

A STUDY ON CAREER PLANNING AND DEVELOPMENT IN THRIMUALA MILK PRODUCTS PVT LTD AT KADIVEDU

B.LAKSHMI PRIYA,
MBA DEPARTMENT,
NARAYANA ENGINEERING COLLEGE, GUDUR.

EXECUTIVE SUMMARY

Career planning and development are relatively new concepts in many human resources departments in recent years these departments have begun to recognize the need for more proactive career related efforts. As a result, some departments provided career education, information, and counselling. However, the primary responsibility for career planning and development rests with the individual employees. Gives an overview of career planning and development. The planning process enables employees to identify career goals and the paths to those goals. Then, through development of activities the workers seek ways to improve themselves and further their career goals. Even today, most developmental activities are individual and voluntary. Individual efforts include good job performance, favourable exposure, leveraging, and the building alliances. The HR department becomes involved by providing information and obtaining management support to help make career planning success for both the employees and the organization. Career planning does not guarantee success. But without it, employees, are ready for the career opportunities that arise. As a result, their career progress may be slowed and the HR department may be unable to fill openings internally.

REVIEW OF LITERATURE

- Develop mentalists concentrated on stages of psychological development while sociologists identified periods of individuals' working lives, and by combining these two foci career stages first emerge in the literature. For example, the Exploratory Stage defined by **Buehler (1933)**.
- A German develop mentalist, and the Initial Work Period classified by **Miller (1949)**.
- **Nicoara (2009)** has elaborated the role of career planning and career management in career development. Harmony between 'career planning and career management' and proper alignment of implementation of HR needs and individual career planning leads to effective career development.

- **Ramly et al. (2009)** have studied the factors contributing to the career aspirations of professionals in Rand D. Self-efficacy, organizational socialization and continuous improvement practices in an organization influence the career aspirations and planning of professionals.
- **Musriha and Msi (2013)** studied on the impact of individual characteristics and organizational culture on career development of employees. It was found that understanding of the employee's personal skills and knowledge significantly influences employee's career development
- Kanagaraj et al. (2014) examined the relationship of HRM practices and employee productivity. Alignment of individual career goals with organisational goals is the most important factor in employees career planning and development.
- **Puah and Ananthram (2006)** have identified career planning and career management as the two main antecedents of career development. The integration of both employees' career planning and organizational career management practices result in effective career development (Hall, 1986).
- **Abaneh (2013)** empirically examined career planning and career management as the antecedents of career development. The study showed that there exists a positive and strong relationship of the examined variables on career development.

RESEARCH METHODOLOGY

Research is a careful investigation or enquiry especially through search for new facts in any branch of knowledge. According to Redman and Moray, "Research is a systematized effort to gain new knowledge".

Research Methods

The source for collecting the data is from both

- Primary Data
- Secondary Data

PRIMARY DATA

The Primary data are these which are collected afresh and for first time, and thus happen to be original in character. The methods used for collected primary data was questionnaire Method.

SECONDARY DATA

The Secondary data are those which are collected from secondary sources such as company past data and company websites.

SAMPLE SIZE

The sample size of the survey is taken as 100 respondents.

SAMPLING METHOD

Random Sampling Method

STATISTICAL TOOL

Percentage Method

$$PERCENTAGE = \frac{NO.OF RESPONDENTS}{TOTAL NO.OF RESPONDENTS} * 100$$

DATA ANALYSIS AND INTERPRETATION

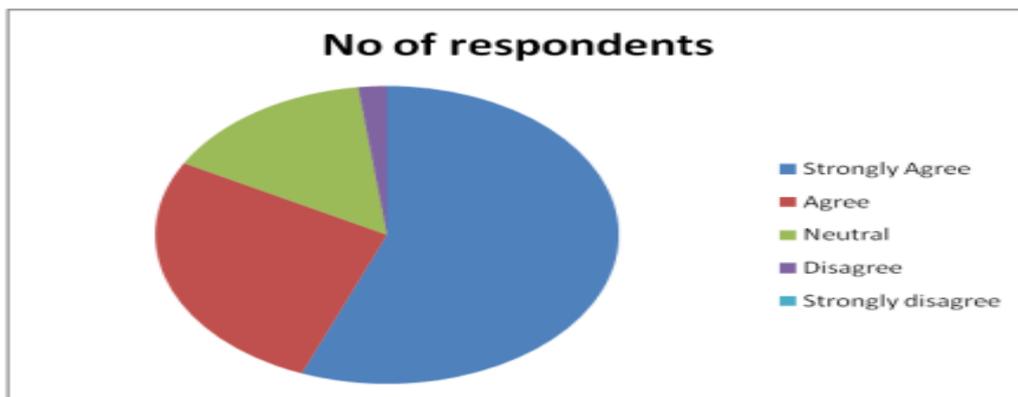
DATA ANALYSIS & INTERPRETATION

1. ATTAINING OBJECTIVES?

TABLE-5.1: Distribution of sample respondents with respect to opinion on attaining objectives.

Options	No.of respondents	percentage
Strongly agree	56	56
Agree	27	27
Neutral	15	15
Disagree	2	2
Strongly disagree	0	0
Total	100	100

CHART-5.1: Distribution of sample respondents with respect to opinion on attaining objectives.



