

Summer Internship Project Report
On
Study on Manpower Training Techniques
At
Dainik Navajyoti
By
Divya Jindal
2016BBA005

Under the Supervision of
Dr. Upasana Singh



(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management
JK Lakshmipat University, Jaipur

(2016- 2019)

Registered Office:

AJMER: 'DAINIK NAVAJYOTI' Complex,
P.O. Box No. 72, Kaisergunj, AJMER (Raj.) 305 001.
Tel: 0145-2426636, 2429516, 2627973.
Fax: 0145-2425873, 2625455, 5100804.
E-mail: njaj_ajm@dataone.in

NAV AJYOTI
दैनिक नवज्योति

Printed & Published simultaneously from Jaipur, Ajmer, Kota & Jodhpur,
with 25 satellite editions reaching all across Rajasthan

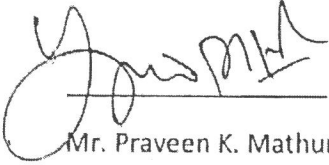
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TO WHOM IT MAY CONERN

This is to certify that **Ms. Divya Jindal**, a student of BBA, JK Lakshmipat University, Jaipur, India has successfully completed 45 days (15th May, 2018 to 30th June, 2018) long internship programme at this company. During the period of her internship programme with us, she was found punctual, hardworking and inquisitive.

We wish her every success in life.

For, DainikNavajyoti Printing Press Pvt. Ltd.



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• KOTA: 2, CAD Circle Road, Tel: 0744-2500233, 2500235, 2500353, Fax: 0744-2504738, • JODHPUR: Navjyoti Complex, 79-A, Pratap Nagar. Tel: 2655840, 5122201 to 04, Fax: 0291-2655740

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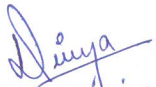
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DECLARATION

I Divya Jindal hereby declare that the work presented on this topic entitled "Study on Man Power Training Techniques" submitted to JK Lakshmipat University is an authentic record of work and it has neither been submitted nor published anywhere. I further declare that if the statement cited above found false, I would be liable to be disqualified, at any stage.

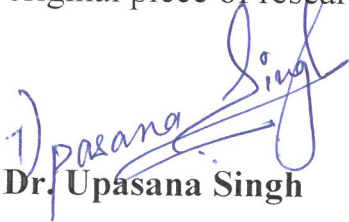


Divya Jindal

2016BBA005

CERTIFICATE

It is certified that the Project Report on "Study on Manpower Training Techniques" submitted by Divya Jindal, a student of BBA programme, is his original piece of research work carried out by the candidate under my supervision.


Dr. Upasana Singh

ACKNOWLEDGEMENT

Any job in this world, however, trivial or tough can't be accomplished without assistance of others. I would hereby take the opportunity to express my sincere gratitude to people who have helped to accomplish this task.

I take this opportunity to express my profound gratitude and deep regards to my guide Dr. Upasana Singh for her exemplary guidance, monitoring and constant encouragement throughout the course. The blessing, support and guidance given by her time to time helped me every time to perform better.

I also take this opportunity to express a deep sense of gratitude to Company Mentor Mr. Praveen Mathur, Personal Manager for his cordial support and guidance, which helped me in completing this task through various stages.

Lastly, I thank various staff members of the company and my teachers for the constant encouragement without which this assignment would not be possible.

Divya Jindal

Executive Summary

In this report I have done analysis on the Study on Man Power Training Techniques at Dainik Navajyoti. Here I identified the need and best suited training method for the organization and how it can help the organization to make the training process easy for the organization.

Besides these I have also incorporated the history, Brief about the Organization and its performance, vision and mission, values of Dainik Navajyoti. I have incorporated a brief how the appropriate training method can help employees to grow.

I have provided the detailed information about the Manpower Training and how method of training can be useful in differentiate their executive with others. This report also provide brief overview of what I have learned about Dainik Navajyoti and how training can be helpful for the organization growth.

