

*Internship report on*

*“Training and Development of Bengal  
Group of Industries.”*



**Bengal Group Of Industries**



***Internship Report On***  
***“Training and Development of Bengal Group of Industries.”***

**Submitted to:**

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# Letter of transmittal

7th<sup>th</sup> September, 2016

Md. Arif Ghani,

Lecturer II,

BRAC Business School,

Subject: Submission of internship report.

Dear Sir,

I am here by submitting my Internship Report of three months long internship program in the Bengal Group of Industries, which is a part of the BBA Program curriculum. The title of the report is **“Training and development of Bengal group of industries.”** This report has been prepared to fulfill the requirement of my internship program at my assigned organization in the Bengal Group of Industries. I expect this report to be informative as well as comprehensive.

To prepare the report I have collected what I believe to be most relevant information to make my report as analytical and reliable as possible. While conducting the report, I have gathered lots of knowledge about HR policies and many unknown facts, problems and prospects of training and development activities of Bengal Group of industries. I believe that the experience I acquired from this study will facilitate me a lot in my future career life.

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. I would really be grateful if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly respond your queries. Thank you again for your support and patience.

Sincerely yours,

Navid Anjum Khan

ID: 12104201

BRAC Business School

## Acknowledgement

Firstly I would like to show my gratitude to Almighty ALLAH, The most gracious and The most merciful for giving me enough knowledge to come this far and giving me patience to complete my internship report.

During this tenure of three months I have gathered a lot of practical experiences which now I can relate to my theoretical knowledge and all this would not have been possible without the proper guidance of my honorable supervisor **Md. Arif Ghani**. I show my sincerest gratitude to him for being patient with me and guiding me throughout my internship program which helped me in making this report.

I would like to thank **Md. H.N Ashiquer Rahman**, Senior executive, and **Md. Mejbah-ul-Alom**, Asst. Manager Human Resource Bengal Group of Industries, Gulshan-1 Dhaka, for helping me from the very first day of my internship period in learning and understanding the insights of the HR division of BGI.

I would like to thank **Md. Zihad Uddin Ahmed**, Head of HR division, Bengal Group of Industries for giving me the opportunity to work for his reputed organization. To get accustomed with the nature of a very dissimilar industry was quite a challenge for me; without his guidance, it would not have been possible for me to continue and then end up with a successful internship.

I would also like to show my utmost gratitude to all the officials of Bengal Group of Industries; who helped me to understand the industry as a whole and Human Resource practice in our country.

Finally, I want to thank all the personnel of BRAC University and Bengal Group Industries for their co-operation and assistance in making this report. The report would not have been complete and compact without the help of them.

## **Executive Summary**

This report is about my internship at Bengal Group of Industries, Gulshan-1. In this report I have discussed every major aspect of my work experience during my internship period.

In this report you will find information about the history of Bengal Group of industries, their businesses, organization timeline, organization structure etc. And in this report I also discussed about my work experience there and specific job responsibilities.

Bengal Group of Industries has started their journey back in 1969 by establishing country's first plastic processing company- Bengal Plastics Ltd. Today, Bengal Group is one of the largest plastic industries in Bangladesh. However, their activities are not limited to plastics these days. Over the years they have successfully diversified our businesses into electronic media, real estate, chemical, paper, food, metal, and renewable energy.

My report contains details about my job description at Bengal Group of Industries and detailed information about the industry I worked in along with a thorough analysis of a training program conducted by Bengal group of industries Human resource division. The main part of the report discusses about the Sales Training conducted by the Bengal Group of Industries and the analysis of that training session.

Bengal Group of Industries is very focused on training and organization development. They always try to make their employees more effective and efficient. HR division of Bengal Group of industries has done the training and organization development tasks and this is a continuous process. The Bengal Group Industries training and development process is ideal process. It matched what I have learned in my courses. More or less, they are same. After working with them I found out that they actually care about their employee. The management always tries to provide their employee effective training in order to make them efficient and a better person.

At the end it contains my major findings regarding the training program of Bengal Group of Industries.

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## **The Organization**

### **Introduction**

In Bangladesh, the Plastics industry is one of the most successful regions of country's economy. Plastic has changed our everyday life. We are involved with plastic made products in various ways. Plastic plays an important part in our life from morning alarm clock to dinner food table, from coffee cup to desktop PC, from bus to airplane and so on. Plastics are used widely everywhere in our life. Plastic makes our life easier and better. Day by day people are becoming more and more dependent on the use of plastics because of the characteristics of plastic such as inert, durability, flexibility and versatility and so on. Below there are some main criteria of plastics:

- ✓ High heat combustion
- ✓ Plastics do not absorb much moisture
- ✓ Water content of the plastics is far lower than the water content in the biomass.
- ✓ Increasing availability in the local community.

The plastic industry in Bangladesh is relatively new compared with the textile and leather industries. The plastic industry began its journey as a small industry in 1960's. Since early 1990's the plastic industry witnessed rapid growth due to introduction of free market economy.

### **Top Plastics Company in Bangladesh**

1. Bengal Group of Industries
2. PRAN-RFL Group
3. National Polymer Industries
4. Croma Plastics Ltd.
5. PARTEX Group
6. HAMKO Polymer Industries Ltd.

## Organization history

Bengal Group of Industries has started their journey back in 1969 by establishing country's first plastic processing company- Bengal Plastics Ltd. Today, Bengal Group is one of the largest plastic industries in Bangladesh. However, their activities are not limited to plastics these days. Over the years they have successfully diversified our businesses into electronic media, real estate, chemical, paper, food, metal, and renewable energy.

