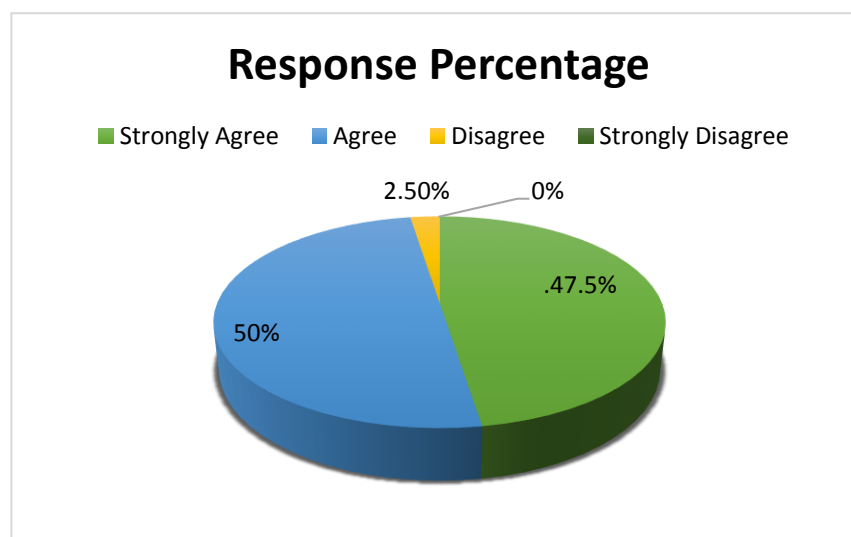
## Data Analysis

Q.1. Does the learning provided in Pantaloons fulfils the employees needs as well as organization objectives?

Category	Response	Percentage (%)
Strongly agree	19	47.5
Agree	20	50
Disagree	1	2.5
Strongly disagree	0	0

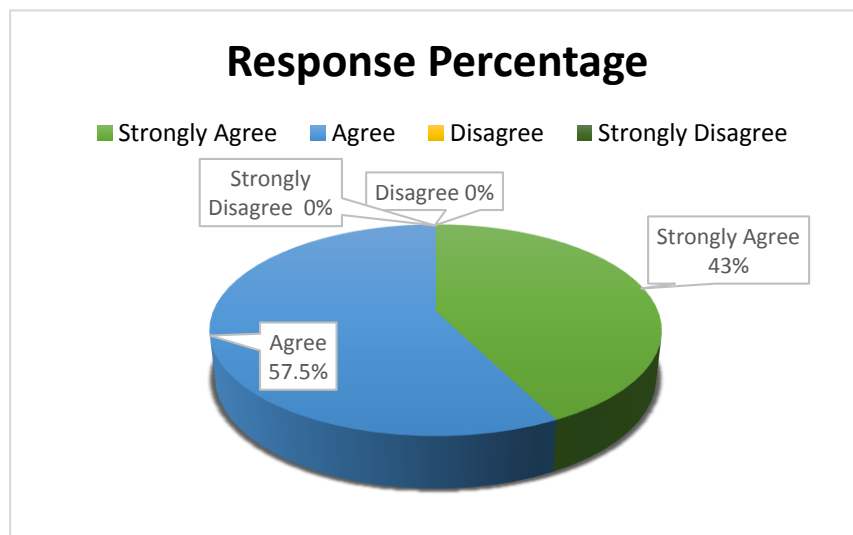
Interpretation-

From the above graph, it shows that 47.5% employees are strongly agree, 50% employees are agreed, 2.5% employees are disagreed, which is clearly visible that before conducting any learning program organization fulfils the need of employees as well as organization objectives.



Q.2. Are the learning programs convenient to the job being assigned to you?

