A Study on Training Design with Reference to HDFC Standard Life Insurance

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ABSTRACT: At HDFC Standard Life, training design is a strategic cornerstone aimed at equipping employees with the knowledge and skills necessary to excel in the dynamic insurance industry. The training programs are meticulously structured to cover a wide array of topics including product knowledge, regulatory updates, customer service techniques, and sales strategies. They employ a blend of classroom sessions, e-learning modules, simulations, and on-the-job training to cater to diverse learning styles and ensure practical application of learning. HDFC Standard Life's commitment to training extends beyond initial onboarding, with continuous development opportunities offered to nurture talent and foster a culture of continuous improvement. This approach not only enhances employee competence but also reinforces the company's reputation for excellence in customer service and innovation in financial solutions.

KEY WORDS: Training programs, Customer service, Classroom sessions

I. INTRODUCTION

Training is an essential part of any organization's human management and skills development strategy. In the past, training was often regarded as an unnecessary luxury by many organizations, but the implementation of the Skills Development Act and Skills Development Levies Act, Employment Equity Act, Broad-based Black Economic Empowerment and the National Qualifications Framework by the South African government has slowly but surely started to change this perception. Organizations are now encouraged, rewarded and recognized for skills development initiatives. In times of economic recession, training offers the benefit of multi-skilling, where individuals can be cross-trained to perform other duties, obviating the need for a larger staff complement. Increased productivity, especially when the economy experiences a downturn, is a fundamental requirement for the success of a business. Training increases productivity on many levels, including the transfer of essential skills, increased enthusiasm in staff members, the development of employees with growth potential. The vast majority of organizations support the philosophy of skills development and community upliftment. South Africa is a great country, and employers are both responsible for and passionate about empowering our nation to reach the heights we all believe it is capable to achieve. Many African concepts (including 'Ubuntu') is gaining international popularity, and through training we can explore these concepts, integrate it into the methodology, groom our future leaders and build capacity. Training does not need to be unaffordable, just effective. Trained staff is the most valuable asset of an organization. So, every organization irrespective of its nature should provide training to all of its personnel in order to meet the challenges of survival and growth. An employee's present specifications may not exactly meet the organization requirements irrespective of his past experience, knowledge, skills, qualifications etc. for this reason the management identifies the differences or gaps between employee specifications and job and organizational requirements. Training is required to bridge these gaps by developing and molding the employee skills and abilities in tune with organizational requirements. organization must continuously adopt to the changing environment. For this purpose, it should upgrade its capabilities by conducting training programmers which foster the initiative and creativity of employees and help them to prevent the obsolescence of skills.

1.1 NEED OF THE STUDY

The purpose of study is to learn the practical applicability of the theoretical knowledge gained about **Training design** process.

- To gain knowledge about, the process of **Training design** in HDFC STANDARD LIFE INSURANCE
- To know the effectiveness or ineffectiveness of the process of training in HDFC STANDARD LIFE INSURANCE.

1.2 SCOPE OF THE STUDY

This study covers all aspects of **Training design** programs in HDFC STANDARD LIFE INSURANCE. This study covers the New Entrant Manager response towards the training programs in the organization.

1.3 OBJECTIVE OF THE STUDY

1. To analyze and examine the effectiveness of **Training design** programmers in HDFC STANDARD LIFE INSURANCE.
2. To assess how often training programmers are conducted and how much are the employees satisfied.
3. To study to what extent the training programmers are applicable to their jobs.
4. To study the employee's opinion on the training in HDFC STANDARD LIFE INSURANCE.

II. REVIEW OF LITERATURE

1. In **Great Britain**, people tend to come late for any appointment. If called at 5 P.M., that means come at 5.30 or 6 P.M. Even for Argentineans, coming on exact time is far too early. For instance, In US, if the trainer gets late for a scheduled training session it is treated as a breach of etiquette. And it may result in loss of trainer's respect and failure in transfer of training.

