

Training & Development With Reference At Aviva Life Insurance

Motokuri Srigandha, Master of Business Administration,

Mrs. Sravanthi, Assistant Professor, Department of Master of Business Administration,

Dr. Dolly Diyana David, Professor, Department of Master of Business Administration,

St. Martin's Engineering College, Hyderabad, Telangana – 500014.

ABSTRACT

Employee training is the important sub-system of Human Resource development. Employee training is a specialized function and is one of the fundamental operative functions for Human Resource Management.

Every modern Industry, We Want start any industry the basic Factors are very much essential, these are, men, money, material, Marketing, machinery, out of these five, men is playing on important Role in every organization. Without man power we cannot run an Industry. So, every modern management has to develop the organization through human resource development.

Aviva provide maximum priority to empower manpower, creating knowledge and evolving leaders. Organization structure will be follows and will be strengthened further based on support, advice and demand from customers

1. INTRODUCTION:

For any systematic inquiry application of appropriate methods and a scientific bent of mind are a sine-qua-non. This has an important bearing on the collection of the reliable of the present study is to acquire an intensive opinion

about training programme from the employees in AVIVA Life Insurance. For this purpose, a Descriptive Research method was followed for the present study. The study in this content has utilized the available material about various aspects of HRM, data collected through well-planned interviews with the Executives and Non-Executives of AVIVA Life Insurance.

TRAINING AND DEVELOPMENT:

Training and development are terms, which are sometimes used interchangeably. Traditionally development was seen as an activity normally associated with managers with the future firmly in mind. By contracts, training has a more immediate concern and has been associated with improving the knowledge and skill of non-managerial employees in their present jobs. Such a distinction could be considered too simplistic in an era characterized by developments in HRM, because now a days development of all employees is considered crucial. Such development would be reflected in a commitment to multi-skilling and a flexible mode of operation. There is also the recognition that the human resource is valuable and must be developed if the organization is to hold on to staff and retain their commitment while at work. Therefore, in order to get a

better understanding of the web of various training and development programmes provided to the employees in order to enhance the effectiveness of human resource. A survey on training and development program has been taken up in a insurance organization- AVIVA Life Insurance company. Where the employees from an imported part and play an important role in the organization in an effort of achieving the goals of the organization.

In the present study the broader picture of the training and development activities or programs organized for the employee and the satisfaction level of the employees by training and development programs. The other areas where the study laid stress are development policy, training methods for operatives, management development methods. As a result of the study various conclusions and recommendations have been given to the organization which states that the employees are satisfied with the training and development programs organized by the organizations there are some problems which does not pose a serious threat but cannot be overlooked either.

OBJECTIVES OF THE STUDY

- ◆ To study the opinion of employees in AVIVA Life Insurance with respect to training imparted to them.
- ◆ To study the mode of the selection of the selection of training programme and types of training programmes offered.
- ◆ To study the effectiveness of the training in AVIVA LIFE Insurance .
- ◆ To suggest ways and means to further enhance the effectiveness of the training in AVIVA Life Insurance

SCOPE OF THE STUDY:

- ◆ The Present study is to acquire an intensive opinion about training programme from the employees in AVIVA Life Insurance.
- ◆ The Descriptive Research method was followed for the present study.
- ◆ The study in this content has utilized the available material about various aspects of HRM, data collected through well-planned interviews with the Executives and Non-Executives of AVIVA Life Insurance.

NEED FOR THE STUDY :

- ◆ As per the need for the study fewer and fewer skills are now regarded 'inborn' that cannot be taught.
- ◆ The study provides the accelerated rate of technological change.
- ◆ Globalization is making it increasingly essential for workers and executives to be aware of diverse gaffes, life styles and attitudes of people in other countries.

METHODS OF SAMPLING:

SAMPLING DESIGN:

Sampling is a process of obtaining information about an entire population by examining only a part of it. The usual approaches are to make generalization or draw inferences based on samples about the parameters of population from which the samples are taken. This sampling design is determined before any data is collected. The Simple Random Sampling technique was used for this study at AVIVA Life Insurance, Somajiguda. The Simple Random Sampling

refers to that sampling in which each every unit of the population has an equal opportunity of being selected in the sample. The study had randomly selected 50 employees from AVIVA Life Insurance.

