

Summer Internship Project Report

On

Virtual Behavioral Training Scope at Thomas

By

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Roll No.: 2019 M.B.A 023



Under the Supervision of

Dr. Richa Mishra

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

Institute of Management
JK Lakshmipat University, Jaipur

(2019-20)
Industry Certificate

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Date: July 29, 2020

CERTIFICATE

*This is to certify that **Tanya Agarwal** of **JK Lakshmipat University (JKLU)** has completed her Summer Training at Thomas Assessments Pvt. Ltd. from May 04, 2020 to July 17, 2020. During her tenure she worked on the project "**Opportunity for Behavioral Training**".*

The information submitted is true and original to the best of my knowledge.

She has done good work during her tenure. We wish her a bright and a prosperous future ahead.

Signature of Project Guide:

Mr. Zaved Akhtar
Assistant General Manager
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Declaration Form

I the undersigned solemnly declare that the project report **Virtual Behavioral Training Scope at Thomas Assessments** is based on my own work carried out during the internship – SIP (**Batch M.B.A 2019-21**) Program , under the supervision of **Mr.Zaved Akhtar , Industry Supervisor Thomas Assessments** and **Dr.Richa Mishra , Faculty Mentor , J.K.Lakshmipat University.**

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

I. The work contained in the report is original and has been done by me under the general supervision of my supervisors.

II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad, except J.K.L.U.

III. We have followed the guidelines provided by the university in writing the report.

IV. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Tanya Agarwal
2019 M.B.A 023
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(2019-20)

Certificate

It is certified that the Summer Internship Report titled Opportunity for Behavior Training submitted by Tanya Agarwal is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide

(Name of the Faculty Guide)

ACKNOWLEDGEMENT

“U have shown me the light, I pray for thee; U have shown me the life, I bow to thee”

It is with the utmost humility and gratitude that I recognize those individuals who have been instrumental in seeing this document to completion. I would like to express deep sense of gratitude to **Dr.Richa Mishra, Professor J.K.Lakshmipat University and Mr.Zaved Akhtar , Manager Thomas Assessments**, my guides, who always acted as a guiding light and filled me with new zeal and enthusiasm to work and move forward in the right direction regarding this study. On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards all the personages who have helped me on this endeavour, without their active guidance, cooperation and encouragement, I would not have made headway in the project.

I take this chance to express my significant appreciation and profound respects to **the Institute of Management, JK Lakshmipat University** for furnishing me with the internship opportunity, and improving my knowledge of a lifetime.

I also acknowledge with deep sense of reverence my gratitude towards my parents and members of my family who has supported me economically as well as morally.

I am deeply indebted to **Dr. R.L.Raina, Vice Chancellor, The J.K.Lakshmipat University and Mr.Yogesh , Vice President , Thomas Assessments** , who provided me an excellent and healthy environment as well as equipped facilities.

At last gratitude goes to all my friends who directly or indirectly helped me with this report. Any omission in this brief acknowledgement does not means lack of gratitude.

I extend my collective profound thanks to our families, all faculty members and our classmates for moral support throughout my work.

Thanking you,

Tanya Agarwal

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CHAPTER 3

CHAPTER 3

EXECUTIVE SUMMARY OF THE PROJECT

Executive Summary of the project

The project entails and cover the need and requirement for behavioral training, further explains the requirements Thomas Assessments needs to do, in order to incorporate the Behavior Training as a new domain. To accomplish the results, initially a brief competitive analysis is being done amongst the best Virtual Behavioral Training in India.

Then, through secondary analysis, the need is found. Areas of exploration is discovered by the qualitative analysis, and thus the quantitative analysis gives a brief study of what subject training is required and in what all forms.

The study briefly explains the need to Behavioral Training, approx. 75% people states the need of same in all kind of industry. IT companies' employees affirms a high need of training, especially the communication and Stress Management.

The project also highlights the mode of training which are been used in the companies and gives a brief study of what the best companies have incorporated in their firms.

The report also includes and highlights the types of Trainings are prevailing in today's scenario and the importance of the same.

There is a high demand and need for Behavioral Training to be persistent in this century and the reports clearly mentions about the urgent requirement to create a space for the same.

CHAPTER 4

CHAPTER 4 INDUSTRY OVERVIEW

Company Overview – Thomas Assessments

Thomas Assessments was established by 3 Business moves on from IIM and XLRI in India in 1997. They spearheaded the idea of social profiling in India and SAARC district to get workers and manufacture their capacities to turn out to be progressively powerful, accordingly helping associations to understand the True Potential of their kin. They have banded together with in excess of 900 associations in releasing their People Potential. With regards to distinguishing the Talent inside or outside the association, they all need to have something other than the C.V. , resume. Something which can give better experiences about an individual and help in foreseeing the future Performance. That is the place the logical establishment of their apparatuses and progressing broad exploration causes associations to choose the Most Suitable Performers.

In India they have helped associations across businesses like IT/ITES, Banking, Telecomm, Financial Services, Insurance, BPO/Call Centers, Pharmaceuticals, Retail, Consulting, Automobiles, Manufacturing, Textiles, Infrastructure, Construction, Oil and Petroleum, Power, Logistics, FMCG, Consumer Durables and so forth.

Their group of devoted and experienced Consultants has been considering for customers' needs the nation over through 8 workplaces in Mumbai, Bangalore, New Delhi, Pune, Hyderabad, Chennai, Ahmedabad and Chandigarh.

The team helps to recruit, retain and develop the right people for business. They are passionate about using their industry expertise to transform the performance of the people for maximum business impact.

The company utilizes the psychometric testing for recruitment purpose , for making the employees promotion & firing and make workplace a better place.

Project Objective

1. Find the behavioral training need and scope.
2. Suggest the scope and way to commence a new entity into Behavioral Training for Thomas.
3. Brief analysis of existing companies

CHAPTER 5

CHAPTER 5
METHODOLOGY

Methodology

RATIONALE

“The study brings to the fore some challenges in the current training landscape, and these challenges are unique to the firm size and priorities. With automation, industry 4.0, AI and blockchain leading the business paradigms, we can’t just stop the conversation at upskilling; neither is upskilling a one-time activity,” said Shekhar Sandal, country head, IET India. “The only skill that would help organizations and employees excel is the ‘ability to unlearn and relearn’. Within the skills dialogue we also recognize that as providers of training, employers and trainers need to personalize the training module according to the needs of the employees and industry. “When approached about the key drivers for directing preparing programs, 20% of enormous estimated organizations felt preparing was the most significant instrument to stay up to date with industry advancements and up their abilities, while 23% of the respondents concurred that preparation is basic to pick up bits of knowledge for better item improvement. Concerning drawing in with outside offices to grant preparing, all huge corporates said they have in-house preparing offices and 29% have tie-up’s with outer organizations and the greater part of them had HR offices dealing with the preparation prerequisites of the organization. Thus, we have seen and observed about various training and its opportunity in the phase of 2020. This era involves a high demand of behavioral training. A survey by the Institution of Engineering and Technology (IET) shows that nearly two thirds (65%) of mid-size companies choose to impart soft-skill training over technical training to new employees. In comparison, only a quarter of large-sized companies focus on soft skill development, and the remaining 75% prefer imparting technical skill. The survey by IET, carried out in partnership with market research firm Feedback Consulting to understand the corporate engineering training landscape in India, covered over 120 large- and mid-sized companies across seven cities. Overall, 35% of the companies surveyed said that offline methods of training are preferred as they ensure employee attendance and are taken more seriously. But in this phase, more than 90% trainings are online. According to the qualitative and quantitative research done, it is observed that there is a high demand for the Behavioral training, as the skills are requiring to meet the work expectations, and eradicate the stress,

