

## A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT PRACTICES OF RELIANCE COMMUNICATIONS LTD., GUNTUR

**CHENNABOINA RAMANJANEYULU, MBA 2ND YEAR**

email id: [ramanjaneyulu9356@gmail.com](mailto:ramanjaneyulu9356@gmail.com)

And

**Ms. T. SOWMYA KALYANI**

**Assistant Professor**

Department of Management Studies

Godavari Institute of Engineering and Technology (Autonomous)

Rajamahendravaram, Andhra Pradesh, India.

email id: [sowmyathorlapati@giet.ac.in](mailto:sowmyathorlapati@giet.ac.in)

### ABSTRACT

The training and development is an important tool for enhancing the competence of both individuals and the Company as a whole. Performance assessment has been applied in businesses to keep an eye on team Dynamics, employee advancement and organizational change for the sake of better productivity and Development of all staff members. keeping employees, especially those who are valuable assets like Those with skills and experience, has become more difficult. An individual's goal-directed actions are initiated, Directed, and maintained by their level of motivation. training and development is the single most important factor in Whether or not an organization is successful at keeping its employees. training and development Standards are used to evaluate workers, cultivate their competence, enhance their performance, and enhance productivity in order to motivate and keep them. This study focuses on the requirement for training and an Assessment of several performance evaluation techniques already in use inside organization. They examine the Research done on training and development methodologies and outcomes.

**KEY WORDS:** training, development, techniques

### INTRODUCTION

**Human Resource Management** is concerned with the people dimension in management. Since every organization is made up of people, acquiring their services, developing their skills motivating to their levels of performance and ensuring that they continue to maintain their commitment to the organization are essential to achieving organizational objectives.

Development of HRM in India both at the level of practice as well as the academic level has followed the international pattern albeit with a time. Over the period of time HRM functions have developed pure legal and mandatory requirements to meeting the requirements of facing competition successfully.

The HR Roles and Responsibilities needs to react to this basic request by the organization to keep the level of the satisfaction. Unfortunately, when you browse the Internet to find information about the HR Roles and Responsibilities, you usually find the tables describing the split of roles and responsibilities between HRM function

and the internal clients.

Human resource departments are involved with efforts to improve productivity through changes in employee relations. QWL means having good supervision, good working conditions, good pay and benefits and an interesting, challenging and rewarding job. High QWL is sought through an employee relations philosophy that encourages the use of QWL efforts, which are systematic attempts by an organization to give workers greater opportunities to affect their jobs and their contributions to the organization's overall effectiveness. That is, a proactive human resource department finds ways to empower employees so that they draw on their "brains and wits," usually by getting the employees more involved in the decision-making process.

An HRM strategy pertains to the means as to how to implement the specific functions of HRM. An organization's HR function may possess recruitment and selection policies, disciplinary procedures, reward/recognition policies, an HR plan, or learning and development policies; however, all of these functional areas of HRM need to be aligned and correlated, in order to correspond with the overall business strategy. An HRM strategy thus is an overall plan, concerning the implementation of specific HRM functional areas.

A human resources management strategy is the overall plan that leads the implementation of specific HRM functional areas. HRM strategies guide personnel decisions that ensure the best fit for the organization.

## INTRODUCTION TELECOMMUNICATION INDUSTRY

### Overview

The telecommunications industry encompasses the transmission of data and communication over various types of networks, including wired and wireless systems. This sector is vital for global connectivity, enabling voice, video, and internet services.

### Key Segments

#### 1. Mobile Communication:

- Includes voice and data services via mobile networks.
- Rapid growth in 4G and 5G technology.

#### 2. Fixed-Line Communication:

- Involves traditional landline services and broadband connections.
- Declining but still essential in many regions.

#### 3. Internet Service Providers (ISPs):

- Offer internet connectivity services.
- Growth driven by increasing demand for broadband and high-speed internet.

