A STUDY ON HR TRAINING DESIGN PRACTICES OF RELIANCE NIPPON LIFE INSURANCE COMPANY, VISAKHAPATNAM, AP

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ABSTRACT

In order to accomplish its goals, every business must employ a staff that is both capable and experienced. The degree of expertise required in the workplace must rise, as must workers' adaptability and flexibility. Investment in hr training design is not just a good idea, but a must for any company that wants to keep its workforce competitive and well informed.

The purpose of the research was to determine how successful HR Training strategies are in improving the knowledge and skills of staff members at the RELIANCE NIPPON LIFE INSURANCE COMPANY. The information was gathered from 100 workers who were chosen at random. Currently employed by the RELIANCE NIPPON LIFE INSURANCE COMPANY .The vast majority of respondents to a recent survey agreed that HR Training programs are effective in increasing workers' levels of expertise. The workers agreed that specialized HR Training significantly improved their specialized knowledge and expertise, which in turn increased their job performance. In light of this, the study's major aim is to examine the efficacy of HR Training approaches. The goal of this effort has been to compile a body of information on HR Training that may be used as a resource by anyone doing HR Training-related research.

KEYWORDS: HR Training, Knowledge, Organization, Effectiveness.

INTRODUCTION

Human Resource Management (HRM) is an operation in companies designed to maximize employee performance in order to meet the employer's strategic goals and objectives. More precisely, HRM focuses on management of people within companies, emphasizing on policies and systems. In short, HRM is the process of recruiting, selecting employees, providing proper orientation and induction, imparting proper training and developing skills.

HRM

HRM also includes employee assessment like performance appraisal, facilitating proper compensation and benefits, encouragement, maintaining proper relations with labor and with trade unions, and taking care of employee safety, welfare and health by complying with labor laws of the state or country concerned.

The Scope of HRM

The scope of HRM is very wide. It consists of all the functions that come under the banner of human resource management. The different functions are as follows –

Human Resources Planning

It is the process by which a company identifies how many positions are vacant and whether the company has excess staff or shortage of staff and subsequently deals with this need of excess or shortage.

Job Analysis Design

Job analysis can be defined as the process of noticing and regulating in detail the particular job duties and requirements and the relative importance of these duties for a given job. Job analysis design is a process of designing jobs where evaluations are made regarding the data collected on a job. It gives an elaborate description about each and every job in the company.

Recruitment and Selection

With respect to the information collected from job analysis, the company prepares advertisements and publishes them on various social media platforms. This is known as recruitment.

A number of applications are received after the advertisement is presented, interviews are conducted and the deserving employees are selected. Thus, recruitment and selection is yet another essential area of HRM

PROFILE OF RELIANCE NIPPON LIFE INSURANCE COMPANY

Reliance Nippon Life Insurance Company is amongst the leading private sector life insurance companies in India in terms of individual WRP (weighted received premium) and new business WRP. The company is one of the largest non-bank supported private life insurers with over 10 million policyholders, a strong distribution network of over 700 branches and more than 65,000 advisors as on March 31, 2018. The company holds Claim Settlement Ratio of 95.17% as on March 31, 2018.

Rated amongst the Top 3 Most Trusted Life Insurance Service Brands by Brand Equity's.   Most Trusted Brands Survey 2018, the company's vision is ―To be a company people are proud of, trust in and grow with; providing financial independence to every life we touch.‖ With this in mind, Reliance Nippon Life caters to five distinct

segments, namely Protection, Child, Retirement, Saving & Investment, and Health; for individuals as well as Groups/Corporate entities.

Reliance Nippon Life Insurance Company is a part of Reliance Capital, one of India's leading private sector financial services companies, which ranks among the top private sector financial services and non-banking companies, in terms of net worth. Reliance Capital has interests in asset management and mutual funds, stock broking, life & general insurance, proprietary investments, private equity and other activities in financial services.

LITERATURE REVIEW

The integration of digital tools has accelerated in the past decade. Online learning platforms, Learning Management Systems (LMS), and Virtual Reality (VR) are now staples in training programs. Research highlights how these platforms not only provide flexible, scalable solutions but also allow for data tracking personalizing learning experiences (Merriam & Bierema, 2022). E-learning and blended learning environments are particularly important for remote workforces, as they ensure continuous learning without geographical limitations.