finally have a balance between the work and personal life. In this competitive and recession phase, it is mandatory to meet and keep up with the mental health and not get deprived or feel low due to the lack of basic skills. Thus, the research explains the need and what is behavioral training and its competitions, finally explain how Thomas can enter into the market. The importance on behavioral training is increasing worldwide as Prof Buddhadi Mukharjee of Indian Institute of Social Welfare & Business Management (IISWBM) shared his expertise on “Organizational Behavior” to working executives of UK, MALAYSIA, SOUTH AFRICA, MIDDLE EAST, SINGAPORE & INDIA by interactive classes through TeamViewer. In today’s time survival of the business is not the only requirement, it should have the sustainable growth also in global economy and for that companies are working on developing, maintaining and retaining the talent through talent management strategies. Training is one of the many strategies’ companies are working on and behavioral training is getting more concerned because it’s not your ability but your attitude which make you successful in job. Behavioral skills are the requirement not only for survival but for the balance of personal and professional life too. Today’s stressful life of employees is being constraint for their best performance in job, for this reason too Organizations are giving importance to Behavioral Skills Training not only for managerial people but for all employees in organization. Many Research papers have put the light on the behavioral training and how organizations are conducting these training. (Universal Journal of Management, Jindal, Shaikh 2015). In a 1998 article, MCKINSEY QUARTERLY introduced the term “War of talents” to show the fact that need for attracting, retaining and developing talented employees was emerging as the basis of competitive growth for any industry. The focus and impact on the organization is to identify, develop and redeployment of talented employees, as they are smaller group, and easy to measure, and critical to the organization’s success. At the end of the day companies can bet on the people not on the strategies (Larry Bossily of Allied Signals).

LITERATURE

Training Introduction

Training and Development includes improving the viability of associations and the people and groups inside them. Training might be identified with quick changes in hierarchical adequacy by means of sorted out guidance, while advancement is identified with the advancement of longer-term authoritative and worker objectives. While preparing and improvement have contrasting definitions, the two are as a rule utilized conversely or potentially together. Preparing and improvement has truly been a point inside applied brain research yet has inside the most recent two decades become firmly connected with HR the board, ability the executives, HR advancement, instructional structure, human components, and information the board.

The principal preparing related article was distributed in 1918 in the Journal of Applied Psychology. This article investigated an undergrad educational program intended for applied analysts. World War II impacted the focal point of applied brain research examination to be on viability of preparing programs, especially in military settings. By the 1960s and 70s, the field started creating speculations and leading hypothesis-based exploration because up until that point, the field had been established in experimentation mediation research. This period additionally brought along the improvement of new preparing strategies, for example, the utilization of PCs, TV, contextual investigations, and job playing. The extent of preparing and advancement likewise extended to incorporate diverse preparing, center around the advancement of the individual worker, and the utilization of new association improvement writing to outline preparing programs. The 1980s denoted a move to concentrate on how representatives were getting and executing preparing programs, and supported the assortment of information for assessment purposes, especially the board preparing programs. The improvement bit of preparing and advancement turned out to be progressively well known during the 1980s and 90s, with workers more as often as possible being impacted by the idea of "long lasting learning". It was in this decade that examination uncovering the effect and significance of cultivating a preparation and advancement positive culture (counting the board and colleague) was first conducted. The turn of the century acquired more exploration points, for example, group preparing, for instance cross-training. Cross-preparing accentuates preparing in collaborators' duties.

Thus, Training in organizations refers to making the skills upgraded for the employees to have better work productivity and efficiency, also includes to make work – personal life balance and make them stay motivated towards work. There are various types of training and discussed in the further chapter.

Training not only benefits employees, but ultimately help the organization achieve better results.

Benefits of Training:

Training has been utilized in associations for as long as quite a few years. Although Training and Development requires ventures of numerous kinds, there are referred to advantages to coordinating preparing and improvement into associations:

- I. Expanded profitability and occupation execution
- II. Aptitudes advancement
- III. Group improvement
- IV. Diminishing security related mishaps

In any case, if the Training and Development isn't key and pointed at explicit objectives, it can prompt more mischief than anything. Needs appraisals, particularly when the preparation is being directed for a huge scope, are every now and again led to check what should be prepared, how it ought to be prepared, and how broadly. Needs appraisals in the preparation and improvement setting frequently uncover representative and the board explicit abilities to create (for example for new workers), hierarchical wide issues to address (for example execution issues), adjustments expected to suit evolving situations (for example new innovation), or representative advancement needs (for example vocation arranging). The level of adequacy of preparing and advancement projects can be anticipated by the necessities evaluation and how intently the requirements were met, the execution of the preparation (for example how compelling the coach was), and student attributes (for example inspiration, intellectual abilities). Effectiveness of preparing is commonly done on an individual or group level, with scarcely any examinations researching the effects on associations.

Training Procedure:

The Training Process contains a progression of steps that should be followed methodically to have a productive preparing program. The Training is a methodical action performed to change the abilities, perspectives and the conduct of a representative to play out a specific activity.

1. Need assessments: The initial phase in the preparation procedure is to evaluate the requirement for preparing the workers. The requirement for preparing could be distinguished through an analysis of present and future difficulties and through a hole between the representative's real execution and the standard execution. The necessities evaluation can be concentrated from two points of view: Individual and gathering. The individual preparing is intended to upgrade the person's proficiency when not performing enough. Also, though the

gathering preparing is planned to instill the new changes in the workers because of an adjustment in the association's procedure.

2. **Determining Instructional Objectives:** Once the necessities are distinguished, the targets for which the preparation is to be directed are built up. The goals could be founded on the holes found in the preparation programs directed before and the ranges of abilities created by the representatives.

3. **Structuring Training Program:** The following stage is to plan the preparation program in accordance with the set destinations. Each preparation program incorporates certain issues, for example, who are the students? Who are the mentors? What techniques are to be utilized for the preparation? What will be the degree of preparing? etc. Also, the extensive activity plan is planned that incorporates the preparation content, material, learning speculations, instructional structure, and the other preparing necessities.

4. **Execution of the Training Program:** Once the planning of the preparation program is finished, the subsequent stage is to be placed it into the activity. The preeminent choice that should be made is the place the preparation will be led either in-house or outside the association. When it is chosen, the ideal opportunity for the preparation is set alongside the mentor who will lead the instructional course. Additionally, the students are observed persistently all through the preparation program to check whether it's compelling and can hold the representative's advantage.

