

**EMPLOYEES ATTITUDE TOWARDS TRAINING AND DEVELOPMENT
A STUDY CODUCTED ON DODLA DAIRY., LTD., ONGOLE – A.P.,
INDIA**

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ABSTRACT

This project work has been conducted in **DODLA DAIRY LTD, ONGOLE-AP**. This study to understand the HR role in Training and Development, review the effectiveness of the Training and Development process and to find about the used in Training and Development process and satisfactory level of employees using this process.

Primary data were collected from 100 respondents with the help of structured interview and Observation methods. Since the study was the Population Study, the data were collected from all the employees in the training and development department.

The Secondary sources of data were collected through company profile, organization Website and other related library books. The collected data were analyzed with the help of training and development program.

INTRODUCTION

Organization and individual should develop and progress simultaneously for their survival and attainment of mutual goals. So, every modern management has to develop the organization through human resources development.

Employee training is the most important sub-system of human resources development. Training is a specialized function and is one of the fundamental operative functions for human resources management.

Development, in contrast, is considered to be more general than training and more oriented to individual needs in addition to the organizational needs and it is the most often aimed towards management of the people.

Usually the intent of development is to provide knowledge and understanding that will enable people to carry out non-technical organizational functions more efficiently, such as problem solving, decision making and relating to people.

OBJECTIVES OF THE STUDY

- ❖ To identify the methods of training and development used by the company to improve the employees level of performance.
- ❖ To know the awareness of employees regarding the training and development programs in the company.
- ❖ To know the satisfaction level of employees regarding the training and development programs in the company.

SCOPE OF THE STUDY

- ✓ This study is conducted to know the various types of training and development programmes in Indo National Limited.

- ✓ The study includes managers and workers of all departments excluding contract laborers.
- ✓ A study on TRAINING AND DEVELOPMENT is a powerful diagnostic for assessing employee skills and attitude problems.

LIMITATIONS OF THE STUDY

- Most participants struggled to find words throughout the interview.
- The number of trainees who participated in the research was small for a variety of reasons, including a lack of time and a full schedule.
- Staff members might be motivated to perform at their highest levels and increase their output with the help of training.

THE HISTORY OF DAIRY INDUSTRY

India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world. However, the milk production per animal is significantly low as compared to the other major dairy producers. Moreover, nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, the Indian dairy industry holds tremendous potential for value-addition and overall development. Along with offering profitable business opportunities, the dairy industry in India serves as a tool of socio-economic development. Keeping this in view, the Government of India has introduced various schemes and initiatives aimed at the development of the dairy sector in the country. For instance, the “National Dairy Programme (Phase-I)” aims to improve cattle productivity and increase the production of milk expanding and strengthening and

expanding the rural milk procurement infrastructure and provide greater market access to the farmers. On the other hand, the private participation in the Indian dairy sector has also increased over the past few years. Both national and international players are entering the dairy industry, attracted by the size and potential of the Indian market. The focus is being given to value-added products such as cheese, yogurt, probiotic drinks, etc. They are also introducing innovative products keeping in mind the specific requirements of the Indian consumers. These players are also improving their milk procurement network which is further facilitating the development of the dairy industry in India.

COMPANY PROFILE OF DODLA DAIRY

Dodla Dairy Limited is a public limited company whose headquarters are located in the Indian city of Hyderabad, in the state of Telangana. Production began in 1997 after the firm was founded in 1995. We now sell our wares in 9 states and do most of our purchasing in 4. We have 80 milk-cooling facilities. Two of our facilities have earned ISO 50001:2011 (EnMS) certification, while the others have earned ISO 22000:2005 certification.

We have 14 sales offices, 3,329 distribution agents, 379 milk distributors, and 466 milk product distributors spread throughout nine states in India as part of our distribution and marketing activities. As of May 31, 2018, our items may be purchased via 217 "Dodla Retail Parlours" located in the states of Andhra Pradesh, Telangana, Tamil Nadu, and Karnataka. These stores first opened for business in 2016. Our product offering includes of Milk, Butter, Ghee, Paneer, Curd, Flavoured Milk, DoodhPeda, Ice Cream and Skimmed Milk Powder. Products are packaged in a variety of ways to meet the demands of buyers.

