

# Study On Training Need Analysis Of Nutria Creams Private Limited, Ernamkulam

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**Abstract-** *Training Need Analysis is a critical process in organizational development that identifies the training requirements of employees to enhance their performance and align with business objectives. This process involves a systematic assessment of current competencies, skills gaps, and future needs, ensuring that training initiatives are both relevant and effective. The primary goal of TNA is to determine the specific areas where training is needed, who needs the training, and what kind of training will be most beneficial. This involves collecting data through various methods such as surveys, interviews, job analysis, and performance appraisals. TNA not only helps in improving employee productivity and job satisfaction but also aids in strategic planning by linking training to organizational goals. Additionally, it ensures the efficient allocation of resources by prioritizing training initiatives that offer the highest return on investment. By addressing skill deficiencies and preparing employees for future roles, TNA supports a culture of continuous improvement and learning within the organization. Ultimately, a well-conducted TNA results in a more competent workforce, improved organizational performance, and a competitive edge in the market.. Here the Project "A STUDY ON TRAINING NEED ANALYSIS OF NUTRICREAM PRIVATE LIMITED ,ERNAMKULAM "conducting study to understand training requirement and enhance employee productivity .*

**Keywords-** Define training objectives, assess current skill, identify the gap analysis

## I. INTRODUCTION

This project study aims to conduct a detailed Training Need Analysis for Nutricreams Private Limited, a leading company in the dairy and nutrition industry. As Nutricreams strives to maintain its competitive edge and adapt to evolving market demands, understanding and addressing the training needs of its workforce has become essential. This study will systematically assess the current skills, knowledge gaps, and future training requirements of employees across various departments. The TNA will involve gathering data through employee surveys, interviews, performance reviews. This comprehensive approach ensures a thorough understanding of the specific training needs at all

organizational levels. By identifying these needs, Nutricreams can tailor its training programs to enhance employee performance, boost job satisfaction, and align with the company's strategic objectives. The ultimate goal is to develop a robust training plan that supports continuous improvement and learning, equipping employees with the skills necessary to excel in their roles and contribute to Nutricreams growth. This initiative will not only enhance individual competencies but also strengthen the company's overall performance and market position. Investing in targeted training solutions is a strategic move towards fostering a skilled, adaptable, and motivated workforce at Nutricreams Private Limited.

## INDUSTRY PROFILE

Ice cream manufacturing industry is a subset of the broader dairy product manufacturing sector. It involves the production, processing, and packaging of various types of ice cream and related frozen desserts. The global ice cream market has experienced steady growth over the years, driven by increasing consumer demand for frozen treats and indulgent snacks. Factors such as changing consumer preferences, innovative flavour offerings, and the expansion of distribution channels contribute to market growth. The industry includes a mix of large multinational corporations, regional players, and artisanal ice cream makers. Major players in the global ice cream market include Unilever, Nestlé, General Mills, Blue Bell Creameries, and Mars, among others. Ice cream products are segmented based on various factors such as flavour, packaging, ingredients, and specialty offerings. Common product categories include traditional ice cream, gelato, sorbet, frozen yogurt, and novelty ice cream treat. The manufacturing process typically involves pasteurization of dairy ingredients, blending with flavourings and additives, homogenization, aging, freezing, and packaging. Modern production facilities utilize advanced machinery and technology to ensure product consistency and quality. Ice cream products are distributed through various channels, including supermarkets, convenience stores, specialty ice cream shops, restaurants, and online retailers. Distribution strategies may vary based on product type, target market, and geographic location

## COMPANY PROFILE

Camerry Nutri creams Private Limited is a privately held firm incorporated on 15 January 2021. It is classified as Non-government Company and is registered at registrar companies, Ernakulam. It belongs to a dairy product manufacturing industry with around 333 employees. It is one of the fast-growing Ice cream brands in Kerala. They manufacture the dairy products and market it all over Kerala and in Tamil Nadu and Karnataka. It has 3 branches in Kerala, and the main manufacturing is carried out at Okkal Perumbavoor. The vision of Nutri creams private limited has a great vision of serving "Good quality product that set themselves apart from others in taste and value to the end customer" and mission are The mission statement of the company is to "introduce new products into the market". Ensuring the highest standards of product quality and safety throughout the production and distribution process. Developing new flavors, products, and packaging to meet evolving consumer preferences and trends. Camerry ice creams are available at various flavours like red velvet, pista, jackfruit butterscotch, kiwi, chikoo, fig and honey, kulfi pistachio, passion fruit, orange, blackcurrant, caramel latte, kesar badam pista and pineapple. Camerry Ice cream is a frozen dessert usually made from dairy products, such as milk and cream and often combined with fruits or other ingredients. and flavour. Most varieties contain sugar, although some are made with other sweeteners. In some cases, artificial flavouring and colouring are used in addition to, or instead of the natural ingredients. The mixture of chosen ingredients is stirred slowly while cooling, in order to incorporate air and to prevent large ice crystals from forming. The result is smoothly textured semisolid from that is malleable and can be scooped.