#### 4. Value-Added Services (VAS):

- Includes SMS, MMS, mobile applications, and content services.
- Growing importance with the rise of smartphones.

## PROFILE OF RELIANCE COMMUNICATION

Reliance Communications Limited (commonly called RCOM) is a major Indian telecommunication company headquartered in Navi Mumbai, India. It is the 16th largest operator in the world with more than 128 million subscribers. RCOM, founded by Dhirubhai H Ambani (1932–2002), is the flagship company of the Reliance

Anil Dhirubhai Ambani Group. The Late Dhirubhai Ambani dreamt of a digital India — an India where man the common would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India's largest private sector company virtually from scratch, had stated as early as 1999: "Make the tools of information and communication available to people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility." Reliance Communications has a reliable, high-capacity, integrated (both wireless and wire line) and convergent (voice, data and video) digital network. It is capable of delivering a range of services spanning the entire information and communication value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting.

## LITERATURE REVIEW

Abdul Rahman Beydoun and Rima F. Saleh (2023) Their work explores the strategic importance of training and development in enhancing competitive advantage, fostering innovation, and improving organizational performance. Training is a critical component of Human Resource Management (HRM). The study underscores the alignment of training practices with organizational goals. Suggests future research into cross-cultural differences and the impact of emerging technologies in T&D.

Lakshmanan and Alsharif (2023) The duo investigates the impact of virtual learning and microlearning in workplace training. Virtual platforms provide scalable and cost-effective solutions. Microlearning is effective for skill retention in fast-paced industries. Recommends integrating analytics to personalize learning experiences

Anna Karakowsky et al. (2023) Examined the role of leadership development in training frameworks. Leadership-specific training programs significantly improve organizational outcomes. Explored the value of mentoring and coaching alongside formal training methods.

John P. Wilson (2023) Comprehensive analysis of training methods, emphasizing the use of immersive technologies like VR and AR. Advocates VR for hands-on training in fields like healthcare and engineering. AR enhances on-the-job training by providing real-time feedback and simulations.

Rashmi Bansal and Co-authors (2023) Emphasized skills like communication, teamwork, and adaptability. Soft skills are integral for navigating technological disruptions and remote work environments

## NEED FOR THE STUDY

Training and development programs help employees manage tasks individually or in teams, relying on a greater understanding of processes and clearly defined goals. Because employees are well-versed in the skills required for their job, they will require less time to find ways to perform tasks.

The viability of an organization depends to a considerable extent on the skills of different employees, especially that of managerial cadre, to relate the organization with its environment. Therefore, in any organization, there is no question of whether to train its employees or not, the only choice is that of following a particular training and development method. Three factors which necessitate continuous training in an organization are technological advances, organizational complexity, and human relations. All these factors are related to each other.

### SCOPE OF THE STUDY

- This study can be used as a tool to develop training method for Reliance Communications.
- This study also considered about Scientific training methods are adopted or not in the relevant period.
- The company is following whether adequate facilities at the time of Training period or not.
- Training and development align employee skills and performance with the organization’s strategic objectives.
- Training employees on specific technical tools, machinery, or software relevant to their job roles.

#### Objectives of the Study:

- To study the various training methods followed by Reliance Communications.
- To assess the effectiveness of training at Reliance Communications
- To analyze whether employees are satisfied with various training programs implemented by the organization.
- Identify whether employees need further training.
- Explore the role of training in boosting employee morale, motivation, and job satisfaction, leading to better retention and loyalty.
- Understand how training programs help employees advance in their careers by enhancing their capabilities and preparing them for future roles.

### METHODOLOGY OF THE STUDY

The data required for this study is collected from two major sources. They are

#### Primary Data

The study is based on primary data to be collected through structured questionnaires and personal interviews.

#### Secondary Data

The data regarding company profile industry profile are collected from office records and internet.