Category	Response	Percentage (%)
Strongly agree	17	42.5
Agree	23	57.5
Disagree	0	0
Strongly disagree	0	0

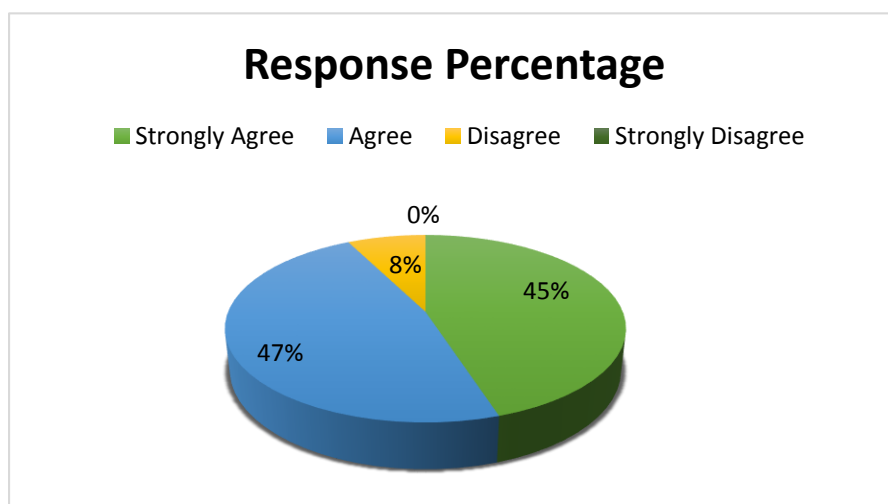


Interpretation:

From the above graph, it shows that 42.5% employees are strongly agree, 57.5% employees are agreed, which is clearly visible that employees provided with proper learning according to their job assigned.

Q.3. The learning programs conducted were the Time, Effort and Value of money?

Category	Response	Percentage (%)
Strongly agree	18	45
Agree	19	47.5
Disagree	3	7.5
Strongly disagree	0	0

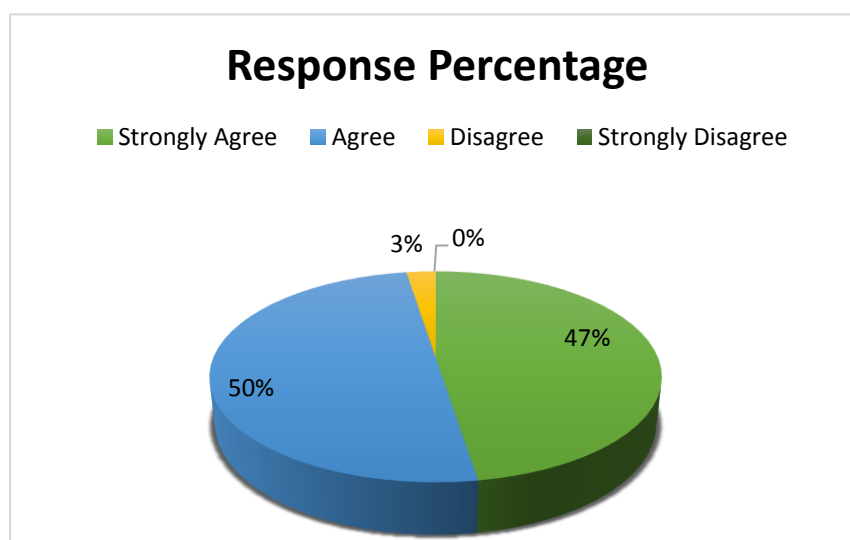


**Interpretation:**

From the above graph, it shows that 36% employees are strongly agree, 60% employees are agreed, 4% employees are disagree, which is shows that some employees need extra effort in learning session to improve.

Q.4. During the learning session, do every employee get attention to their issues?

Category	Response	Percentage (%)
Strongly agree	19	47.5
Agree	20	50
Disagree	1	2.5
Strongly disagree	0	0