## II. LITERATURE REVIEW

**Nguyen, C. (2020)** The study done by Nguyen aims to identify and evaluate the relationship between training and development, employee performance, and job satisfaction that affects the retention of young employees. The study was carried out in respondents who have known the retention of young employee's factors in the organization in Vietnam or university students in economics. The authors used quantitative method which employing Multiple Linear Regression to investigate the hypotheses. It provides an explanation with empirical evidence by demonstrating that training and development, job satisfaction, and job performance extend a direct positive effect on young employee retention in the Vietnam organizations. The study also demonstrates that, in the Vietnam organizations, job satisfaction, job satisfaction, and job performance help to partially transmit the effect of young employee retention.

**Bibi, (2018)** This study looked at how support from managers and training and development programs affect employee retention. The current study also explores how the workplace environment modifies the link between employee retention, support from supervisors, and training and development. A survey was conducted to gather information from 250 professors employed by Pakistan's state universities. The data was analyzed using PLS path modelling. The findings showed that employee retention was significantly influenced by training, development, and supervisor support. The findings also showed that the relationship between training and development, supervisor support, and employee retention was moderated by the workplace environment. The implications, restrictions, and suggestions for additional research were then discussed.

## III. OBJECTIVES OF THE STUDY PRIMARY OBJECTIVE

To identify the training requirement and the planning of associate training activity to enhance employees productivity

### SECONDARY OBJECTIVE

- To Identify the various types of training provided by the organization.
- To find out various factor and process involve in analysis of training necessity .
- To check the satisfaction level of employees towards the existing training provided by the organization.

## IV. RESEARCH METHODOLOGY

### RESEARCH DESIGN

Research design is the plan that outlines how a study will be conducted, including objectives, methods, data collection, and analysis techniques. It's the blueprint guiding researchers in achieving their goals effectively. Here in this Research Descriptive Research Design used. Descriptive research design aims to describe and summarize characteristics or behaviors of a population or phenomenon. It focuses on observing and recording without manipulating variables. This design is used to provide a snapshot of the current state of affairs, explore patterns, or investigate relationships between variables. Methods include surveys, observations, and content analysis.

### POPULATION

Population refers to the entire group of individuals, objects, or events that meet the criteria for inclusion in a research study. Here 56 is the total number of respondents in this research study.

**SAMPLING DESIGN**

Sampling method is selected on convenience, here Census study is taken. A census study involves collecting data from every member of a population of interest rather than from a sample. Census studies provide a complete and accurate snapshot of the population at a particular point in time, allowing for detailed analysis and decision- making.

**V. DATA ANALYSIS**

**CHI- SQUARE TEST**

Chi square test is applied in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution

O = observed frequency E = expected frequency  
 E= Row total\* column /total Grand total Degree of freedom = (R-1) (C-1)  
 Level of significance is 5% Chi square (x2) =  $\sum (O - E)^2/E$

**HYPOTHESIS**

H0- There is no significant relationship between Gender of Employees and Sophisticated procedure followed to identify the training need of employees.

H1-There is significant relationship between Gender of Employees and Sophisticated procedure followed to identify the training need of employees.