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About Dainik Navajyoti

Dainik Navajyoti is one of the top Newspapers of Indian State of Rajasthan. Freedom fighter Captain Durga Prasad Choudhary is the founder of this daily. Captain Durga Parasad Choudhary had found Dainik Navajyoti as the voice of India's great freedom struggle. It was started on 2 October 1936, on the birth date of Mahatma Gandhi to write against the British Raj. This Daily newspaper is being published from Jaipur, Ajmer, Jodhpur, Udaipur and Kota division and circulated all over Rajasthan.

Dainik Navajyoti heralded the age of renaissance in politico – socio- economic sphere in Rajputana. Reading a newspaper was sedition ‘Rajdroh’ in that era in Rajputana. On 2 October 1936, the Rajasthan Sevak Mandal started the weekly Navajyoti. Shri Ram Narayan Chaudhary was its publisher. Right from the beginning, Durga Prasad Ji worked for Navajyoti. It was the only paper in Rajputana which exposed the tyrannical nature of feudal lords and which aroused the national emotions. From the ‘Quit India Movement’ of 1942 the paper was suspended due to the repressive policy of the Government. When it resumed publication in 1945 it faced financial crunches, but from 1948 Navajyoti became a daily newspaper.

They are also present in the digital form under Dainiknavajyoti.com. It is the Online News Portal where from readers will get latest informations about India, Rajasthan And all over the world happenings. Dainiknavajyoti.com have India, Rajasthan, World, Business, Sports, Education, Movie-Entertainment, Health, Food Treasure, Lifestyle, Horoscope, Photo gallery, Bloggers, Social World, Editorial and E-paper Categories. These Categories contains rich reading material and news.

Introduction

The role and importance of human resources in the long term viability of any organization whether profit or non-profit oriented cannot be over emphasized. Even do, other resources, such as financial, information, and other materials are also essential, human resources remains virtually boundless in the potential impact of the organization. Thus, manpower is the basis of all resources. It is the indispensable means of converting other resources to mankind's use and benefit, and therefore, the pivot in every human institution. Manpower is also fundamental in deciding how much a nation accomplishes. Even in the developed and industrial nations of the world, where the use of machines and technological is at an advanced stage, manpower is still very essential. Countries like Japan, Korea, Germany, etc have experienced a high level of growth and development, despite the absence of any natural resources, because of her highly developed manpower resources.

Organizations today are facing many challenges in the management of their human resource challenges that ranges from constant changes in the organizational environment through unmotivated workforce to shortage of skill manpower, even in the face of heavy unemployment syndromes.

However, in recent time, the overwhelming and pervasive roles of manpower resources in the organization seem to have been compromised to the extent of misplacing its role in the achievement of organizational objectives. Many Organizations paid little or no attention to issues of training and development of adequate manpower for the achievement of organizational goal or objectives. Even in Organizations where this is done, the exercise is often either inappropriate, or

haphazardly done, or premised on a faulty diagnose of organizational training needs. In other situations where training happens to occur, deployment of staff so trained may be without regard to the skills acquired leading to frustration of the trainee and general inefficiency in the system. Trained and well-developed manpower is the essential ingredient for efficiency and effectiveness in any organization. An untrained staff constitutes a nuisance to his organization. This is because they not only applied the wrong skill but will also impact such to others who are unfortunate to be under them.

Manpower Training

All the types of jobs require some type of training for their efficient performance and therefore all employees, new or old, should be trained or re-trained. Every new employee, irrespective of his previous training education and experience, needs to be introduced to the work environment of his new employer and to be taught as to how to perform specific tasks. It is valuable to the employee in terms of better job security and greater opportunity for advancement. Skill, thus acquired by the employee through training, is an asset to the organization and the employer too. Thus, the establishing of a sound training curriculum is a necessity for every organization for the development of the personnel.