Micro learning and Mobile Learning: Recent studies have emphasized the effectiveness of micro learning—short, focused learning sessions—especially in corporate settings. This approach aligns with the fast-paced nature of modern work environments and offers employees the flexibility to engage in brief learning bursts (Hughes & Nunes, 2020). Mobile learning, facilitated by smart phones and apps, is becoming a dominant mode of training, allowing employees to learn on the go.

Artificial Intelligence (AI) and Learning Analytics: AI is playing an increasing role in personalizing learning experiences. Adaptive learning systems use algorithms to tailor content based on learner needs, progress, and past behavior. Learning analytics is also growing in importance, providing organizations with data-driven insights to refine their T&D strategies and measure the ROI of training programs (Sharma & Pathak, 2023). AI-driven chatbots and virtual instructors are being used to provide on-demand support and feedback.

Soft Skills Development: While technical skills are still crucial, recent literature highlights the increasing emphasis on soft skills—such as emotional intelligence, leadership, and communication—due to their importance in leadership and team dynamics. As workplaces become more collaborative and diverse, organizations are prioritizing training that nurtures interpersonal and leadership competencies (Bersin, 2021).

Learning Culture and Employee Engagement: Creating a culture of continuous learning is now considered essential for organizational success. Research underscores that organizations with a strong learning culture see improved employee performance and retention (Clarke & Neat, 2021). Employee engagement is linked directly to how training programs are designed and how well they align with individual and organizational needs.

Virtual and Augmented Reality (VR/AR): VR and AR are increasingly being used in high-stakes industries such as healthcare, manufacturing, and aviation. These immersive technologies allow employees to engage in realistic simulations that are safe and cost-effective while providing valuable hands-on experience. Research shows that VR-based training improves retention and engagement compared to traditional methods (Chien et al., 2022).

NEED FOR THE STUDY

The need for training arises due to the following reasons:

To march the Employee specifications with the job requirements and organizational need Management finds deviations between employee present specifications and the job requirements and organizational needs. Training is needed to fill these gaps by developing and making the employee's skills knowledge, attitude, behavior, etc., to the turn of the job requirement and organization.

Organizational variability and the transformation process:

The primary goal of the organization is that their viability is continuously influenced by environments pressure. If the organization does not adapt itself to the changing.

Technological Advances:

Every organization in order to survive ad to be effective should adopt the latest technology,

i.e. mechanization, computerization and automation. Adoption of latest technological means and methods will not be complete o enrich tem in the areas of changing technical skills and knowledge from time to time.

OBJECTIVES OF THE STUDY

1. To analyze and examine the effectiveness of training and development programmes in Reliance Nippon Life Insurance.

2. To design phase is to identify the learning objectives that together will achieve the overall goals identified during the needs assessment phase of systematic training design.

3. To analyze the measures adopted by the organization to improve the methods.

4. To study the employee's opinion on the training and development in Reliance Nippon Life Insurance.

Methodology of the Study:

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

Primary data:

It is collected through the questionnaire, a formalized instrument of asking information directly from respondent demographic characteristics, attitude, belief and feelings through personal contracts.

Secondary data:

Internal secondary data about the Reliance Nippon Life Insurance included formal data, which is generated within the organization itself, were obtained through concerned head in the organization.
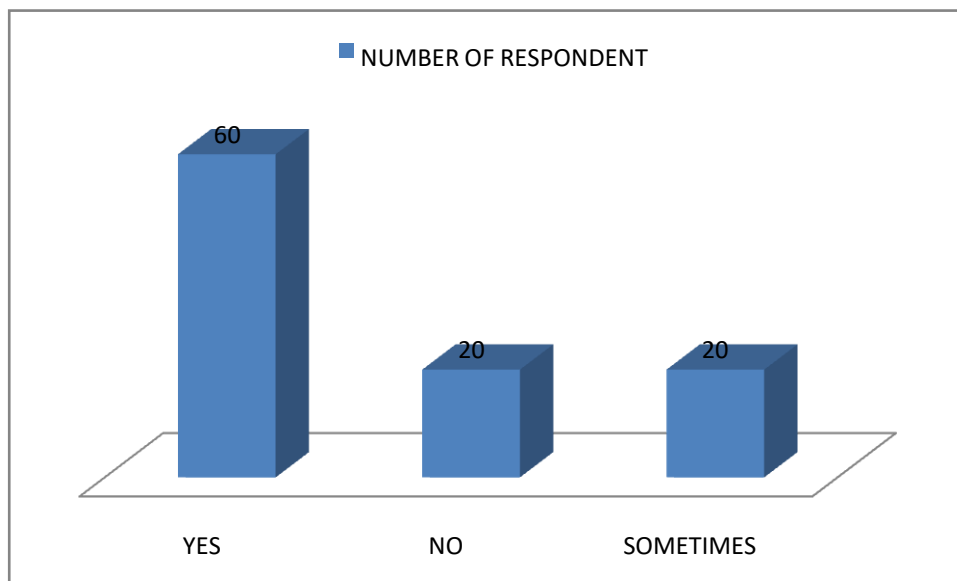
DATA ANALYSIS AND INTERPRETATION

Table No 5.1

EMPLOYEES OPINION ON TRAINING

CATEGORY	NUMBER OF RESPONDENT
YES	60
NO	20
SOMETIMES	20
TOTAL	100

Source: Compiled from the questionnaire

GRAPH NO 5.1, EMPLOYEES OPINION ON TRAINING

Source: Table no 5.1

Table 5.1 explains that as per the survey it was found that organization provides training for each employee in the organization.

TABLE NO 5.2

KEY AREAS OF TRAINING PROVIDED

CATEGORY	NUMBER OF RESPONDENT
Company policies	20
technical skills	40
Problem solving	15
all the above	25
Total	100

Source: Compiled from the questionnaire

GRAPH NO 5.2, KEY AREAS OF TRAINING PROVIDED
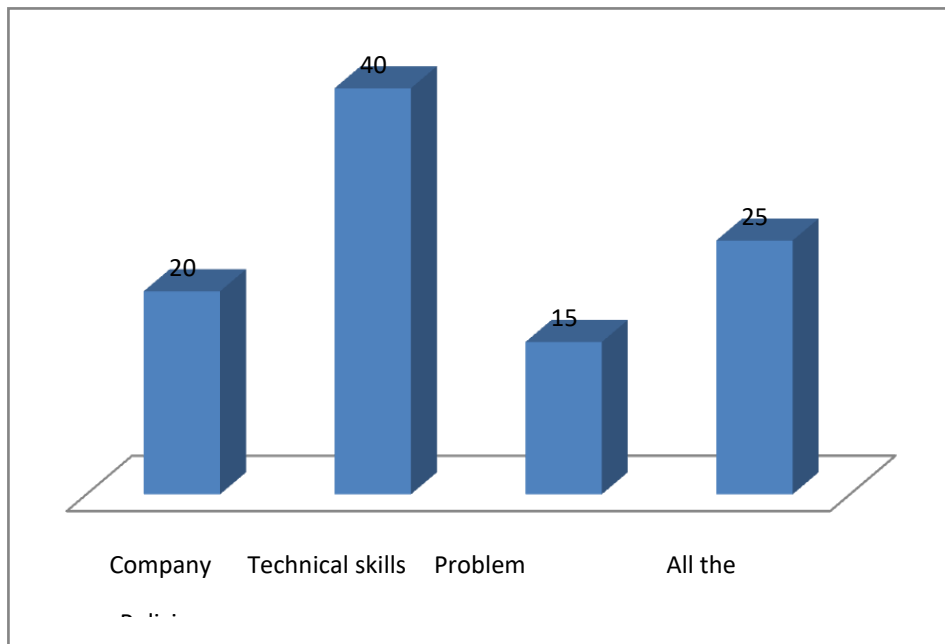
Source: Table no 5.2

