

**EMPLOYEE ATTITUDE TOWARD LEARNING AND DEVELOPMENT
A STUDY CONDUCTED IN MINE AND YOURS COMPANY, VISAKHAPATNAM, -AP
INDIA**

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ABSTRACT

This article mainly focuses on defining MY COMPANY'S learning and development programs. It also discusses the aims and scope of the research, as well as learning, growth, concepts, management development, learning philosophy, features of learning, objectives, training functions, identification of training needs, learning methodologies, learning process, and assessment of learning and development programs.

learning and development are a kind of organizational activity that aims to improve the performance of people and groups in the workplace. Human Resource Development (HRD) is a combined job that refers to the development of "human" resources in order to remain competitive in the market. Growth focuses on preparing individuals for future roles and responsibilities while learning focuses on things that workers can do now to prepare them for their present employment. It examines the purpose of learning and development as being to establish learning companies that guarantee that workers can successfully do their tasks, obtain a competitive advantage, and seek self-growth via value addition: this quantifiable goal

The success that comes from strength learning and development will help the company grow. It is a means of providing employers with knowledge and experience.

KEYWORDS: Learning, Development, Organization, strategy



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INTRODUCTION

learning and development play an important role in improving the effectiveness of organizations. the perception of the effectiveness of learning and development in order to improve both organizational and individual performance is to be made position. It can be accomplished by employee participation in learning and development activities creating a good learning environment through support or promotion and especially through the closer linkage between learning and development and working practices.

Employee learning is the process of teaching employees the skills, information, attitudes, and behaviors they need to do their jobs well. No large industrial enterprise ignores the requirements for the learning and development of workers for a long time without adversely affecting its performance. Training is the most important activity that directly contributes to human resource development.

In other words, learning is the formal structure of an individual's development. But of all aspects of the product, the labor is the most delicate and favorable. As a result, the organization can use the information appropriately for its needs and objectives.

Management development is a systematic process of growth and development by which managers develop their abilities to manage. So, it is the result of not only participation in formal courses of instruction but also of actual job experience. It is concerned with improving the performance of the managers by giving them opportunities for growth and development.

“The role of the company in management development is to establish the program and the development opportunities for its present and potential managers. Just exposing the employees to lectures, case studies, readings, job rotation, assignments and the like does not guarantee that they will learn.

Thus, learning bridges the differences between job requirements and employees' present specifications. Employee learning is distinct from management development or executive development. While the former refers to training given to employees in the areas of operations, technical and allied areas, the latter refers to developing an employee in the areas of principles and techniques of management, administration, organization and allied areas.

INDUSTRY PROFILE

A Brief Overview of the IT Industry.

The term "information technology" (IT) is used to describe a wide range of computer and modern communication systems. All aspects of organized data administration and processing are discussed.

Internet, computer hardware, and software are all part of this business, and they are all vital to the IT systems that are designed, implemented, and managed by IT professionals.

Demand for Indian software developers has skyrocketed in wealthy countries like the United States, Germany, and Japan in recent years. In recent years, the IT industry has seen the fastest expansion of any other business sector.

Let's dissect the industry even more for clarity's sake.

What the Entire IT Sector Mostly Consists Of

1. Software Segment
2. Hardware Segment
3. ITES-BPO Segment

Further, the total software and services segment comprises:

1. IT services and products
2. ITES-BPO, engineering services

3. R&D and software products

COMPANY PROFILE

INTRODUCTION

Mine and Yours Company (MY Company) is a well-organized service providing innovative company which was started in 2019 by DINESH VINUKOTI (Founder & CEO) and KALYAN KUPPILI (Co-Founder) in the stream of home based job providing company in Visakhapatnam. We had a team of 25 for the development of the company. We provide various services like Web Designing and App Development, Boost up your startup, Workshops/Internships, BPO/Telemarketing, Graphic Designing, and till date. With the identification of innovative ideas that help in the growth of our company and fulfill the defects in the utilities of the common man. We had started various domains in our premises namely Wi-Fi Smart, Alternate Solutions, CB Resorts, Testkaro, Enroll-Now, Chill Bro, Highly, Hello MYC. SAHAI etc. We are working to enter into Home Automation, E-learning. Online Platform Provider and aiming of establishing a Young Entrepreneur Cell (YEC) in India through our passion, teamwork, and values. We are a company that provides a wide range of opportunities for the people who want to showcase their ability to get a fruitful experience in a suitable ambience.