Training as “the process of behavioral modification or molding of workers in order to integrate organizational needs with their characteristics”. Training may be defined as an organized and coordinated development of knowledge skills and situation to perform a certain task within an organizational setting. Craig (1967)

sees training as the development process made possible through the device of words and signs. Therefore, training is a means of equipping employees with the necessary skills and knowledge to enable them to perform their job better. It is a way of solving employee problems of self-improvement, advancement and better placement. This could be formal or informal and both could be on or off the job training. Organization also uses it to facilitate employees learning of the organizational objectives or goals.

Objectives of Training

- Support new employees ("induction training")
- Improve productivity
- Increase marketing effectiveness
- Support higher standards of customer service and production quality
- Introduction of new technology, systems or other change
- Address changes in legislation
- Support employee progression and promotion

Need of Training

- **Environment Changes:** Mechanization, computerization, and automation have resulted in many changes that require trained staff possessing enough skills. The organization should train the employees to enrich them with the latest technology and knowledge.

- **Organizational complexity:** With modern inventions, technological upgradation, and diversification most of the organizations have become very complex. This has aggravated the problems of coordination. So, in order to cope up with the complexities, training has become mandatory.
- **Human relations:** Every management has to maintain very good human relations, and this has made training as one of the basic conditions to deal with human problems.
- **To match employee specifications with the job requirements and organizational needs:** An employee's specification may not exactly suit to the requirements of the job and the organization, irrespective of past experience and skills. There is always a gap between an employee's present specifications and the organization's requirements. For filling this gap training is required.
- **Change in the job assignment:** Training is also necessary when the existing employee is promoted to the higher level or transferred to another department. Training is also required to equip the old employees with new techniques and technologies.

Types of Training

- **Induction or Orientation Training:** Introducing a new employee to the organization's environment comprising of a day to day functioning, products, services, rules and regulations are termed as Induction or orientation training. The purpose of such training is to reduce the nervousness of a new joiner, by making him accustom to the working environment. It is also called as an orientation training, which means giving

a fair idea to the new employee about, what he is supposed to do in the organization.

- **Job Training:** This training is job specific and is given to the employee who has to perform that job. Under this training, the information about the machine, the process of production, methods to be used, the safety measures to be undertaken, etc. are explained. Through this training, the employee develops the confidence and the necessary skills, that enables him to perform his job effectively and efficiently.
- **Safety Training:** The safety training is given to the employees so as to minimize the number of accidents caused due to the handling of machines or other equipment. Under this training, the employees are given the safety instructions on the usage of machinery and the other dangerous devices.
- **Apprenticeship Training:** Under this training, the worker earns while learning. This training is generally given to the technical staff, craftsmen, plumber, etc. who are required to work under the superior for a relatively longer period, until he gains the expertise in that particular field.
- **Internship Training:** Under this type, the educational or vocational institutes have an arrangement with the industrial institutes to provide practical knowledge to its students. Sometimes, the companies also offer the pre-placement offers to the trainees on the basis of their performance during their internship program.
- **Refresher Training or Retraining:** As the name implies, the retraining or refresher training is given to the old employees with the purpose of improving their efficiencies. They are introduced to the new methods and technologies that would result in the increased productivity and reduces the monotony in their daily work.

- **Promotional Training:** This training is given to the potential employees, who can be promoted to the senior position in the organization. The promotional training is given in advance so that employee gets accustomed to the new roles and responsibilities and do not get nervous at the time of promotion.
- **Remedial Training:** This training is given in order to overcome the shortcomings in the behavior and performance of old employees. Due to the invention of technology, the employees may resist to accept the change and cause a disturbance in the organization. Therefore, such training is given to make them understand the importance of change and its necessity in the operations of business. This training is generally given by the psychological expert.

Objectives of the Study

- To identify the need of training at Dainik Navajoyti
- To identify the appropriate training method at Dainik Navajyoti.

Research Methodology

Data Collection: The instruments used for collection of the data are questionnaire and personal interview.

Sampling: The data is collected from 60 participants where they are asked to fill the questionnaire using Convenient Sampling to implement Empirical Research.

