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Effectiveness of Employment Training and Development Programme at *Dudh Ganga Sahakari Dudhutpadak Sangh Limited Indapur Dist. Pune* Maharashtra State

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ABSTRACT

Dudhganga Milk grown multi fold and has been known for quality of its raw milk and for offering milk & milk Products Moved by the plight of Milk Farmers being exploited by Milk Dealers, he started milk collection and packing to help reduce Farm to Consumer cycle. Being Farmer, he improvised the systems for milk collection which reduced milk contamination and delivered healthy milk at Dairy.

This project began small with a milk collection of just 12,000 liters of milk every day. Continuous Innovation at Processing and Milk Collection and a dedicated and committed staff has resulted in Dudhganga processing 70 thousand liters milk per day. Dudhganga continues to grow rapidly scaling new milestones every year. It is one of the fastest growing large Dairy units in Maharashtra.

Dudhganga Dairy is based on the traditional values of trust and Farmer welfare. It also follows industry standards that define the quality of its products. The entire process from collecting the milk to delivering the final products moves under strict hygienic conditions and maintaining exceptional work ethics to fulfill international commitments and local standards, in which process departments includes Milk & Milk Products manufacturing, & warehouse. Engineering includes mechanical, electrical, instrumentation, civil, Fire & safety, environment, and support services departments include store, commercial, accounts, canteen, administrative & human resources. In, training of employees at various level gives highest important from human resources point of view. For training of employees, identification of training needs through department head is must. On the basis of requirements human resources is arranging various training programme for employees. Indapur Dairy & Milk Products Ltd this organization selected for project, on the basis of best training practices in present corporate companies. Training improves the efficiency of employee and the ultimately of company. The apprentices working in different factories used to get vocational training when use of computers, automatic machines etc. increased and because of rapidly changing techniques the need of training is recognized as one of the most important organizational activities.

Training held at Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur is given when there is a difference between the job requirements and employees present with their specifications. Organizational efficiency, productivity, progress, development, organization viability, stability and growth to greater extent depend on training.

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OBJECTIVE OF THE STUDY

1. To study the overall performance of the Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur Dist.Pune
2. To know the number of accidents by providing safety training to employees.
3. To study the learning time for employees starting in a new jobs on appointment, transfer or promotion and ensure that they become fully competent as quickly and economically as possible.
4. To study productivity and profitability Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur Dist.Pune

HYPOTHESIS

1. There is a Co-relationship between training and job satisfaction of employees in Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur.
2. Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur can increase their performance and productivity by providing their staff with appropriate skills through training and continuous development.
3. Training design affect positively on performance of the employee of Dudhganga Sahakari Dudh Utpadak Sangh Limited Indapur.

RESEARCH METHODOLOGY

The Research methodology can primarily classified into two stages namely Exploratory and descriptive study. To know the training and development process at Dudhganga Dairy for identifying through exploratory and observational studies that the Assistant manager, human resource, the general manager of company who right persons who provides training to employees. Research has shown specific benefit a small business receives from training and development for its worker include as,

DATA COLLECTION

1. Primary Data
Primary data for employees training and development at Dudhganga Dudh Utpadak Sangh Ltd. was collected through Observation method, Interview method and Questionnaire method.
2. Secondary Data
The secondary data is collected from documents such as Private document like old training and development records (history), diaries, letters, various reports etc. Published documents like journals, magazines, newspaper, internet, etc.

SAMPLE SIZE

The total 70 employees are working in Dudhganga Dudh Utpadak Sangh Ltd., out of them 30 are operating employees. 13 are management staff and Remaining 27 are the contractual employees. Sample size is determined on the population of Dudh Sangh as well as nature of proposed classes, nature of study and type of sampling. Researcher took 50 employees and 100 Customers for getting feedback from them. The population is divided into 3 homogenous groups or strata according to designation of the employee and sample size is draw from each collection.

LIMITATIONS

1. This study is only limited for Three Years i.e the period of 2017 to 2020.
2. Study covers only the employees of Dudhganga Dudh Utpadak Sangh Ltd. Indapur.

MAJOR FINDINGS

This study is conducted in Dudh Ganga Sahakari Dudh Utpadak Sangh Ltd. Indapur the researcher found the following which are on the basis of data analysis and interpretation.

