

A Study on Effectiveness of Training and Development in Retail Industry



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Abstract:

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. The growth in the retail sector has led to the need for training programs for the employees. Training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. There is, however, enormous value in organizing proper training and development sessions for employees.

This paper is an attempt to assess the effectiveness of training and development with special reference to Big Bazaar, Hebbal. The methodology used is random sampling technique for sample size of 100 respondents through questionnaire. The data is analysed through regression and correlation using SPSS 22 software package. This paper highlights the effectiveness of training and development in Big Bazaar, Hebbal and suggestions are made to improve the training in the organisation.

From the analysis it was found that the competent trainer does not motivate the employees. 60% of the employees are not satisfied with the training given by the competent trainer, and 63 % respondents agree that the training given does not motivate for performing the job. Some of the suggestions made to improve the training like training programs should be conducted at frequent intervals as and when the need arises to train the employees with new technologies and improve their performance and also has future career prospects for them.



Conclusion: Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. The growth in the retail sector has led to the need for training programs for the employees.