**OBSERVED FREQUENCY**

|                    | MALE | FEMALE | TOTAL |
|--------------------|------|--------|-------|
| HIGHLY SATISFIED   | 10   | 6      | 16    |
| SATISFIED          | 15   | 10     | 25    |
| NEUTRAL            | 9    | 3      | 12    |
| DISSATISFIED       | 1    | 1      | 2     |
| HIGHLYDISSATISFIED | 1    | 0      | 1     |
| TOTAL              | 36   | 20     | 56    |

Table 5.1.1 Computing statistics

The formula for calculation chi-square test is Chi square (x2) =  $\sum (O - E)^2/E$

O = Observed frequency E = Expected frequency  
 Degree of freedom = (r-1) (c-1) Level of significant = 5%  
 E= (row total\*columns total)/grand total

| O        | E     | O-E   | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|----------|-------|-------|--------------------|-----------------------|
| 10       | 10.3  | -0.3  | 0.09               | 0.008                 |
| 15       | 16.07 | -1.07 | 1.14               | 0.07                  |
| 9        | 7.7   | 1.3   | 1.69               | 0.22                  |
| 1        | 1.3   | -0.3  | 0.09               | 0.07                  |
| 1        | 0.6   | 0.4   | 0.16               | 0.27                  |
| 6        | 5.7   | 0.3   | 0.09               | 0.01                  |
| 10       | 8.9   | 1.1   | 1.21               | 0.13                  |
| 3        | 4.3   | -1.3  | 1.69               | 0.4                   |
| 1        | 0.1   | 0.3   | 0.09               | 0.13                  |
| 0        | 0.32  | 0.3   | 0.09               | 0.3                   |
| $\Sigma$ |       |       |                    | <b>1.608</b>          |

Table 5.1.2 Level of significant

Significant level=5% =0.05  
 Degree of freedom=(row-1) (column-1) = (5-1) (2- 1) = 4x1 = 4  
 Chi-square value=1.608  
 Table value for 4 degrees of freedom =9.488  
 Here, the calculated value is less than table value, hence we accept the null hypothesis (HO)

**INTREPRETATION**

The critical value for a chi-square distribution with 4 degrees of freedom at the 0.05 significance level is 9.488. Since the calculated chi-square value of 1.608 is less than the critical value of 9.488, we fail to reject the null hypothesis.

**CORRELATION ANALYSIS**

**HYPOTHESIS 1 :** To explore the work experience of employees in the company as per the income levels.

**Null hypothesis :** There is no significant difference in the working experience of employees in the company as per the income level of the organization

**Alternative hypothesis :** There is significant difference in the working experience of employees in the company as per the income level of the organization .

**The relationship between the work experience of employees in the company as per the income level of the employees .**

X=INCOME Y=EXPERIENCE

|           |           |
|-----------|-----------|
| X         | Y         |
| 7         | 33        |
| 20        | 13        |
| 18        | 7         |
| 11        | 3         |
| <b>56</b> | <b>56</b> |

Table 5.2.1

|                |                |            |
|----------------|----------------|------------|
| x <sup>2</sup> | y <sup>2</sup> | XY         |
| 49             | 1089           | 236        |
| 400            | 169            | 260        |
| 324            | 49             | 126        |
| 121            | 9              | 33         |
| <b>894</b>     | <b>1316</b>    | <b>655</b> |

Table 5.2.2 r=-0.5

**INTREPRETATION**

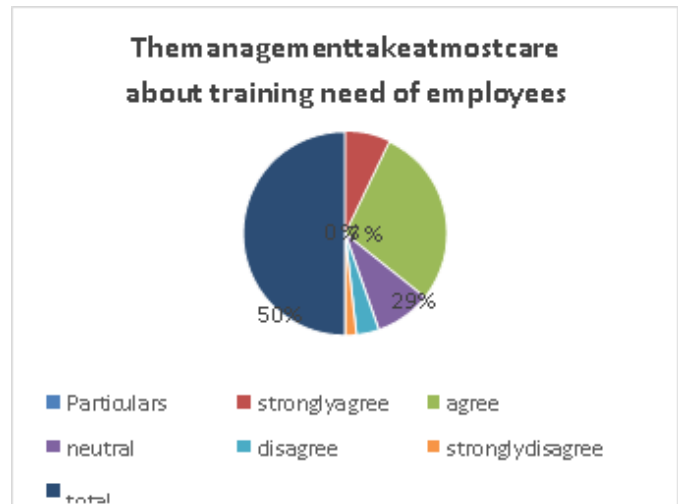
The Pearson Correlation Coefficient  $r = -0.5$  indicates a negative correlation between experience and annual income. This suggests that as experience increases, annual income tends to decrease as well. The p-value of 0.918 is less than the -0.5 significance level. This means reject the null hypothesis at the 0.05 significance level. In other words, while there is no strong correlation, the result is not statistically significant at the 5% level