5. **Evaluation of the Training Program:** After the preparation is done, the representatives are approached to give their criticism on the instructional course and whether they felt valuable or not. Through input, an association can decide the shaky areas assuming any, and can correct it in the following session. The assessment of the preparation program is an absolute necessity since organizations put tremendous sums in these meetings and must know its adequacy regarding cash.

In this manner, each firm follows the arrangement of steps to structure a compelling preparing program that fills the need for which it was proposed.

The **Kirkpatrick Model** is probably the best-known model for analyzing and evaluating the results of training and educational programs. It considers any style of training, both informal and formal, to determine aptitude based on four levels criteria.

Level 1 Reaction -measures how participants react to the training (e.g., satisfaction?).

Level 2 Learning analyzes if they truly understood the training (e.g., increase in knowledge, skills or experience?).

Level 3 Behavior looks as if they are utilizing what they learned at work (e.g., change in behaviors? includes 360 Degree feedback too)

Level 4 Results determines if the material had a positive impact on the business / organization.

There are various training models and numerous cases on how training can be done and the methodology followed for different set of requirements , by experts and psychologists.

Types of Trainings 2020

Training is a sorted-out movement directed to improve the exhibition of a representative and to realize a significant change in the abilities, information, mentality, conduct for playing out a specific sort of an occupation. There are a few kinds of preparing programs which are done in the distinctive business circumstances.

Sorts of Training:

1. Technology / Technical Training

Contingent upon the kind of occupation, specialized preparing will be required. Specialized preparing is a kind of preparing intended to show the new worker the mechanical parts of the activity. In a retail domain, specialized preparing may incorporate showing somebody how to utilize the PC framework to ring up clients. In a business position, it may incorporate telling somebody the best way to utilize the client relationship the executives (CRM) framework to discover new possibilities. In a counseling business, specialized preparing may be utilized so the expert realizes how to utilize the framework to enter the quantity of hours that ought to be charged to a customer. In a café, the server should be prepared on the most proficient method to utilize the framework to process orders. We should expect your organization has chosen to change to the freshest form of Microsoft Office. This may require some specialized preparing of the whole organization to guarantee everybody utilizes the innovation successfully.

2. Quality Training

In a creation centered business, quality preparing is critical. Quality preparing alludes to acquainting workers with the methods for forestalling, recognizing, and disposing of non-quality things, for the most part in an association that creates an item. As we know it where quality can separate our business from rivals, this sort of preparing gives workers the information to perceive items that are not up to quality measures and shows them what to do in this situation. Various associations, for example, the International Organization for Standardization (ISO), measure quality dependent on various measurements. This association gives the stamp of value endorsement for organizations creating unmistakable items. ISO has created quality guidelines for pretty much every field possible, considering item quality as well as ensuring organizations in ecological administration quality. With the expansion in globalization, these universal quality principles are a higher priority than at any other time

for business improvement. Preparing representatives on quality principles, including ISO gauges, can give them an upper hand. It can bring about cost reserve funds underway just as give an edge in promoting of the quality-controlled items. Some quality preparing can occur in-house, however associations, for example, ISO additionally perform outer preparing.

3. Skills Training

Abilities preparing, the third kind of preparing, incorporates proficiencies expected to really play out the activity. For instance, a clerical specialist may be prepared in how to pick up the telephone, while a sales rep, best case scenario Buy may be prepared in appraisal of client needs and on the best way to offer the client data to settle on a purchasing choice. Consider aptitudes preparing as the things you really need to know to play out your activity. A clerk must know the innovation to ring somebody up as well as what to do if something is estimated wrong. Often, aptitudes preparing is given in-house and can incorporate the utilization of a tutor.

4. Professional Training

It is ordinarily given remotely and may be getting affirmation or explicit data required about a calling to play out a vocation. For instance, charge bookkeepers should be modern on charge laws; this sort of preparing is frequently outer.

5. Team Training

It is a procedure that engages groups to improve dynamic, critical thinking, and group advancement abilities. Group preparing can help improve correspondence and result in progressively beneficial organizations.

6. Managerial Training

To prepare somebody to take on an administration job, administrative preparing may be given.

7. Safety Training

Security preparing is imperative to ensure an association is satisfying OSHA guidelines. Security preparing can likewise incorporate debacle arranging.

8. Acceptance or Orientation Training:

Introducing another worker to the association's condition containing an everyday working, items, administrations, rules and guidelines are named as Induction or direction preparing. The reason for such preparing is to lessen the apprehension of another joined, by causing him to acclimate to the working environment. It is additionally called as a direction preparing, which means giving a reasonable plan to the new worker about, what he should do in the association.

9. Job Training:

This preparation is work explicit and is given to the representative who needs to play out that activity. Under this preparation, the data about the machine, the procedure of creation, strategies to be utilized, the wellbeing measures to be attempted, and so forth are explained. Through this preparation, the worker builds up the certainty and the important abilities, that empowers him to play out his activity adequately and productively.

10. Behavior Training:

Behavioral skill training frequently falls under the heading of good character, amiability, development, or sound judgment, and numerous individuals expect they work out easily as a feature of being acceptable or savvy. These are aptitudes that must be learned and polished and it's completely conceivable to build up these social abilities whenever.

Modes of Training:

1. Instructor led classroom training:

Study hall style preparing is the most conventional and generally utilized preparing strategy, representing increasingly 42% of an organization's preparation hours by and large and utilized only or for the most part (90% to 100% of the time) by 13% of associations. This technique impersonates other instructive conditions like a school course. A topic master or preparing chief readies a homeroom experience – generally a talk style introduction with a PowerPoint as a visual backup – and presents before a gathering of trainees. This strategy has been around for quite a while, and all things considered. It accompanies a lot of advantages. Specifically, homeroom style preparing considers individual communication. It gives students the correct condition and assets to collaborate with educators to pose inquiries that may go unanswered in a non-intuitive gathering. It additionally enables relationship working between the coach and learner, and individual students who are learning and becoming together. The greatest detriment to teacher driven study hall preparing is its absence of versatility. This strategy requires an educator to be available consistently, and can get muddled when class sizes outgrow one-on-one communications. Another significant hindrance of this technique is its unbending nature. On the off chance that one student is

outpacing others, prepared to find out more and feeling unchallenged, the person can't make a customized learning way. What's more, in the period of pandemic, this kind of preparing is very troublesome.

Example: Typical in classroom trainings.

2. Interactive Method

This preparation strategy takes study hall style talks to another level by adding intuitive and bunch exercises to the preparation experience. Well known intelligent strategies incorporate little gathering conversations, contextual analysis audits, pretending, tests and exhibits. Since 1 out of 3 workers state preparing is frequently unsuitable and precludes learning, this methodology is an extraordinary method to include fun, connecting with encounters to the preparation procedure. Intuitive preparing can be exceptionally successful on the grounds that it battles the one-directional exchange of information that accompanies address style preparing; by engaging discussion and gathering collaboration, you keep the vitality high, however permit members to all gain from one another. Shockingly, be that as it may, a few people can become mixed up in the mix. This technique is extraordinary for friendly individuals who are progressively outgoing, however calmer representatives probably won't feel as good shouting out and associating and may get less out of this sort of preparing. On the off chance that you are going to utilize intuitive preparing techniques, consider consolidating exercises that get everybody similarly included to guarantee every one of your students receive the rewards of your time together.