CORE VALUES

- Integrity
- Accountability



- Perseverance
- Discipline

OUR MISSION

To be one of the most reputational and best service providers in all domains we engage and aim to become one of the most innovative start-ups in 2020.

OUR VISION

Setting up a path for all young individuals to improve themselves in an educational career through quality improvement driven by trust, teamwork, and creativity of my team.

OUR UNIQUENESS

- 360 Customer View
- Social Responsibilities
- Legal Entity
- Clean Reporting

OUR SERVICES

WEB DESIGNING & APP DEVELOPMENT

We do website design and development based on our customer needs. We design all kinds of responsive, static website and web-based application with intervention of your requirement involved in it.

- Business Website
- E-Commerce
- Professional Blogs
- School / College Website
- Non-profit Religious Website
- Online community Website

BPO/TELE MARKETING

It includes a Tele-com support to all kinds of process both in INDIA & ABROAD countries with best impressive feedback rate.

- Data Collection
- Data Entry Projects
- Tele-Marketing & Sales
- Tele-Calling Support
- Customer Service
- Content Development

GRAPHIC DESIGNING

We design a structured-oriented representation for your product that meets clients' demands. We design all kinds of Posters, Flyers, Business Cards and all kind of design with the best software and includes your vision to it.

- Banners
- Booklets
- Flyers
- Stationary
- Posters
- Stickers

WORKSHOPS/INTERNSHIPS

We offer internships in our upcoming projects and conduct various workshops both virtually and directly to students.

- Digital Marketing
- Summer Internship

- Graphic Designing
- Entrepreneurship
- Full semester Internship
- Apperentix

SCOPE OF THE STUDY

- This report examines every facet of my company's training and development initiatives
- Second, this research looks at how recently hired managers feel about the company's training initiatives.

OBJECTIVES

1. To examine the kind of learning and development followed in the organization
2. To understand the present practices enforced in respect of training at the personnel department and recommend any changes if necessary.
3. To improve interpersonal and employer-employee interactions within the company.
4. To Providing different types of learning helps the employee to improve their skills and knowledge and skills.
5. To study employees' organizational commitment to conducting the learning and development programs for the employees in the organization

LIMITATIONS OF THE STUDY

1. The first and foremost limitation of the study is the sample size.
2. The study has also been restricted to a single program.
3. The inaccessibility of some of the staff members is also a hindrance to the study.
4. Time has also been a major limitation as the period of project work is only 35 Days.

METHODOLOGY

A methodology is a system of principles, practices and procedures applied to a specific branch of knowledge and it can also be described as the method of achieving objectives through data collection.

SOURCES OF DATA COLLECTION

The sources of data collection are primary and secondary sources.

PRIMARY SOURCE

Primary data is first-hand information gathered directly from the employees of the organization. The method followed for collecting the primary data is the survey approach. The survey was conducted through a questionnaire and personal interviews.

SECONDARY SOURCE

Secondary data is the data collected from the written material of the organization. The sources of secondary data are

1. Employee registers
2. Broachers
3. Evaluation statement of the employees

STRATEGIES

1. Low Cost Productions
2. Incentives
3. Focus On Team Building
4. Appericiate Resources

SAMPLING

I have chosen the convenience sampling method for my data collection.

SAMPLING SIZE

The sampling size is limited to 100 employees.

REVIEW OF LITERATURE

1. **Beryl Badger, Eugene Salder – Smith, Edwin Michie (1997)**, presented a study on perceptions of the value and effectiveness of Outdoor Training Programs. It pointed out that the companies believed in this form of training and their own perception but there was no clear defined answer to its effectiveness.
2. **Winfred Arthur Jr.Pamela S.Edens and Suzanne T.Bell, (2003)** recognized

many design and evaluation techniques linked to the effectiveness of training based on pertinent literature. In this review, they focused on evaluation methods, execution of training program based on needs assessment and similarity between task and training delivery method.