METHODOLOGY OF THE STUDY

“Research” as the “systematic investigation into and the study of materials and sources in order to establish facts and reach new conclusion”.

- A research design involves the complete process of planning and operation of the research.
- A research design is an instrument, which helps in achieving scientific accuracy of the study under consideration.
- How many observations should be made from each unit in the study?
- The research has covered all the levels of the employees.
- To meet the information needs for the study the researcher that gathered both.
 - Primary Data
 - Secondary Data

Primary Data

It involves data, which has been obtained through survey method, Questionnaire.

Secondary Data

The necessary data has been collected from the company records and also from company's

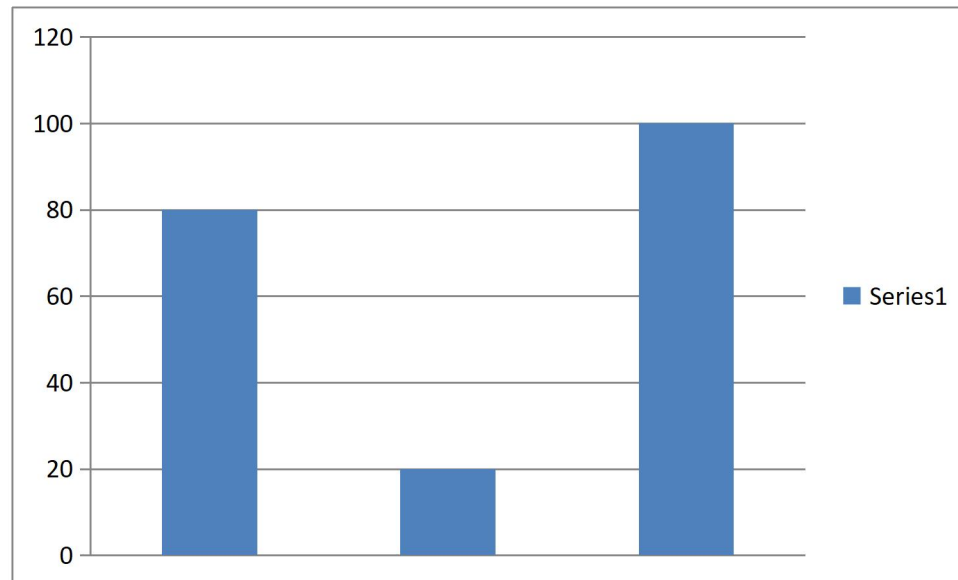
Sample:100 employees

Sampling Method: convenience sampling

1. EMPLOYEE OPINION IN ORGANISATION OFFER TRAINING TO NUMBER OF EMPLOYEES

OPINIONOF EMPLOYEE	NUMBEROF EMPLOYEES	PERCENTAGE
YES	80	80%
NO	20	20%
TOTAL	100	100%

Sources: Data compiled on questionnaire



Source: Table 5.1

From the analysis of the data, it is found that out of 100 respondents 80 employees would like to receive more training for their development which is 80 percent of total number of respondents.

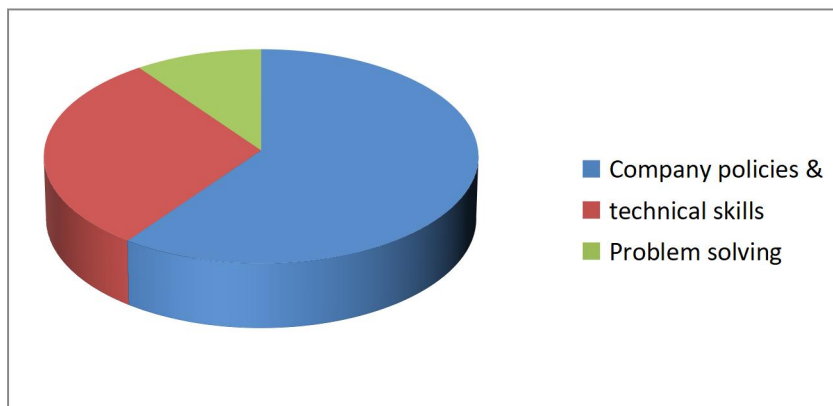
2. What type of training programme are more important for the employee in this organization.