### RESULTS AND FINDINGS

TABLE 5.1

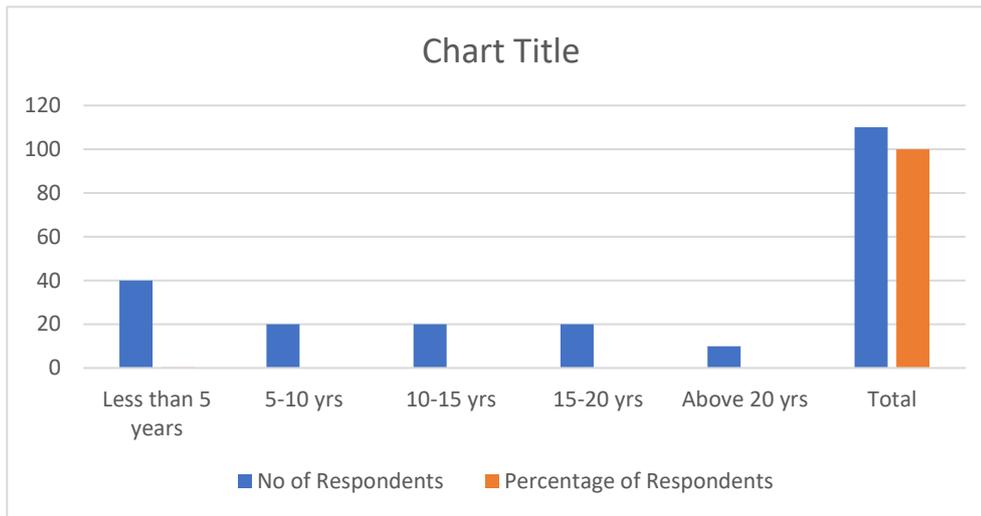
#### EXPERIENCES OF THE RESPONDENTS

The period of experience was classified in to different groups and respondents were requested to specify which group they belong. The results of survey is displayed both in table and chart form and interpretations are given.

| Qualification     | No of Respondents | Percentage of Respondents |
|-------------------|-------------------|---------------------------|
| Less than 5 years | 40                | 36%                       |
| 5-10 yrs          | 20                | 18%                       |

|              |            |            |
|--------------|------------|------------|
| 10-15 yrs    | 20         | 18%        |
| 15-20 yrs    | 20         | 18%        |
| Above 20 yrs | 10         | 9%         |
| <b>Total</b> | <b>110</b> | <b>100</b> |

**GRAPH 5.1**  
**EXPERIENCES OF THE RESPONDENTS**



**INTERPRETATION:** Table 5.1 shows most of the respondents 36% are having experience less than 5 years; 18% of the respondents are having experience between 5-10 years and 18% of respondents are having experience between 10-15 years and 15 – 20 years. 9% respondents are having experience above 20 years.

