

## A Study on Effectiveness of Training and Development on New Fresh Company, at Dindigul

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### Abstract

The Hire, Train, and Deploy (HTD) model plays a critical role in ensuring organizational efficiency, particularly in IT and staffing companies. This study focuses on analyzing and improving the HTD process at VDART using modern HR tools and digital solutions. The research identifies inefficiencies in recruitment cycles, training effectiveness, and deployment timelines. By integrating AI-driven recruitment platforms, Learning Management Systems (LMS), and data analytics tools, the study proposes a streamlined approach to enhance hiring quality, reduce turnaround time, and improve employee readiness.

The research adopts both qualitative and quantitative methodologies, including employee surveys, HR interviews, and performance data analysis. Findings reveal that automation and analytics significantly improve decision-making and operational efficiency. The study concludes with strategic recommendations for optimizing HR processes through technology adoption.

**Keywords:** Hire-Train-Deploy, HR Analytics, Recruitment Process, Learning Management System, Talent Management, AI in HR

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### 1. INTRODUCTION

Training and development are essential activities that help employees improve their knowledge, technical skills, and work performance. In the modern business environment, organizations require skilled employees to meet changing technological and organizational demands. Effective training programs enhance employee productivity, communication skills, motivation, and job satisfaction, while development activities prepare employees for future responsibilities and career growth.

This study focuses on evaluating the effectiveness of training and development practices in improving employee performance and organizational efficiency. The study helps identify the benefits, challenges, and

areas requiring improvement in training programs to achieve better employee development and organizational success.

### OVERVIEW OF THE NEW FRESH COMPANY, DINDIGUL

New Fresh Company is an organization engaged in production and business operations with a focus on maintaining product quality, customer satisfaction, and organizational growth. The company operates with the support of skilled employees, management practices, and systematic operational activities. It aims to achieve efficiency in production, workforce management, and service delivery through effective coordination among departments.

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The company provides employment opportunities to workers in different functional areas such as production, administration, quality control, packaging, and marketing. It emphasizes maintaining discipline, teamwork, and productivity within the workplace. The organization also focuses on employee welfare and operational improvement to achieve higher performance and market competitiveness.

New Fresh Company plays an important role in contributing to local industrial development in Dindigul by supporting employment generation and business growth. The company continuously works toward improving organizational efficiency, employee performance, and customer-oriented services through modern management practices and training activities.

### **IMPORTANCE OF EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN NEW FRESH COMPANY**

The effectiveness of training and development plays a significant role in improving employee performance and organizational efficiency in New Fresh Company. Training programs help employees acquire technical knowledge, improve work skills, and perform their duties more effectively. Effective training reduces errors, increases productivity, and improves the quality of work within the organization. It also enables employees to adapt to technological advancements and changing work environments.

Training and development programs improve employee confidence, communication ability, teamwork, and problem-solving skills. Employees become more motivated and satisfied with their jobs when they receive proper guidance and learning opportunities. Development activities also prepare employees for higher responsibilities and career growth within the company.

For the organization, effective training contributes to operational efficiency, better coordination, reduced wastage, and improved customer satisfaction. It supports the achievement of organizational goals and strengthens the overall performance of the company.

### **STATEMENT OF THE PROBLEM**

- Employees may not receive sufficient training to improve technical and professional skills.
- Ineffective training methods may reduce employee productivity and work efficiency.
- Employees may face difficulty adapting to new technologies and organizational changes.
- Lack of regular development programs may affect employee career growth
- Poor training evaluation systems may reduce the effectiveness of training programs

- Employees may experience low motivation and job satisfaction due to inadequate training opportunities.
- Lack of practical training sessions may affect employee performance improvement.
- Insufficient training and development practices may reduce organizational productivity and competitiveness.

### **2. OBJECTIVE OF THE STUDY**

- To study the effectiveness of training and development practices in the organization.
- To understand the impact of training programs on employee performance and productivity.
- To analyze employee satisfaction regarding training and development activities.
- To identify the problems faced by employees during training and development programs.
- To study the relationship between training and development practices and employee job performance.

### **NEED OF THE STUDY**

The study is conducted to understand the organizational practices, employee management system, and operational activities of New Fresh Company, Dindigul. In the present competitive business environment, organizations must maintain effective workforce management, productivity, quality standards, and employee satisfaction to achieve sustainable growth. The study helps identify the strengths and weaknesses of the company in areas such as employee performance, working conditions, communication, and organizational efficiency. It also provides useful information regarding the relationship between management practices and employee outcomes. The findings of the study assist the organization in improving operational effectiveness, enhancing employee involvement, and achieving better organizational performance. In addition, the study contributes to academic knowledge by providing practical insights into industrial functioning and management practices in a real organizational environment.

