



# Training & Development Programme and its Benefits: Study on Media Organisations in Kerala

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## Abstract

The media industry is highly dynamic and plays a vital role in shaping public opinion, providing information, and entertaining audiences, and is constantly evolving in response to technological advancements, changing consumer behaviours, and shifting business models. The human resource in the industry is critical and their knowledge and skills are to be up to date. The training and development place a key role in keeping the organisation performing well. This study analyses the benefits to the media organisation through training and development. The study follows descriptive design and uses primary and secondary data. The primary data was collected using a questionnaire. The findings from the analysis and the suggestions are provided as a part of the study.

**Keywords:** Media Industry, Training & Development, Outbound training, Sampling, Descriptive Design

## Introduction

The media industry encompasses a broad range of companies and entities that produce, distribute, and exhibit content through various channels, including print, broadcast, digital, outdoor, and entertainment media. This dynamic industry plays a vital role in shaping public opinion, providing information, and entertaining audiences, and is constantly evolving in response to technological advancements, changing consumer behaviours, and shifting business models. The industry comprises key segments such as news and journalism, entertainment, advertising and marketing, publishing, digital media, and broadcasting, and is a significant contributor to the global economy. As a result, the media industry remains a crucial part of modern society, influencing how we consume information, entertainment, and culture. The print media industry, a cornerstone of traditional media, encompasses newspapers, magazines, books, and other physical publications that disseminate information, entertainment, and education to a vast audience. With a history dating back centuries, print media has evolved to adapt to changing consumer habits and technological advancements, yet remains a vital source of news, knowledge, and storytelling. The industry includes various segments, such as newspapers, magazines, books, and directories, each serving distinct purposes and catering to diverse interests. Despite the rise of digital media, print media continues to hold significance, offering a tangible and engaging experience that fosters a unique connection between readers



and content. As a result, the print media industry remains an essential component of the global media landscape, providing a platform for expression, communication, and information dissemination.

## Need for the Study

In the rapidly evolving media industry, organizations must continuously invest in their workforce to stay competitive. Training and development programmes are crucial for enhancing employee skills, improving performance, and fostering innovation. However, it is equally important to assess the result of these programmes to ensure they are cost-effective and contribute positively to the organization's goals.

## Research Problem

The research problem is to determine the extent to which the training and development programmes in media organisation benefit them. This involves assessing whether the benefits gained from these programmes justify the costs incurred and how these benefits translate into improved organizational performance and employee development.

## Objectives of the Study

- To analyze the benefits associated to T&D programmes at media organisations in Kerala.
- To measure the impact of T&D programmes on key performance indicators (KPIs) such as employee productivity, performance, job satisfaction, and retention at media organisations in Kerala.
- To provide actionable recommendations for improving the design, implementation, and evaluation of T&D programmes to maximize the benefits

## Research Methodology

The research design for this study is descriptive. The population for this study comprises employees of media organisations within the HR Department. A sample size of 50 participants was determined using convenient sampling to ensure representativeness of the population. The primary data was collected using structured questionnaire. Informed Consent was obtained from the participants as the participants were informed about the purpose of the study, the voluntary nature of their participation, and the confidentiality of their responses.

Limitations of the study include response bias, where the participants may provide socially desirable responses, which could affect the validity of the findings.

## Analysis

This initial analysis involves summarizing the key characteristics of the data collected through the questionnaires to provide an overview of the sample and key variables related to the benefits of T&D

- 64% of the respondents are between the age 20-30, 32% of respondents are between the age group 30-40 and remaining 4% of respondents are above 40.
- 64% of the respondents responded that working hours are between 6-7 hour and 32% responded as 7-8 hour.
- 20% of the respondents responded that they are from circulation, 60% responded that they are from HR Department and the remaining employees responded as from marketing
- 40% should be HR Executive, 20% of Executive, Assistant Manager and remaining should be Senior Executive.



