"A STUDY ON EFFECTIVE TRAINING AND DEVELOPMENT IN INSURANCE AGENCIES AT CHENNAI"

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ABSTRACT

The research article titled, "A Study On Effective Training And Development In Insurance Agencies At Chenna**i"** aims at analyzing the training and development methods which is giving by insurance agencies at Chennai. The research study will helpful to find the the employees and agents satisfaction level of existing training methodologies practiced in the insurance agencies. The research study is based on the primary data collected through questionnaire method. The questionnaire consists of well-structured open-ended, closed-ended, dichotomous, and multiple choice questions. The sample size is 120 to be considered. Convenient random sampling technique is applied for selecting sample size of the respondent.

Keywords: Training and Development

I INTRODUCTION

The beginning of the modern day concept of training could be outlined far back to the Stone Age, when people use to handover knowledge in certain activity through signs and deeds to others. It was only during the industrial revolution, the formal and vocational training was started to instruct the trainees about the operation of machines. Today, training is a pivotal organizational activity not only in the business organization but in the scholastic institutions also, many organizations have realized the must for training, created infrastructure and provided financial support. Organization and individuals should improve and progress simultaneously for their survival and accomplishment of common goals. Employee training is the most important subsystem of human resource development. Training requires knowledge and skills required to complete the job. Any firm should owe its

employees to be human assets, training and development represents an ongoing investment in these assets and one of the most significant investments an organization can make.

Training denotes to the instructions provided to increase the knowledge and skill for the current job. Training aims at achieving immediate gains for the organization takes up. Executive development programmer, helps to enhance the capabilities, potential and creative instinct of the managers which enables them to be more effective in performing various managerial functions to achieve the predetermined goals.

II REVIEW OF LITERATURE

According to Flippo, training is the act of flaring the knowledge and skills of an employee for the doing a specific job. The major result of training is learning. A trainee learns new habits, refined skills and useful knowledge during the training that helps him/her to enhance their performance. Training enables an employee to do his present that job more efficiently and prepare himself for a higher level job. Training, thus, may be defined as a planned programme designed to improve performance and bring about measurable changes in knowledge, skills, attitude and social behavior of employees.

S. Verma and R. Goyal (2011) explored the training pattern in LIC are normal and there is a lacuna for enhancement . The output was conceptualization of employees were based on Gender, Qualification and Designation in insurance sector, employees behavior plays an important role in improving the productivity of an organisation.

P. Dwarakanath and M. Mala (2006) revealed that the world's best companies were developing and training their employees to acquire the core competencies needed for competitive vantage and adaptability. These organizations encourage their employees to learn continuously there by realizing the benefits of self-development and a habit of learning and sharing. Each individual is encouraged to have calibrated goals to enable him to plan his/her career and learning path.

R. Anitha and Dr. M. Ashok Kumar(Aug. 2016) in their study found that This study was conducted only at the private insurance sector in Coimbatore consisting of Life and Non-Life Insurance companies. The qualification level, staff category and the work experiences of the employees are the factors crucial to the growth of employees performance in the organisation after the training.

Raja Abdul Ghafoor Khan, Furqan Ahmed Khan and Dr. Muhammad Aslam Khan expressed that on the Job Training, Training Design and Delivery style are the most important aspects in organizational studies. we have proved them with the help of Results

show that Training and Development, On the Job Training, Training Design and Delivery style have significant affect on Organizational Performance .

III STATEMENT OF PROBLEM

There is no continuous evaluation of satisfaction level employees on training programs. The organization did not implement any new training programs to the employee. The organization does not take any survey on training programs content and trainer's ability.

IV OBJECTIVES

1) To measure the effectiveness of organization training programs
2) To know the various levels of training to executives, agents and officer cadre
3) To measure the satisfaction level of employees on the organization training
4) To measure the effectiveness and efficiency of the organization training contents and trainer
5) Suggest suitable techniques for enhancement of the training methods

V RESEARCH METHODOLOGY

Research Design: Descriptive Research was adopted. The nature of data were primary and secondary. The data were collected by survey method using questionnaire as a tool. 120 employees was chosen as the sample size.& convenience sampling method was chosen, Percentage Analysis ANOVA were statistical tools used. The area of study was in Chennai.

VI ANALYSIS AND INTERPRETATION

Using One Way Anova For Testing Significance Of Difference

Null hypothesis: There is no significant difference in employee's level of satisfaction with salary among different age group of employees.

$\mu1=\mu2=\mu3=\mu4$

Alternative hypothesis: There is significant difference in employee's level of satisfaction with salary among different age group of employees.