2. Data collection methods include; interviews, questionnaires, observation, documentation reviews, focus groups, job and task analysis and competency based methodologies (**Reid and Barrington 1999, Boydell and Leary 1996, Bartram and Gibson 1999, Reay 1998, Anderson**

3. Wills(1998:27) states that "identifying training needs is the starting point for managing the training process. Yet this is often one of the last steps to be considered seriously – probably because a proper needs analysis is both difficult and time consuming." While there is no research reported as to why organizations do not always conduct full training needs analysis many authors cite

4. Schneier et al., (1988) suggest that training needs analysis are not conducted because trainers lack the specific knowledge required to conduct one. They also suggest that there may be an issue of lack of belief in the effectiveness of the process.

5. Hayton (1990) sees the skills audit as a key component of training needs analysis but suggests that there is unlikely to be one best way which will suit all organizations. Herbert and Dover spike (1990:268) raised issues around using appraisal data as part off training needs analysis and conclude that the use of this data may not achieve the intended goals. In a paper examining the weaknesses in conventional approaches to training needs analysis Leat and Lovell (1997) consider the weaknesses inherent in using performance appraisal data as a determinant of training needs.

III. RESEARCH METHODOLOGY

The basic principle in the research has been adopted in the overall methodology. The following methodology has been used for meeting the requirements,

3.1 Sources of data:

Primary data: is collected through the questionnaire, a formalized instrument of asking information directly from respondent demographic characteristics, attitude, belief and feelings through personal contracts. Structured and on disguised from of questionnaire is used and consists of multiple choice questions.

Secondary data: Internal secondary data about the HDFC STANDARD LIFE INSURANCE included formal data, which is generated within the organization itself, were obtained through concerned head in the organization.

3.2 Sample Technique: Convenience Sampling Method

3.3 Sample size: 100

3.4 LIMITATIONS OF THE STUDY

- Due to constraint of time and resources, the study was conducted in the regional sector as HDFC STANDARD LIFE INSURANCE and the results of the study cannot be generated.

- The accuracy of the analysis and conclusion drawn entirely depends upon the reliability of the information provided by the employees.
- Sincere efforts were made to cover maximum departments of the employees, but the study may not fully reflect the entire opinion of the employees.
- In the fast moving/changing employees behavior, name new and better things may emerge in the near future, which cannot be safeguard in this report.

IV. DATA ANALYSIS AND INTERPRETATION

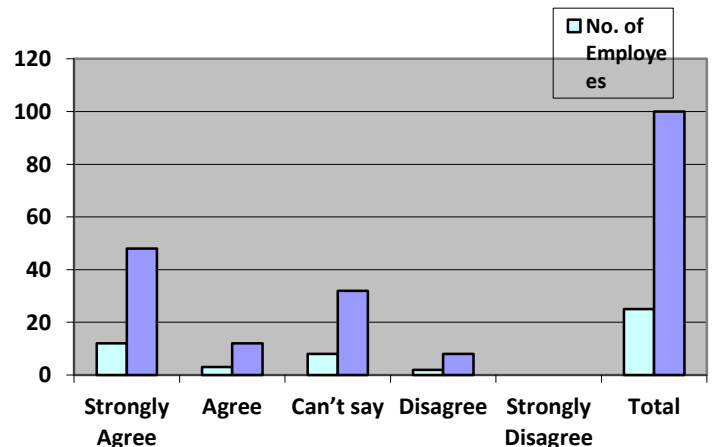**4.1.1 Is the Training program introduced new concepts in your area of working?**