SAMPLE SIZE:

In the present study 50 employees were selected including 20 executives and 30 non - executives of various departments in AVIVA Life Insurance Company.

CONSTRUCTION OF TOOLS:

The tool used for collecting the data for the study is questionnaire. A questionnaire is simply a formalized schedule to obtain and record specified and relevant information with tolerable accuracy and completeness. In other words it directs the questionnaire process and promotes the clear and proper recording.

Data are collected through a specially designed questionnaire for the present study. The questions were asked in the questionnaire in order to elicit frank opinion of the employees with regard to the training and development in AVIVA Life Insurance.

The researcher made an attempt to evaluate the training programme in AVIVA Life Insurance. For this purpose the researcher interviewed the executives and non-executives in the concerned departments of AVIVA Life Insurance.

DATA COLLECTION:

Once the pre-testing was over the researcher started the data collection, the study utilized

Both primary and secondary data.

Primary data: Primary data was collected through well-designed and approved

Question

Secondary data: The study utilized the records, journals by AVIVA Life Insurance.

FRAMEWORK OF ANALYSIS: For analyzing the Executives and Non-executives opinion towards the training programmes, the data collected through primary data source are part to statistical techniques namely PERCENTAGE ANALYSIS is used for arriving at valid and reliable conclusion.

RESEARCH DESIGN:

A simple random sampling technique is been used for this survey. Sampling is a process of obtaining information about an entire population by examining only a part of it, The Simple Random Sampling refers to that sampling where each every unit of the population has an equal opportunity of being selected in the sample. The study had randomly selected 50 employees from AVIVA Life Insurance, Somajiguda.

LIMITATIONS:

The study is limited to the AVIVA Life Insurance Company situated in Somajiguda.

For this survey, the study covered the category of executives to know their opinion on training programmes undergone in AVIVA Life Insurance. Out of 350 manpower in this unit it covers 100 executive's non-executives only 50 employees are taken as the sample size.

One of the limitations of this study is that we have focused on the behavioral aspects of human beings and measured in closed-ended way. Unlike experiments where we have set yardsticks, human behavior cannot be objectively measured. Hence subjectivity into out observation. Hence the study undertaken may not be uniform everywhere. It will vary from one situation to the others

2. LITERATURE SURVEY

TRAINING AND DEVELOPMENT:

INTRODUCTION:

Employee training is the process whereby people learn the skills, knowledge, attitude and behaviors needed in order to perform their job effectively. No big industrial organization can long ignore the training and development needs of its employees without seriously inhabiting its performance. Even the most careful selection does not eliminate the need for training, since people are not moulded to specifications and rarely meet the demands of their jobs adequately.

INSURANCE:

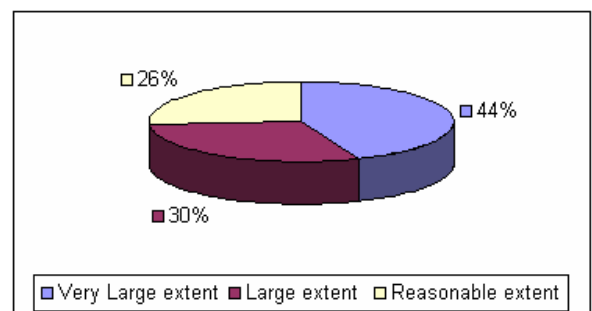
WHAT IS INSURANCE?

The business of insurance is related to the protection of the economics values of assets. Every asset has a value. The asset would have been created through the efforts of the owner. The asset is valuable to the owner, because he expects to get some benefits from it. The benefit may be an income or something else. It is a benefit because it meets some of his needs. Into the case of a factory or a cow, the product

generated by is sold and income generated. In the case of a motorcar, it provides comfort and convenience in transportation. There is no direct income. The first definition of “insurance” we examine is the financial one. Insurance is a finical arrangement that redistributes the costs of unexpected losses. Insurance involves the transfer of potential losses to an insurance pool. The pool combines all the potential losses and then transfers the cost of predicted losses back to those exposed thus, insurance involves the transfer of losses among the members of the pool .certainty of finial payment from pool with adequate resources and accurate predictability of losses are the hall marks of the insurance transactions.