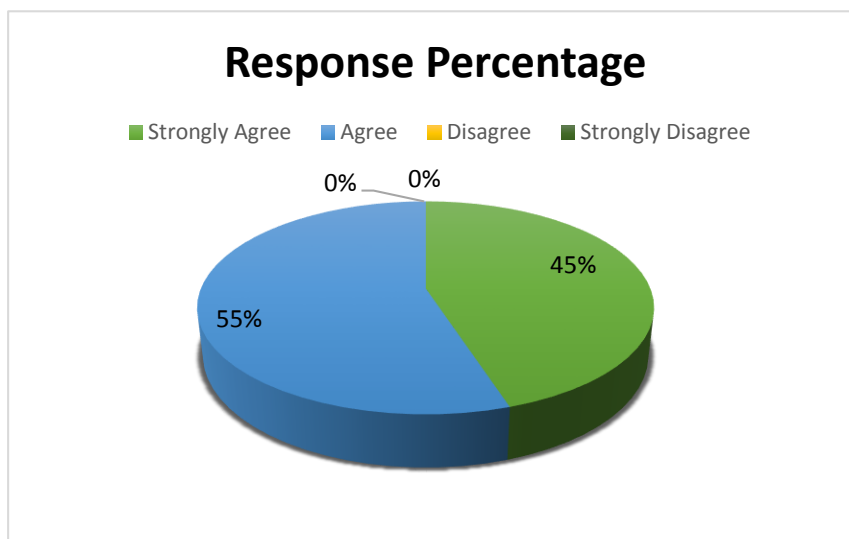
#### Interpretation:

From the above graph, it shows that 47.5% employees are strongly agree, 50% employees are agreed, 2.5% employees are disagreed, which clearly shows that the learning program is taken seriously in the organization and they ensure every employee get proper attention.



Q.5. During the learning session, do they cover every module given for a fashion assistant?

Category	Response	Percentage (%)
Strongly agree	18	45
Agree	22	55
Disagree	0	0
Strongly disagree	0	0

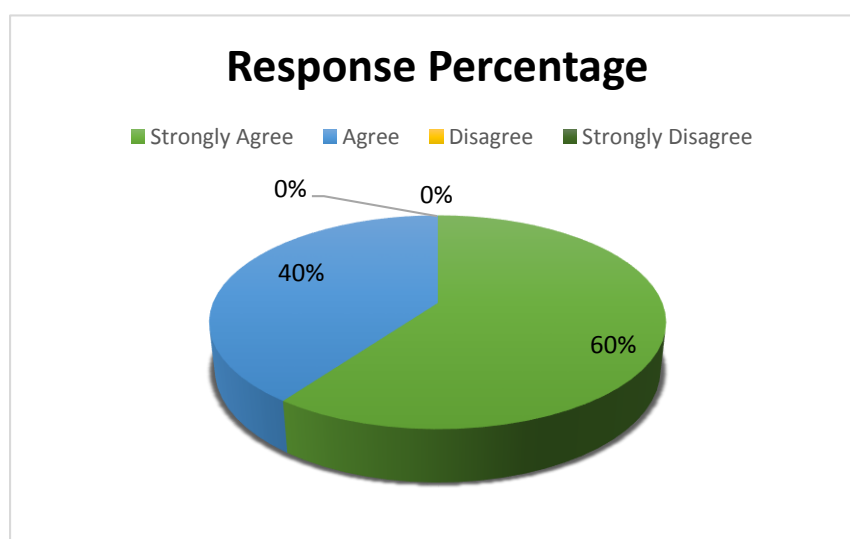


#### Interpretation:

From the above graph, it shows that 45% employees are strongly agree, 55% employees are agreed, 0% employees are disagreed, which is clearly shows that the learning program is taken seriously in the organization and they ensure every employee get proper knowledge about the topics they are assigned.

Q.6. Are you utilizing the skills and knowledge given through the learning session?

Category	Response	Percentage (%)
Strongly agree	24	60
Agree	16	40
Disagree	0	0
Strongly disagree	0	0