Level of significance: 0.10

Calculation:

ANOVA

Table No: 1   Participation in training program

Groups	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	**.361**	**2**	**.180**	**4.762**	**.010**
Within Groups	4.431	117	.038		
Total	4.792	119			

Calculated Value: 4.762

Table Value   : 4.71

Inference: Since table value is less than calculated value we reject the null hypothesis. It implies that there is significant difference in employee's level of satisfaction with participation of training program.

Table No: 2 TRAINING IMPROVES THE PERFORMANCE

S.No	Option	No of Respondent	Percentage
1	strongly agree	27	23
2	Agree	61	51
3	Neutral	28	23
4	Dis-agree	4	3
5	strongly dis-agree	0	0
Total		120	100

Inference: It is inferred that from above table 50.83% of respondents are agree with the statement of training improves the performance of the employee.

Table No: 3 REQUIRE TRAINING

S.No	Option	No of Respondent	Percentage
1	Company policies and procedures	11	9
2	Skill based training	45	38
3	problem solving skills	12	10
4	all the above	52	43
Total		120	100

Inference: It is inferred that from above table 43.33% of respondents require the training in all the above which means the training on skill based, company policy and procedures, and problem solving skills.

Table No: 4 WHO NEEDS MORE KNOWLEDGE

S.No	Option	No of Respondent	Percentage
1	Agent	77	64
2	Tele callers	1	1
3	Operations executive	10	8
4	Trainer	32	27
Total		120	100

Inference: It is inferred that from the above table 64.16% of respondents are reacted that agents need more knowledge in the organization.

Table No 4 TRAIN THE TRAINER PROGRAM

S.No	Option	No of Respondent	Percentage
1	yes	89	74
2	No	31	26
Total		120	100

Inference: It is inferred that from above table 74.16% respondents are responded that they know about train the trainer program.

Table No: 5 OPINION TOWARDS THE TRAINING AND DEVELOPMENT PROGRAM

S.No	Option	No of Respondent	Percentage
1	Excellent	28	23
2	Dissatisfied	16	60
3	Neither satisfied	4	17
Total		120	100

Inference: It is inferred that from above table 60% of respondents feel the training and development program of the training and development is average.

Table No: 6   SATISFACTION ON TRAINING AND DEVELOPMENT

S.No	Option	No of Respondent	Percentage
1	Satisfied	100	83
2	Dissatisfied	16	13
3	Neither satisfied	4	3
Total		120	100

Inference: It is inferred that from above table 83.33% of respondents are satisfied with the training and development program which is provided by the organization.

Table No: 7 TRAINER HAS ABILITY TO TRAIN

S.No	Option	No of Respondent	Percentage
1	yes	78	65
2	No	4	3
3	Cant say	38	32
Total		120	100

Inference: It is inferred that from above table 68% of respondents are agreed the trainer has ability to train the people.

Table No: 8 TRAINING WILL PROMOTE YOU IN FUTURE

S.No	Option	No of Respondent	Percentage
1	Sure	72	60
2	Doubtful	40	33
3	No idea	8	7
Total		120	100

Inference: It is inferred that from above table 60% of respondents are confidence that training will promote in future.

Table No: 9 FEELING AFTER THE TRAINING

S.No	Option	No of Respondent	Percentage
1	Excellent	37	31
2	Good	53	44
3	Better	18	15
4	Bad	12	10
5	Worst	0	0
Total		120	100

Inference: t is inferred that from above table 44.16% of respondents indicated they were feeling good after the training.

Table No: 10   SUGGESTION TO NEW TRAINING PROGRAM

S.No	Option	No of Respondent	Percentage
1	Providing training Cd	11	9
2	Online training	2	2
3	E-mail	12	10

4	Using internet	2	2
5	Video conferencing	5	4
6	No suggestion	88	73
Total		120	100

INFERENCE: It inferred that from above table that 73.3% of respondents did not provide any new suggestion to training and development of the organization

VI SUGGESTION

Insurance sector is a booming sector in India. In order to captilaize and en-cash the market the insurance agencies need lots of professionally skilled trainers and agents to take advantage of the market. The training methodologies and practices followed in the study area needs a lot more acceleration in terms of techniques and trainee handling methods. Most of the insurance agencies treat their employees and agents as money spinners and try to squeeze the utmost from them and sometimes treat them without even courtesy.

The insurances agencies should first realize that employees and agents comes first to the companies and not the customers. So if they treat the employees and agents well automatically they become the brand ambassadors of the their company and promote their insurance products.

VIII CONCLUSION

The organization may provide on the job training to make the employee to well verse in their work. The company needs to utilize the employees who have confidence to achieve their objective by giving better security for their future and incentive.The company may provide training to trainees in all the field of work, and make them happy with their work. The training should be improve the career of employees.The organization needs to take care each trainees where they lagging and improve them through special training.The organization may provide training through using new technology like e-mail, video-conferencing and providing training cd make them easy.The organization may have the training and circumstance with happy and enjoyable one.

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