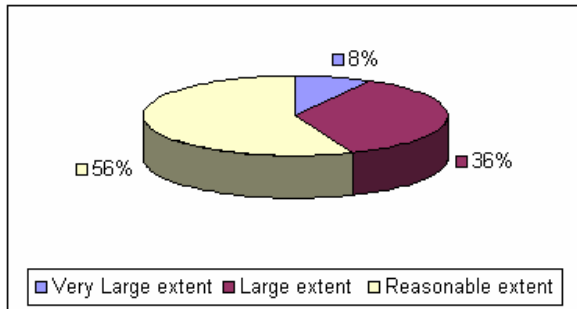
3. DATA ANALYSIS & INTERPRETATION

1) Do you think the training programmes are very much essential?



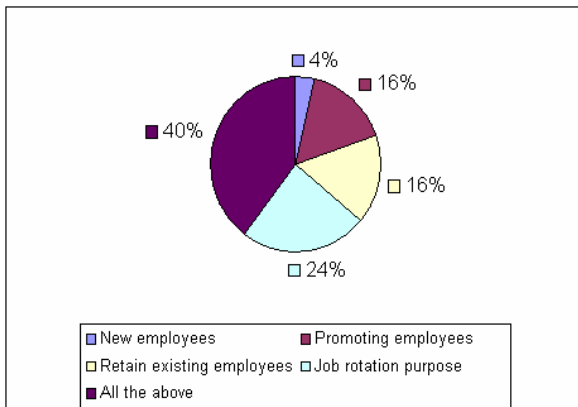
Inference: From the above table is evident that 44% of the employees agree to very large extent, 30% of the employees agrees to large extent, 26% of the employees agree to reasonable extent.

2) Does your organization promote training for employees?



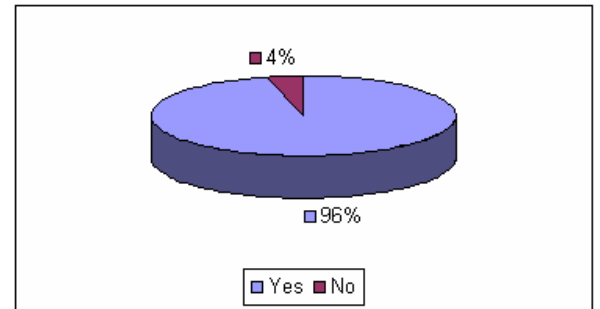
Inference: From the above table is evident that 8% of the employees agree to very large extent, 36% of the employees agrees to large extent, 56% of the employees agree to reasonable extent.

3) To what kind of employees does your organization provide training?



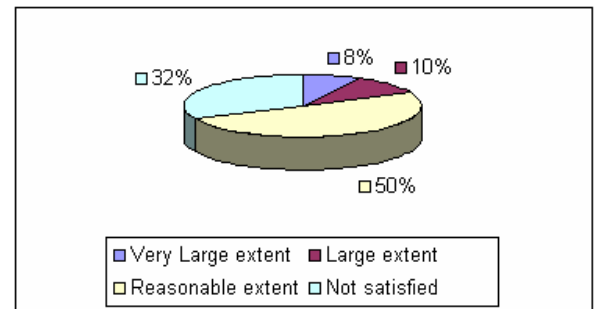
Inference: From the above table is evident that 4% of the employees said that the training is provided for the new employees, 16 % of the employees said that the training is provided to the promoting employees, 16% of them said it is provided to the retraining of the existing employees, 24% said that it is done for the job rotation, and 40% said for all the above.

4) Have your ever undergone any training program?