- Training programmes that are usually conducted at media organizations are:
- Outbound training for Team Management
- Decision Thinking
- Yoga Sessions
- Decision Thinking Workshop
- Employees expectations on the gain from the training programme are:
- Team work and solution for challenges
- Design thinking is helpful analytic presentation for developing and deploying new prototypes
- Breathing exercises to improve concentration
- Acquiring more real time knowledge
- It is all about designing thinking
- Key skills that learned from training and development programmes are:
- Adaptability
- Problem solving
- Decision making
- Applicability
- Time management
- 100% responds on employers that believe training and development programmes leads to personal growth and development
- 100% Satisfaction level of Employees from overall Training program
- 96% agreed to participate in future training programmes in the organization.
- 64% of the respondents responded that working hours are between 6-7 hour and 32% responded as 7-8 hour.

## Findings

The organisation will benefit through:

- Enhanced employee performance.
- Increased job satisfaction.
- Improved retention rates.
- Cost-effectiveness of training programs.
- Skill enhancement among participants.
- Alignment of training with organizational goals.
- Effective use of feedback and adaptation.

## Suggestions

The suggestions from the study are:

- Company can implement continuous learning programs.
- It is better to develop customized training modules.
- Use and leverage technology for e-learning.
- Company can establish performance monitoring systems.
- Company can increase employee involvement in training planning.
- Company can offer incentives for training participation.

- Company needs to focus on soft skills development.
- Company can create regular feedback mechanisms.
- The analysis of the training and development programs implemented at media organisations reveals that these initiatives have played a pivotal role in driving organizational success. The company's investment in employee development has yielded substantial returns, as evidenced by the improvements in performance, job satisfaction, and retention rates. These outcomes not only validate the effectiveness of the training programs but also underscore the strategic alignment of these initiatives with the company's broader goals.
- One of the most significant impacts of the training programs has been the enhancement of employee performance. By equipping employees with the necessary skills and knowledge, the company has enabled its workforce to perform their duties more efficiently and effectively. This increase in performance has had a cascading effect on overall organizational productivity, leading to better business outcomes and a stronger competitive position in the market.
- Job satisfaction among employees has also seen a marked improvement as a direct result of the training programs. Employees who feel that their employer is investing in their personal and professional growth are more likely to be engaged and committed to their work. This heightened level of job satisfaction contributes to a positive work environment, which is essential for fostering innovation and collaboration within the organization.
- Furthermore, the training programs have been instrumental in improving employee retention rates. In a competitive job market, retaining top talent is crucial for any organization's success. By providing opportunities for continuous learning and development, the media organizations have positioned itself as an employer of choice, reducing the likelihood of turnover and ensuring that the organization retains its most valuable asset—its people.
- The benefit analysis of these training programs highlights their cost-effectiveness. The investment in training has been more than justified by the returns, both in terms of enhanced employee capabilities and the resulting organizational benefits. This cost-effectiveness is a testament to the careful planning and execution of the training programs, which were designed to meet the specific needs of the company and its employees.
- In addition to the tangible benefits, the training programs have also succeeded in aligning with the strategic goals of media organisations by focusing on areas that directly support the company's objectives, such as leadership development, technical skills enhancement, and soft skills improvement, the training initiatives have contributed to the company's long-term success. This alignment ensures that the benefits of training extend beyond individual employee improvement, creating value at the organizational level.
- The company's approach to feedback and adaptation has also been a key factor in the success of its training programs. By actively seeking input from participants and making adjustments based on their feedback, the company has been able to continually refine its training offerings. This commitment to continuous improvement has ensured that the training programs remain relevant, effective, and responsive to the evolving needs of the workforce.

## Conclusion

Media organisations' investment in training and development has proven to be a strategic and cost-effective approach to enhancing organizational performance. The positive outcomes observed—ranging



from improved employee performance and job satisfaction to better retention rates and alignment with company goals—demonstrate the value of these initiatives. As the company continues to grow and evolve, maintaining a focus on training and development will be crucial for sustaining its competitive edge and achieving long-term success. The lessons learned from the current programs provide a strong foundation for future training initiatives, ensuring that the company remains agile, innovative, and well-equipped to meet the challenges of an ever-changing business environment.

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