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	68	20	8	0	4	100
Percentage	68	20	8	0	4	100
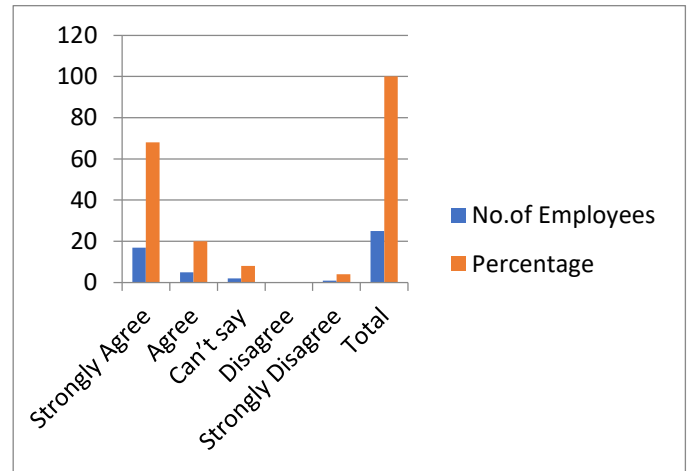
INTERPRETATION: From the above information most of the executives agree that the Training program introduced new concepts in their area of work place.

4.1.2.Is the Training program introduced new concepts in area of your personality development/Human relations?

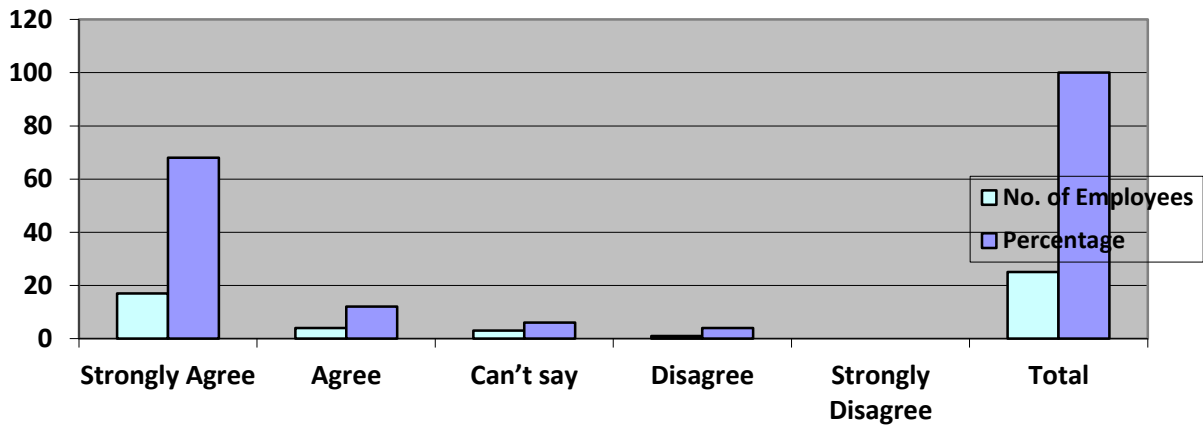| Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of employees	48	12	32	8	0	100
Percentage	48	12	32	8	0	100

INTERPRETATION: From the above information most of the executives agree that the training program introduced new concepts in area of their personality development/Human relations.

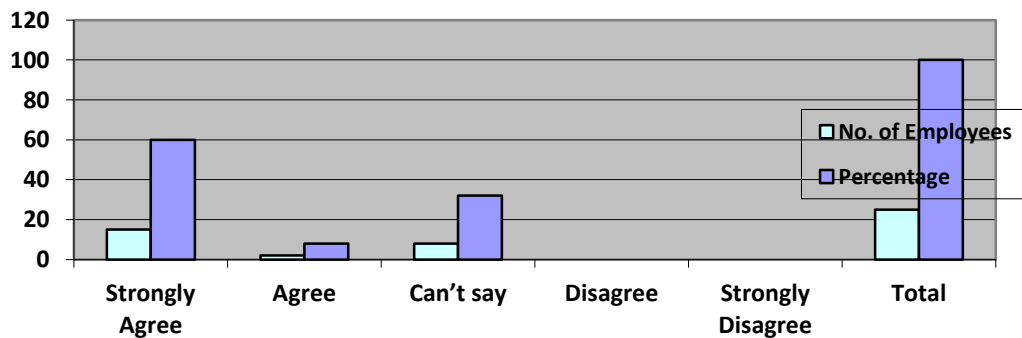**4.1.3 Is the Training program useful to you in your present job?**

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	68	12	6	4	0	100
Percentage	68	12	6	4	0	100

INTERPRETATION: From the above information most of the executives agree that the training program useful to them in their present job.