Example: One organization that is perceived for having a main intuitive preparing program is Pixar. Their in-house preparing program, Pixar University, has around 14 social and intelligent classes every week. With an end goal to fabricate confidence and engage coordinated effort, the organization permits all representatives to skip work and go to these gathering classes, which spread points like expressive arts, abilities preparing and even comedy.

Coursers, Udemey

3. Hands-on training:

Hands-on preparing avoids the calculated and makes a plunge directly into the down to earth, permitting students to rapidly get their hands on whatever they're learning. This methodology is generally favored by representatives; 52% of grown-ups express the most ideal approach to learn is through dynamic cooperation. On head of being generally welcomed via students, hands-on adapting additionally has a few different favorable circumstances. It's regularly a faster procedure since one makes a plunge on the very first moment. It can likewise help information memory; long days in a preparation talk may leave a few students seared, however hands-on preparing requires center, which can improve data maintenance. For

certain individuals, in any case, this can represent a test. Numerous individuals battle to comprehend the complexities of their job without first having the correct setting. On the off chance that you are going to offer hands-on preparing, you should initially become more acquainted with your learner to comprehend whether this technique will be viable for the person in question. Hands-on preparing can work, however just if that is the means by which an individual learns. You can beat this hindrance by joining an occupation shadowing experience into the procedure. Giving a learner time to perceive how an expert accomplishes something can help give the unique situation and desires they must succeed.

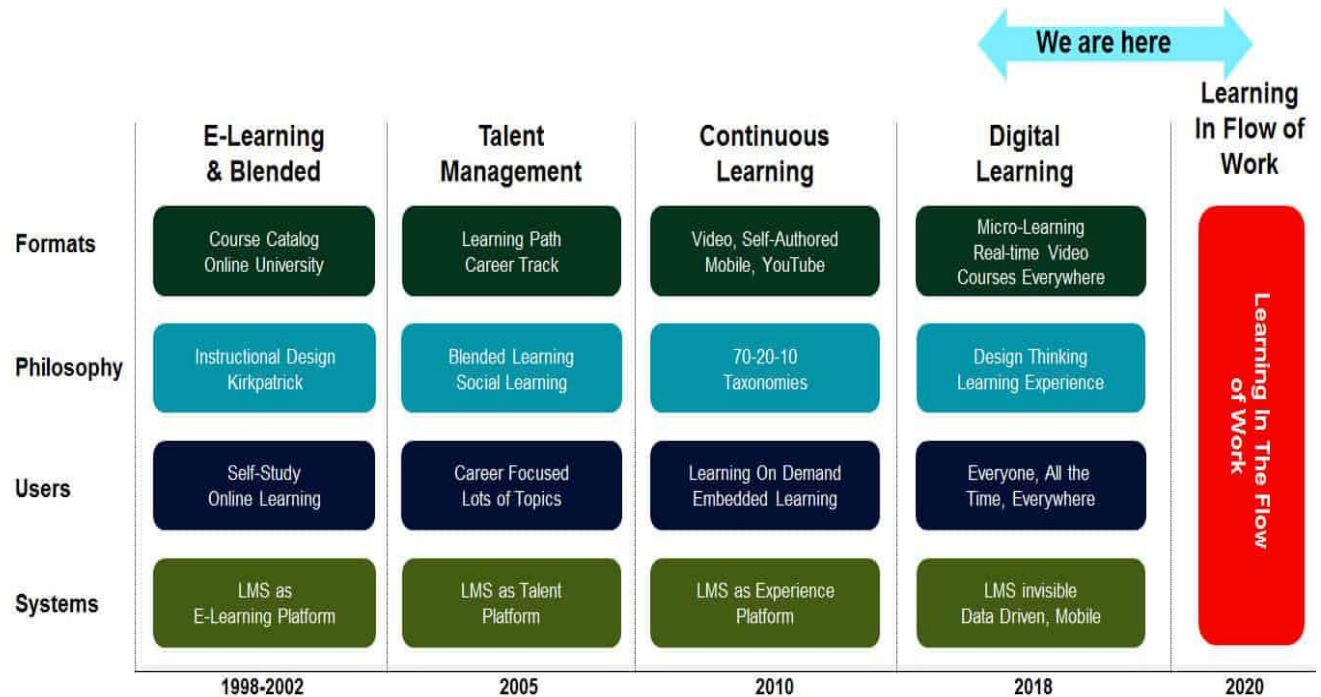
Example: Apprenticeship, in job training

4. PC based and e-Learning type Training:

In case one is searching for a preparation strategy that expels the requirement for an in-person facilitator, PC based, or e-learning trainings might be directly for you. While some of the time utilized conversely, these two methodologies have one unmistakable distinction: PC based preparing (CBT) includes any kind of preparing that happens on a PC, while e-getting the hang of preparing is explicitly preparing that is facilitated online by means of a site or web application. These computerized trainings normally impersonate homeroom style trainings, showing visual substance on screen that underpins an instructor's voiceover. They can likewise incorporate assets like recordings and perusing material to go with coursework, like what you may discover in a homeroom domain. This preparation style is broadly received by present day businesses; one investigation found that 77% of American organizations offer an internet preparing as an expert advancement instrument. Numerous organizations pick CBT or e-learning courses since they effectively scale; one individual or 500 individuals can take CBT courses one after another, beginning and halting at their own pace. This enables a scope of students as individuals who need to take as much time as is needed and jump further can do as such, while brisk students who are more effectively drilled can travel through coursework more quickly. In any case, that favorable position accompanies a burden; on the grounds that CBT courses are unmonitored, it's difficult to tell whether learners are really drawn in with the material. A tip to conquer this snag is to join tests and intelligent modules all through the computerized understanding. This encourages one to evaluate a student's grip of the material and whether the person held the most significant data.

Example : BYJU'S , Udemy

How Corporate Training Has Evolved



Opportunity for Virtual Behavioral Training

“The study brings to the fore some challenges in the current training landscape, and these challenges are unique to the firm size and priorities. With automation, industry 4.0, AI and blockchain leading the business paradigms, we can’t just stop the conversation at upskilling; neither is upskilling a one-time activity,” said Shekhar Sandal, country head, IET India. “The only skill that would help organizations and employees excel is the ‘ability to unlearn and relearn’. Within the skills dialogue we also recognize that as providers of training, employers and trainers need to personalize the training module according to the needs of the employees and industry.”