Table 5.2 explains that as per the survey it was found that the organization provides training for employee in all areas.
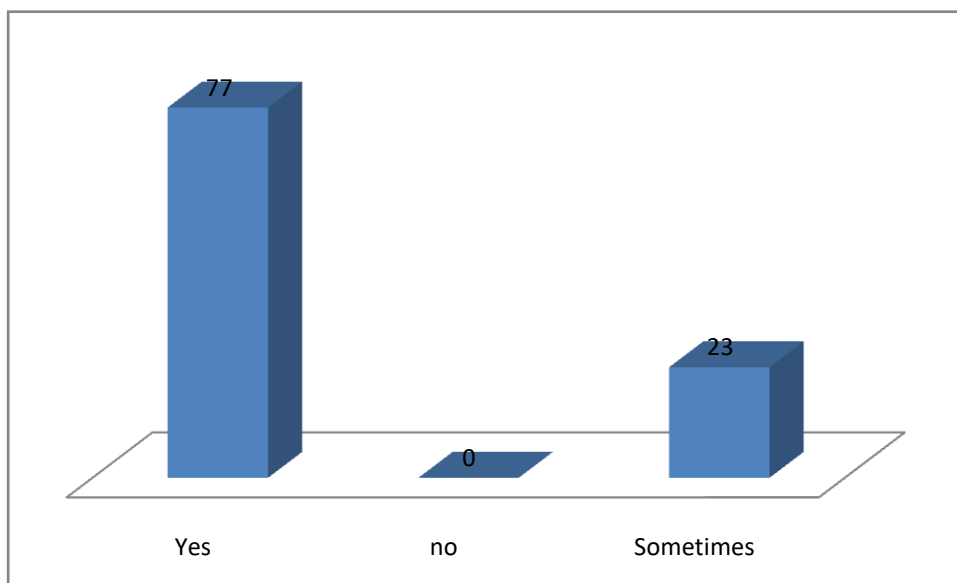
TABLE NO 5.3

THE IMPACT OF TRAINING PROGRAMS ON PERFORMANCE, COMMITMENT, AND MOTIVATION

Category	Number of respondent
Yes	77
No	0
Sometimes	23
Total	100

Source: Compiled from questionnaire

GRAPH NO 5.3, THE IMPACT OF TRAINING PROGRAMS ON PERFORMANCE, COMMITMENT, AND MOTIVATION

Source: Table no 5.3

Table 5.3 explains that as per the survey it was found that 33 of the employee feels that training programs increase the performance, commitment & motivation, and 7 respondents feels sometimes

TABLE NO 5.4

REFLECTION ON SKILLS AND KNOWLEDGE GAINED FROM TRAINING PROGRAMS

Category	Number of respondent
Yes	72
No	0
Sometimes	28
Total	100

Source: Compiled from questionnaire.

GRAPH NO 5.4, REFLECTION ON SKILLS AND KNOWLEDGE GAINED FROM TRAINING PROGRAMS
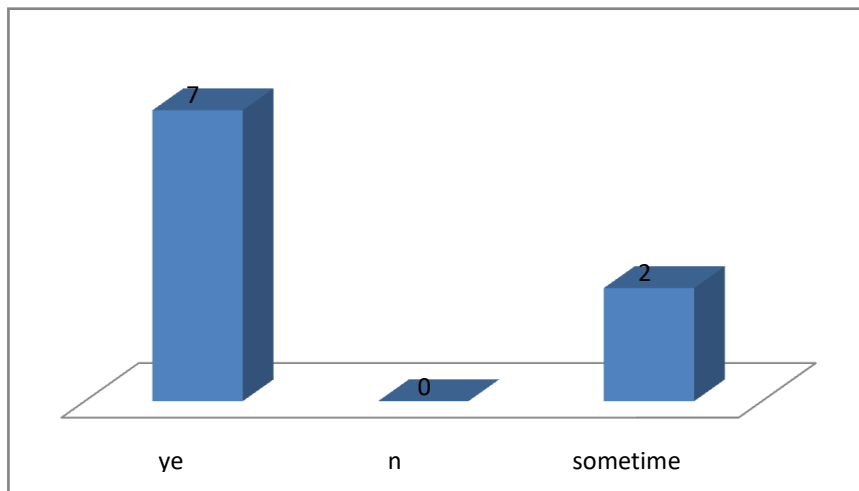
Source: Table no 5.4

