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ROLE OF TRAINING AND DEVELOPMENT IN TELECOM INDUSTRY IN INDIA

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ABSTRACT

India is the largest and fast-growing sector in telecommunication. A study on one of the Human resource practice training and development of telecom industry in India is taken in consideration in this paper. The main objective of this paper is to know about training need and its role for growing the effectiveness of the organization. Training and development is the main concern area for the organization effectiveness. Training is the essence of the organization in today's era. It plays a vital role in effectiveness of organization. Training is usually conducted when a new employee introduces to an organization or in other situations like updating of technology in company, promotion of an employee, or grooming, enhancing skills in present employees etc. It is a continuous process in every company it may be on the job or off the job. Training is beneficial in two ways to employers and employee as well. When an employee is trained well as per the need of the organization it directly effects to the performance and it results to the productivity of the organization. Proper training and trained employees result in quality man power of the company. This study reveals the importance of the training need and methods of training in telecom sector in India.

Keywords:

Telecom Industry, Training and Development, Organizational Effectiveness, Skill Enhancement, Employee Promotion, Workforce Productivity

INTRODUCTION

The global internationalization of the telecom sector is a continuous trend, and India's telecom industry stands out as the second-largest in the world, boasting over 1.17 billion subscribers and a Tele-density surpassing 90%. The sector is experiencing rapid growth, fueled by factors such as affordable tariffs, expanded availability, increased 4G and 5G coverage, evolving subscriber consumption patterns, and a supportive regulatory environment. Key players in the market include Airtel, Vodafone-Idea, Jio, and BSNL contributing to escalating competition.

Challenges and Opportunities:

As the telecom industry expands, the demand for skilled and innovative human resources becomes paramount. Employers seek individuals with intellectual thinking abilities to navigate challenges both domestically and internationally. The competition among telecom companies intensifies, prompting a need for effective human resource practices. Essential HR practices, including manpower planning, recruitment and selection, training and development, performance appraisal management, compensation and benefits, and exit policies, play a crucial role in enhancing organizational performance and productivity.

Human Resource Practices in Telecom:

This paper explores the significance of human resource practices in the telecom industry, covering the entire employee lifecycle from recruitment to exit. The success of these practices is attributed to their effective implementation. Manpower planning ensures a strategic alignment of workforce resources, while recruitment and selection processes aim to acquire the best talents. Training and development programs are instrumental in honing employees' skills and fostering innovation.

Performance appraisal management ensures continuous improvement, while compensation and benefits strategies enhance employee motivation and satisfaction. The implementation of exit policies contributes to a smooth transition for departing employees.

Training and Development in Telecom:

The focus shifts to training and development practices within the telecom sector, emphasizing their pivotal role. Despite

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similarities with other industries, the telecom sector witnesses a higher frequency of employee involvement in training sessions, both within and outside the company. Vestibule training takes precedence, with simulations and workshops being key components, especially during product updates and the introduction of special services.

REVIEW OF LITERATURE

Bhaumik, A. et al (2022) aimed to examine the effect of training and development on representative performance in the Myanmar web access supplier industry. A graphic exploration technique was utilized, and an example size of 250 representatives was taken for review addressing 25% of the whole populace. Unbalanced delineated random inspecting is utilized to partition and analyse the gatherings inside the populace. An organized poll was conveyed to workers of Stream Best Net ISP Co., Ltd. and Worldwide Welink ISP Co., Ltd. to gather the information. Quantitative and subjective research approaches are utilized to assemble the essential information and plan the survey [17]. For information examination, SPSS adaptation 25 was utilized. Rates, means, recurrence, and standard deviations were registered. Pearson connection coefficient (r) was utilized to characterize the connection between free and autonomous factors. The outcome showed that there is a positive relationship among's training and development and worker performance.

Tukhtamishevich, M. N. (2021) portrays the principles and aftereffects of the utilization of video materials for explicit purposes pointed toward working on the abilities of the board, in specific, the development of the executive's abilities. For that reason, it is very essential to involve video materials with clear objectives in working on the abilities of the executive's staff, the development of the board abilities, and through this we can accomplish clear sure outcomes.