When approached about the key drivers for directing preparing programs, 20% of enormous estimated organizations felt preparing was the most significant instrument to stay up to date with industry advancements and up their abilities, while 23% of the respondents concurred that preparation is basic to pick up bits of knowledge for better item improvement. Concerning drawing in with outside offices to grant preparing, all huge corporates said they have in-house preparing offices and 29% have tie-up’s with outer organizations and the greater part of them had HR offices dealing with the preparation prerequisites of the organization.

Thus, we have seen and observed about various training and its opportunity in the phase of 2020. This era involves a high demand of behavioral training. A survey by the Institution of Engineering and Technology (IET) shows that nearly two thirds (65%) of mid-size companies choose to impart soft-skill training over technical training to new employees. In comparison, only a quarter of large-sized companies focus on soft skill development, and the remaining 75% prefer imparting technical skill. The survey by IET, carried out in partnership with market research firm Feedback Consulting to understand the corporate engineering training landscape in India, covered over 120 large- and mid-sized companies across seven cities. Overall, 35% of the companies surveyed said that offline methods of training are preferred as they ensure employee attendance and are taken more seriously. But in this phase, more than 90% trainings are online.

According to the qualitative and quantitative research done, it is observed that there is a high demand for the Behavioral training, as the skills are requires to meet the work expectations, and eradicate the stress, finally have a balance between the work and personal life. In this competitive and recession phase, it is mandatory to meet and keep up with the mental health and not get deprived or feel low due to the lack of basic skills.

Thus, the research explains the need and what is behavioral training and its competitions, finally explain how Thomas can enter into the market.

In one recent Article in The Economic Times, 17 Sep 2013 “Top Leaders takes a Few Survival Lessons’, Companies hike training budgets by as much as 87% while training institutes see a huge spike in demand, by Anumeha Chaturvedi. Here she reflects the importance of Behavioral Training by presenting view as “CEOs find it difficult to manage change and a lot of these programmes are also about enhancing their emotional strength, apart from from cognitive and technical abilities,” says Nishchae Suri, partner and head of the people and change practice at KPMG. At another Indian FMCG company Emami, the senior management has been trained in transactional analysis and people-centric leadership over the past year. It’s training budget for this year have seen a major jump, says Harsha V Agarwal, director. “Companies are looking at training leaders on ethics, integrity, succession planning, and business strategies,” says Pallavi Jha, chairperson and managing director of Dale Carnegie Training India.

Introduction to Behavioral Training

Behavioral skill training frequently falls under the heading of good character, amiability, development, or sound judgment, and numerous individuals expect they work out easily as a feature of being acceptable or savvy. These are aptitudes that must be learned and polished and it's completely conceivable to build up these social abilities whenever. A significant number of these conduct abilities preparing are social in nature. Their anxiety is the means by which well you can coexist with others, including your director, your associates, clients and partners. The representatives who come new to the framework can't be considered as totally gifted and the development of the workers relies upon how the business gives conduct preparing and sets up them at the work environment. By building up a work environment that urges the representatives to improve their abilities, you can draw out the efficiency of the workers and assist them with accomplishing work fulfillment inside the association. The working environment ought to invigorate the development and conduct aptitudes of the representatives to set up a steady and beneficial work setting. Conduct aptitudes are relationship building abilities which incorporate social and enthusiastic abilities that permit representatives to work and perform well with their associates at work. Individuals at work don't generally have fundamental social aptitudes particularly in fresher and high performing workplaces. These are aptitudes that must be educated, instructed, consented to and rehearsed as a major aspect of working environment culture. It's conceivable to distinguish and build up these conduct abilities among the representatives through preparing to improve work execution and work environment culture as a major aspect of working environment culture. It's conceivable to distinguish and build up these conduct abilities among the representatives through preparing to improve work execution and work environment culture.

Found one article about modelling behavior:

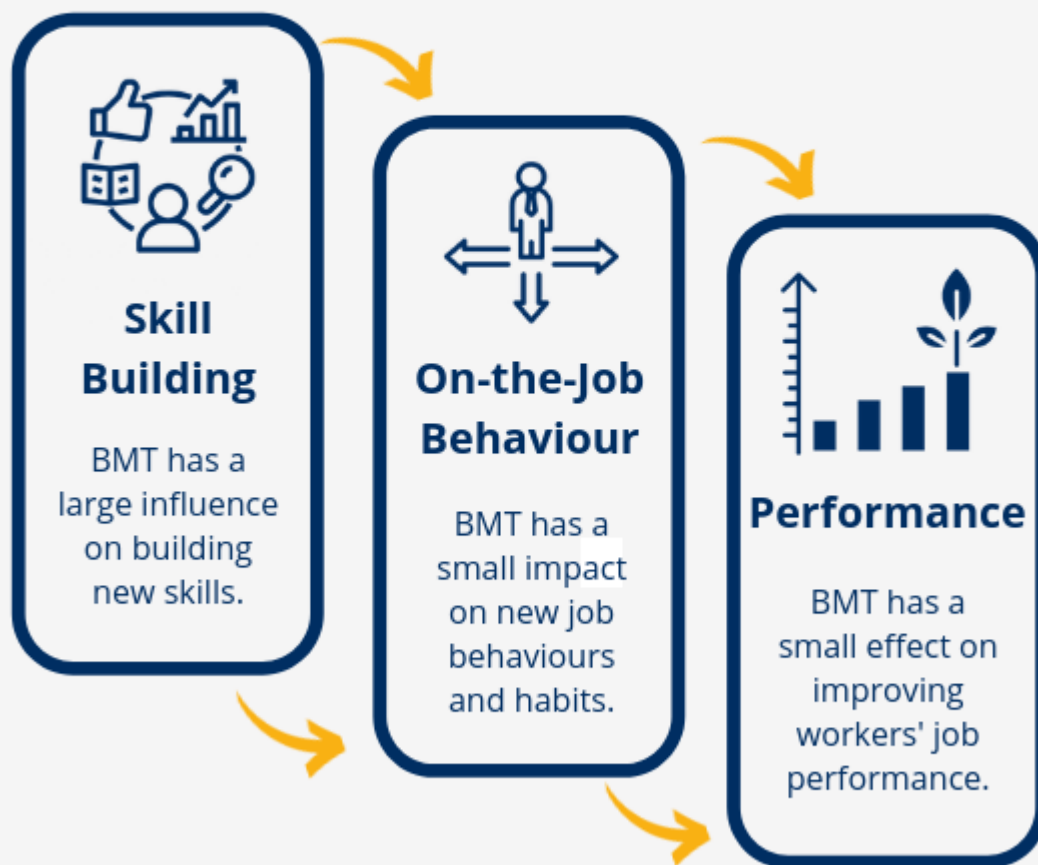
- Behavior modeling, also often called Behavior Modeling Training (BMT), has become one of the most widely used and well researched psychologically based training interventions. Behavior modeling is widely used for interpersonal skills training and is a common component of many management training programs. The approach is based on Bandera's social learning theory. Social learning theory emphasizes four component processes:
 - (1) attention, including modeled events and observer characteristics,
 - (2) retention, including symbolic coding, cognitive organization, symbolic rehearsal, motor rehearsal),
 - (3) reproduction, including physical capabilities, self-observation of reproduction, accuracy of feedback, and
 - (4) motivation, including external, vicarious and self-reinforcement. Vicarious reinforcement occurs when a trainee sees a model being reinforced for using certain

behaviors. Behavior modeling typically involved five steps: modeling, retention, rehearsal, feedback, and transfer of training.