1. It was observed that 82% employees felt of feel that training is need for Dairy, 18% of respondents were neutral about the training programmes.
2. Most of the respondents observed that preparation needs were distinguished by specialized individuals and some of felt that by Head of Department and 6% of respondents felt from HR.
3. It was found that 58% of respondents are happy with frequency of training programmes followed by 20% of respondents felt that training programmes are held twice in an year and remaining respondents may felt that training programmes are not sufficient and in their opinion training programmes will be conducted rarely.
4. It was found that, 28% of respondents felt that training needs are identified by appraisal method and feedback form, where as 18% of respondents said as self-appraisal is important and 51% of respondents through that as feedback from trainee are identified for the appraisal.
5. It was states that most of the respondents were satisfied with existing training programmes and 8% of respondents showed dissatisfaction towards training programmes and 7% of respondents have no opinion on this.

SOME FINDINGS ARE BASED ON CUSTOMERS VIEW

1. It is findings in the survey that females are the main decision maker for the milk. As Per the data, 65% of female and 35% of male makes purchase decision of milk.
2. Based on the occupation of the customer, it is found in the survey that 65% are the housewives and 35% are from various occupations such as a businessman, employee etc. for the Dudhganga Milk.
3. Customers whose income less than 5000 to 10000 per month is more attracted to Dudhganga Milk. As per the data, 79% of the respondents' income is under this group.
4. The main purchasing factors for the Dudhganga Milk are Quality and Brand image. The data reveals that 42% influences on Quality and 32% influenced for the Brand.
5. 96% the respondents think that purchasing Dudhganga milk is value for the money i.e. Dudhganga milk is valuable product for them.

SUGGESTIONS

1. Milk purchasing decisions are more decided by women rather than male, because she act as a invigilator, execute her decision and influence the same to the purchase while ascertaining the quality, freshness and price. Hence, Researcher suggest concentrating more on the women and men suggestions for designing the marketing strategy, because women's role in the house is dominant, even in the various decisions.

2. Occupation of the user influences the purchase decisions. The particular occupation plays a vital role in deciding the product or services. Women segment are influencing more on milk. Therefore, an occupation is the factor influencing the product.
3. Income of the people decides the purchasing power. The high income prefers to purchase product with the quality, freshness, thickness, etc. and vice versa. So Researcher suggests Dudhganga to concentrate also on low income segment to capture market and position themselves in the minds of the customer with required quality and quality milk.
4. Since Dudhganga is having loyal customers and therefore should concentrate more on this factor through various potential programmes such as campaign, premium packs, offers etc., this helps to increase the loyalty towards the Dudhganga products.
5. Milk is having high demand and it is considered as a very essential products. In present practice, purchase of milk is through dealers. In this connection dealers approach towards the product.
6. Customer is influential, hence Researcher suggest Dudhganga to look after the dealers issue with due care.
7. When product possesses quality and other important attributes naturally they propaganda about product through word of mouth and vice versa. Therefore if the quality and attributes are fine-tuned according to the needs will help the Dudhganga to get reputation and addition market.
8. Introduction of various economic products lies may help Dudhganga to attract the existing and new customers and may attract all income level groups. Hence Researcher suggests management to introduce new product line which can satisfy the entire group.

CONCLUSION

Dudhganga milk has a decent piece of the pie around the Indapur region the elements considered by the client prior to buying milk are newness, taste, thickness and accessibility. Greater parts of the clients are happy with the Dudhganga milk and Milk items in light of its great quality, notoriety, simple availabilities. A few clients are not happy with the Dudhganga Milk as a result of exorbitant cost, absence of seller administrations, waste and low timeframe of realistic usability and so on in this manner, assuming slight adjustment in the showcasing programme, for example, vendors and outlets, advancement software engineers, product offerings and so on, most certainly organization can be as a syndication and solid market pioneer.

Dudhganga Sahakari Dudh Utpadak Sangh Ltd. Indapur is assuming a crucial part in serving the country class and commitment for the monetary up liftment of ranchers. Pocket Friendly costs are the principle explanations for the fascination of clients. Dudhganga has likewise to deal with its rivals into thought and all the more significantly its clients prior to taking any action.