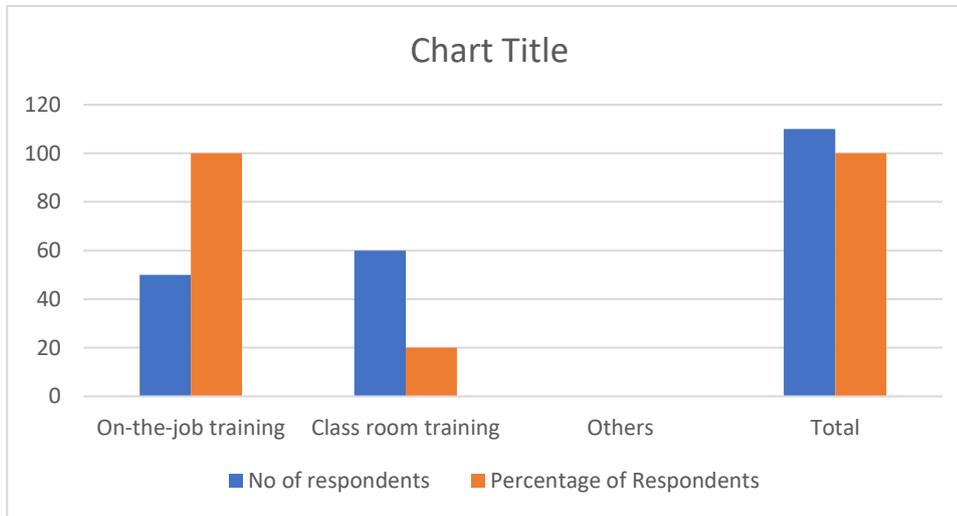
**TABLE 5. 2**

**TYPE OF TRAINING ATTENDED**

The employees were requested to disclose the methods of training they have under gone in the organization. The result is displayed in both table format and graphical format.

| Type of training attended | No of respondents | Percentage of Respondents |
|---------------------------|-------------------|---------------------------|
| On-the-job training       | 50                | 100                       |
| Class room training       | 60                | 20                        |
| Others                    | 0                 | 0                         |
| <b>Total</b>              | <b>110</b>        | <b>100</b>                |

**GRAPH 5.2**  
**TYPE OF TRAINING ATTENDED**



**INTERPRETATION:** Table 5.3 explains that the 50 employees responded has undergone On-the-job training in the organization. 60 employees responded has undergone Class room training in the organization.

**TABLE 5.3**

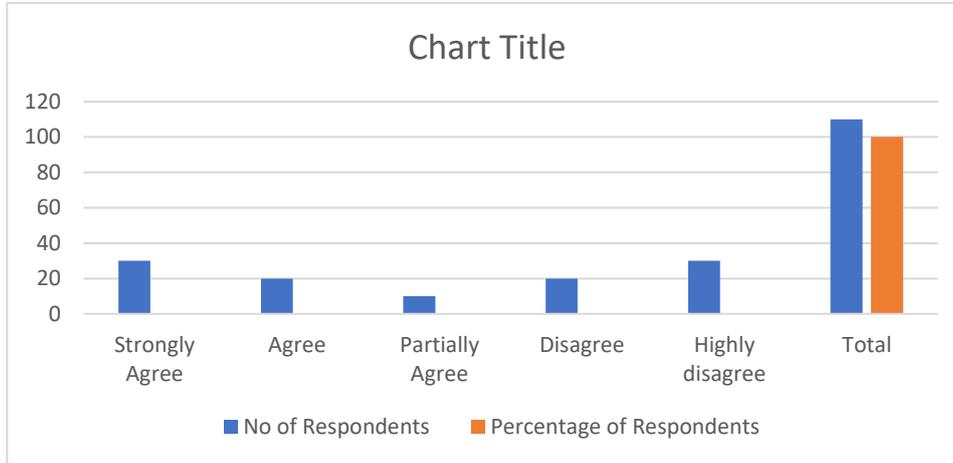
**IMPORTANCE GIVEN TO TRAINING AND DEVELOPMENT**

Respondents were requested to react to the statement that “the training and development is given adequate importance in Reliance Communications”. A five-point likert scale from „strongly agree“ to „highly disagree“ was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

| Particulars     | No of Respondents | Percentage of Respondents |
|-----------------|-------------------|---------------------------|
| Strongly Agree  | 30                | 27%                       |
| Agree           | 20                | 18%                       |
| Partially Agree | 10                | 9%                        |
| Disagree        | 20                | 18%                       |
| Highly disagree | 30                | 27%                       |
| <b>Total</b>    | <b>110</b>        | <b>100</b>                |

**GRAPH 5.3**

**IMPORTANCE GIVEN TO TRAINING AND DEVELOPMENT**



**INTERPRETATION:** Table 5.5 explains that 27% of respondents strongly agree that importance is given for training and development. 18 % of respondents agree that importance is given for training and development. 9% of respondents partially agree that management identifies the training needs. 18 % of respondents disagree and 27% of the respondents are highly disagree that management identifies the training needs.