4.1.4 Is the Training program helps you to prepare you for the future jobs in your area of working?

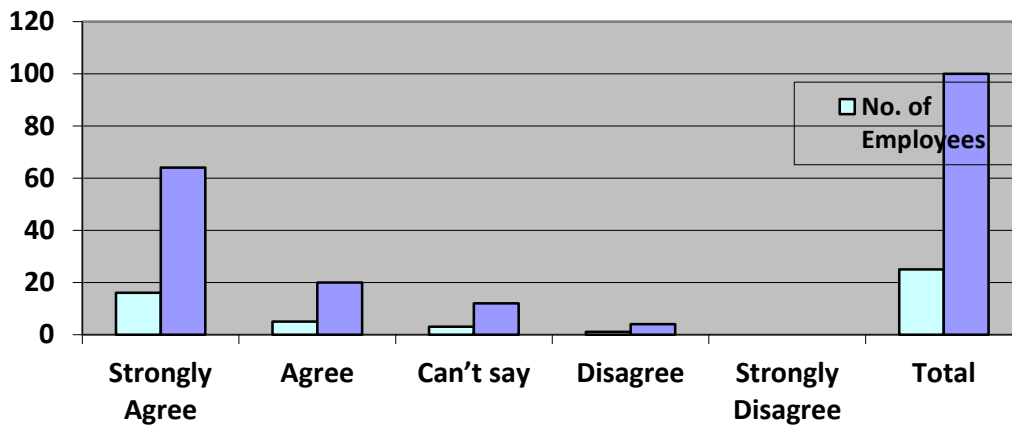| Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	60	8	32	0	0	100
Percentage	60	8	32	0	0	100

INTERPRETATION: From the above information most of the employees agree that the Training program helps to prepare them for the future jobs in their area of working.

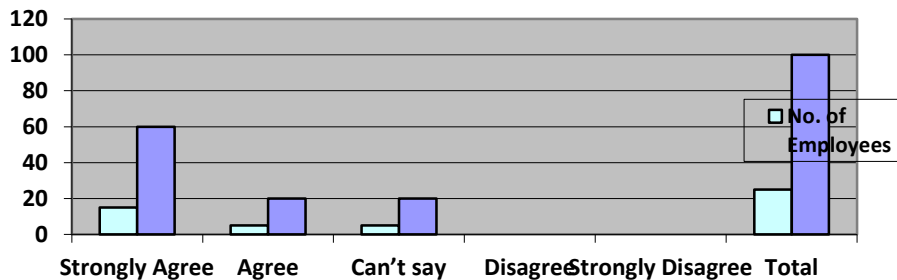**4.1.5 Is it helps you to take new challenges in your present job?**

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	64	20	12	4	0	100
Percentage	64	20	12	4	0	100

INTERPRETATION: From the above information most of the employees agree that the Training Program helps them to take new challenges in their present job.