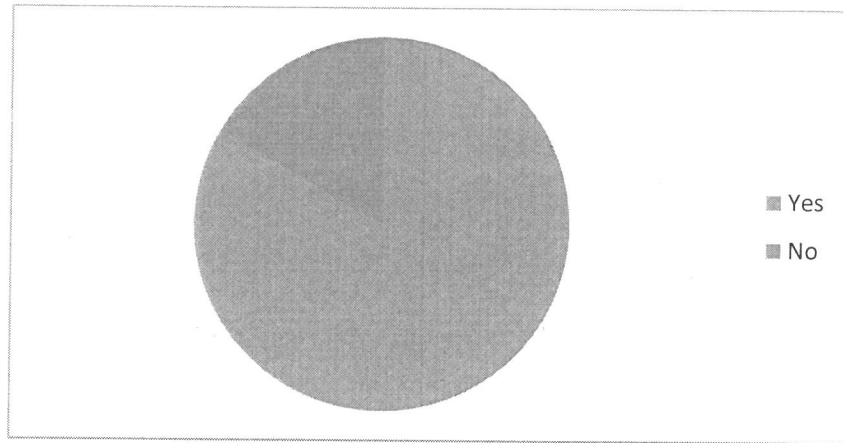
Sampling Composition:

- **Gender Composition:**
 - Male=52
 - Female=8
- **Department Composition:**
 - HR Department=16
 - Sales=24
 - Finance=8
 - Marketing=12

Result and Discussions

The questions used to identify the need and best method for training are as follows:

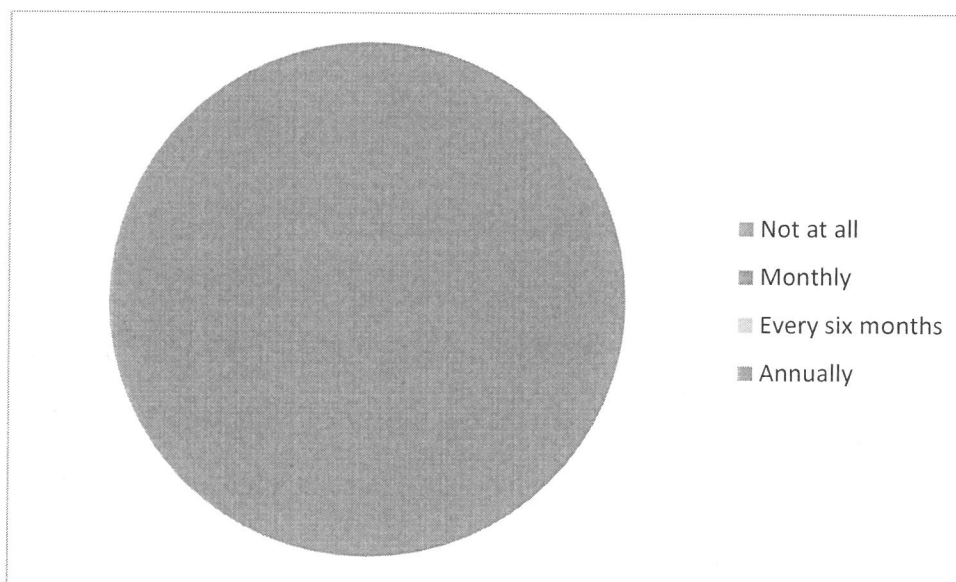
- Does there is a need of training in your organization



Answer	Result	Percentage
Yes	50	83.33%
No	10	16.67%

Interpretation: As from the table most of the employees at Dainik Navajyoti believe that there is a need of training in the employees for better outcomes because the existing training method i.e., OJT is not enough to survive in this cut throat industry. And the negligence of top level management can also be the cause for same.