**TABLE 5.4**

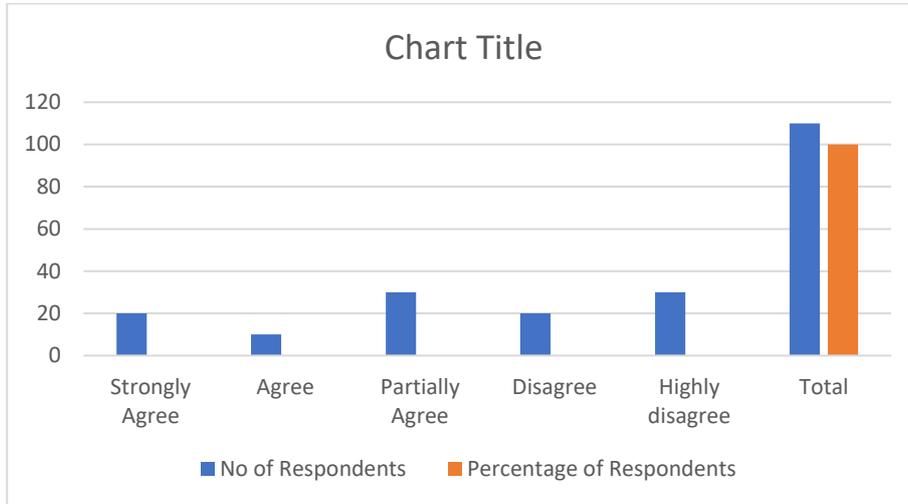
**USEFULLNESS OF TRAINING IN DEVELOPING HUMAN RELATION COMPETENCIES**

Respondents requested asked to react to the statement that “the training given in Reliance Communications is useful in developing human relation competencies”. A five-point likert scale from „strongly agree” to „highly disagree” was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

| Particulars     | No of Respondents | Percentage of Respondents |
|-----------------|-------------------|---------------------------|
| Strongly Agree  | 20                | 18%                       |
| Agree           | 10                | 9%                        |
| Partially Agree | 30                | 27%                       |
| Disagree        | 20                | 18%                       |
| Highly disagree | 30                | 27%                       |
| <b>Total</b>    | <b>110</b>        | <b>100</b>                |

**GRAPH 5.4**

**USEFULNESS OF TRAINING IN DEVELOPING HUMAN RELATION COMPETENCIES**



**INTERPRETATION:** Table 5.9 explains that 9% of respondents agree that the training given in the organization is helpful in developing human relationship competencies. 27% of respondents partially agree and highly disagree that the training given in the organization is helpful in developing human relation competencies. 18% are strongly agree and disagree that the training given in the organization is helpful in developing human relation competencies.

**TABLE 5.5**

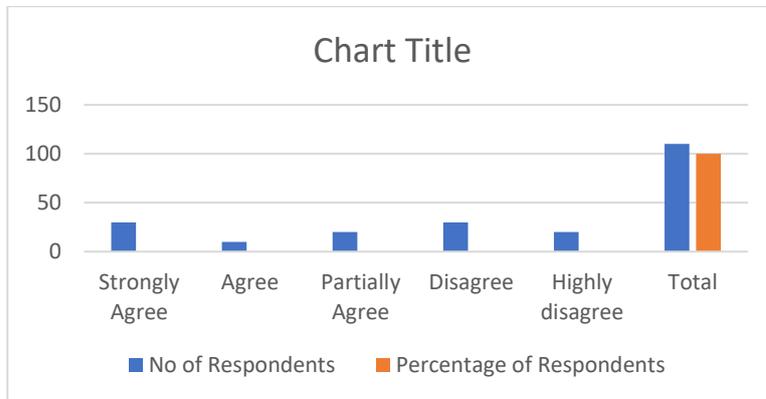
**USEFULNESS OF TRAINING IN DEVELOPING POSITIVE ATTITUDE AND TEAMWORK**

Respondents were requested to react to the statement that “the training given in Reliance Communications is useful in developing positive attitude and team work”. A five-point likert scale from „strongly agree“ to „highly disagree“ was used to measure their response. The responses are recorded in both tabular form and graphical form. Inferences are arrived from the data.

