

A Feasible Study on Training Through E-Learning Module at M/S Godrej Consumer Products Limited

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ABSTRACT

The study is an outcome of the topic called “**A FEASIBLE STUDY ON TRAINING THROUGH E-LEARNING MODULE**” and the survey is carried out in the company called **GODREJ CONSUMER PRODUCTS LIMITED, VARKALODAI ROAD, KATTUKUPAM, PUDUCHERRY, 607402**. The purpose of the study is to to know the feasibility of e-learning modules and training and to know the importance of e-learning modules and employee performance at Godrej Consumer Products Ltd Puducherry. Critically analyze the collected data using statistical tools Correlation and Analysis of Variance tests to draw conclusions. Employees believe that it would be beneficial if training was limited to all members of the organization and their needs were taken into account in training programs at various levels .

KEY WORDS

E-learning Module, Training, Job Performance, Feasibility, Simple Random Sampling, Correlation Test, ANOVA Test.

INTRODUCTION

Using e-learning modules allows organizations to measure and track employee performance. A learning management system (LMS) provides detailed information about employee performance, allowing HR and training teams to identify areas where employees may experience problems and be impacted accordingly. A data-driven approach ensures that training efforts are focused on areas that have the greatest impact on performance improvement.

In the dynamic environment of the modern business world, the development and seamless integration of e-learning modules for employee training requires time. As organizations strive to be competitive and flexible to respond to changing needs, improving employee productivity is a key goal. The practical use of e-learning modules becomes a powerful tool to achieve this goal. By leveraging the power of e-learning, organizations can not only empower their employees but also create a platform for progress and continuous change. This integration involves identifying performance gaps, defining specific learning objectives, selecting shared content and implementing it on an effective platform, and carefully monitoring progress. By providing easy access to employees and creating learning opportunities, organizations create a culture of continuous growth, development and excellence, thereby ensuring long-term success.

LITERATURE REVIEW:

✓ Kirkpatrick J.D 2016

There are three main reasons for evaluating training. First, it is important to ensure that training programs are designed and delivered to achieve a successful program. Second, post-training assessment programs can improve the application of learned skills in the workplace. Finally, the purpose of overall evaluation is to demonstrate the economic or objective value of education by analyzing relative success rates rather than isolating something. Dr. Don Kirkpatrick, a professor at the University of Wisconsin in the 1950s, talked about these four stages in his article. Its aim is to teach management and supervision of courses for local businesses as part of the school curriculum. Based on the desire to determine the impact of the training on the participants, he created four stages. After publishing his article, Dr. Kirkpatrick was contacted by the Association for Technical Development (ATD) (formerly another organization) to write an article on the subject. He wrote four articles: "Reaction", "Learning", "Attitude" and "Creation". These articles are widely read by trained professionals around the world who then apply the content to their own work. According to Kirkpatrick, these principles are called the Four Levels and the Kirkpatrick Model. He himself never called it "four levels", as he said many times, but others did and the word became common. He also noticed that education experts called his four words the "Kirkpatrick Model," a term he never used.

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OBJECTIVES OF THE STUDY

Primary Objective:

- To Study the feasibility of e-learning module training for employee at M/S Godrej Consumers Products Ltd.

Secondary Objective:

1. To know the employee perception towards training through e-learning modules.
2. To find out whether the training through e-learning module results in enhanced performance of employees.

METHODOLOGY ADOPTED FOR THE STUDY

i. Sampling design

Total population : 150 employees

Sample size :84 employees

Sampling method: Simple random sampling

ii. Data collection

- Data collection was administered using structured questionnaire

iii. Construction of questionnaire

The questionnaire was designed with both open and close ended questions, for which the respondents were asked to respond according to their perception. The questionnaire was physically distributed to the respondents with the help of printed questions. Likert scale method was adopted for the answering the questionnaire, which ranges from

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

STATISTICAL TOOLS USED

- **Correlation:** This test was used to study the correlation between the e-learning module and the employees performance.
- **ANOVA:** This test was used to analyses the hypothesis between experience and educational qualification and the skills and the learning ability.

ANALYSIS USING ANOVA TO KNOW THE PERCEPTION OF THE EMPLOYEES TOWARDS TRAINING THROUGH E-LEARNING MODULE

HYPOTHESIS:

NULL HYPOTHESIS (H₀): There is no significant difference between the educational qualification and the determinants of the perception of the employees towards the e-learning module.