### **SCOPE OF THE STUDY**

- The study focuses on the organizational functioning of New Fresh Company, Dindigul.
- It examines employee involvement, working conditions, and management practices within the company.
- The study covers aspects related to employee satisfaction, communication, and performance.
- It analyzes the relationship between

organizational practices and employee productivity.

- The study is based on primary data collected from employees through questionnaires.
- The scope is limited to the employees and departments selected for the study.
- The findings may help the company improve employee welfare and organizational effectiveness.

**RESEARCH DESIGN**

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design. The research had adopted descriptive research design for the study.

**SAMPLE DESIGN**

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

**POPULATION FRAME**

This includes the list of 120 respondents out of 250 Population.

**SAMPLING METHOD:**

Sampling method utilized was simple random sampling was adopted.

**3. RESEARCH METHODOLOGY**

The Researcher has chosen the questionnaire methods of data collection due to limited time in hand. While the designing data-collection procedure, adequate safeguards against bias and unreliability must be ensured. Researcher has examined the collected data for completeness, comprehensibility, consistently and reliability.

**4. DATA ANALYSIS AND INTERPRETATION**

**EMPLOYEE INVOLVEMENT IN DECISION-MAKING**

Particulars	No. of Respondents	Percentage
Highly involved	28	23.3
Involved	52	43.3
Neutral	25	20.8
Not involved	15	12.5
TOTAL	120	100

Researcher has also gathered secondary data which have already been collected and analyzed by someone else. He got various information from journals, historical documents, magazines and report prepared by the other researchers. For the present piece of research the investor has used the following methods:

- Questionnaire
- Interview
- Observation

**METHOD OF THE DATA COLLECTION**

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature.

Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

**Sources of Data:**

**Primary Data**

It was collected through questionnaire further this data, are processed and tabulated using graphs the tables where analyzed and the finding has been drawn accordingly.

**Secondary Data**

It refers to a special kind of ratio, it is used to make comparison between two or more series of data, since the percentage reduce everything to a common base and there by allow meaningful comparison be made.

**ANALYTICAL TOOLS FOR STUDY**

- Percentage Analysis Method
- Chi-Square
- Correlation

**COMMUNICATION EFFECTIVENESS**

Particulars	No. of Respondents	Percentage
Yes	75	62.5
To some extent	30	25
No	15	12.5
TOTAL	120	100

**TEAMWORK AND COLLABORATION**

Particulars	No. of Respondents	Percentage
Good	60	50
Average	40	33.3
Poor	20	16.7
TOTAL	120	100

**RECOGNITION AND REWARDS**

Particulars	No. of Respondents	Percentage
Satisfied	70	58.3
Neutral	30	25
Dissatisfied	20	16.7
TOTAL	120	100

**OVERALL EMPLOYEE INVOLVEMENT**

Particulars	No. of Respondents	Percentage
Highly involved	30	25
Involved	50	41.7
Neutral	25	20.8
Not involved	15	12.5
TOTAL	120	100

**SUGGESTIONS**

- Provide regular training and development programs for employees.
- Improve employee participation in decision-making activities.
- Introduce advanced technical and skill-based training sessions.
- Strengthen communication between management and employees.
- Conduct performance evaluation after training programs.
- Encourage teamwork and coordination among departments.
- Provide recognition and rewards for employee performance.
- Improve workplace safety and working conditions.
- Arrange motivational and career development programs for employees.
- Collect employee feedback regularly to identify training needs.
- Ensure equal training opportunities for all employees.
- Update training methods according to organizational and technological changes.
- Increase employee awareness regarding organizational goals and policies.
- Maintain proper monitoring and follow-up of training effectiveness.
- Focus on employee welfare measures to improve job satisfaction and productivity.

## 5. CONCLUSION

The study on New Fresh Company, Dindigul provides an understanding of the organizational environment, employee involvement, and management practices followed within the company. The findings indicate that employees maintain a satisfactory level of participation and coordination in their work activities. The organization provides opportunities for employees to perform their responsibilities effectively and contributes toward maintaining operational efficiency. The study also reveals that factors such as communication, working conditions, and employee support influence employee satisfaction and productivity. However, certain areas require improvement to enhance employee motivation, participation, and overall organizational performance. The study concludes that effective management practices and employee involvement play a significant role in achieving organizational growth and improving workplace efficiency.

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