4.1.6 Is the Training program helps you to take new roles in this organization?

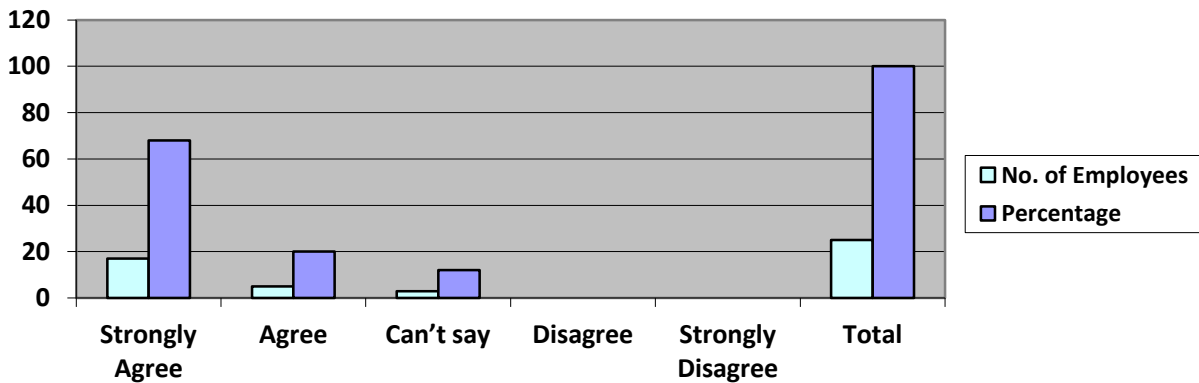| Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	60	20	20	0	0	100
Percentage	60	20	20	0	0	100

INTERPRETATION: From the above information most of the employees agree that the Training Program helps them to take new roles in that organization.

4.1.7 Do you often apply this knowledge in your work place while performing the jobs?
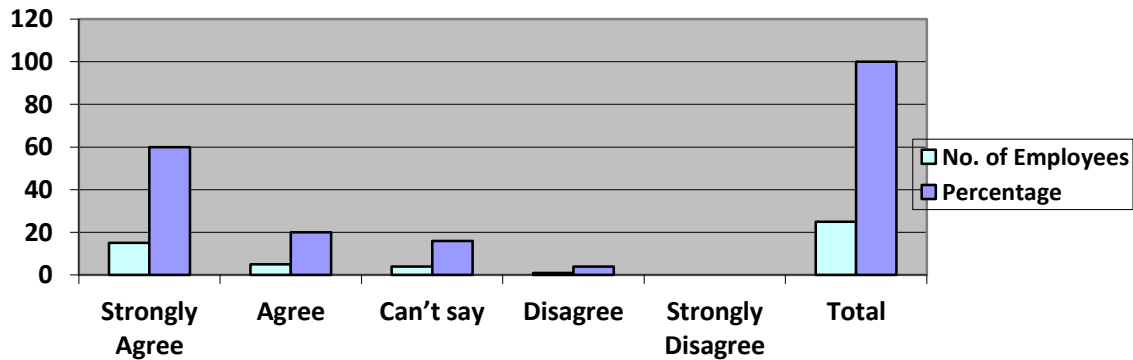
Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	68	20	12	0	0	100
Percentage	68	20	12	0	0	100

INTERPRETATION: From the above information most of the employees agree that they often apply that knowledge in their work place while performing the jobs.

4.1.8 Is the Training Program brought change in your perception about your job?

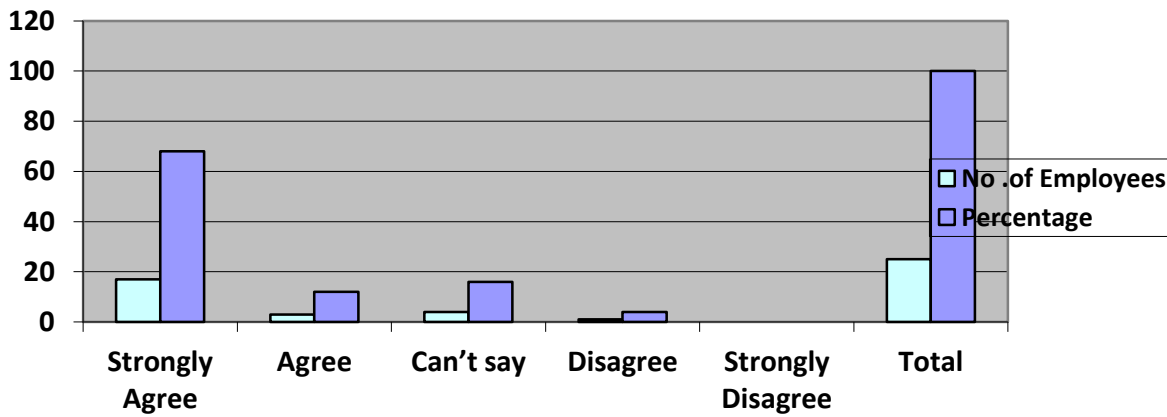| Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	60	20	16	4	0	100
Percentage	60	20	16	4	0	100

INTERPRETATION: From the above information most of the executives agree that the Training Program brought change in their perception about their job.