This is very good approach, generally used for behavior modeling.

MAKE NEW ACTIONS STICK WITH BMT

Behaviour modelling training (BMT) involves describing, showing, and practising new actions and giving feedback.



Taylor, P. J., Russ-Eft, D. F., & Chan, D. W. (2005). A meta-analytic review of behavior modeling training. *Journal of Applied Psychology*, 90(4), 692-709.

- Below are the basic Behavioral Training topics:

1. Communication
2. Empathy
3. Goal -Setting and planning
4. Self- Improvement
5. Conflict resolution
6. Time Management
7. Stress Management
8. Work – Life Balance

- Why employees and Corporate require Behavior Training

1. Incubate the right attitude in employees.
2. Helps improve the morale of workplace.
3. Development of skills
4. Work life balance
5. Less stress
6. Happy and satisfied employees

2. Modes of Behavioral Training

1. E-learning / module
2. One to one online interaction
3. Gamification / activity way
4. Software
5. Customized software
6. Blended learning
7. Techniques and ways learning (by making them aware about different techniques to improve weekly)
8. Observational learning (by videos and role play online)
9. Self-introspection and learning by modules and tests

We have seen and read about the need and requirements of the training, the below is the competitive analysis and a brief description of the existing companies into the behavior training.

3.Competitors in India

- Competitors identified
 1. Work Better Training and Development
 2. Talent LMS
 3. Skillsoft
 4. Cross Knowledge
 5. Upside Learning Solutions
 6. Blackboard
 7. G Cude
 8. Henry Harvin
 9. Excel soft
 10. Tata Interactive System
 11. Kineo
 12. Enoyta
 13. Liqvid
 14. Infopro
 15. CII
 16. FICCI /FICCO
 17. NHRD

4. Brief Analysis of competitors:

I. G – Cube

G- Cube is Noida based company, founded in 2000. The services ranges from custom content development, rapid authoring, mobile learning, micro learning, game-based learning and gamification, translation and localization in over 60 languages. G-Cube has won 70 + awards in last 6 years. Some of the notable awards are: The Deloitte Tech Fast 50 India Award for the last five years. G-Cube's award winning G-Cube LMS is offered as three variants – G-Cube Enterprise, G-Cube Extended and G-Cube Mobile App. G-Cube LMS Enterprise is a comprehensive learning management system - with increased ease of use and specific features which target the unique needs of a large workforce. G-Cube LMS Extended is aligned to the needs of the extended workforce – be it Salesforce, Franchisees, Distributors or Support and Services. Created with a ‘Mobile-First’ philosophy, G-Cube Mobile App provides visual brilliance and enhanced user experience for Users, Managers as well as Trainers.

➤ Details:

Based	Noida
Solutions	G-Cube LMS V7 comprising of Assessment Engine, Skill Gap Management, ILT Management, m-Learning, & Social Collaboration tools , Gamification
Mode	LMS , Apps
USP	AI and Online niche
Y.O.E	Founded - 2000
Strength	AI , Customization
FB Rating	4.6
Google R.	3.9

➤ **Services Offered:**

Custom Learning – G-Cube helps organizations cater to the varied learning needs of diverse learners. Their custom e-learning services helps organizations to identify their e-learning needs, create strategy, identify solutions, create storyboards, develop content with the help of subject-matter experts and develop the e-learning courses. The custom solutions are engaging, interactive and visually appealing.

RAPID AUTHORIZING:

Using their Rapid Authoring Services, organizations convert learning content to 'e' format without too much investment of time and money. Whether it is a PowerPoint Presentation or a PDF Manual, they quickly convert it into interactive e-learning using appropriate tools.

INSTRUCTOR LED TRAINING

For a training organization conducting Instructor-led trainings (ILT), G-Cube's ILT division helps make training instructionally richer, visually appealing, technology-driven and interactive. The ILT services can create and/or renovate Presentations, Instructor and Participant Guides, User Manuals, Job Aids, Video, Audio and other multimedia content. Thus, help standardize ILT delivery and achieve better results from the training.

MOBILE LEARNING

G-Cube has extensive experience of creating m Learning content that can run on various mobile devices, such as smartphones, tablets, etc. and on different mobile operating systems, such as Android, iOS, BlackBerry, and Windows. They not only develop mobile content from scratch, but also convert existing e-learning content into mobile suitable courses. The mobile solutions include HTML-based Content, Responsive Content Design, Learning Videos, Mobile Applications, and Mobile Learning Games.

E-LEARNING LOCALIZATION

G-Cube offers translation and other language services to organizations who wish to get their knowledge resources translated into multiple languages and dialects. With a quotable experience in translating millions of words in more than 50 languages.

Course Library

Consulting and Advisory

Game Based Learning

➤ **Price Strategy**

Starting Price

- \$25.00/year/user
- \$25 to \$50 per user/annum - Pricing may vary as per number of users

➤ **USP**

- VR provides a completely digital environment, delivered through Head Mounted Displays.
- AR introduces artificial elements into the real environment and users can interact with it for an immersive experience.
- AR is delivered through smartphones or laptops and doesn't need added hardware for delivery.

II.

Kineo

Kineo is a Chicago based City & Guilds Group organization. It started its operations in 2005 and is today present in Argentina, New Zealand, United States, Australia, Sweden, South Africa, Mexico and UK. Leads in skills development, technology and credentialing based programmes. Exclusively help people and organizations develop skills for growth. Thus, forms L and D strategies, through designing effective content and a powerful platform to deliver it.

➤ **Details :**

Based	Chicago
Solutions	Business consultation, Leadership Trainings
Mode	Gamification, LMS
USP	New ways in post Covid
Y.O. E	Founded – 2005
Strength	VR, Innovation
R. Google	4.7

➤ **Services Offered:**

Bespoke Learning – Professes to have extensive work with range of clients (small to large, NGOs to MNCs) creating customized eLearning content. They have also created customized LMS (Learning Management Systems) for various companies.

End-to-end learning development

They cover every step of creating high-quality training solutions, including:

- Instructional design
- UI, visual and learning design,
- Creative asset development,
- Voiceover and video recording,
- Animated video creation
- Programming and QA.

Demonstrating ROI

They show the return on investment of your bespoke eLearning.

They can provide insight, advice and practical help on everything from how to assess performance, to analytics to show which skills need further development.

Off-the-Shelf eLearning Courses – Professes to have 100's of ready to use courses available. Clients can either purchase the courses and integrated the same with their own LMS or they can purchase and run the courses on Kineo's portal.

The Off-the-Shelf courses are available across 6 different categories, i.e. Ethics and Conduct, Health and Safety, Health Care, Leadership and Management, Personal Development & Sales and Customer Service.