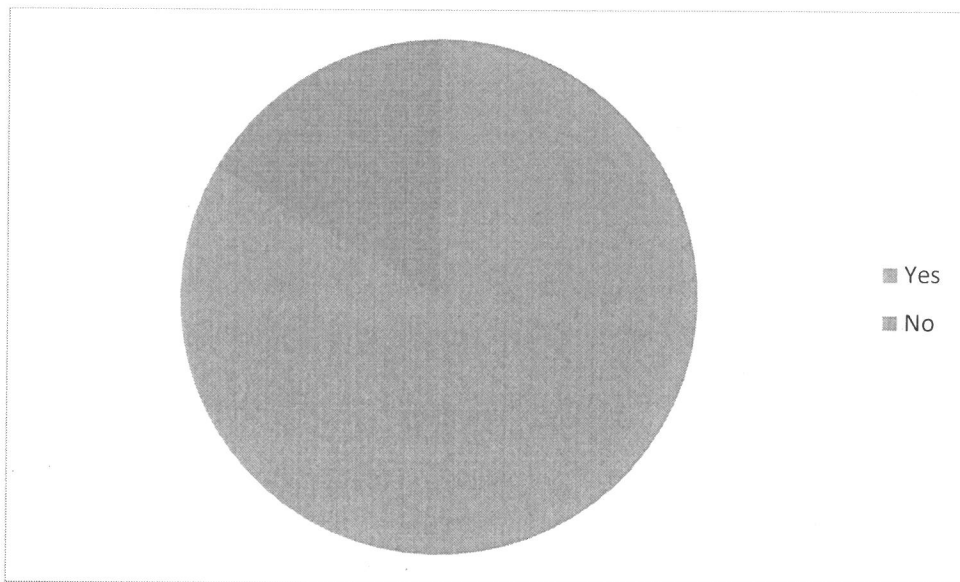
- How often are your identified training needs reviewed in the period from one assessment to the next?



Answer	Count	Percentage
Not at all	0	0
Monthly	0	0
Every six months	0	0
Annually	60	100%

Interpretation: As from the table the assessment of the training need is done annually in Dainik Navajyoti. Through this we can say that the future TNA is done once a year.

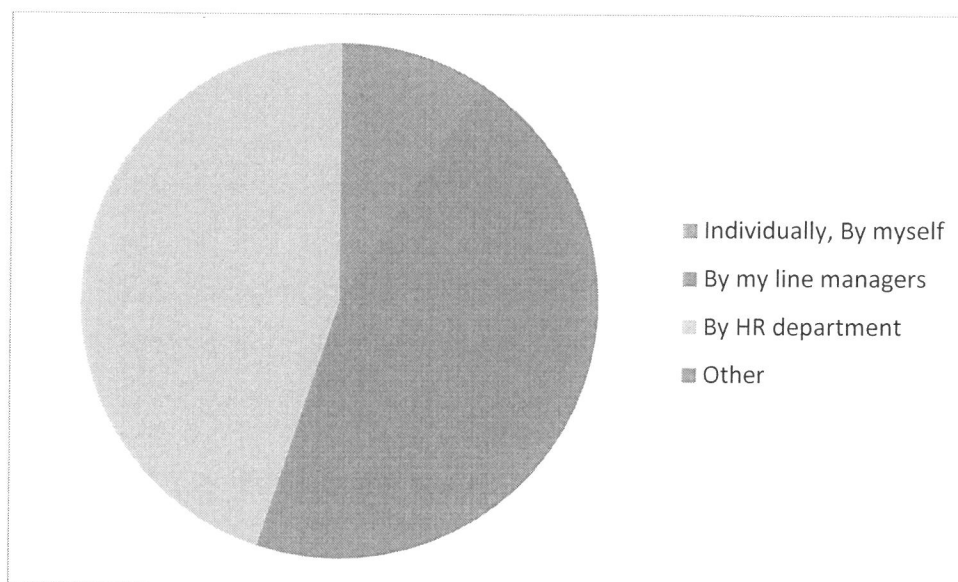
- Do they take any action on the basis of Training Need Assessment?



Answer	Result	Percentage
Yes	10	16.67%
No	50	83.33%

Interpretation: As shown in the table most of the employees believe that they don't take any action on the basis of Training Need Assessment because which is a huge point of concern because they do understand the importance of TNA and training but lack towards taking proper action towards it and without that TNA is a futile activity.

- According to you which would be the best method for Training Need Assessment and Training Need Identification?



