

A Study on Effectiveness of Training Programme for Intermediaries in Ing Vysya Life Insurance, Madurai

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Abstract: *The Evaluation of any training programme has certain aims to fulfil. These are concerned with the determination of change in the staff behaviour and the change needed in the organizational structure. Hence evaluation of any training program must inform us whether the training programme has been able to deliver the goals and objectives in terms of cost incurred and benefits achieved. Training as the process of developing skills, Habits, Knowledge and attitudes in employees for the purpose of increasing effectiveness of employees in their present positions as well as preparing employees for future positions in organization Purpose of current research is a Evaluation Effectiveness of training courses in Islamshahr University by Kirkpatrick Model. The study is an applied one and the data collection method has been descriptive. The statistical population consisted of personnels, Managers and teachers. The data was collected through the application of sampling, questionnaires. Descriptive statistics were used in order to measure the main indicators of effectiveness Evaluation of training courses. Research findings show that effectiveness of training courses is below the standard level. also data gathered about effectiveness evaluation indicated that reaction, learning, behaviour and organizational levels need to be improved. The study showed that the effectiveness evaluation in the subject centre needed to be improved through implementation of optimizing training design, redefining training roles, providing enough budget, management commitment, attention to individual, job and organizational needs, motivation mechanism, use of ongoing and summative evaluation.*

Keywords: Effectiveness Evaluation of Training Courses

I. INTRODUCTION

Training is an organized procedure for increasing the knowledge and skill people for a definite purpose. The purpose of training is to achieve the change behavior of those being trained. In the industrial situation this means that the trainee will acquire new skill technical knowledge, programmers solving ability and attitude. Any good training program lays down the procedure by which people gain knowledge and skill perform their job effectively and efficiently.

Training helps the employees to be productive in minimum amount of time. Even for experienced worker, it is necessary to refresh and enable them to keep up with the new method, techniques, new machine and equipments for doing the work.

Training is not the one step process it increases the knowledge and skill of employees performing the roles in job and it serve as a refresher course for the old employees. Training job will never be finished as long as the organization remains in business. Training does not appear from any organization merely because it's ignored.

II. OBJECTIVES OF THE STUDY

- To study the effectiveness of different training programs conducted to ING Life Insurance Limited, Madurai.
- To ascertain whether training has helped to improve the performance of all employees at work spot.
- To supply the best training program according to responds views.
- To know the employee opinion about the program given in ING Life Insurance Limited, Madurai.

2.1 Scope of the Study

The logic behind this study is to reveal the effectiveness of training and the perception of the employees towards the training program. No comparison is made with any other organization. Research has limited her study with the employees of the offices.

After an employees is selected, placed and introduced, he must be given train. To train means import information of skills through instructions. Training is an organized activity for increasing knowledge and skills of the people for definite purposes. It means of imparting knowledge, skill and aptitude necessary to undertake the job efficiently.

2.2 Need for the Study

The study helps to take necessary steps for the betterment of training more effective more effective. This helps the company to get suggestion from the employees that may be used in implementing effective training program.

An employee's specification may not exactly suit to the requirements of the job and the organization irrespective of his past experience. Qualification's skills, knowledge etc., every management finds deviations between employees present specifications and the job requirement and organizational needs. Training is needs to fill this gaps by.

Developing and molding the employees skill, knowledge, attitude, behavior etc., to tune of the job requirements and organizations needs.

III. LIMITATION OF THE STUDY

- Sample size of the study was limited to 200 due to time constraint.
- Researcher was unable to review previous research work on the same topic in organization.

IV. REVIEW OF LITERATURE

J.P.CAMBELL has observes that training courses are typically designed for a short term and stated set purpose such as the operation of some prices of machinery, while development involves a broader educational fir long – term purpose.

DALE YODER has emphasized that the use of the terms training and development today's employment setting as for more appropriate than "Training" alone.

Since "Human resource can escort their full potential only when the learning process goes for beyond route or routine".

Braddy (1996) in his commentary on the apprenticeship and traineeship system within the automotive industry comments that the key principle of the apprenticeship and traineeship system – path ways to real jobs – "Will only be achieved if a training culture is achieved within enterprises across the country". He adds that "for successful business there is acknowledgement that training is an investments not a cost".

Casey (2002) states that trying to understand the vocational educational and training (VET) sector and training packages is " like walking through a thick treacle of acronyms state systems, federal systems and a bewildering array of organization". Casey also refers to the increasing amount of regulation with which those implementing training packages must comply.

V. PROFILE OF THE COMPANY

ING Life India, in its 10th year of operations, is a part of the ING Group. ING Life entered the private life insurance industry in India in September 2001. The company has issued over 1.2 million policies and is staffed by over 6000 employees.

Headquartered in Bangalore, ING Life India is currently present in 200 cities. In addition, the company distributes its products in several parts of the country through its partner's presence.

ING Life India distributes its products through two channels, the Tied Agency Force and the Alternate Channel. The Tied Agency force comprises over 30,000 ING Life Advisors, spread across the country. The Alternate Channels business within ING Life India is a fast growing distribution channel, and includes the Banc assurance partner (ING Vysya Bank), Referral Partners, Corporate Agents and Brokers.

About ING Group

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 85 million private, corporate and institutional clients in over 40 countries. With a diverse workforce of approximately 130,000 people, ING is dedicated to setting the standard in helping our clients manage their financial future.

About ING in India

ING operates through three businesses in India, ING Vysya Life Insurance, ING Vysya Bank and ING Investment Management. ING Vysya Bank is a premier private sector bank with over 76-year heritage and 1.5 million satisfied customers. ING Investment Management believes in providing investors with the knowledge & opportunity to manage their future easily.