## Organization Timeline

Year	Event
1969	<b>BENGAL</b> started operation with a single hand operated plastic injection molding machine in a rented premise in the old Dhaka by Morshed Alam.
1971	After independence of Bangladesh in 1971, started full pledged production of Jute & Textile Spare Parts, which were used to import from Indian and Europe.
1980	<b>Bengal Adhesive and Chemical Products</b> manufacture adhesives for various industrial usages such as wooden furniture industry, shoe industry, lather industry and others.
1981	Registered <b>Bengal Plastic Industries Ltd.</b> As limited company with the Joint Stock Company, Dhaka, Bangladesh.
1991	Introduced <b>Plastic Apparel Hangers</b> in Bangladesh for 100% export oriented garment industries for exporting to the U.S.A and the EU.
1994	Became the licensee manufacture of Batts Inc., Michigan, USA, which later acquired by A&E Products Group LP-a TYCO International Limited Company. A&E Products Group is the largest apparel hanger manufacturer in the world with more than 50 distribution centers in over 28 countries.
1995	<b>Bengal Overseas Corporation Ltd.</b> imports and exports various products to/from Bangladesh. It is now successfully representing leading global industrial brands in Bangladesh, such as Rinnai Japan, Cornelious UK,

	Crown Cork & Seal USA, Videojet USA, and Linnex USA.
<b>1998</b>	Became the licensee of Scheoller Wavin System, Germany- the leading manufacturer and designer of Bottle Crates for Coca-Cola, Pepsi-Cola and other major soft drinks with licensees and production partners in more than 50 countries in the world.
<b>1998</b>	Founder Chairman- Morshed Alam awarded CIP by the Government of Bangladesh for our contribution in the economy.
<b>1999</b>	Grew up as the largest plastic processing plant in Bangladesh with 72 Injection Molding Machines capacity from 250 tons to 1600 tons consuming more than 250 tons of raw materials each day.
<b>1999</b>	Initiated an expansion plan of US \$5 million for installing the single largest production facility at Zerabo, Savar, Dhaka
<b>2000</b>	Acquired a Chinese plastic factory ( <b>Build-up Plastics BD Ltd.</b> ) with 12 injection molding machines in Dhaka Export Processing Zone, Bangladesh for a price of US \$2 million, later named as <b>Bengal Build-up BD Ltd.</b>
<b>2001</b>	<b>Power Utility Bangladesh Ltd.</b> - an energy company to contribute in the power sector to meet the country's fastest growing demand for electricity by installing power plants at strategic locations in Bangladesh.
<b>2002</b>	<b>Bengal Poly &amp; Paper Sack Ltd.</b> - PP Woven Sacks manufacturing industry at Tongi, Gazipur, Bangladesh with a capacity to produce 200,000 woven sacks of different types. The company is meeting the demand of cement industries, fertilizer industries, and poultry/fish feed industries by supplying quality woven sacks.
<b>2002</b>	<b>Bengal Plastic Industries Ltd.</b> received ISO 9001:2000 certification for quality management system and ISO 14001 certification for environmental system. Bengal Plastic is the only company in Bangladesh having both the certifications.
<b>2003</b>	<b>Added Molded Furniture</b> in the production fleet by manufacturing 12 different types of plastic chairs, 4 types of plastic tables, and other large molded products.

<b>2003</b>	<b>Bengal Corrugated Carton Industries Ltd.</b> - a packaging unit to produce corrugated cartons to supply to the entire Group companies with a capacity of 50,000 pieces of cartons of different sizes each day. Now, it is fulfilling all the demand of our entire sister companies.
<b>2004</b>	Acquired Rahmania Biscuits & Bread Industries Ltd. A biscuits making factory located at Noakhali, Bangladesh. The plant is capable of making soft biscuits with a capacity of 500 kg per hour later named as <b>Romania Food &amp; Beverage Ltd.</b>
<b>2004</b>	<b>Hamilton Metal Corporation Ltd.</b> manufacturer of metal hooks and clips for apparel hangers of other Group companies. The plant is installed with four bending and forming machines with a fully automatic electroplating line. Installed capacity to produce 500,000 pieces of metal hooks and 800,000 pieces of metal clips per day.
<b>2005</b>	Acquired <b>Polycord Ltd.</b> - a flexible packaging unit at Savar, Dhaka ( <b>Bengal Flexipack Ltd.</b> ) producing various packaging materials for food & beverage, pharmaceutical, detergent, and others industries.
<b>2005</b>	<b>Bengal Windsor Thermoplastics Ltd.</b> - an injection-molding unit at Dhaka Export Processing Zone received ISO 9001:2000 certification for quality management system (QMS).
<b>2006</b>	<b>Bengal Concept &amp; Holdings Ltd.</b> initiated 20-storied Bengal Tower at Motijheel- the financial hub in Dhaka City with a land area of 12,000 square feet and total caste area of 184,000 square feet including three basements car parking.
<b>2007</b>	Acquired <b>National Television Ltd., (RTV)</b> - a Bengali satellite television station broadcasting 24 hours news and programs contents with a foot print in Asia, Middle east, Australia and New Zealand. It is also distributed in the USA on Dish Network at channel 805
<b>2008</b>	<b>Bengal Polymer Wares Ltd.</b> received ISO 9001:2008 and ISO 14001:2004 certification for quality management system and environmental system certifications.

<b>2010</b>	<b>Romania Food &amp; Beverage</b> received ISO 22000 certification for food safety management system.
<b>2011</b>	<b>Bengal Plastic Pipes Ltd.</b> to produce various sizes UPVC & HDPE pipes and UPVC door and door profile starting commercial operation in April 2011.
<b>2012</b>	Acquired <b>Xenergeia International Limited</b> which later on renamed to <b>Bengal Renewable Energy Limited</b>
<b>2013</b>	<b>Bengal Windsor Thermoplastics Ltd.</b> listed to the Dhaka Stock Exchange and Chittagong Stock Exchange as a public limited company under the Securities and Exchange Commission (Amendment) Act, 2012. Bengal Group of Industries and Swissôtel Hotels & Resorts has signed agreement to establish a hotel named “ <b>The Swiss Hotel Dhaka</b> ”.
<b>2014</b>	<b>Designer Jeans Ltd.</b> A company of Bengal Group started large scale expunction. <b>Bengal Cement Limited</b> incorporated.
<b>2015</b>	Incorporated <b>Bengal Melamine Ltd., Hamilton Mold &amp; Engineering Ltd., Bengal Retails Ltd., Linnex Electronics Bangladesh Ltd.</b> Bengal Plastics Limited issued commercial papers for short term financing and successfully repaid its liability accordingly.

Bengal group of industries is also planning to introduce Bengal Melamine Ltd. in 2016.

### **Organizational network of the Bengal Group of Industries**

The organization network of Bengal group of Industries is given below:

#### **Marketing Division:**

There are two parts marketing division.