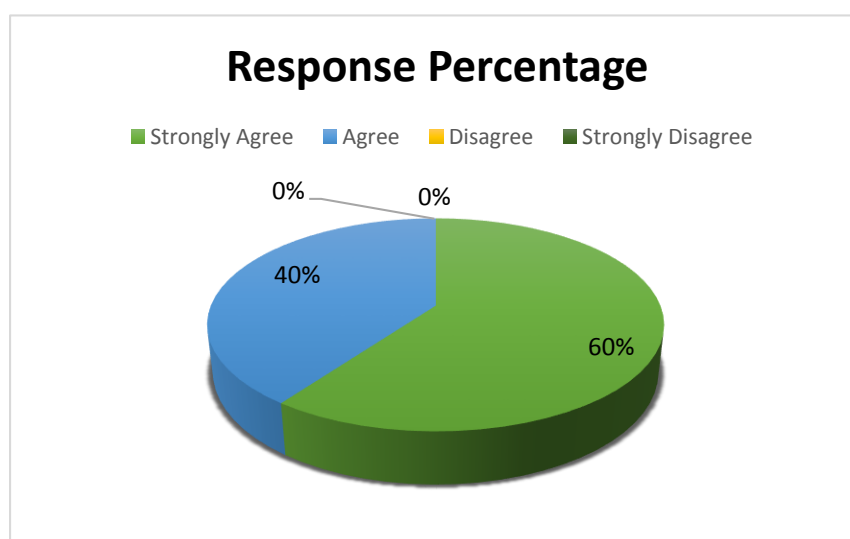


**Interpretation:**

From the above graph, it shows that 60% employees are strongly agree, 40% employees are agreed, which is clearly shows that the learning program helping the employees learn and utilize the skills acquired through the learning program.

Q.7. Does the learning session helping you understand the customer needs better?

Category	Response	Percentage (%)
Strongly agree	24	60
Agree	16	40
Disagree	0	0
Strongly disagree	0	0

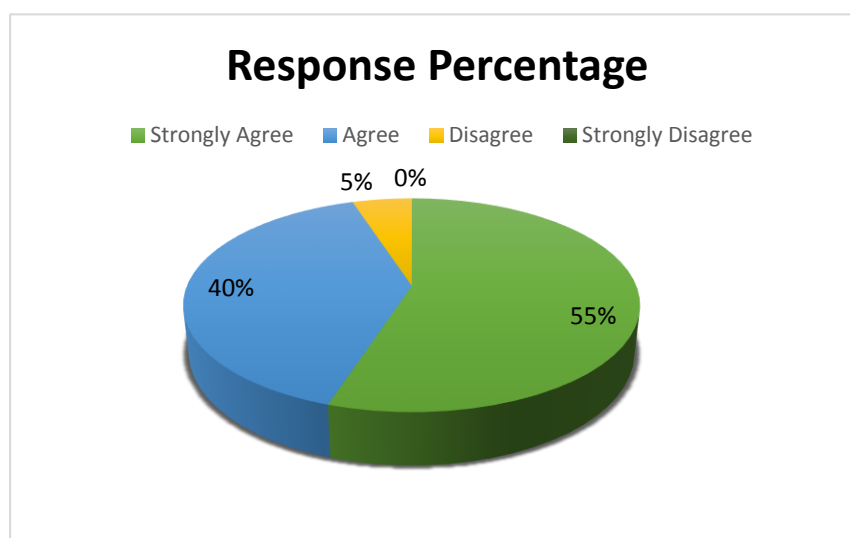


Interpretation:

From the above graph, it shows that 60% employees are strongly agree, 40% employees are agreed, which is clearly shows that the learning program helping the employees learn and utilize the skills acquired through the learning program.

Q.8. Does your quality of work improve a lot post learning period?

Category	Response	Percentage (%)
Strongly agree	22	55
Agree	16	40
Disagree	2	5
Strongly disagree	0	0