- a) Company policies & procedure b) technical skills
c) Problem solving capabilities d) all the above

Category	Number of respondent	Percentage

Company policies &	60	60%
technical skills	30	30%
Problem solving	10	10%
all the above	100	100%

Sources: Data compiled on questionnaire



Source: Table 5.2

From the data analysis, the table demonstrates that 60 respondents require training which are regarding company policies.

3. Training programmes increase the performance levels and commitments and motivations.

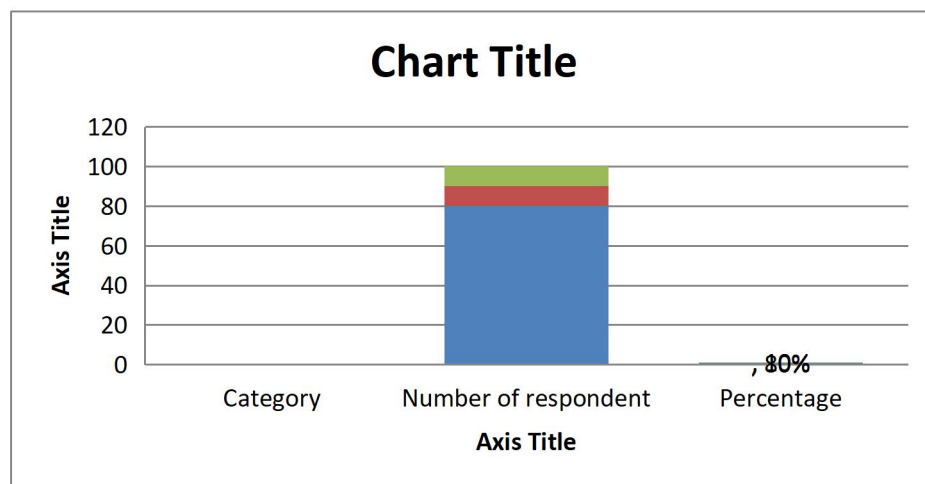
a) Yes

b) no

c) sometimes

Category	No. of respondent	Percentage
Yes	80	80%
No	10	10%
Some times	10	10%

Sources: Data compiled on questionnaire



Source: Table 5.3

From the data analysis the table illustrates that 80 respondents agree with the statement and which is 80 percent of the total number of respondents.

Findings

- ✓ From the table.1 80% of the respondents could like to receive training for their development particularly in latest dairy knowledge and customer relationship skills.
- ✓ From the table.2 60% of the respondents proper to take training regarding company policies as well as rules and regulations in HR, FINANCE and MARKETING.
- ✓ From the table.3 80% of the respondents show their interest to receive training provided there are given adequate notice.

SUGGESTIONS

- ✓ Along with training programmes organization should provide some other motivational programmes
- ✓ Implement training institutions at near the organizations
- ✓ Evaluate cost of training and its result of training.
- ✓ proper care should be taken while conducting the training.

CONCLUSION

- The report in training and development in **DodlaDairy Limited (DDL)** has brought into light the total picture of the employee's attitude towards training and development.
- Most of the respondents have expressed that they are interested in the on- the- job method.
- Most respondents expressed that feedback is collected from all the participants in the program.
- The employee in the organization are well participated in the training program.

References

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- III. Khan, R. A. G., Khan, F. A., & Khan, M. A. (2011). Impact of training and development on organizational performance. *Global journal of management and business research*, 11(7), 63-68.

Website

www.dodladairy.com