### 4.1.9 Do you attained skills in this program?

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	68	12	16	4	0	100
Percentage	68	12	16	4	0	100

INTERPRETATION: From the above information most of the executives agree that they attained new skills in that program.

4.1.10 Are you using the new skills in your present job?

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	68	16	12	4	0	100
Percentage	68	16	12	4	0	100
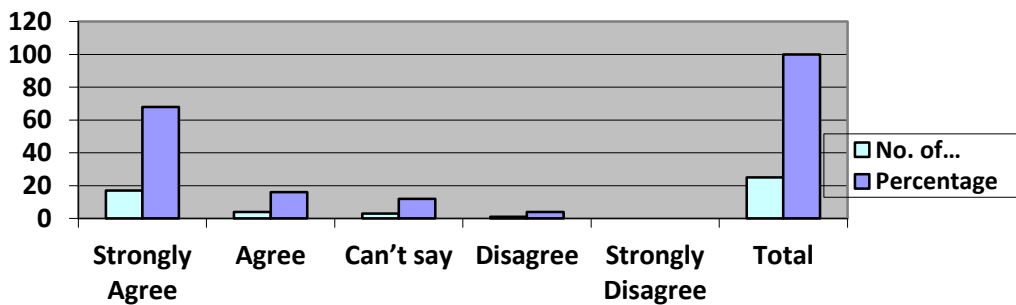
INTERPRETATION: From the above charts most of the executives agree that they are using the new skills in their present job.

V. FINDINGS

- There is a healthy relationship between the peers, subordinates, superiors.
- In this organization maximum no. of employees are agree with the management considering their ideas and suggestions on some occasions only.
- In this organization Training programs will helps the employees in achieving both individual goals and organizational goals.
- Maximum no. of employees are satisfied with the Training program conducted by HDFC Standard Life.
- Employers are gained knowledge at work place after attending this Training program.
- For new joiners in organization training method are conducted like coaching and besides orientation programs.
- Training will be very useful to employees in their present job.
- Training program helps employees to take new challenges in their present job.
- Most of the employees are using new skills in their present job.
- According to the training program employees to take new roles in the organization.

5.1 SUGGESTIONS

- HDFC Standard Life should conduct more and more training programs related to the functional competencies of employees.
- HDFC Standard Life should ensure that whenever they take feedback from employees their suggestions are taken into consideration and implemented as soon as possible this will make employees to give honest and appreciate feedback.
- HDFC Standard Life in this regard should conduct a forum for feedback so that real time information is available with respect to training needs of the employees.
- Aim of any company is to be ensure that all employees apply techniques learnt in training program on the job hence at each level skill base training should be given.
- The need is for the management to bring the most efficient trainers to the training programs. Trainers can be selected on basic of their rating in the corporate world.
- Here the management has to improve the quality of Training programmers in HDFC Standard Life a quality based approaches can be used.
- While evaluating the Training programmers the feedback will be collected each and every day in Training period. And also the feedback form can be distributed to the employees every day in the lunch break.

VI. CONCLUSION

- The report in training and development in **HDFC Standard Life** 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.
- The training is being given to the employees at regular interval.
- Most of the employees are very much satisfied about the selection of the candidates for training.
- Most of the employees are expressed that the training programmed is imparting the latest technology in the market.
- Most of the employees agree with the training programmed meet pre-specified objectives.
- Most of the employees are respond positive with the training programmed conducted in the organization.

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STEPHEN P. ROBBINS	ORGANIZATIONAL BEHAVIOR

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