The range of available courses include topics such as Asking the Right Questions, Better Judgments, Communicate Under Pressure, Confidence, Creativity, Decision Making, Active Listening, Appraisal Interviews, etc.

They also provide eLearning on Compliance Learning, On-Boarding & Induction, Culture Change Programmes, Leadership & Management Trainings and Sales & Product Knowledge Training.

L&D Strategy – They also provide consulting by performing Learning Need Analysis and Training Impact Evaluation. They ensure partnering in end-to-end learning journey rather than limiting self to content creators and tech savvy

➤ **Pricing Model for eLearning Off-the-Shelf courses:**

Library Subscription	Library Seats	Library Add-ons	Automatic Discounts
Per user licence fee to access all courses in the Standard Library, paid annually Learners will have unlimited access to all the courses in our growing standard library Example Pricing* 50 users @ £50 per user 500 users @ £35 per user 5000 users @ £9 per user	Pre-paid bundle of seat tickets (1 ticket = 1 learning on 1 course) Great value if you only need your learners to access a small number of chosen courses Example Pricing* 50 Seat bundle - £500 500 Seat bundle - £3,350	Per user licence fee for one of our specialised courses, paid annually Learners get access to one of our Specialised courses Starting from £10.80 per user per year	We will apply discounts of up to 95% on our standard prices Our flexible pricing means you only pay for what you want to use. And we add discounts automatically, so the more you buy, the more you save

	5000 Seat bundle - £12,50 0		
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Unique Selling Point:

1. Kineo's off-the-shelf training courses are flexible, i.e. they can be integrated with clients LMS platform or can be run on Kineo's platform
2. They possess a wide variety and vast number of ready-to-use training courses
3. They also provide Bespoke eLearning content courses
4. They help client's with evaluation of RoI basis the trainings provided

III. **Upside Learning Solution**

Upside Learning Solution is Pune based company, which provides custom based learning based solutions to organizations worldwide. Some of the projects includes Custom eLearning, Multi device/ Responsive eLearning, Games & Gamification, Performance Support, Rapid eLearning, Translation & Localisation, Video & Animation, Testing Lab for Multi-device eLearning, Onsite ID Resources and Instructor Led Training.

➤ **Details:**

Based	Maharashtra
Solutions	Compliance training, Sales training
Mode	Gamification ,Online Training , Video Animation
USP	Various types of modes
Y.O.E	Founded - 2004
Strength	Versetality
FB Rating	4.5
Google R.	4.3

➤ **Services Offered**

- Custom Learning Services
- Training Support Services
- Featured Solution Services

➤ **Prices** - Upside LS pricing starts at \$0.60 per year, per user

➤ **USP**

- Compliance Training
- Sales Training

IV. **Cross Knowledge**

Cross Knowledge partners with large corporations to provide digital learning solutions that enable the success of individuals, teams and organizations through skills acquisition. Cross Knowledge is an e-learning platform that provides training content and technical solutions for corporates and educational sectors. CrossKnowledge's headquarters is in Hoboken, New Jersey. Cross Knowledge has a revenue of \$65M, and 350 employees. CrossKnowledge's main competitors are Skillsoft, Grovo and Docebo.

➤ **Services offered :**

- CK connect : CK Connect offers personalized skill building for each learner in organization individually, at scale. CK Connect offers personalized discovery so the learners develop and acquire the skills that really matter to them. With CK Connect support Managers to increase team collaboration and develop talent in their team, in an effective and easy way. CK Connect also supports L&D to recommend training on the skills that are valued by the organization – like leadership framework or corporate values. With CK Connect , connect Learners, Managers and L&D teams for ultimate skill building experiences.
- CK BLEND : The CK Blend experience goes beyond content access. It extends learners the guidance they need for effective skill development by blending trusted content with learning activities. By capitalizing on the powerful BlendedX technology and the HILL principles, CK Blend allows to create the own training paths. Learners build their skills in the real world, and are encouraged to apply immediately.
- CK Channel : CK Channel is a learning experience where learners can access trusted content from the world's top experts, in a social environment. CK Channel allows L&D to target learners with similar needs, whether organized by topic or segmented in populations, for self-paced and *ad hoc* skill development.

➤ **Prices :**

➤ **USP :** New Approach :

- Theory and Research
- Solution Development
- End – user Validation

V. **Skillsoft**

They help democratize learning with powerful cloud-based tools and unmatched enterprise-wide smarts and skills. Like the customers, they are always evolving – making sure individuals, teams, and enterprises have exactly what they need to unleash their edge. They provide virtual learning solutions.

➤ **Services offered :**

○ COURSES

- Leadership and Business
- Technology and Developer

➤ **Prices :** Not Available

➤ **USP :**

- The most extensive course library in the world.
- Courses developed based on the science of learning.
- 24/7 cloud access to all courses.
- Courses for every step of your career

VI. **Talent LMS**

TalentLMS is perfect for little to medium size organizations preparing representatives, accomplices, or clients. Clients who've made progress with TalentLMS are in tech, fabricating, human services, proficient administrations, and retail. They incorporate Galvanize, Formlabs, Rosetta Stone, and Infosys. TalentLMS is an honor winning, cloud-based learning the executives framework (LMS) that helps little and moderate size organizations convey preparing to workers, clients, and accomplices. It's cherished by 5,500+ organizations since it's anything but difficult to set up, simple to learn, and much simpler to ace. This effortlessness is joined with an incredible arrangement of highlights that tick all your cases. Regardless of whether you're an assembling or tech organization, in social insurance, retail, or expert administrations, TalentLMS will turn into a wonderful preparing center point for groups. TalentLMS is perfect for onboarding new workers (regardless of whether in-house or distantly), consistence preparing, item preparing, ability preparing for deals and client assistance groups, just as some other sort of preparing need to normalize. Furthermore, with a similar record, one can prepare clients, accomplices, and other outer crowd, as well.

Few details :

Pricing Model - Free Trial Freemium Subscription

License - Free Paid

Starting Price - From \$59 per Month

Free Trial - Yes

Deployment - Mobile Application Software as a Service / Cloud

Platforms - Linux ,Mac, Windows

Trainings – Documentation , Online Tutorials ,Webinars

VII. **Work Better Training and Development**

Work Better is official instruction and preparing organization situated in Mumbai, India, that takes a shot at the standard of 'Result Focused Learning'. They have prepared more than 500,000 administrators over India's greatest corporates on different parts of conduct and delicate abilities preparing that enabled them to become compelling experts. We configuration modified learning activities to help organizations create 'individuals' abilities' to meet their business targets. They band together with customers to convey corporate preparing programs enveloping the whole array of study hall, on the web, portable and video discovering that bring enormous development among officials while continually watching out for authoritative objectives.