INTERPRETATION:

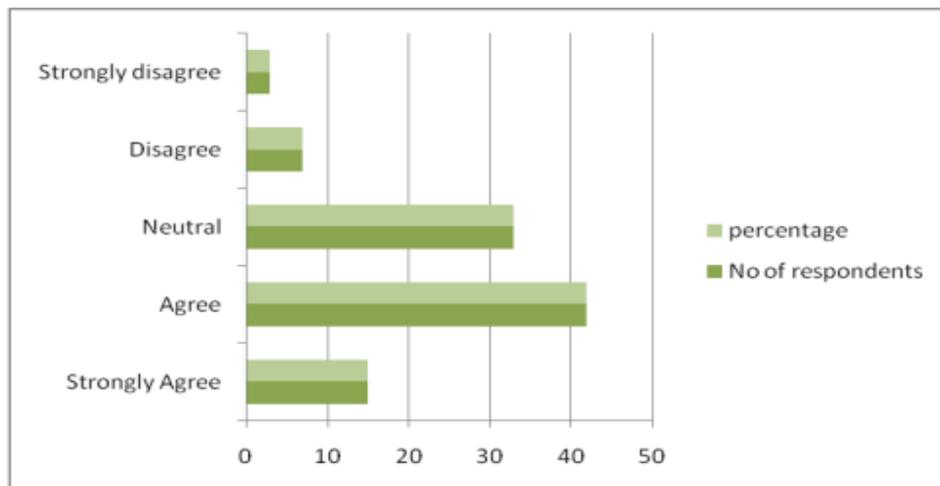
From the above table and graph 5.1 reveals that out of 100 sample respondents the majority 56% of the employees strongly agreed to their attaining career objectives, whereas 27% of the respondents agreed to their attaining career objectives. Therefore, the majority 56% of the respondents strongly agreed to their attaining career objectives in the organization.

2. DOING THE WORK EVEN WHEN THEY DON'T LIKE?

TABLE-5.2: Distribution of sample respondents with respect to opinion on doing the work even when they don't like.

Options	No. of respondents	Percentage
Strongly agree	15	15
Agree	42	42
Neutral	33	33
Disagree	7	7
Strongly disagree	3	3
Total	100	100

Chart-5.2: Distribution of sample respondents with respect to opinion on doing the work even when they don't like.



INTERPRETATION:

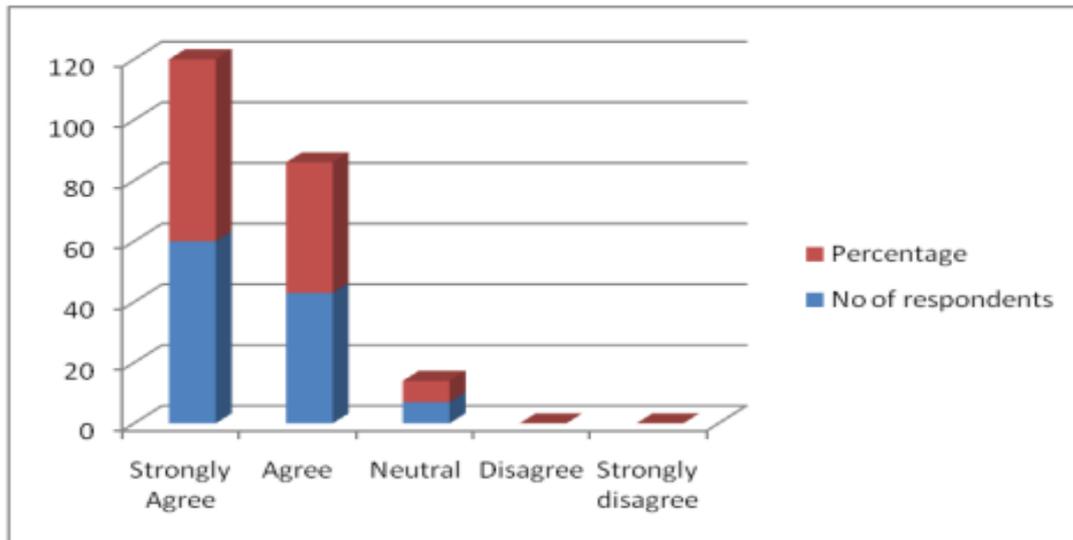
From the above table and graph 5.1 reveals that out of 100 sample respondents the majority 15% of the employees strongly agreed to doing the work even when they don't like, whereas 42% of the respondents agreed to doing the work even when they don't like . Therefore, the majority 15% of the respondents strongly agreed to do the work even when they don't like in the organization.

3. GIVING THEIR ABILITIES TO THE ORGANIZATION?

TABLE-5.3: Distribution of sample respondents with respect to opinion on giving their abilities to the organization.

Options	No. of respondents	Percentage
Strongly agree	60	60
Agree	33	33
Neutral	7	7
Disagree	0	0
Strongly disagree	0	0
Total	100	100

CHART-5.3: Distribution of sample respondents with respect to opinion on giving their abilities to the organization.



INTERPRETATION:

From the above table and graph 5.3 reveals that out of 100 sample respondents the majority 60% of the employees strongly agreed to giving their abilities the organisation, whereas 43% of the respondents agreed to giving their abilities to the organisation. Therefore, the majority 60% of the respondents strongly agreed to giving their abilities to the organization.

SUGGESTIONS

- Awareness about career planning and development has to be made among employees.
- Proper training and development activities have to be provided to the employees.
- The organization must improve upon their working conditions.
- Employees should be motivated with rewards and recognition.

CONCLUSION

Career planning and development programs as we find from the study plays crucial role in employee as well as organizations development. Career planning is an integral part of every organization. It motivates and inspires employees to work harder and keeps them loyal towards the organization. Career planning helps an employee know the career opportunities available in organization. This knowledge enables the employee to select the career most suitable to his potential and this helps to improve employee's morale and productivity.

BIBLIOGRAPHY

- 360-degree feedback and competency mapping by Radha Sharma
- Taking charge of your career (paperback- 2004) by Kannan R
- Armstrong M. (2001). A Handbook of Human Resource Management Practice (8th ed.). London: Kogan Page.