

## Executive Summary

An executive summary of the final report of work done on the Minor Research Project of **Mr Lohith Shetty**, entitled **“Effectiveness in Training Need Identification & in Training Implementation by the Corporate Retail Outlets”** in Mangalore city, South Canara District, Karnataka, sanctioned by UGC, vide sanction letter No. **MRP(H)-837/13-14/KAMA002/UGC-SWRO** dated **Date: 27-Mar-15**

The study was successful in meeting its objectives as it has resulted in fulfilling the aims of identifying the effectiveness of Induction trainings, effectiveness of training need identification for retraining, finding out the effectiveness of the internal trainers of the Organisations, identifying the need felt for variety of trainers, understand the need for long retail sales experienced trainers, find out the importance of training materials & methodology and identifying the changes expected in training materials & methodology.

Employee training statistics will show that effective, enjoyable training will significantly reduce turnover rate. Why? Because employees feel well informed to perform and progress, resulting in genuine job enjoyment. Simply, the lack of turnover will allow for a company to grow faster, for employees to stay loyal, for the benefits of training and development in the workplace to be apparent long-term. The importance of job training is directly correlated to the growth in a company.

The following summary can be concluded from this study.

Due to the rapid growth, employee turnover and recruitment pressure, there are chances of skipping of induction training to newly recruited employee. This need to be avoided by the HR personnel or at least try to bridge the gap within a month. Local induction trainers are very much needed and the retail organizations lacking it shall make arrangements to recruit such employees. This will make them competent and equipped for the employee needs.

Training needs identification is most curtail for the planning and implementation of training. Hence it is important to have training needs identification periodically by having annual or bi-annual period fixed and communicated. Identification of training

needs have to be a co-process of self and the supervisor debating and deciding. Thus the HR need to provide opportunity for this if there is no formal platform for this. Likely the follow-up of training needs specified in self appraisal is very important, that helps in winning the trust of the employees which will increase co-operation and retention.

Trainings need to be unique, fresh, and vibrant each time to be effective. For this the repetition has to be avoided. Engaging different trainers, methods, methodologies and engaging external trainers can help in this regard. The need for local trainers is very strong, as there is shortage of local trainers it is suggested to appoint such trainers or at least engage local freelance trainers. Variety of trainers needed is strongly demanded by the employees and the need for external trainers is also strongly expressed. So it is important for the management to give a call on this issue.

A trainer to be the employee of their own organization with long retail experience is advisable. This will make training more apt, effective, acceptable and motivate the sales personnel increasing the morale of the employees. The training materials and methodologies engaged need to be new and unique each time to be more effective and change agent. The organisation need to take care of this. There is rapid change and growth observed now which facilitates launch of new products quite often. It is advisable to provide ready reference guide for the sales personnel if not provided by the organization.

The study is helpful to the HR personnel, Employees, Students and Research scholars in getting reference material for ready reference or further study or comparative analysis. It can also be a reference source for teaching purpose. This study will also help the HR, Employees, Management, Unions of Corporate Retail Outlets in indentifying the Induction trainings, the need identification for retraining, accessing the internal trainers, identifying the need felt for variety of trainers, long retail sales experienced trainers needed, changes needed training materials & methodology if any.