ALTERNATE HYPOTHESIS (H₁): There is significant difference between the educational qualification and the determinants of the perception of the employees towards the e-learning module.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gained specific benefits or skills from completing this e- learning module	Between Groups	1.827	3	.609	.495	.687
	Within Groups	98.459	80	1.231		
	Total	100.286	83			
Overall learning experience	Between Groups	5.856	3	1.952	1.563	.205
	Within Groups	99.894	80	1.249		
	Total	105.750	83			

INFERENCE:

From the SPSS, the generated value 0.687 and 0.205 is greater than significance value 0.05, so the null hypothesis is accepted. There is no significant difference between the skills and the learning capacity of the employees and the different categories of educational qualification of employees.

ANALYSIS USING CORRELATION TO FIND WHETHER THE TRAINING THROUGH E-LEARNING MODULE RESULTS IN ENHANCED PERFORMANCE OF EMPLOYEES

HYPOTHESIS:

NULL HYPOTHESIS (H₀): There is no significant relationship between the e-learning module and the enhanced performance of the employees in the organization.

ALTERNATE HYPOTHESIS (H₁): There is significant relationship between the e-learning module and the enhanced performance of the employees in the organization.

Correlations

		Content was relevant to job	Rate of influence is good at the organization
Content was relevant to job	Pearson Correlation	1	.343**
	Sig. (2-tailed)		.001
	N	84	84
Rate of influence is good at the organization	Pearson Correlation	.343**	1
	Sig. (2-tailed)	.001	
	N	84	84

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

The above table shows the result of the Correlation Analysis. From the SPSS, the generated value is 0.001, which is lesser than 0.05 level of significance the null hypothesis is rejected and alternate hypothesis is accepted. Since 'r' value is 0.343, there exist a moderate positive correlation among the variables. There is significant relationship between the e-learning module and the enhanced performance of the employees.

FINDINGS

1. The SPSS analysis yields a generated value of 0.001 through the correlation method, which is less than the 0.05 level of significance. Consequently, the null hypothesis is rejected, and the alternate hypothesis is accepted. With an 'r' value of 0.343, a moderate positive correlation exists among the variables, indicating a significant relationship between the e-learning module and enhanced employee performance.
2. From the SPSS, the generated value 0.0687 and 0.205 is greater than significance value 0.05, so the null hypothesis is accepted. There is no significant difference between the skills and the learning capacity of the employees and the different categories of educational qualification of employees.

SUGGESTIONS:

1. Define clear and measurable learning objectives for each eLearning module that are relevant to the organization's goals.
2. Create engaging eLearning content using interactive content like videos, quizzes, and experiments to keep your employees engaged.
3. To ensure suitability, customize e-learning modules to meet different positions and levels in the organization.
4. Consider using microlearning modules for fast, targeted training suitable for busy workers.
5. Prioritize accessibility and user-friendly design to make e-learning accessible on various devices.
6. Provide regular evaluations and feedback strategies to track employee progress and adjust training content accordingly.
7. Increase engagement with gamification content like badges, leaderboards, and rewards.
8. Make it mobile friendly to accommodate employees who prefer to learn via smartphones and tablets.
9. Foster a culture of continuous learning, involve leaders in monitoring progress, and use analytics to track the impact of e-learning on performance measurement.

CONCLUSION:

In summary, Godrej Consumer Products Limited conducted a comprehensive and detailed study on the use of training through e-learning modules, providing a better understanding of the feasibility and impact of this initiative. This project aims to evaluate the current situation, collect feedback and analyze various factors affecting the effectiveness of the proposed e-learning module in the organizational environment. As your company grows or launches new products and services, you can access the same quality training content.

A learning management system (LMS) provides detailed information about employee performance,

allowing HR and training teams to identify areas where employees may experience problems and be impacted accordingly. A data-driven approach ensures that training efforts are focused on areas that will have the greatest impact on improving performance. This different approach to training makes employees more productive, ensuring better knowledge is retained and applied to their roles. , gender representation, education and family size. This information is crucial in customizing e-learning content to meet the needs and preferences of Godrej Consumer Products Limited employees. -Worldwide events demonstrating the effectiveness of e-learning content. This is an important indicator of business success in bridging the gap between theoretical training and job requirements. Improve modules and staff performance.

This relationship, along with the long-term impact that participants realize on their business, strengthens Godrej Consumer Products Limited's business case for continuing to invest in e-learning initiatives. Compliance training is not only practical, but also holds significant promise for improving employees' skills, knowledge, and performance. The recommendations combined with social analysis provided Godrej Consumer Products Limited with a solid foundation to rely on and expand e-learning initiatives in the organization. This decision lays the foundation for future development by highlighting the need for continuous evaluation, improvement and innovation in the training and development of employees on digital learning platforms.

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