- 1) Corporate Sales**
- 2) Retail Sales**

Bengal Group starts their business with the plastics products. The Corporate Sales Division deals with the Institution and the corporate clients and the Retail Sales division deals with the general customer through their dealer and distributors. Now with 25 companies Bengal Group Industries Ltd is relentless to meet the rapidly growing market demand.

#### **International Business Division:**

The accomplishment in domestic market helps to promote the **Bengal group of Industries** to explore the international market with quality merchandise.

#### **PPIC Division:**

PPIC stands for designing, procurement, inventory and dominant. This division plays very important role in designing, developing and implementing procurement policies and strategies and manages inventory of the merchandise by analyzing market needs and production demand.

#### **Accounts and Finance Division:**

Accounts and Finance Division of **Bengal Group of Industries Ltd.** maintains all financial practices like budgeting, treasury monetary reports, tax and vat functions and so on. Most significantly, it develops and maintains system internal controls to safeguard all monetary assets of **Bengal Group of Industries Ltd.**

#### **HR Division:**

HR division of **Bengal Group of Industries** handles the all sorts of HR practices for their employees. This division, it recruits appropriate employees, trains them to adjust with existing employees and puts them into right places. It also take care legal aspects of employees about The Bengal Group Industries Ltd.

#### **Internal Audit Division:**

Internal Audit division maintain an internal audit process throughout the organization based on yearly audit plan also carry out other audit assignments to evaluate the compliance and internal control system.

**IT Division:**

Since 1996 IT Division of **Bengal group of Industries** Ltd are operating alongside with all functions of the company in order to support all units in achieving their day to day deliverables mistreatment.

**QCS Division:**

QMS stands for Quality Management System. QMS division contributes with success in leading and operating the organization and processing through managing in a very systemic and visual manner as per international standard.

**Operation Division:**

The operation division of **Bengal Group Industries** is accountable for continual monitoring of the components to be used in different production stage of any products which are equipped with modern instruments and calibration process. The Bengal Group Industries Ltd. research and development is under the umbrella of operation division.

**Engineering Division:**

**Bengal Group Industries** Engineering Division plays a very important role for installation and maintenance of production machineries as well as other civil construction at the factory premises. A skilled engineering team is ready to ensure smooth production by their technical assistances.

**Factory Admin Division:**

Factory Admin plays a significant role so as to hold factories' day to day operation. They're accountable for distributing the wage of daily staff, maintenance and management of manufacturing plant premises, machineries manufacturing plant transportation, canteen, security of manufacturing plant and different body problems.

### **Quality policy of The Bengal Group Industries:**

1. Complete guarantee to the highest standard quality product and service.
2. Expand market share and productivity
3. Bengal Group of Industries has adopted ISO 9001
4. The organizations quality management system shall be resourced with competent personal suitable premises and up to date technology.

### **Quality assurance:**

**Bengal Group Industries** stated belief that” No compromise on quality can be made in a business that involves human lives” that cornerstone of the company’s quality assurance program. The company has maintained ISO-9001. Bengal Group’s quality assurance division is ready with best trained and most qualified staff and most up to these point machineries. All practices about testing, sampling and inspecting products are plainly approved, implanted and clearly documented. By providing training program, they make their employees and workers update and ensures about quality.

### **Export:**

The achievements of **Bengal Group Industries** in the local market help them to explore the international market. In 1998, **Bengal Group Industries** started their global journey by exporting Hanger to USA. Since then it’s been increasing worldwide. The amount of sales enlarged well with an average of growth of 30 percent every year. **Bengal Group Industries** is exporting Plastic products and consumer food to several countries like Sri Lanka, India, Hong Kong, Singapore, USA, Canada and many other countries of Europe.

### **Main Spotlight of the Bengal Group Industries:**

- Sophisticated producing facilities in a very state of the art manufacturing plant.
- ISO 9001: 2008 certified Company
- Perpetual search excellence in quality product and service.
- Development of environment friendly awareness community.

## **Human Resource Division of the Bengal of Industries Ltd**

Bengal Group of Industries considers that collective effort of entire work force. Human resource division of **Bengal Group of Industries** has complete policy and procedure to practice best approaches with legal and ethical consideration . The most important purpose of human resource division is to familiarize organizational policy and related to employees of The Bengal Group of Industries. It provides specific guidelines of operation with a vision to maintain the expected standards that are maintained .

HR division also provides specific direction regarding the valuation , evaluation , rewarding and long term benefits of employees of the organization . It shows a clear picture about expected standard. The employees get an idea of their present status , growth and value addition process in the organization .

### **HR functions:**

#### **I. Recruitment and selection:**

Recruitment and selection is the most important functions of Bengal group of industries. All employees of Bengal Group of Industries are directly or indirectly recruited by their Human resource division