Answer	Count	Percentage
Individually, By myself	10	9.17%
By my line managers	50	45.87%
By HR department	49	44.95%
Other	0	0

Interpretation: As from the table the best method for TNA and TNI is by line managers or by HR department because if the assessment is done by both it will provide clarity to the executive regarding their job roles.

- What method of training do you feel would be most effective for your job role?

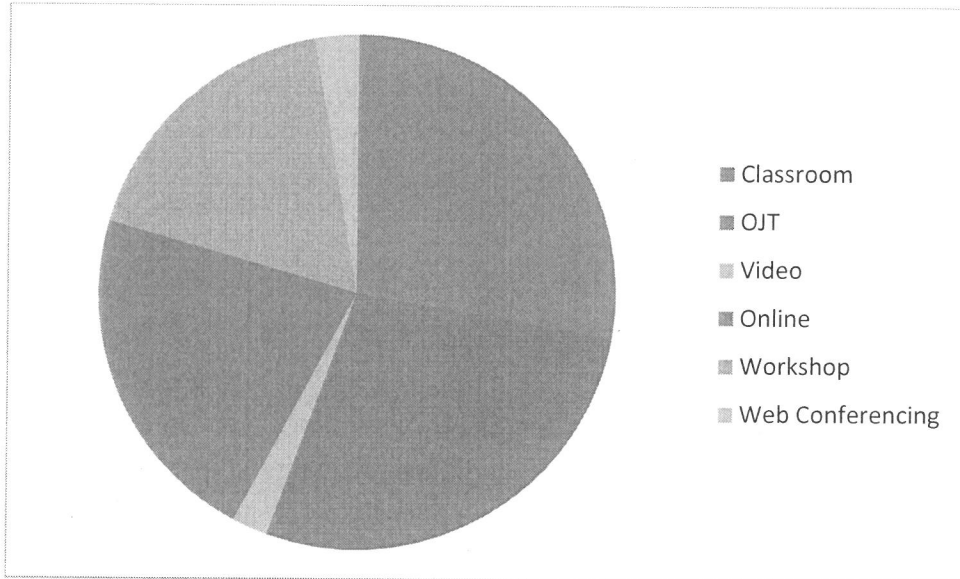
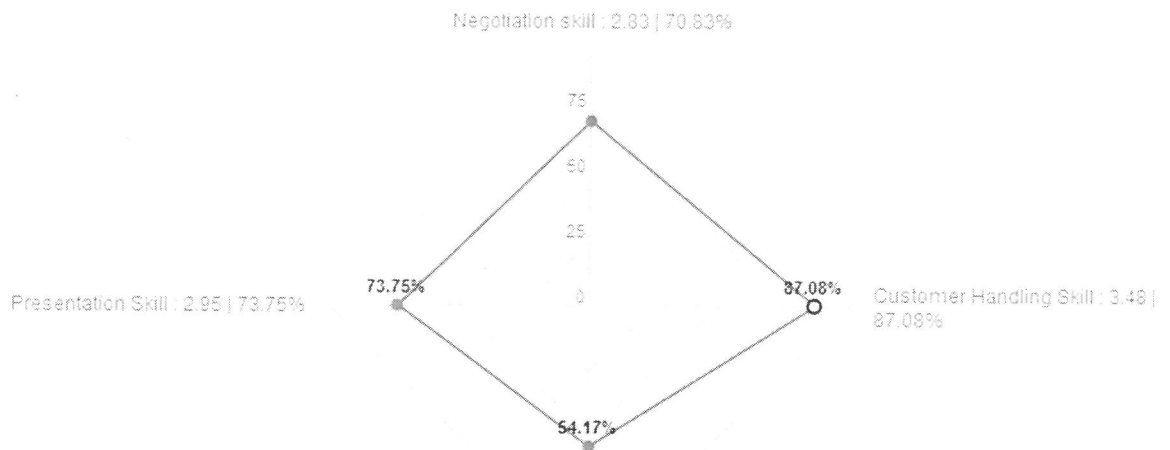


Table 8.

