

Empowering Talent: Analyzing Mahindra Rise's Innovative Training and Development Strategies

Pattan Shaya Sulthana¹, Dr. Shaik Karim²

¹MBA Student, Narayana Engineering College .Nellore

²Associate Professor, MBA Department, Narayana Engineering College .Nellore

ABSTRACT:

This study investigates Mahindra Rise's training and development practices across its diverse industries. Known for its culture of continuous learning, Mahindra Rise offers comprehensive programs, including on-the-job training, workshops, e-learning, and mentorship, to enhance skills and career growth. The research evaluates these programs' effects on employee motivation, job satisfaction, and organizational productivity, identifying challenges and best practices applicable to other organizations. Findings highlight Mahindra Rise's innovative strategies, contributing to its success and competitive edge. A survey at Mahindra Rise Autonagar, Nellore, reveals a positive workplace culture with strong commitment, optimism about career growth, and supportive relationships, despite centralized decision-making and compensation concerns.

KEYWORDS: *Training Programs, Employee Development, Organizational Effectiveness, Employee Motivation, Skill Enhancement.*

INTRODUCTION

Training and development are critical facets of human resource management, instrumental in boosting employee capabilities and ensuring the sustained success of organizations. Training involves a systematic approach to imparting job-specific skills and knowledge, enabling employees to perform their current roles effectively and stay abreast of new technologies and methodologies. In contrast, development encompasses broader learning opportunities aimed at employee growth, career advancement, and personal improvement, preparing individuals for future roles and fostering a culture of continuous learning. The importance of these initiatives is profound: effective training enhances job performance, employee satisfaction, and productivity, while development programs, such as leadership training and mentoring, are vital for succession planning and ensuring a pipeline of capable future leaders. Despite challenges like resource allocation, employee engagement, and measuring training effectiveness, organizations can overcome these by implementing best practices such as conducting needs assessments, aligning training with organizational goals, utilizing e-learning technologies, and promoting continuous improvement. By investing in training and development, organizations can cultivate a skilled and motivated workforce, achieve strategic objectives, and ensure long-term competitiveness and sustainability.

REVIEW OF LITERATURE

- **Barreto, N., & Mayya, S. (2023):** The significance of Training and Development in the dynamic realm of business and executive roles cannot be overstated. However, within the ever-changing landscape of the hospitality and hotel industry, adherence to established standards becomes imperative. This study delves into the impact of Training and Development on employee performance within the hospitality sector, particularly focusing on the Indian context.
- **JD, D. (2023):** Organizational training plays a pivotal role in enhancing employee skills, knowledge, and attitudes to meet company goals. Its evolution encompasses a broader focus on learning and knowledge creation. To ensure success, key capabilities include aligning learning goals with business objectives, measuring overall business impact, extending learning beyond the organization, and integrating it with critical HR functions. Effective

employee training and development yield numerous benefits, such as increased job satisfaction, improved morale, enhanced efficiencies, innovation. However, for these programs to be truly effective, companies must commit necessary resources and time, fostering active participation from both managers and employees.

- **Whitehead, T. A. (2022):** Training and development programs are essential to organizational sustainability. This white paper explores human capital perspectives of training and development as supported by experiential learning. Recommendations are offered to support training and development in organizations using training needs assessment and understanding employee desires for development.
- **Al-Rawahi, M. H. (2022):** The investigation into Oman Air's employee performance during the COVID-19 pandemic underscores the critical role of effective training and development. With a sample of 35 employees from a total workforce of 100, the study reveals that implementing a successful training and development plan helped maintain competitive advantage, elevate employee satisfaction, and reduce staff turnover. The provision of essential training to new hires resulted in heightened productivity and improved succession planning.
- **Putri, R. F. (2022):** This study delves into the crucial realm of human resource training and development, emphasizing the importance of continuous learning for sustained company growth. Through a comprehensive analysis of literature using bibliometric studies and the PRISMA method, the research highlights key themes such as training needs assessment, skill development, work engagement, training models, and higher education. The identification of top citations and co-authorship analysis involving 132 authors contributes valuable insights.

OBJECTIVE OF THE STUDY

- To analyze the effectiveness of carrier training and development procedure in Mahindra rise.
- To know the opinion of employees regarding training and development procedure in Mahindra rise.
- To study and evaluate the awareness of employees on training and development in Mahindra rise.
- To suggest the best practices regarding training and development in Mahindra rise.

RESEARCH METHODOLOGY

The data has been collected from two sources of data, primary and secondary data. Primary data are those data which are gathered especially for the project directly through questionnaire & personal interaction. Primary data is collected through questionnaire& interview. Secondary data has been collected from different books and company files, articles and websites. The secondary data has been collected from different sources.

- **Sampling size:** The study was conducted on 70 respondents.
- **Data presentation:** Data was presented with the help of tables, charts; interpretation and observation were noted below each table/chart.
- **Data analysis:** Data was analyzed by simple qualitative analysis for the study.