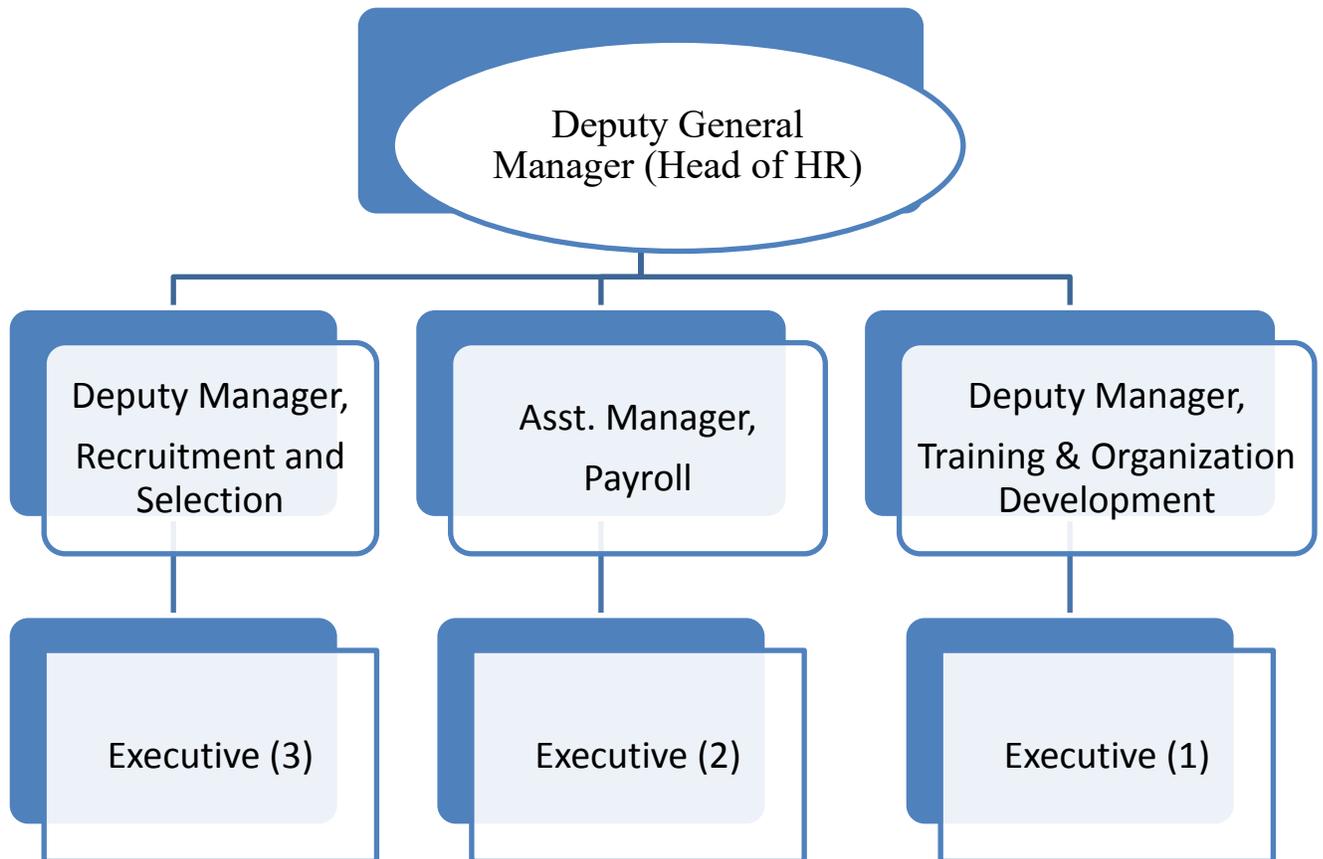
#### **II. Training and Organizational Development:**

Human resource department are very focused on training and organization development. They always try to come up with new ideas to develop the organizational workplace so that employee will love their organization. They are also very focused on training their employees in order to make them more effective and efficient.

#### **III. Payroll:**

This is one of the most important HR functions of Bengal Group of Industries. In this function they maintain compensation packages, attendances, leaves, bonuses, rewards and other monetary and non-monetary benefits.

## The Structure of HR Organogram



## Company Mission and Goals

□ **Mission:**

Our mission is to strive continuously to exceed customers' expectations for achieving unlimited excellence by providing greater value to our customers than our competitors.

□ **Goals:**

Our goal is to be the best company in our industry and it is our policy to deliver total quality goods and services to all of our customers. We accomplish this by adopting a set of quality policy throughout the organization.

## Job

### Description

As a part of my educational program I had the opportunity to work in The Bengal Group Industries Ltd for three month. The duration of my internship program was from 17<sup>th</sup> April to 14<sup>th</sup> July. I worked in Human Resource Management as an intern where I had learnt many practices of human resource division of The Bengal Group Industries Ltd.

In those three month long internship period at **the Bengal Group Industries**, I was assigned for the functions of Training and Development under Human resource division. At the very first day, I was introduced with my supervisor. Mr. Zihad Uddin Ahmed. Then he introduced me with other HR personnel's. He also gave me some brief about Job descriptions. I was assigned to the following jobs regularly. Those were:

- I. Developing Training modules
- II. Conducting Training program
- III. Assisting the Head of HR by evolving training strategies, forecasting, budgets and ensuring effectiveness of training
- IV. Assisting in conducting training needs assessment (TNA)
- V. Assisting in recruitment process
- VI. Developing Employee welcome file ( for new employees)
- VII. Developing call list for written test, viva and practical test
- VIII. Developing attendance for written, Viva and practical test
- IX. Organizing candidate profile summary for written, Viva and Practical test
- X. Arranging top sheet and exam paper
- XI. Photocopy important papers
- XII. Helping new employees with joining formalities

#### ➤ **Developing Training modules**

For training and development purposes I was assigned to develop various training modules. Some of them are training on Effective communication, Sales training for Sales representative, training on 7 habits of highly effective people and modules for new employee orientation. To develop these modules I use Ms Power-point and some effective videos.

➤ **Conducting Training program**

I was assigned to conduct a training program for sales representative in order to increase their knowledge and sales of the product. So we select the venue for the training program, then we make necessary arrangement like invited the trainers and participant's , arrange the sitting arrangement, refreshment, role-playing games and prizes for the best performer.

➤ **Assisting the Head of HR by evolving training plans, forecasts, budgets and ensure effectiveness of training**

I also support the Head of HR my supervisor. Mr. Zihad Uddin Ahmed in evolving training strategies, forecasting, budgets and ensure effectiveness of training programs.

➤ **Assisting in conducting training needs assessment (TNA)**

I also help my supervisor to conduct training needs assessment (TNA) by using my learning's form my Strategic **Human Resource Management** course.

➤ **Developing Employee welcome file (for new employees)**

For the organizational development in was assigned to design a file for welcoming new employees. So I designed a file which contains greetings from the Chairman of BGI to the new employees and notebook, pen, joining formalities and other necessary information regarding their job and organization overview

➤ **Assisting in recruitment process**

I also assist my seniors in the recruitment process by calling up the candidates, assembling call list for written test, viva and practical test, developing candidate profile summary for written, viva and practical test, developing top sheet and exam paper, organizing attendance sheet for candidates and photocopying important papers.

➤ **Developing call list for written test, viva and practical test**

After the selection of final applicants I wrote down all candidates' name, father's name and mobile number in Microsoft Excel sheet. After that I printed that excel sheet twice and sent those papers to my senior Mr. H.N Ashiqur Rahman

➤ **Developing attendance for written, Viva and practical test**

Attendance sheet was quite alike as call list sheet. All I had to do is just add a signature box in attendance sheet. After organizing this sheet I handed over to reception at exam date.