Work :

10L+ : PROFESSIONALS TRAINED

400+ : EMPANELLED FACILITATORS

360+ : CLIENTS ON BOARD

90+ : CITIES REACHED

AREAS OF SPECIALIZATION

- LEADERSHIP DEVELOPMENT
- CUSTOMER SERVICE
- BUSINESS COMMUNICATION
- PERSONAL EFFECTIVENESS
- MODES OF DELIVERY
- WORK BETTER CLUB

OBJECTIVE

1. Find the behavioral training need and scope.
2. Suggest the scope and way to commence a new entity into Behavioral Training for Thomas.
3. Brief analysis of existing companies

SAMPLE

In the present study adults (working professionals) in the age range of 20-50 was selected and drawn from various private, government workplaces confined to India.

The selection of the sample was based on random sampling.

Inclusion

- All gender
- Age 20-50
- Work-economic status: Working (Job / Entrepreneurs)

Exclusion

- Clinical Population
- Non-working group
- Non - Indian
- Age group below 20

PROCEDURE

The study is done in 3 parts. After finding the need through secondary analysis, the qualitative research was done to find the exact need finely. Finally, to have the stats, the quantitative analysis was done through questionnaire.

CHAPTER 6

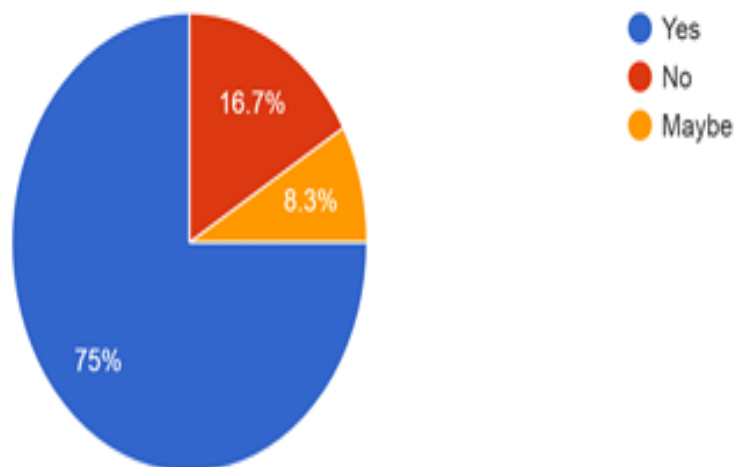
CHAPTER 6

ANALYSIS AND RESULTS

Analysis and Results

As per research, for finding the need and requirements for Behavioral Training, 75% percent people agree to have Behavioral Training at their workplace. Training gives a add on value to have better outputs in their profession and helps in work efficiency, highly.

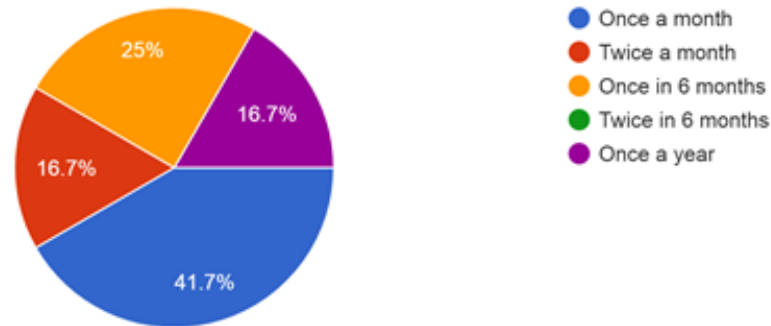
Do you think Behavioral Training is required at workplace?



It is also observed that, companies which are well – established and have more employee size like Infosys, are into different and many kinds of training, also they understand the true reason of training, as compared to startups these days. Mainly, IT firms are not into Behavior Training, while the employees need such training to produce better results. Employees believe that their work can be refined if they have more such trainings, at least once in a month.

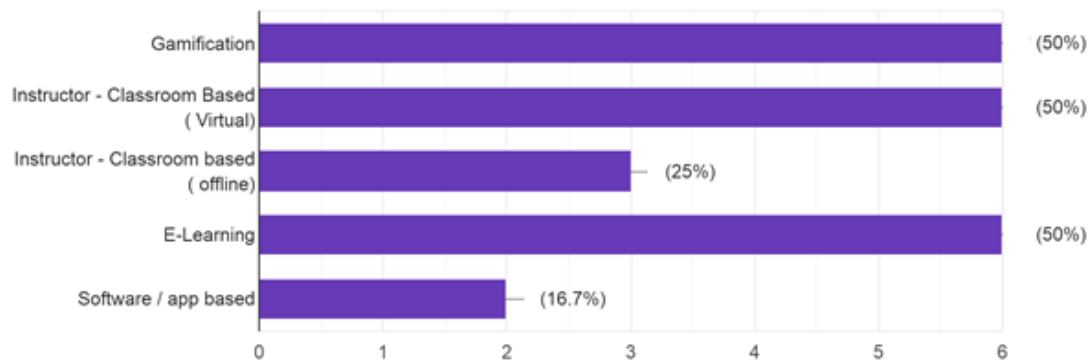
Whereas , the startups, don't focus their target on the training, especially the behavioral training, due to work accomplishment pressure and to save time.

How much times the behavioral Training should be conducted in 1 year?



It can also be stated that, in this phase, people prefer the Gamification, Virtual Method of training. People are ready to invest in innovative form of training if offered to have better output.

What form of training will you prefer



People highly require the Communication, Stress Management, Work balance sort of training highly to get rid of basic issues.

Thus, the role of human behavior is viewed an important factor of performance by many researchers due to its quick response towards any change. Toxic behavior spoils the performance of individuals and co-workers. People many times are not demotivated because of the work they do but because of the people they are working with. So, there is dire need to understand the human behavior at work and manage it accordingly.

CHAPTER 7

CHAPTER 7

CONCLUSION

CONCLUSION

The finding of the current study suggests that Behavioral Training are basic and essential for all workplaces especially with the larger number of employee size. The employee size and need of training are directly proportional.

There are various modes of training utilized now , like Gamification , App based , E-learning module Customized software , Blended learning , Techniques and ways learning (by making them aware about different techniques to improve weekly), Observational learning (by videos and role play online) and Self-introspection and learning by modules and tests, out of which Gamification , App based are most preferred and suitable for people now, considering the Worldwide situation scenario.

The startups, which are well established now, should also have training, as the employees can produce better results and outputs , If provided training.

Behavioral Training makes the employees work efficiently, and:

7. Incubate the right attitude in employees.
8. Helps improve the morale of workplace.
9. Development of skills
10. Work life balance
11. Less stress
12. Happy and satisfied employees

CHAPTER 8

CHAPTER 8

RECOMMENDATIONS

RECOMMENDATIONS

Opportunity for Thomas

1. Problem: Lack of Virtual Behavioral Trainings for organizations.
2. Solution: Different modes of Behavioral Trainings for organizations.
3. Types of mode: App, Software, Course
4. Statement about solution: Thomas can create a customized platform, where the employees can utilize and adapt in their daily lives, including psychometric tests reports and solutions.
5. USP: AI and psychometric tests, solutions to the behavioral problem can be provided on a daily and simultaneous way.

Thus, Thomas can spread its wings , and create a whole new entity into Behavioral Training , as this will help company , not only commence new domain , but to increase its experience and revenue too.

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