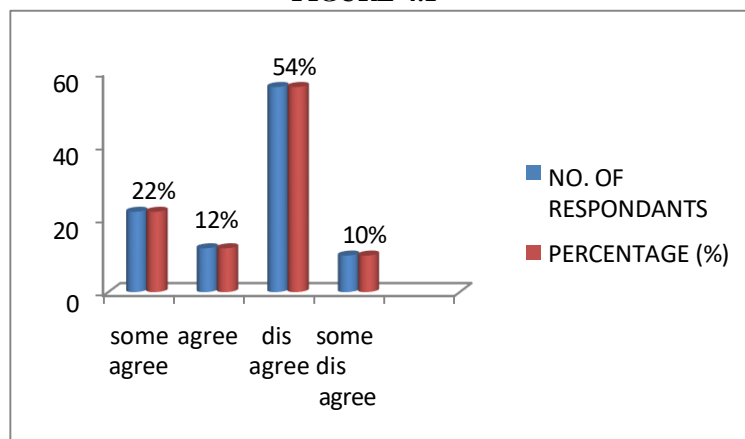
RESULT AND DISCUSSION

1. Does your company organize a training and development program?

TABLE-4.1

PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE (%)
Some agree	22	22
agree	12	12
Disagree	54	54
Some disagree	10	10
Total	98	98

FIGURE-4.1



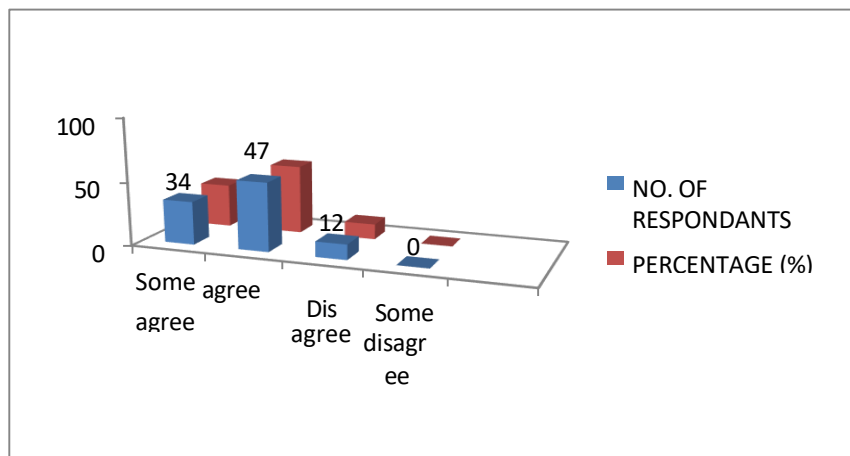
Inference: From the above table it is observed 56% of methods of training and development adopted by the organization are on-the-job methods.

2. Do your organization identify the training needs for the employees?

TABLE-4.2

PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE (%)
Some agree	34	34
agree	47	47
Disagree	12	12
Some disagree	0	0
TOTAL	93	93

FIGURE-4.2



Inference:

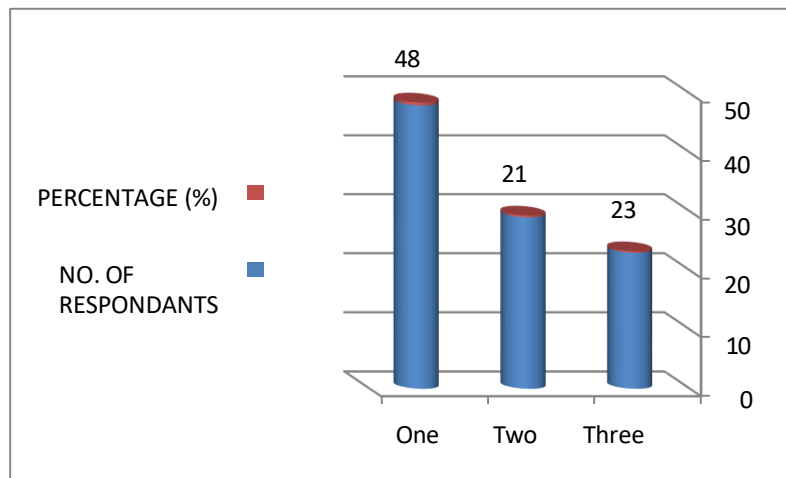
From the above table it is observed that 54% of the employees agreed that the organization identifies the training needs for the employees.

3. How many training programs have been made in the past one year?

TABLE-4.3

S.NO	PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE (%)
1	One	23	23%
2	Two	21	21%
3	Three	48	48%
	TOTAL	92	92%

FIGURE-4.3



Inference:

From the above table it is observed that 48% of the employees agreed that three training programs has been made in the past one year.

CONCLUSION

Training and development at Mahindra Rise are pivotal components of the company’s strategy to foster employee growth and drive innovation. By investing in skill enhancement and leadership development, Mahindra ensures its workforce is well-equipped to meet the evolving demands of the industry. The company’s programs emphasize continuous learning, innovation, and creativity, fostering a culture of continuous improvement and strategic thinking. These initiatives not only enhance technical and soft skills but also boost employee engagement and satisfaction, contributing to higher retention rates and a motivated workforce. Through its comprehensive training and development efforts, Mahindra Rise cultivates adaptability and resilience, ensuring the organization remains agile and competitive in a rapidly changing market. Overall, Mahindra Rise’s commitment to training and development underscores its dedication to building a skilled, innovative, and engaged workforce capable of driving the company’s vision and achieving sustained success.

REFERENCES

- Barreto, N., & Mayya, S. (2023). A Systematic Review of Training and Development in the Hotel Industry. *International Journal of Management, Technology and Social Sciences (IJMTS)*, 8(2), 22-52.
- JD, D. (2023). Training and Development. Available at SSRN 4555407.
- Whitehead, T. A. (2022). Training and Development: Investing in Employees Through Assessment. *Scholar Chatter*, 3(1).
- Al-Rawahi, M. H. (2022). A research study on the impact of training and development on employee performance during Covid-19 pandemic. *International Journal of Managerial Studies and Research*, 10(7), 1-10.
- Putri, R. F. (2022). HUMAN RESOURCES TRAINING AND DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS. *Jurnal Ekonomi Kreatif dan Manajemen Bisnis Digital*, 1(2), 204-217.