

1.1 INTRODUCTION

The effectiveness of training and development programs can significantly impact not only individual employee performance but also the overall productivity, growth, and profitability of an organization. This study explores the training and development practices at Aditya Birla Fashion and Retail Ltd (ABFRL), one of India's largest and most successful fashion retailers, known for its diverse portfolio of leading fashion brands and retail stores.

Aditya Birla Fashion and Retail Ltd operates in a dynamic and highly competitive industry where innovation, quality, and customer experience are critical for success. The company's ability to stay ahead in this fast-paced sector depends largely on the skills and capabilities of its workforce. Recognizing the importance of a well-trained team, ABFRL has implemented comprehensive training and development programs aimed at enhancing employee skills, fostering innovation, and promoting a culture of continuous learning. These programs cater to a range of employees, from front-line retail staff to corporate managers, equipping them with the tools and knowledge necessary to meet the challenges of the fashion industry.

Training and development at ABFRL focus on a wide variety of areas, including technical skills, product knowledge, customer service, leadership, and soft skills. By aligning its training initiatives with organizational goals, ABFRL ensures that its employees are prepared to contribute to the company's strategic objectives. Furthermore, ABFRL's commitment to employee development reflects its understanding that investing in human capital is essential for sustaining long-term growth and building a resilient workforce.

This study aims to analyze the effectiveness of these training and development initiatives in achieving desired outcomes such as increased employee productivity, higher job satisfaction, and improved employee retention. Specifically, the study will assess how these programs contribute to employee skill enhancement, career growth, and organizational commitment at ABFRL. It will also explore employees' perceptions of the training programs, identifying areas of strength as well as opportunities for improvement.

1.2 SIGNIFICANCE OF THE STUDY

The significance of this study lies in evaluating the impact of training and development programs on employee performance and growth at Aditya Birla Fashion and Retail Ltd, Bangalore. By examining how effectively these programs enhance skills, improve job satisfaction, and contribute to the overall organizational success, the study aims to provide valuable insights into the alignment between training initiatives and business objectives. Furthermore, it helps identify areas for improvement, ensuring that the company's training programs are not only relevant but also adaptive to the evolving needs of both employees and the retail industry. Ultimately, the findings will aid in optimizing training strategies, fostering a more skilled and motivated workforce, and driving sustained growth within the organization.

1.3 SCOPE OF THE STUDY

This study encompasses various facets of training and development within ABFRL, including the methods, frequency, and types of training offered. It will evaluate both the short-term and long-term impacts of these programs on employees and the organization as a whole. The research will also consider the challenges associated with

implementing and maintaining effective training programs, including resource allocation, employee engagement, and the evolving needs of the retail sector.

1.4 OBJECTIVES OF THE STUDY

- To assess the impact of employee training programs on performance at Adithya Birla Fashion and Retail Ltd.
- To identify key factors that influence the success of training and development initiatives.
- To evaluate employee satisfaction with the current training and development programs.
- To explore how training helps in career growth and skill enhancement for employees.
- To suggest improvements in the training and development processes for better effectiveness.

1.5 THEORETICAL FRAMEWORK OF THE STUDY

INTRODUCTION TO THE TOPIC UNDER STUDY

Training is a process of increasing the knowledge and skills for doing a particular job. It is an organized procedure by which people learn knowledge and skill for a definite purpose. The purpose of training is basically to bridge the gap between job requirements and present competence of an employee. Training is aimed at improving the behavior and performance of a person. It is a never ending or continuous process. Training and development is subsystem of an organization. It ensures that randomness is reduced and learning or behavioral change takes place in structured format.

1.6 RESEARCH METHODOLOGY

Research methodology is a systematic approach to solving research problems, using various techniques to conduct research. The research process involves defining the problem, conducting a literature review, developing hypotheses, designing the study, selecting a sample, collecting data, testing hypotheses, and interpreting the results. Research methodology also covers objectives, problem definition methods, and types of data collected.

1.6.1 Sources of Data

Both primary and secondary data were used in this study.

a. Primary Sources

A primary data is a data, which is collected for the first time for a particular interest to have more information. The primary data were collected through well-structured questionnaire.

b. Secondary Sources

Secondary data are those which have already been collected by someone else and which have already been passed through statistical process. The secondary data were collected through company file, Magazine, company website and internet.

1.6.2 Sample Size

We intend to conduct a sample survey, by taking a sample of 120.

1.6.3 Sampling Design

A sample design is a finite plan for obtaining a sample from a given population. Non-Probability sampling design is used for this study. It is a sampling procedure which

does not afford any estimating the probability that each item in the population has of being included in the sample.

1.6.4 Sampling Technique

By convenience sampling method, a sample of 120 respondents was selected. A convenience sample is obtained by selecting convenient sampling units. The method of convenience sampling is also called chunk. A chunk refers to that fraction of the population being investigated which is selected neither by probability nor by judgment but by convenience.

1.6.5 Methods for Data Analysis

Different Statistical tools used for the data analysis:

- **Percentage Analysis**

This is a univariate analysis where the percentage of a particular factor with different categories are calculated, in order to help one get their fair idea regarding the sample and thereby that of population. The following is the formula,

$$\text{Percentage of respondent} = \frac{\text{No: of respondents}}{\text{Total no: of respondents}} \times 100$$

1.7 CHAPTER SCHEME

CHAPTER -1

Introduction

In first chapter includes introduction to the study, theoretical aspects, statement of the research problem, significance of the study, hypothesis, methodology of the study, chapter scheme, and limitations of the study.

CHAPTER -2

Review of related literature

In second chapter it refers to background of the organization study Analysis of literature.

CHAPTER -3

Profile of the industry and organization.

It includes Industry profile, company profile

CHAPTER -4

Data analysis and interpretation.

In fourth chapter to collect the customer data sources It is required to include analysis of data using diagram and graph, the output obtained by using statistical data.

CHAPTER -5

Finding, recommendations and conclusion.

In fifth chapter It includes that what are the findings of the project and organization explain in the last chapter, and in my own words I conclude the project and what I understand my project base I give the suggestions to the organization.

1.8 LIMITATIONS OF THE STUDY

- The employees' attitude and opinion may change in future, so future relevance to the study can't be measured.
- Chances for bias from the respondents can't be neglected.
- Findings and suggestions based on information or response received from the respondents.

- Some were reluctant to answer some questions, because they think that, it will affect their job negatively.
- Limited time span of the project