➤ **Organizing applicants profile summary for written, Viva and Practical test**

I developed candidate profile summary before the written viva or practical test. Here I wrote candidates' name, father's name, mobile no, last education, university, birthdays, experience .Finally I printed it and passed it to viva board.

➤ **Arranging top sheet and exam paper**

Before the recruitment exam I used to arrange the top sheet and exam paper. I took 5 or 6 pages and one top sheet and stapled it. Names, father's name, mobile number, email, CV Serial date, Signature are included in top sheet.

➤ **Photocopy important papers**

I also photocopy several important documents like requisition form, call list, top sheet, exam question final results etc.

➤ **Assisting new employees with joining formalities**

I also assist the new employees with their joining formalities by helping them filling up necessary forms.

I really enjoyed my intern work experience. I gained new working skills and I practiced those again and again. Employees were really helpful and friendly to me.

## **Critical Observation & Recommendation**

Through my internship period in Bengal Group Industries I have observed some issues which are:

### ✓ **Limited work force**

All the functions of HR division are performed within a limited workforce. Sometimes, it became very stressful working environment for existence employees.

### ✓ **Training and Organization development**

Bengal Group of Industries is very focused on training and organization development. They try to make their employees more effective and efficient. HR division of Bengal Group of industries has done the training and organization development tasks and this is a continuous process.

### ✓ **Recruitment and selection**

Recruitment and selection is a continuous process in the Bengal Group Industries. All employees of Bengal Group of Industries are directly or indirectly recruited by their Human resource division.

### ✓ **Lots of paper work:**

HR division of The Bengal Group Industries has used lots of paper work. From requisition form to publishing final result, paper is used in every aspect. They use paper files to keep all the necessary records rather than using digital data server. They only use the HRIS for payroll purposes. As a result, they waste many papers and do not recycle this paper most of the times.

### ✓ **Proper use internal sources of recruitment**

Human Resource department maintains good eyes on its internal sources. Whenever the found any possible vacancy or feel the need of ne recruitments, they post recruitment advertisement on every notice of every branch and also publish this advertisement on their internet. So the existing employees this organization can see the advertisement. They also maintain their contact with other departments' employees so that they can recommend others to apply here. But they don't post any advertisement in their official website.

### ✓ **Totally new environment for interns**

The Bengal Group Industries has no training for intern's .They put interns directly on process without supervisions. As a result, there are many mistakes at starting moment.

### ✓ **Training and Organization development**

I think, **The Bengal Group Industries** training and development process is ideal process. It matched what I have learned in my courses. More or less, they are same. They also use TNA methods before the training and use Kirkpatrick's theory to evaluate the training program. So; I did not find any mismatch between them.

### **Lesson learned from internship program**

- **Time management:** In order to finish my tasks I always had to arrange, organize, schedule and budget my time to finish the tasks. This will be very helpful for developing my time management skill with effectively and efficiently.
- **Communication:** I always had to communicate with different types of people like applicants, managers, internees, new joiners for complete my tasks which help me to develop communication skills.
- **Stress management :** When there is any training and development issue, I had to do this with stress because there is limited work force for this job. That's why I learned how to deal with stress.
- **Teamwork:** I was very lucky to have a helpful team in Bengal Group of Industries. By working here I understand that teamwork is an essential part to complete task for organization aspect.

## Research Portion

### Summery

What is the role of sales training in an organization? Is it just “nice-to-have” or a “must” for an organization? Is it an indulgence of the management whenever the budget permits or it is an area of its conscious strategy to realize organizational goals? However sales training is perceived extremely depends on the organization. There are organizations think that it is really a waste of time and that sales team learns best while doing their job. There are other organizations that invest plenty of time and money to train members of their sales team. In order to find out the necessity of sales training we have conducted a Training Needs Assessments (TNA). After the analysis we have found out that a successful training can help to increase organization’s revenue, increase product knowledge which help the salesman to increase sales, increase the efficiency and productivity of a sales person, help in accessing the abilities of a sales person, improve the organization’s ROI. After analyzing our findings the management of Bengal Group becomes very much interested to train their sales team. After getting the approval from top management of BGI we started to work on the training program. As the sales representatives are not educated enough, so we design the training module in Bangla which will help them to understand properly. We selected the venue, ensured proper sitting arrangement and the training-friendly environment. It was a two day long program. The whole program was divided in some sessions. Besides the lecture there were also question answer sessions, role-playing session, quiz test, showing motivational videos, prize giving ceremony and refreshments for the trainees. After finishing the training we also conduct Donald L Kirkpatrick's training evaluation model - the four levels of learning evaluation. And the outcome was very positive. The whole purpose of the training program is to make our salespersons more effective and efficient on both their work and personal life.

## Description of the project

### Objective of the project

Training salesmen is an act of imparting skills and knowledge necessary for performing the work better. Training is necessary to both new and experienced salesmen. A new salesman requires training due to the fact that he is not knowing how, when, and, what to sell. He needs skills and knowledge to deal with customers effectively.

Training the sales force is important to increase sales volume, improve morale, reduce selling costs, improve relations, enable them to adjust with changing work, improve image of Bengal Group Industries, and so forth.

Below stated points indicate objectives and importance of training the salesmen;

- I. To explain the sales people about basic principles of salesmanship.
- II. To provide information about market territories and customers.
- III. To tell them regarding the company's policies, objectives, reputation, strategies, problems and prospects, etc.
- IV. To inform them about products of the company.
- V. To explain them about their duties, types of tasks, authority, and restrictions.
- VI. To provide salesmen the complete details about company's competitors.
- VII. To teach them how to report, how work with colleagues, and how to behave with superiors.
- VIII. To teach them effective techniques to contact customers, make effective sales presentation, convince customers, get orders, and to handle their complaints and objections.
- IX. To make them aware of themselves.
- X. To change or modify their attitudes, and remove prejudices and wrong beliefs.
- XI. To motivate them for maximum efforts and build high morale.
- XII. To refresh or update them periodically, etc.

## Methodology

The employees of Bengal group of industries are trained in two ways. Some methods are internal (on the job training) while some are external (Off the job training). Some companies prefer to maintain a well-equipped separate training department for the purpose. The training and development program is a part of HR department of Bengal group of industries which headed by Head of HR himself.