Sohail Imran Khan and Dhuha Saad Ismael (2020) have wrote an article on "Drivers of Customer Satisfaction for Mobile Service Provider in Maharashtra (India)" and they found that the cellular companies have occupied a strong market position with cut-throat competition. Gone are the days when mobile customers' satisfaction depends on the how much money a consumer is getting for a recharge. These days almost all the companies have the same base plan of giving free internet and unlimited calling and thus this research work exhibits the same. Competitive, Trustworthy and Network Coverage are driving all dimensions of Customer Satisfaction more than Market Image, Cellular Quality and Value Added Features.

Rashed AL Karim (2019) Md. Mobarak Karim, Musfiq M. Choudhury, Wasib Bin Latif (2019), Khan, S., Abdullah, N. N. (2019), Getachew Alemu (2017) have studied on the overview of Training and Development. A study can be conducted to understand the difference among the relationship of training and development of the employees

OBJECTIVES

- 1) To know the need of training and it's prospective on employee's performance and productivity.
- 2) To assess the impact of training on employee innovation and adaptability in the dynamic and rapidly evolving telecom industry, considering the constant technological advancements and changing consumer trends.
- 3) To examine the effectiveness of different training methods, such as vestibule training, simulations, and workshops, in enhancing employee skills and knowledge within the telecom sector, and to identify the most successful approaches for optimal learning outcomes.

METHODOLOGY

The present research relies on secondary data obtained from various sources such as publications, books, documentaries, articles, reports, and annual reports of relevant organizations. This approach allows for a comprehensive analysis of existing knowledge and insights in the field of training and development within the telecom industry in India.

Training Needs in the Organization:

Training serves as a critical component for new employees entering the organization, providing them with a thorough orientation. This includes an introduction to the company's objectives, mission, vision, organizational structure, and familiarization with various departments and key personnel. Additionally, it ensures awareness of rules, regulations, working hours, duties, and responsibilities.

For existing employees, training is an ongoing process, encompassing workshops and skill enhancement sessions. It becomes particularly pertinent during technological updates or the introduction of new products and services, aiming to enhance knowledge in specific areas. Moreover, when employees are promoted or experience career

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growth, targeted training equips them with the necessary skills for higher-level responsibilities.

Two Main Methods of Training:

On-the-Job Training: This method involves training employees during their regular working hours and includes sessions such as workshops, job rotations, coaching, and promotions. This approach is cost-efficient and comfortable for employees as it takes place within the familiar work environment.

Off-the-Job Training (Vestibule Training): Conducted outside normal work conditions, off-the-job training includes workshops, seminars, conferences, etc. It is particularly useful for new employees or situations where a large number of employees need training within a short timeframe. Vestibule training, a form of off-the-job training, occurs in a separate area duplicating actual working conditions.

Prospects of Proper Training in Organization:

Crisis Management: Well-trained employees are better equipped to handle crisis situations. Training for pre-crisis, crisis, and post-crisis scenarios enhances employees' crisis management skills, ensuring swift responses to sudden changes in customer preferences, marketing strategies, technology, and other market dynamics.

Up gradation of Employees: Proper training enables employees to advance their skills and efficiency, especially in challenging situations. This contributes to overall increased productivity within the organization.

Increased Employee Performance: Employee performance is directly influenced by the quality of training provided. Training fosters interest in the workplace, a sense of responsibility, and the ability to confidently navigate new rules and responsibilities, resulting in enhanced employee performance.

Enhancing Skill Set: Training addresses weaknesses and enhances the skill sets of employees. By providing sessions and workshops, companies can help employees confront and overcome their limitations, ultimately increasing job satisfaction.

Quality Workforce: Quality training positively impacts employee turnover, performance, and productivity. Analyzing training needs and creating a group of employees capable of training their subordinates contributes to building a high-quality workforce, benefiting the company's market share, brand name, and goodwill.

CONCLUSION AND SUGGESTIONS

It is concluded and recommended that the best training practices are very important for both employer and employee development. They are interrelated by each other in developing skillset and updating their awareness. As competition is increasing day by day the employers should be alert form or innovation management style in enterprises. In return employees should also be well enthusiastic in learning new updation. Employees and employer relation effect each other's development, and then it would run on total quality management.

The paper concludes the training programmes given in telecom sector in India are dependent on the changing technology and changing business environment. Telecom market here is globalised, and depends on customer needs. In order to meet the challenge the company should react swiftly. They should be well planned for training programmes and should make proper simulation sessions with employees.

Finally the future research can be conducted on various variables like employer and employee relationship, new learning training strategies, training need analysis in particular department: like production and operations etc. so that it returns to best productivity in the organization and employee retention too.

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