VI. RESEARCH METHODOLOGY

6.1 Research

Research is an organized, systematic, data based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solution to in research provide the needed information that guides manager to make informed decision to successfully deal with problems. The information provided could be the result of a careful analysis of data gathered firsthand or of data that are already available data can be quantitative or qualitative.

6.2 Research Design

The research design followed in this study is descriptive design. The researcher was carried out with descriptive study to observe and understand the various benefits and services that are provided to the employees training.

6.3 Sources of Data

- Primary data
- Secondary data

A. Primary Data

The information required for this study was directly collected forms the workers using questionnaire method.

B. Secondary Data

Secondary data was collected form the company profiles, reports, books and related websites.

6.4 Data Collection Tools

Primary data was collected using a well structured questionnaire and interview schedule. The questions mainly used were closed ended and questions.

6.5 Sampling Procedure

A. Sampling Techniques

The researched used random sampling techniques.

B. Sample Size

ING Life insurance Limited is the field study for this project. There are totally 450 advisors in this organization. 200 advisors are selected for this project.

C. Samples are

The samples are covered in this study was workers of training department.

D. Period of the Study

The project study was conducted during period of July 2011 to December 2011.

6.6 Tool Analysis

Percentage analysis

Chi-square test.

6.7 Percentage Analysis

One of the simplest methods of analysis is the method. It is one of the simplest and traditional statistical tools. Through the use of percentage, the data are reduced in the standard form with the base equal at 100, which facilitates relative comparison that formula used to computer percentage analysis is, percentage of the respondents = No. of respondents/ total no of respondents *100.

6.8 Chi-square test

It is measure to study the divergence of actual and expected frequencies. It is represented by the symbol χ^2 , Greek letter Chi. It describes the discrepancy theory and observation. The formula used is,

$$X^2 = \frac{\sum(o-e)^2}{e}$$

Where “o” is the observed frequency

“e” is the expected frequency.

VII. FINDINGS

- The above table shows that 60% of respondents are male 40% of respondents are female.
- From the above table it is clear that 43.50% of the respondents belonging to above 30 years and 32.50% of the respondents belonging to 25 to 30 years and 12.50% of the respondents belonging to up to 20 years and 11.50% of the respondents belonging to 20 to 25 years.
- From the above table it is shown that 75% of the respondents are belonging to married and 20% of the respondents are belonging to single and 5% of the respondents are belonging to others.
- From the above table it is shown that 30% of the respondents are belonging to house wife and business persons and 15% of the respondents are belonging to student and retired persons and 10% of the respondents are belonging to salaried.
- From the above table it is inferred that 60% of the respondents are belonging to Higher secondary and 20% of the respondents are belonging to Degree holders and 15% of the respondents are belonging to Post graduations 5% of the respondents are belonging to Diploma holders.
- From the above table it is inferred that 37.50% of the respondents are belonging to below 5 years experience and 32% of the respondents are belonging to 6to10 years experience and 15.50% of the respondents are belonging to above 15years experience 15% of the respondents are belonging to 11to15 years experience.
- From the above table it is shown that 38.50% of the respondents are belonging to 10000to15000 income earned and 26.50% of the respondents are belonging to 5001to10000 income earned and 22.50% of the respondents are belonging to below5000 income earned 12.50% of the respondents are belonging to above15000 earned.
- From the above table it is shown that 75% of the respondents are belonging to part time category and 25% of the respondents are belonging to full time category.
- From the above table it is shown that 55% of the respondents are belonging to satisfied in importance given training and 26.50% of the respondents are belonging to neutral in importance given training and 12% of the

respondents are belonging to highly satisfied in importance given training 5.50% of the respondents are belonging to dissatisfied in importance given training and 1% of the respondents are belonging to highly dissatisfied in importance given training.

- The above table is it shown that 47.50% of the respondents are 3to 5 years working in ING life insurance and 30% of the respondents are 1to 3 years working in ING life insurance and 17.50% of the respondents are below one year working in ING life insurance and 5% of the respondents are above 5 years working in ING Life insurance.
- From the above table it is inferred that 67.50% of the respondents are satisfied, that 17.50% of the respondents are neutral, that 12.50% of the respondents are highly satisfied, that 2.50% of the respondents are dissatisfied, that 0% of the respondents are highly dissatisfied Suggestion given by advisor in the training programme.

VIII. SUGGESTIONS

Following suggestion could be considered for improving training programme at ING LIFE INSURANCE LTD.

- The study suggest that frequency of training programmes should be increased since it plays an important role in improving advisors performance.
- The management must be greatly aware of the need and importance of training programmes in the organization. There should be whole hearted co-operation from employee side also to make such programmes more effective.
- Performance appraisal and merit factors also should be considered while selecting participants for training programmes. This can boost up their confidence, earning more commissions and make them more committed to their jobs.
- Different stages of evaluation like on-line training and off-line training must be give equal importance to bring out better outcome of training programmes. But here off-line training programme only more effectively. Thus the evaluation process should be continuous and systematic one. The criteria used must be based on the reaction, learning, behavioral and results.
- The topic of training programmes should be more relevant to the organizational needs. It should create an advisor awareness of the importance of such programmes.

IX. CONCLUSION

Training function is very important as it lends stability and flexibility to an organization. Besides contributing to its capacity to grow, accidents, damages to machinery and equipments can be minimized to a great extent. Moreover future needs of employees will be taken care by such programmes. The training function is not complete without proper evaluation. It helps to assess whether a Training programme has fulfilled its objectives and what changes are to be implemented in future to make such programmes more effective.

To sum up, in India Rare Earths, employees are satisfied with the training programmes and agreed that it plays a vital role in the personal growth development. This study can be used by any organization to find out the effectiveness of training programmes conducted there. This will help them to bring out better results.