| Particulars     | No of Respondents | Percentage of Respondents |
|-----------------|-------------------|---------------------------|
| Strongly Agree  | 30                | 27%                       |
| Agree           | 10                | 9%                        |
| Partially Agree | 20                | 18%                       |
| Disagree        | 30                | 27%                       |
| Highly disagree | 20                | 18%                       |
| <b>Total</b>    | <b>110</b>        | <b>100</b>                |

**GRAPH 5.5**

**USEFULNESS OF TRAINING IN DEVELOPING POSITIVE ATTITUDE AND TEAMWORK**



• **INTERPRETATION:** Table 5.11 27% of respondents strongly agree and disagree, 18% of respondents partially agree and highly disagree that the training given in the organization is helpful in positive attitude and teamwork. 9% of the respondents are agree that the training given in the organization is helpful in developing Positive attitude and teamwork.

**FINDINGS**

- 36% are having experience less than 5 years, 18% of the respondents are having experience between 5-10 years and 18% of respondents are having experience between 10-15 years and 15 – 20 years. 9% respondents are having experience above 20 years.
- The 50 employees responded has undergone On-the-job training in the organization. 60 employees responded has undergone Class room training in the organization.
- 27% of respondents strongly agree and highly disagree that importance is given for training and development, 18 % of respondents agree and disagree, 9% of respondents partially agree.
- 9% of respondents agree, 27% of respondents partially agree, highly disagree and 18% are strongly agree and disagree that the training given in the organization is helpful in developing human relation competencies.
- 27% of respondents strongly agree and disagree, 18% of respondents partially agree and highly disagree that the training given in the organization is helpful in positive attitude and teamwork. 9% of the respondents are agree that the training given in the organization is helpful in developing Positive attitude and teamwork.

**SUGGESTIONS**

Many employees felt need for training in the areas of latest technical developments.

The organization has to concentrate more on employees who are not satisfied with the present training methods; they have to be counseled to know their reasons for not being satisfied. So that effectiveness can be achieved.

The identification of the training needs should be done in view of fast changing technology, management practices and infrastructure.

A standard measure before and after each training program on level of knowledge, skills, attitudes, and behavior will help to measure its effectiveness more accurately.

The company must ask its employees to suggest types of trainings which they think is more helpful in achieving the organizational goals.

## CONCLUSION

The training and development program adopted in Reliance Communications. Mainly concentrated on areas like quality aspects, job-oriented trainings, technical skills, and knowledge.

Most of the respondents rated as good and excellent towards the overall quality and effectiveness of the training and development programs and satisfied with the present training methods.

The company also has to concentrate on small percentage of respondents who are not satisfied with training programs and whom it has not helped to overcome from their short comings or work-related problems.

Finally, the training and development programs provided by Reliance Communications are found to be effective, credible and commendable, which can be improved further.

## REFERENCES

1. Gupta C.B, "Human Resource Management", Sultan Chand & Sons, New Delhi, 2005
2. Aquinas P.C, "Human Resource Management: Principles and Practice", Vikas Publishing House India PVT.LTD, New Delhi, 2013
3. Kothari C.R, "Research Methodology: Methods and Techniques", New Age International Publications (P) Ltd., New Delhi,2014
4. P. Subba Rao, Essential of Human Resource Management & Industrial Relations, Himalaya publishing house, Mumbai, 1996.
5. K. Aswathappa, Human Resource and Personnel Management, TMH, 2009.
6. Sinha, Industrial Relations, Trade Unions and Labor Legislation, Pearson,2009.