Answer	Count	Percentage
Classroom	50	27.78%
OJT	50	27.78%
Video	4	2.22%
Online	39	21.67%
Workshop	32	17.78%
Web Conferencing	5	2.78%

Interpretation: As from the table, the combination of Classroom, OJT and Online or Workshop will be the effective method of training for the employees. After proper TNA they can use one of these method for training.

- Which skills do executive required for the job



Answer	Percentage
Negotiation Skill	70.83%
Customer Handling Skill	87.08%
Knowledge	54.17%
Presentation Skill	73.75%

Interpretation: As shown in the table the most important skill required in executive is Customer handling skill i.e., 87.08% after that presentation skill with 73.75% then Negotiation skill with 70.83% and last is knowledge with 54.17%. It shows the skills which are essential in executive to perform the job effective and efficiently. By keeping these skills in mind the hiring of new candidate can be done.

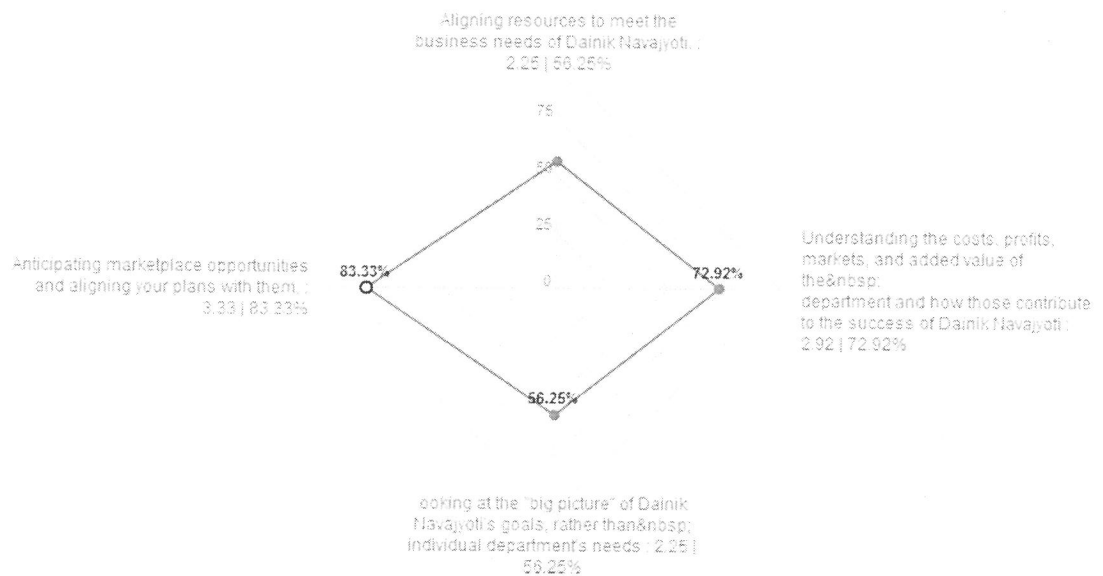
Negotiation Skill: The negotiation skill is just bargaining to the potential customer in order to closing the deal and in newspaper industry it is very important skill as executives have to negotiate with the customer about the advertisement and if any executive is good at negotiation it will only help the organization.

Customer Handling: It refers to the maintaining long lasting relationship with the customers. It is the most important skill in newspaper industry because the business comes into this industry is all due to the contacts of executive and as the customer in this industry tends to deal with one person only rather than multiple people the customer handling plays very vital role.

Knowledge: It refers to the information and understanding about the particular area. And in newspaper industry the theoretical knowledge is not taken into consideration as they believe in their field practical knowledge is more important which is gained by the work experience.

Presentation Skill: It refers to successful transfer of information from sender to receiver. It is second most important skill for executives in newspaper industry because in this industry the image is everything. And customer wants to advertise their product in newspaper and it is executive duty to provide him proper image about how it is going to look in the newspaper to the customer for better understanding.

- How important are the following skills to the job?