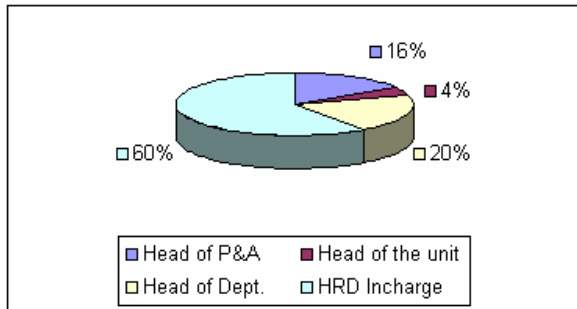
Inference: From the above table is evident that 96% of the employees said yes that they have undergone training program. And 4% of them said that they did not go through training program

5) Are you satisfied with present methods of selection of candidate for training?



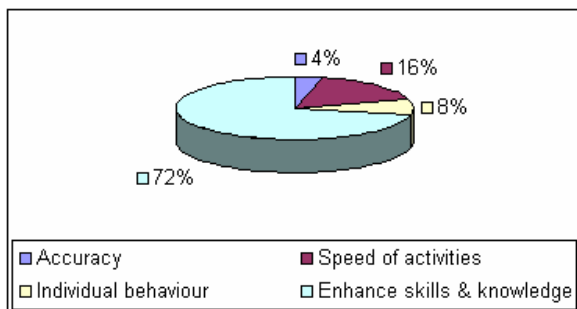
Inference: From the above table is evident that 8% of the employees agreed to the very large extent, 10% agree to lрге extent, and 50% agree to the reasonable extent, yes that they have undergone training program. And 4% of them said that they did not go through training program.

6) In your organization who is mainly involved in training functions?



Inference: From the above table is evident that 16% of the employees said that head of P&A is involved in the training program, 4% said that head of the unit, 20% said that the head of the department, and 60% said that the HRD is mainly involved in the training program.

7) What is your organization’s emphasis on training programmes?



Inference: From the above table is evident that 4% of the employees said that the training programs provided for enhancing the accuracy, 16% said that for speeding up activities, 8% said for the individual behavior, 72% said for enhancing skill and knowledge.

4.FINDINGS AND CONCLUSIONS

1. Employees should be given opportunity to choose the training programmes for

themselves and submit the list of their choice to the head of the department so that he can forward it to the HRD to put action into it.

2. The system of the selection of candidates for the training programmes should be of such a form that all the employees in the organisation get equal opportunities to attend the training programmes.

3. There should be changes in the system of selection and providing training programmes and schemes such as introducing some incentives so as to motivate employees to participate actively in the training programmes.

4. Employees should be provided with more of external training programmes so that the employee can gain the knowledge and the experience from other organisation. This would help employees to learn in the external environment and the demand in the market.

5. Training programmes should be go hand in hand with the latest technical developments relating to the organisational technology to keep the employees knowledge updated to meet the needs of the demand in the market.

6. Training programmes are more or less like a stereo type and monotonous so it is needed to make the training programmes interesting by involving th employees to show their creativity.

7. There should be transparency regarding the selection of candidate for the training programmes. It will help in good communication between the management and the employee.

8. There should be an appropriate place where the management and the employee representioves meet each other and discuss on the structure for the training programmes

comprising of identification of needs for the training programmes, framing of objectives for the training programmes, selection of trainees for the training programmes, scheduling of training programmes also post evaluation. So that transparency is maintained which would enhance the employee's satisfaction.

9. The needs for the training should be determined before hand and then the objectives should be clearly framed and that should be communicated to the employees so that there is a transparency and also the communication between the management and the employees is improved.

10. Once the training programme is conducted it should be evaluated systematically according HAMBILIN, there are five levels at which evaluation of training can take place. There are reaction, learning, job behavior, organization, and ultimate value. And these can be determined by different methods such that "questioners, test, interviews, studies, human resources factors, cost benefit analysis, and feed back.

11. There should be an audit in every six months so that the amounts spent on the training sessions can be verified and can be measured whether it is the worth spending on such training or needs some appropriate action to enhance the worth of training programmes provided or organized

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