In order to train our sales representatives first we conducted a Training needs analysis. The TNA (Training needs assessments) helps us to identify the needs and objectives of the training program. We use both on the job and off the job training methods to train our sales representatives. But in this program we only use off the job training program like Lectures and discussion, providing the salesmen the sales literatures like manuals, books, reports, sales letters, complaint notes, etc. , Role playing, Brain storming, quizzes and Audio-visual devices (to show sales films, advertisement, speeches, etc.)

For audio visual and developing module we used Microsoft Power Point.

## Limitations

The major limitation that I faced during the sales training program period is as follows:

- I. **Extra administration burden** – need to make sure you have suitable training room, equipment, trainer parking, get the delegates there. As we don't have a suitable training place for 30 people we had to arrange external place for the training which increases our training costs.
- II. **Not enough manpower** – Recently the training and development is vacant so my supervisor and I had to take all the responsibilities and pressure for the training program. It has been pretty tough for us to arrange the program perfectly.
- III. **Not taken as seriously** – In the training program I find out that some of the trainees attend just to have a break from their job or don't turn up as the course is running on another day.
- IV. **Training going stale** – if running courses using internal resources only then how do you keep improving it.

- V. **No networking opportunities** – attending a course with delegates from other companies allow networking and learning from one another. But all of our trainers are from our organizations.
- VI. **Time** – limited time is also an obstacle for the training program.
- VII. **Training for Trainers** – the trainers of this training program are enough qualified but in order to synchronize the program a little bit a training for the trainer can be a goof option.

# Chapter One

## Introduction

What is the role of sales training in an organization? Is it simply “nice-to-have” or a “must” for an organization? Is it an indulgence of the management whenever the budget permits or it's a part of its conscious strategy to achieve organizational goals? (Schuler 2006) However sales training is perceived extremely depends on the organization. There are organizations that think it is a waste of time and that sales team learns best while doing their job. There are other organizations that invest a large amount of time and money to train members of their sales team. Sales training programs are the backbones of the sales division. Without a proper training program, sales team is unprepared, confused, and unsuccessful.

Confidence and selling ability go hand in hand. Building confidence is difficult, however having a decent understanding of product, competition, and the best sales techniques can help build that confidence and build an average sales team into a star performer. A decent training program for a sales team will help them to develop in ways. One need to conduct training not only about their own product, services, company history, and existing clients, but also concerning selling techniques, technology, and software.

Ongoing and useful sales training is one of the most helpful stuff you will do for your sales staff. It will have tremendous impact on sales and keep your staff "on their toes" as way as new and potential client desires and new techniques within the sales world go. By ongoing, we do not simply mean annual coaching. for several firms, annual is that the most they ever do, but the real benefits come with more often regular training sessions that depend on each other. That is why BGI (Bengal Group of Industries) conducts regular training sessions for their sales team.

## Chapter Two

### Training Needs Assessments (TNA)

Today's work environment needs staff to be skillful in performing advanced tasks in an efficient, cost-efficient, and safe manner. Training (a performance improvement tool) is required once employees don't seem to be performing up to a definite normal or at an expected level of performance. The difference between actual the particular level of job performance and the expected level of job performance indicates a necessity for training. (Schuler 2006)

A successful training needs analysis can determine those that need training and what kind of training is required. It is counter-productive to offer training to people who do not need it or to offer the wrong kind of training. A training needs Analysis helps to put the training resources to sensible use.

Training Needs Assessments (TNA) questionnaires are competency based and are designed to assist managers and people confirm wherever further coaching ought to be centered. This approach identifies the competencies and related behaviors, needed to perform effectively during a particular job or role. (Bee 2003)

The training needs Analysis questionnaire can provide information about an individual's performance in their current role from many points of view including self-report, direct manager, general manager, peers, customers, direct reports, etc.

This type of 360° feedback allows for objective assessment of performance through the perceptions of self and others to spot strengths and blind spots, prioritizes your development needs and develops action plans to deal with them.

### *Benefits of a Training Needs Analysis*

- Identify performance goals and the knowledge, skills and abilities needed by a company's workforce to achieve those goals.
- Identifies gaps in training provision in sectors and or regions
- Helps direct resources to areas of greatest priority
- Addresses resources needed to fulfil the organisational mission, improve productivity, and provide quality products and services

### *Collecting information for a Training Needs Analysis*

There are various methods to collect information for your TNA which can be utilized individually or in combination with each other. It is advisable to use more than one method to get a comprehensive overview of the needs of the sector/region.

Typical methods of collecting information for your TNA include:

- Surveys / Questionnaires
- Direct observation
- Focus groups
- Individual interviews
- Reviewing existing documents
- Discussions with Board of Directors

The choice of methods to be employed in the TNA will vary depending on the circumstances of the individual network. A plan should be developed for the TNA process which considers the information available and the accessibility of various groups or Board of Directors.

### *Levels of Training Needs Assessments*

Generally an organization conducts the Training Needs Assessments in three levels. Those are - organizational level, task level and individual level. So we (Bengal Group of Industries) also conduct a training needs assessment on these three levels for the training program of our sales representatives. And for the assessments we used direct observations of their supervisors, reviewed the previous records and performance appraisal and discussion with the board of directors.

- Organizational Analysis:** An analysis of the business needs or other reasons the training is desired. What is the organization overall trying to accomplish? The important questions being answered by this analysis are who decided that training should be conducted, why a training program is seen as the recommended solution to a business problem, what the history of the organization has been with regard to employee training and other management interventions.

In this level we tried to find out how the training program will help our company to help achieves its goal and increase more revenue. And we find out that effective training of the sales force can increase sales volume, improve morale, reduce selling costs, improve relations, enable them to adjust with changing work, improve image of Bengal Group Industries.

- **Task Level / Work Level:** Analysis of the tasks being performed. This is an analysis of the job and the requirements for performing the work. Also known as a task analysis or job analysis, this analysis seeks to specify the main duties and skill level required. This helps ensure that the training which is developed will include relevant links to the content of the job.

In this level we tried to find out how the training program will help our sales representatives regular works. And we find out that effective training of the sales force can increase the product knowledge, can teach them effective techniques to contact customers, make effective sales presentation, convince customers, get orders, and to handle their complaints and objections, provide salesmen the complete details about company's competitors, help them to understand their duties, types of tasks, authority, and restrictions and most importantly help them to know more about salesmanship.