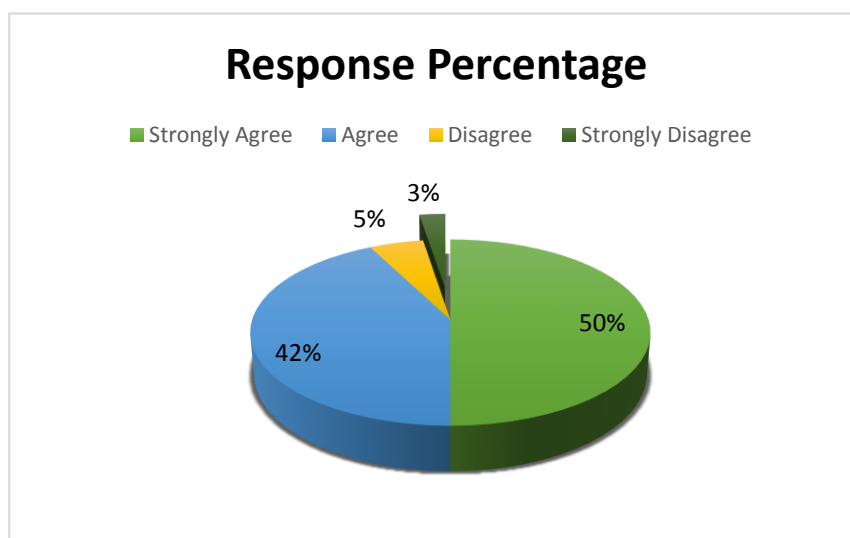


**Interpretation:**

From the above graph, it shows that 55% employees are strongly agree, 40% employees are agreed and 5% employees disagree, which is shows that the learning program helping the employees improve their quality of work in the organization.

Q.9. Is the learning program has helped the employee in improving their critical thinking skills?

Category	Response	Percentage (%)
Strongly agree	20	50
Agree	17	42.5
Disagree	2	5
Strongly disagree	1	2.5

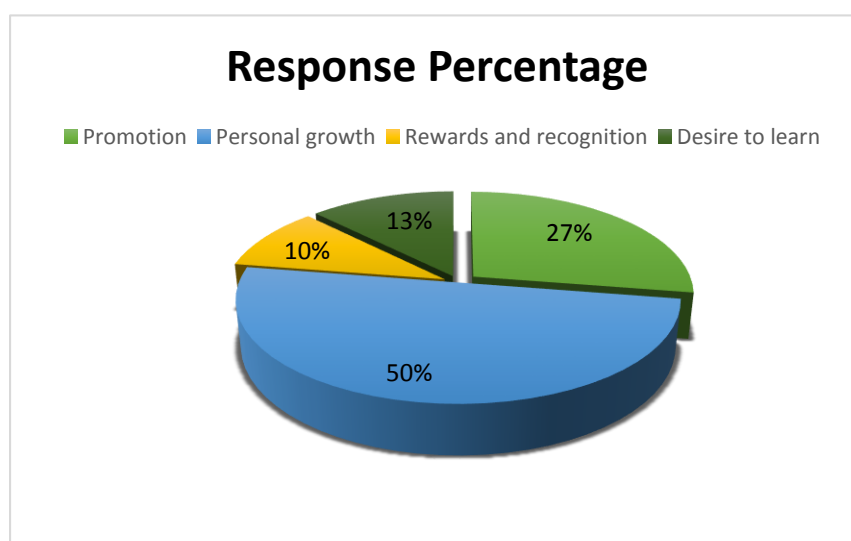


#### Interpretation

From the above graph, it shows that 50% employees are strongly agree, 42.5% employees are agree, 5% employees are disagree, 2.5% are strongly disagree, which is clearly visible that employees critical thinking skills are improved.

Q.10. What motivates employees the most to attend the learning program?

Category	Response	Percentage (%)
Promotion	11	27.5
Personal growth	20	50
Rewards and recognition	4	10
Desire to learn	5	12.5