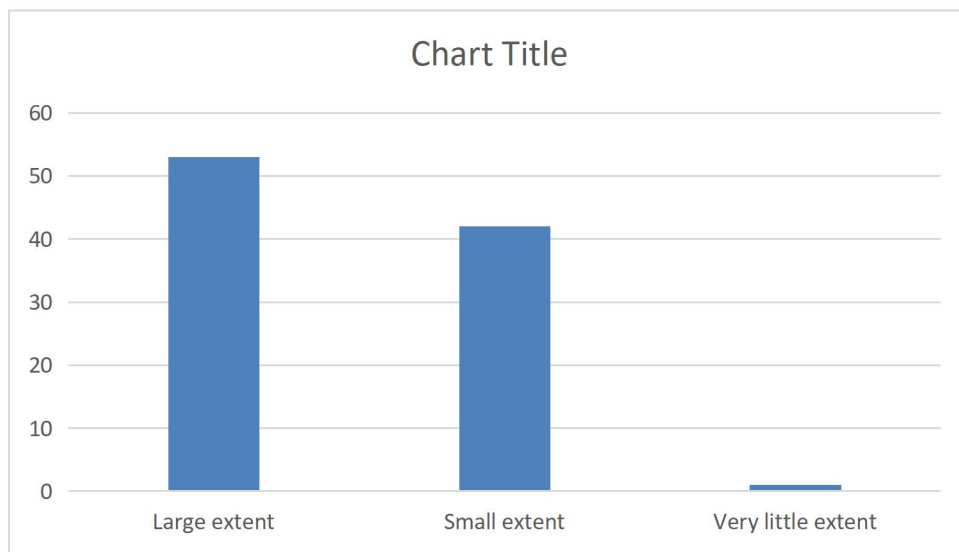
3. **Joseph Paul Pulichino (2007)** conducted a detailed study on four levels of training evaluation methodology based on previous literature review. It is conducted to enable training practitioners to understand the usage and benefits of training program of all levels.
4. **K.Skylar Powell and Serkan Yalcin (2009)**, in this review, they found out there has been little the progress in efficiency of training program and also this study suggested the people to learn and face challenges in order to learn in the workplace.
5. **Diamantidis, Anastasios D; Chatzoglou, Prodromos D (2012)**, examined the effects of training programs in organizations where training was used for development of employees. It indicates the design of the training program is most critical factor and it has major impact on performance in their job.

DATA ANALYSIS AND INTERPRETATION

Table No 1.1. Respondent's opinion on Types of training preferred by employees

Item of Scale	No. of Respondents	Percentage of Response
On the job	54	54
Off the job	32	32
Both	14	14
Total	100	100

Chart No 1.1 Respondent's opinion on Types of training preferred by employee



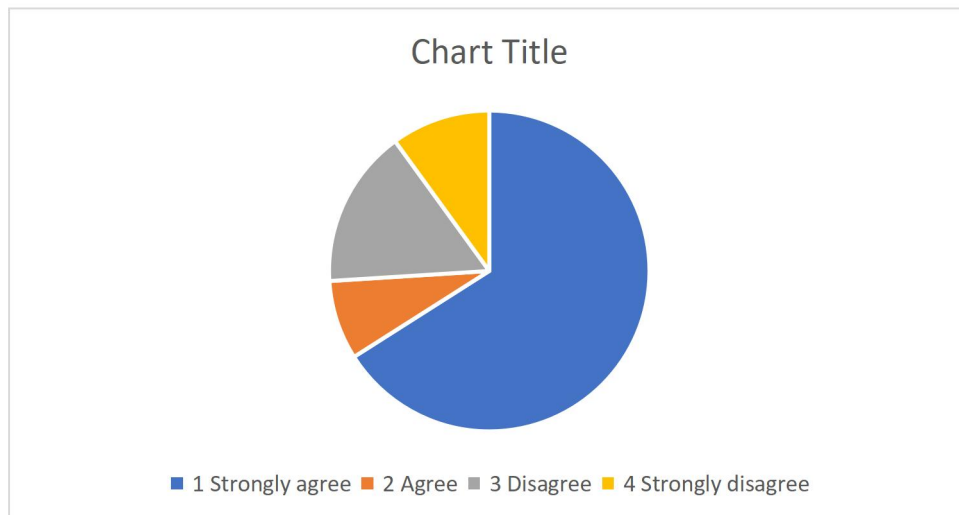
Interpretation

From the above table, it is clear that 64% of respondents agreed that the company is using on-the-job methods of training by the company, 22% of respondents agreed that the off-job methods are used and 14% of respondents agree that both methods are using the company.