- **Individual Level:** Analysis dealing with potential participants and instructors involved in the process. The important questions being answered by this analysis are who will receive the training and their level of existing knowledge on the subject, what is their learning style is, and who will conduct the training. Do the employees have required skills? Are there changes to policies, procedures, software, or equipment that require or necessitate training?

Effective sales training can help our sales representative more effective and efficient towards their work. It can also teach them effective techniques to contact customers, make effective sales presentation, convince customers, get orders, and to handle their complaints and objections, change or modify their attitudes, and remove prejudices and

wrong beliefs and most importantly motivate them for maximum efforts and build high morale.

After the assessment we have found out that a successful training can help to increase organization's revenue, increase product knowledge which help the salesman to increase sales, increase the efficiency and productivity of a sales person, help in accessing the abilities of a sales person, improve the organization's ROI. An effective sales training program can increase sales volume, improve morale, reduce selling costs, improve relations, enable them to adjust with changing work, improve image of our Organization(Bengal Group Industries). That is why our top management and Board of Directors gave the permission to conduct a training program for our sales representatives.

## Chapter Three

### **Design the training program**

Based on the results we obtained within the analysis phase, we implemented them in designing the training. Designing is a sort of an outline of the entire training program. The design part consists of characteristic learning objectives that describe what the trainees (our sales representatives) should be ready to do upon completion of the training, and how these objectives are going to be measured. The objectives should match the knowledge, skills, and attitudes we identified were needed throughout our analysis. We'll also determined how the training session will be delivered, such as by an instructor in a classroom, online, or a blended approach. In the design part, we might also create storyboards to aid in the development of the training.

### ***Budget***

The type of training performed will depend greatly on the budget. If you we that web-based training is the right delivery mode, but you don't have the budget to pay the user fee for the platform, this wouldn't be the best option. Besides the actual cost of training, another cost consideration is people's time. If employees are in training for two hours, what is the cost to the organization while they are not able to perform their job? A spreadsheet should be developed that lists the actual cost for materials, snacks, and other direct costs, but also the indirect costs, such as people's time. So we planned to organize the training session on a weekend (Friday & Saturday). We got a budget for a two days training session which includes cost for materials, snacks, and other costs like the rent of venue, prizes, refreshments etc.

### ***Learning about our target audience***

The first thing we'd like to do is to find out who our audience is. This doesn't just mean their names, or the title of the final group you'll be training, though that is a decent start.

However, during this training program our target audience is our sales representatives and their average age is between 22 to30. However simply knowing the title of the group is not enough.

We were trying to collect a lot of information.

The bottom line is, the more we know about our audience, and the better we'd be able to train them. So we tried to find out these answers to the following questions about our intended audience.

- I. Who are we going to train? This means names, if possible, or at least the specific group (young people, people with disabilities, teachers, and so on) with whom we're planning on working. Sometimes we may not know the answer to this, but be equipped with a good guess. Like in this scenario we know our audiences age group which helps us a lot to design the training session.
- II. What is their background? This will include education, religion, political beliefs -- in short, anything that tells you a little about who these people are. So we gathered some background information of our tagged audiences like their education, religion etc.
- III. What pre-training will they need? If there is knowledge (or certification) people need before they come, that should be made very clear when promoting the training. So we gave them some reading materials before the training.

### *Learning Objectives of the training session*

Training the sales force is important to increase sales volume, improve morale, reduce selling costs, improve relations, enable them to adjust with changing work and it can also improve image of Bengal Group Industries.

After we have determined what type of training should occur, learning objectives for the training should be set. A learning objective is what you want the learner to be able to do, explain, or demonstrate at the end of the training period. Good learning objectives are performance based and clear, and the end result of the learning objective can be observable or measured in some way.

Below stated points indicate objectives and importance of training the salesmen;

- I. To explain the sales people about basic principles of salesmanship.
- II. To provide information about market territories and customers.
- III. To tell them regarding the company's policies, objectives, reputation, strategies, problems and prospects, etc.
- IV. To inform them about products of the company.
- V. To explain them about their duties, types of tasks, authority, and restrictions.

- VI. To provide salesmen the complete details about company's competitors.
- VII. To teach them how to report, how work with colleagues, and how to behave with superiors.
- VIII. To teach them effective techniques to contact customers, make effective sales presentation, convince customers, get orders, and to handle their complaints and objections.
- IX. To make them aware of themselves.
- X. To change or modify their attitudes, and remove prejudices and wrong beliefs.
- XI. To motivate them for maximum efforts and build high morale.
- XII. To refresh or update them periodically, etc.

### *Delivery Style*

Taking into thought the delivery technique, what is the most effective style to deliver this training? It's also important to keep in mind that most people don't learn through "death by PowerPoint"; they learn in a sort of ways, such as auditory, kinesthetic, or visual. Considering this, what varieties of ice breakers, group discussions, and activities we can make the training as interactive as possible? Role plays and alternative games will make the training fun for employees. Many trainers implement on-line videos, stories, and different interactive media in their training sessions. This ensures completely different learning designs are met and additionally makes the training more attention-grabbing. So for our training program we decide to offer off the job training and which was the mix of lecture, discussion, brainstorming, question answer session, role playing and games.

And for this training program we selected a place where we can arrange the session properly. So we choose Istanbul restaurant, located in Gulshan-2, near our head office. The restaurant has an excellent room with maximum capacity of around 50, which was good enough for our training program. They also arranged the refreshments of our attendees which were hassle free for us and it saves a lot of time as well.

## Chapter Four

### Develop the training program

In the development phase, we use the objectives and other materials we created during the design phase to flesh out our outline and develop the training program. In this phase, we developed the training program based on our trainee's in knowledge, skills, or attitudes based on the training.

### *Content Development*

The content we want to deliver is perhaps one of the most important parts in training and one of the most time-consuming to develop. Development of learning objectives or those things we want our learners to know after the training makes for a more focused training. Think of learning objectives as goals—what should someone know after completing this training? (Craig 1987)

After developing the objectives and goals, we can begin to develop the content of the training. Consideration of the learning methods we will use, such as discussion and role playing, lecture, discussion, brainstorming, question answer session, and management games will be outlined in your content area.