**PERCENTAGE ANALYSIS**

- The management takes at most care about training need for employees.
- Table showing the management takes at most care about training need for employees.

| Particulars       | No of respondents received | percentage |
|-------------------|----------------------------|------------|
| strongly agree    | 8                          | 14         |
| agree             | 32                         | 57         |
| neutral           | 10                         | 18         |
| disagree          | 4                          | 8          |
| strongly disagree | 2                          | 3          |

|       |    |     |
|-------|----|-----|
| total | 56 | 100 |
|-------|----|-----|



**chart 5.3.1** howing the management takes at most care about training need for employees.

**INTERPRETATION**

Based on the table provided..majority of the employees says that the support provided by the management take at most care about training need for employee as they agree with largest proportion of 71% and also 18% employees neutral to it and 11% employees disagree to it.

**Training duration and frequency is adequate**

Table showing the training duration and frequency is adequate

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly agree    | 14                | 26         |
| Agree             | 19                | 33         |
| Neutral           | 10                | 17         |
| Disagree          | 8                 | 15         |
| Strongly disagree | 5                 | 9          |
| Total             | 56                | 100        |

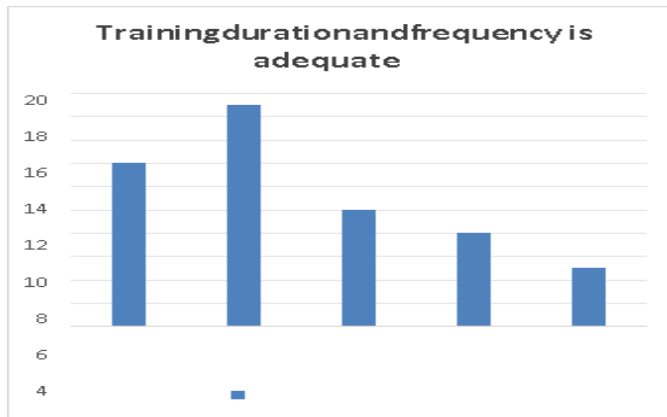


chart 5.3.1 showing he training duration and frequency is adequate

### INTERPRETATION:

The above data provides insights into the perception of training duration and frequency is adequate .The majority of respondents agree with with a significant proportion of 59% a notable proportion of respondents also go with disagree with 24%

### VI. FINDINGS

- 64% of respondents are male.
- 78% of respondents agree that the training duration and frequency is adequate,while 24%disagree
- 71% of respondents agree that the management takes at most care about training need for employees
- From the table 5.4 show that, a negative correlation exists between experience and income indicating experience employees are not earn higher salary.
- From the table 5.2 show that, There is significant relationship between Gender of Employees and Sophisticated procedure followed to identify the training need of employees.

### VII. SUGGESTIONS

- The training efforts should be focused basically on improving the communication. skills an interpersonal skills of the employees as almost all the employees feel. communication is a hindrance to development in career.
- As almost 52% of the employees feel they did not have any training as per their job. profile, the training should focus on segregation of job profile and proper training. should be imparted accordingly.

### VIII. CONCLUSION

The Training Needs Analysis (TNA) for Nutricream Private Limited in Ernakulam has successfully identified critical areas where training can significantly enhance employee performance and overall operational efficiency. By utilizing a comprehensive approach that included surveys, interviews, observations, and performance reviews, we have pinpointed specific skill gaps and areas for development. Key findings highlighted the need for enhanced technical skills in production, improved product knowledge among customer-facing staff, better customer service practices, and stringent adherence to safety and compliance standards. Addressing these areas through tailored training programs will not only uplift the competence of the workforce but also drive quality improvements and customer satisfaction. The prioritized and phased implementation of these training programs ensures minimal disruption to daily operations while fostering a culture of continuous learning and improvement. Regular evaluations will help refine these initiatives, ensuring they remain effective and aligned with both employee needs and organizational goals. In conclusion, the TNA project has laid a solid foundation for Nutricream Private Limited to invest strategically in its human resources. This investment is expected to yield significant benefits, including higher productivity, enhanced product quality, and stronger market competitiveness, thereby supporting the company's long- term success and growth in the ice cream industry.

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