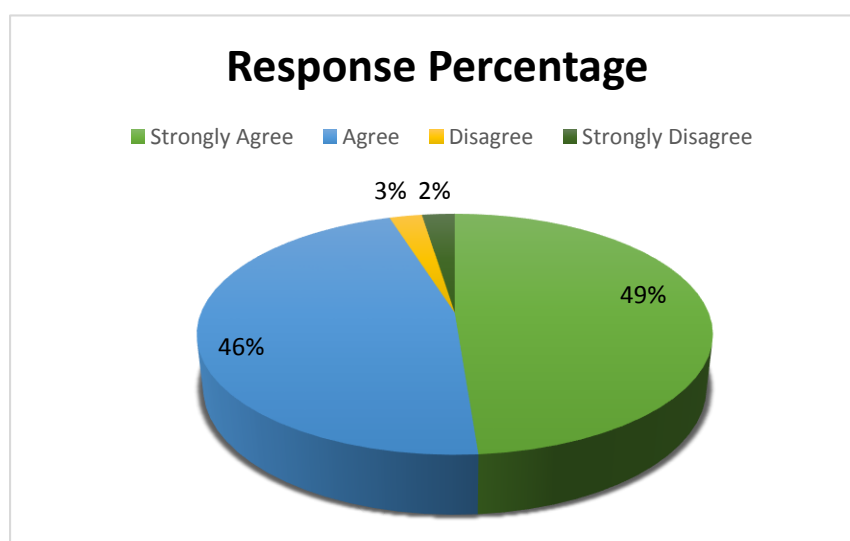


#### Interpretation

From the above graph, it shows that 27.5% employees are attend learning desire of promotion, 50% employees attend for personal growth, 10% employees are for reward and recognition, 12.5% employees attend it in the purpose of learning.

Q.11. Post-learning has resulted in a lesser of mistakes in designed outcome?

Category	Response	Percentage (%)
Strongly agree	20	49
Agree	19	46
Disagree	1	2.5
Strongly disagree	0	0



#### Interpretation

From the above graph, it shows that 49% employees are strongly agree, 46% employees are agree, 2.5% employees are disagree, , which is clearly shows that after learning session the rate of mistakes reduced.

## FINDINGS:

Based on the data gathered the following observations are made:

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



# CHAPTER – 6

## SUGGESTION:

Although most of the employees have positive remarks about the learning programs conducted in Pantaloons, there can be made certain improvements to make learning program worth effective. The following suggestions can be taken into consideration for improvement:

- Learning 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 learned experienced should be adopted so that maximum input can be generated from the learning programme.
- Try to consider the personal goals of participates also when signing the learning models, so that interest and satisfaction can be increased.
- Try to use more visual and audio aids to make learning more interactive.
- Learners must be given continuous feedback the learning 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 learning programs.

## CONCLUSION:

A complete report always depends upon a systematic conclusion which makes it perfect as well as effective learning 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.

Learning 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 learning programs definitely enhance skills, improve efficiency, and productivity and growth opportunities for employees. Learning 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 skilled 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 learning plan much carefully and effective learning methods should be adopted to make the learning programmes effective for the individual as well as for the organization. Otherwise, it would simply result in wastage of resources.

The learning and development program adopted in Pantaloons mainly concentrated on areas like quality aspects, job-oriented learnings, visual skills activities, 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 learning and development programs and satisfied with the present learning methods. The company also has to concentrate on small percentage of respondents who are not satisfied with learning programs and whom it has not helped to overcome from their short comings or work-related problems. Finally, the learning and development programs provided by Pantaloons are found to be effective.

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- <https://www.abfrel.com/about/#:~:text=To%20passionately%20satisfy%20Indian%20consumer,value%20to%20all%20our%20stakeholders.>
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## ANNEXURE:

### Effectiveness of Learning and Development

#### QUESTIONNAIRE:

Q1- Does the learning provided in Pantaloons fulfils the employees needs as well as organization objectives?

(a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q2-Are the learning programs convenient to the job being assigned to you?

a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q3-The learning programs conducted were the Time, Effort and Value of money?

a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q4- During the learning session, do every employee get attention to their issues?

a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q5 During the learning session, do they cover every module given for a fashion assistant?

(a)Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q6- Are you utilizing the skills and knowledge given through the learning session?

(a)Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q7- Does the learning session helping you understand the customer needs better?

(a) Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q8- Does your quality of work improve a lot post learning period?

(a)Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q9- Is the learning program has helped the employee in improving their critical thinking skills?

(a)Strongly agree (b) Agree (c) Disagree (d) Strongly disagree

Q10- What motivates employees the most to attend the learning program?

(a)Promotion (b) Personal growth (c) Rewards and recognition (d) Desire to learn

Q11- Post-learning has resulted in a lesser of mistakes in designed outcome?

(a)Strongly agree (b) Agree (c)Disagree (d)Strongly Disagree