Table 1.2 Opinion of employees on the improvement of productivity due to the training program

S. No	Item of scale	NO OF RESPONDEDNTS	In(%)
1	Strongly agree	66	66
2	Agree	8	8
3	Disagree	16	16
4	Strongly Disagree	10	10
	Total	100	100

Chart 1.2 Opinion of employees on the improvement of productivity due to the learning program



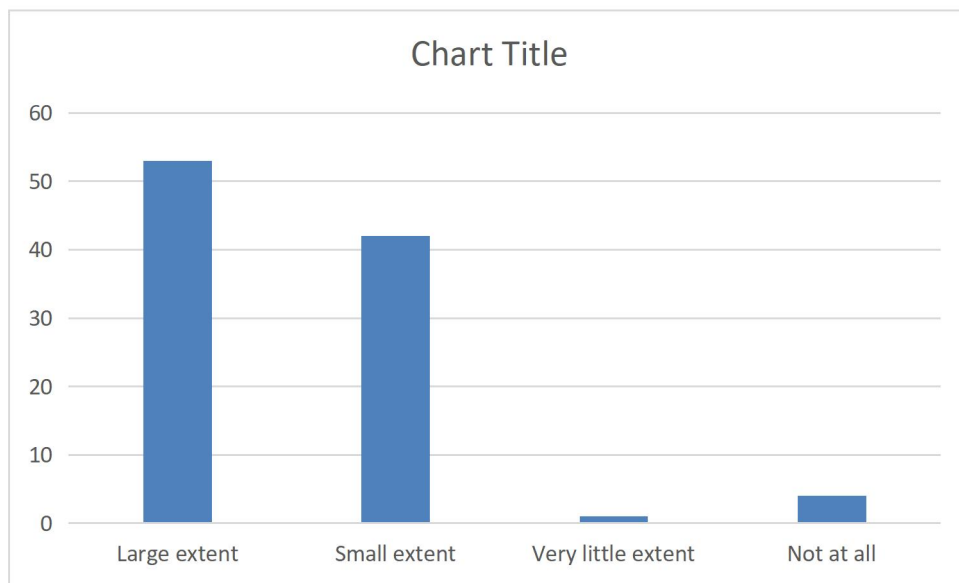
INTERPRETATION

From the above table is understood that most of the employees (52%) agreed with the fact that Education & Training helped them to increase their ability to perform at their best to increase productivity. The track record also indicates the same thing.

TABLE 1.3 learning program advantages in a competitive atmosphere

s.no	Items of scale	No. Of respondents	In (%)
1	Large extent	53	53
2	Small extent	42	42
3	Very little extent	1	1
4	Not at all	4	4
	Total	100	100

CHART 1.3 learning program advantages in a competitive atmosphere



INTERPRETATION

The response of 53% acceptance to a large extent indicates that the training given increases the competitive atmosphere in the organization, and this also helps in improving skill levels.

FINDINGS

1. Most of the employees agreed to the fact that Education & Training helped them to increase their ability to perform at their best to increase productivity. The track record of the MINE AND YOURS COMPANY, VISAKHAPATNAM also indicates the same thing.
2. The response indicates that the training given increases the competitive atmosphere in the organization, and this also helps in improving skill levels.
3. Motivational levels of MINE AND YOURS COMPANY, VISAKHAPATNAM are high which encourages the employees in attending

the training program and get benefited from it.

4. The participants expressed the view of getting training in all the aspects of personal development, communication skills, and also related to their job.
5. View of the respondents the TPM initiative alone can't serve the purpose of improving plant-working conditions, safety & productivity.
6. All the respondents agreed to the point that the material available for the training is adequate.

SUGGESTIONS

From the organization's point of view

1. The organization should note that the training programs did not prove stressful and hence should encourage the employees to attend training.
2. Training sessions must be made more interactive.
3. Training material must be in the form of a multimedia presentation.
4. More training related to job responsibilities is to be given.

From the Employee's point of view

1. Regular attendance of training sessions.
2. Avoid absenteeism.
3. A positive attitude should be developed in respect of training programmers.
4. Belief in themselves and should trust the management that they bring good results with whatever function they perform.

CONCLUSIONS

All the respondents are satisfied with the training programs conducted in MINE AND YOURS COMPANY, VISAKHAPATNAM. The course was interesting, and interactive and enlightens the staff members. They were well-experienced and were able to communicate effectively. All the employees are well aware of the goals and standards of the work to be done in the organization. Training is the main pillar of TPM (Total Productivity Maintenance), it improves skills among employees.

BIBLIOGRAPHY

The books referred for the analysis and interpretation of the project on Training and Development are mentioned below:

Author	Book Name
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P. Subba Rao	Essential of HRM and IR
C. B. Mamoria	Personnel Management
Raymond Noe	Employee training and development

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