Table 5.4 explains that as per the survey it was found that 72 of the employee feels that they acquire some skills &knowledge from training programs, and 28 employees feel sometime.
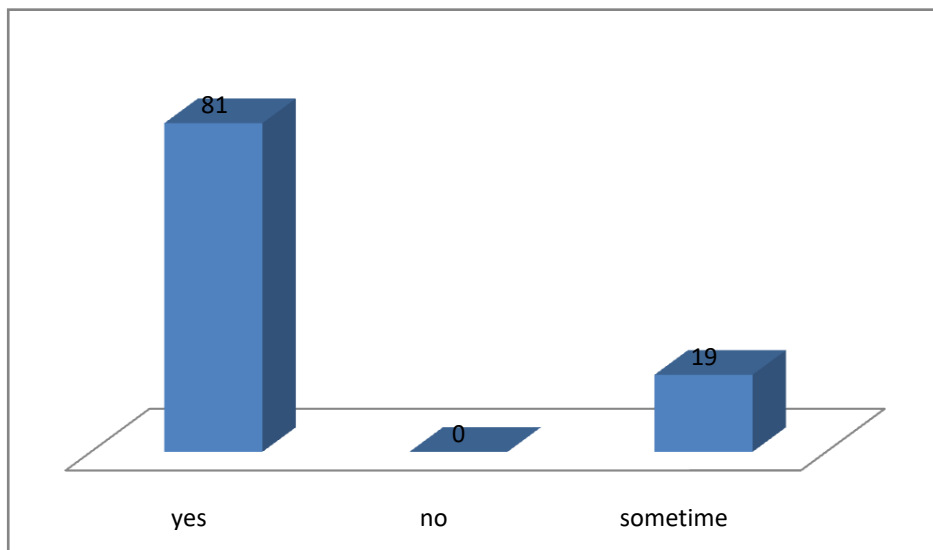
TABLE NO 5.5

THE ROLE OF TRAINING PROGRAMS IN FOSTERING WORKPLACE COMPETITIVENESS

Category	Number of respondent
Yes	81
No	0
Sometimes	19
Total	100

Source: Compiled from questionnaire

GRAPH NO 5.5, THE ROLE OF TRAINING PROGRAMS IN FOSTERING WORKPLACE COMPETITIVENESS

Source: Table no 5.5

Table 5.5 explains that as per the survey it was found that 81 of the employee feels that the training programscreate some competitive environment at workplace and 19 employees feel sometime.

FINDINGS

Training programs provided by Reliance Nippon Life Insurance is almost good.

• Training will be very useful to employees in their present job.

• Training program helps employees to take new challenges in their present job.

• Most of the employees are using new skills in their present job.

• According to the training program employees to take new roles in the organization.

• With the help of training program employees will increase their productivity.

• After this Training program they are doing their job more confidently.

• Training program brought positive impact on employee behavior.

SUGGESTIONS

• Along with training programs organization should provide some other motivational programs

• Implement training institutions at near the organizations Evaluate cost of training and its result of training.

• Frame the training programs chart and proper care should be taken while conducting the training.

• A proper performance appraisal system should be adopted.

• In my opinion if the above suggestions are followed total training program.

• Feedback must be collected from the entire trainer.

• Organization should provide immediate supervisor solving employee's problem.

CONCLUSION

• The report in training and development in Reliance Nippon Life Insurance has brought into light the total picture of the employee's attitude towards training and development.

• Most of the respondents have expressed that they are interested in the on- the- job method.

• Most respondents expressed that feedback is collected from all the participants in the program.

• The employee in the organization are well participated in the training program.

• The training is being given to the employees at regular interval.

• Most of the employees are very much satisfied about the selection of the candidates for training.

• Most of the employees are expressed that the training programmed is imparting the latest technology in the market.

• Most of the employees agree with the training programmed meet pre-specified objectives.

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