Answer	Percentage
Aligning resources to meet business needs	56.25%
Understanding the costs, profits, markets and added values	72.92%
Looking the big picture of Dainik Navajyoti goals rather than individual department goal	56.25%
Anticipating marketplace opportunities and aligning your plans with them	83.33%

Interpretation: As from the table, employees believe that by anticipating marketplace opportunities and aligning your plans with them is most important skill to become successful in the market and after that understanding the cost, profit, market and added values is important.

Aligning resources to meet business needs: Dainik Navajyoti is small brand as compare to their competitors and the employees at Dainik Navajyoti are more concerned about expanding their business in terms of income rather aligning resources to meet business needs.

Understanding the costs, profits, markets and added values: Understanding the cost, profit, markets and added value is important to every business because without these information the organization can't take any decisions or even sustain their operations. This thing provide clarity about the whole scenario to the top level management.

Looking at the big picture of Dainik Navajyoti goals rather than individual department goal: Due to the heavy competition employees at Dainik Navajyoti are more focused toward short-term-goals rather than long-term-goals which are affecting the coordination between the departments.

Anticipating marketplace opportunities and aligning your plans with them: It is most important skill as this is the best way to stay ahead of the competitors and only through this they have a chance of growing their business. So anticipating marketplace opportunity and aligning your plans with them can provide them competitive advantage.

Observations

- The current training method i.e., On Job Training was outdated and need to be updated according to the requirements.
- Employees are needed to be more trained to deal with the real life situations.
- There should be a proper evaluation mechanism done on quarterly or half yearly basis.
- The training curriculum should be prepared by keeping certain skills in the mind so they can help an individual to grow.

Conclusion

Indian newspaper industry is very competitive industry as there are many major players like Times Group, Dainik Bhaskar which make this industry cutthroat industry.

And to compete in this industry one has to differentiate themselves using their executives as a shield by providing them world class training to differentiate with other executives.

In Dainik Navajyoti, there is a assessment of training need but there is huge gap between identification and actual action to be taken and without any action TNA is a futile activity so the employees need to be trained using one or more method of training for better result i.e., Classroom and OJT training as earlier there is no proper curriculum present for training in the organization.

Recommendations

- There should be a proper transfer of information among management people and executives.
- Introduce new training plans which will motivate the employees to participate in the training.
- There should be a proper mechanism for evaluation of future training plans.
- Training is not a cost, it is a investment for better future

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Appendix A

1. Gender
 - a. Male
 - b. Female
2. Department
 - a. HR Department
 - b. Sales
 - c. Finance
 - d. Marketing
3. Does there is a need of training in your organization?
 - a. Yes
 - b. No
4. How often are your identified training needs reviewed in the period from one assessment to the next?
 - a. Not at all
 - b. Monthly
 - c. Every six month
 - d. Annually
5. Do they take any action on the basis of Training Need Assessment?
 - a. Yes
 - b. No
6. According to you which would be the best method for Training Need Assessment and Training Need Identification?
 - a. Individually, By myself
 - b. By my line managers

c. By HR department

d. Other

7. What method of training do you feel would be most effective for your job role?

a. Classroom

b. OJT

c. Video

d. Online

e. Workshop

f. Web-Conferencing

8. Which skills do executive required for the job

Option	Answer	Answer	Answer	Answer
Negotiation Skill	Not Important	Less Important	More Important	Very Important
Customer Handling Skill	Not Important	Less Important	More Important	Very Important
Knowledge	Not Important	Less Important	More Important	Very Important
Presentation skill	Not Important	Less Important	More Important	Very Important

9. How important are the following skills to the job?

Option	Answer	Answer	Answer	Answer
Aligning resources to meet business needs	Not Important	Less Important	More Important	Very Important

Understanding the costs, profits, markets and added values	Not Important	Less Important	More Important	Very Important
Looking the big picture of Dainik Navajyoti goals rather than individual department goal	Not Important	Less Important	More Important	Very Important
Anticipating marketplace opportunities and aligning your plans with them	Not Important	Less Important	More Important	Very Important