Development of content typically needs a development of learning objectives then a quick define of the most important topics we wish to cover. With that outline, we are able to “fill in” the most important topics with information. Based on this information, we develop modules or PowerPoint slides, audio-visuals, activities, discussion queries, and alternative learning techniques.

As the sales representatives are not educated enough, so we design the training module in Bangla which will help them to understand properly. In our slides we cover topics like Knowledge about company, knowledge about products, Knowledge about marketing channels, rules and regulations, Knowledge about selling methods and techniques and most importantly seven steps of sales call which will help them to be a better salesman and it will ensure their carrier growth.

We also share some motivational stories and short films of successful salesman. We motivate them to follow some role models like **Mr. Sheikh Akij Uddin** (Founder of Akij Group), **Mr. M.A. Hashem** (Chairmen Partex Satar Group), **Ashan Khan Chowdhury** (MD, Pran-RFL group), **Joe Ades** (Potato Peeler Salesman, Greatest salesman in new work). We also arranged a

role-play session in order to give the realistic view of their work place and a quiz test to evaluate their performance. And the best three performer in role playing and quiz test received prizes and appraisal. We gave all the participants a certificate declaring that they have attended and received the training program properly and this certificate is a great motivational tool for them. It will help them in their carrier growth.

### *Venue*

For this training program we selected a place where we can arrange the session properly. So we choose Istanbul restaurant, located in Gulshan-2, near our head office. The restaurant has an excellent room with maximum capacity of around 50, which was good enough for our training program. They also arranged the refreshments of our attendees which were hassle free for us and it saves a lot of time as well. We selected the venue to ensured proper sitting arrangement and the training-friendly environment. It was a two day long program. The whole program was divided in some sessions. Besides the lecture there were also question answer sessions, role-playing session, quiz test, showing motivational videos, prize giving ceremony and refreshments for the trainees. The restaurant has an excellent room with maximum capacity of around 50, which was good enough for our training program. We also had a good technical support from them like sound-system and projectors for the audio visual. They also arranged the refreshments of our attendees which were hassle free for us and it saves a lot of time as well.

## Chapter Five

### Implementation

The implementation part is typically known as the delivery phase. During this phase, we actually deliver the training program to the trainees, whether or not the instruction takes place on-line, within the schoolroom, or through another methodology.

In this phase of we actually deliver the training as we design and developed.

The training session took place on 27<sup>th</sup> and 28<sup>th</sup> may 2016 at Istanbul restaurant. It was a 2 day long training session. So we divided the whole training program in few sessions.

#### Schedule

#### Day 01- 27<sup>th</sup> May, Friday

Hour	Time	Topics
9.30-9.45	15 minutes	Opening speech
9.45-10.00	15 minutes	Company Introduction
10.00-11.00	1hour	Sales profession ship and Salesmanship
11.00-11.30	30 minutes	Rules & Regulations
11.30-11.45	15 minutes	Snacks Break
11.45-12.45	1hour	Job Description Do & Don'ts Personal Hygiene
12.45-2.30	1 hour & 45 minutes	Lunch & prayer Break
2.30-3.30	1hour	Sales Terms
3.30-4.40	1 hour	Target & Achievement
4.00-4.45	15 minutes	Snacks Break
4.45-5.30	1 hour	Analyzing work Ability

Day 02- 28<sup>th</sup> May, Saturday

Hour	Time	Topics
9.30-10.30	1 hour	Market & Competitive analysis
10.30-11.30	1 hour	Product Knowledge
11.30-11.45	15 minutes	Snacks Break
11.45-1.00	1 hour & 15 minutes	Seven Steps of sales call
1.00-2.00	1 hour	Lunch Break
2.00-3.00	1 hour	Seven Steps of sales call (cont'd)
3.00-4.00	1 hour	Objection Handling
4.00-4.15	15 minutes	Snacks Break
4.15-5.30	1 hour & 15 minutes	Role playing, Quiz test & Prize giving ceremony

*The Training Program*

Day-1

The training program started at sharp 9.30 with the presence of our respected trainers, trainees and organizers. Then I welcomed all for attending the session and handed over the floor to our Head of HR Mr.Zihad Uddin Ahmed sir. Then he introduced all to our guest speakers and started the training.

**Company Introduction**

Our Respected Head of HR Mr.Zihad Uddin Ahmed sir gave the trainees a glance of Bengal Group of Industries. He shares the company history, vision, mission and goals. He gave an overall knowledge about our company to the trainees.

## **Sales profession ship and Salesmanship**

To motivate our trainees our next trainer gives some example of successful salespersons. He also shares some motivational stories and short films of successful salesman like **Mr. Sheikh Akij Uddin** (Founder of Akij Group), **Mr. M.A. Hashem** (Chairmen Partex Satar Group), **Ashan Khan Chowdhury** (MD, PRAN-RFL group), **Joe Ades** (Potato Peeler Salesman, Greatest salesman in new work).

## **Rules & Regulations**

Then our next trainer aware our trainees about company rules and regulations Like dress code, attendance, leave, reporting, bonuses etc.

## **Job Description, Do & Don'ts and Personal Hygiene**

Then our trainees are introduced about their job description, duties and responsibilities. They also have been instructed what to do and no to in their workplace. Our trainers also instructed them about personal hygiene factors.

## **Sales Terms**

Our trainees was also introduces with some important sales terms which will help them in their work and carrier growth.

## **Target & Achievement**

Our trainees were also introduced with their sales target. Trainers showed them few tactics how they can achieve their sales target.

## **Analyzing work Ability**

Our trainers showed them how they can analyze their work and how they can use this analysis in their work to achieve their sales target. They can learn from their previous work and learn from the mistakes.

## Day-2

The following day (28<sup>th</sup> may, Saturday) the training session has started at the same time, 9.30 sharp. Our respected Executive Director (Sales & Marketing) sir has conducted the training session.

### **Market & Competitive analysis**

Our respected Executive Director (Sales & Marketing) sir told our sales representatives how they can analysis the market and existing competitors. He tells them the importance of market and competitive analysis. He also share some of his real life experience with the trainees how he analyze the competitors and the market.

### **Product Knowledge**

In the next session the trainees are introduced with the details of the products they will be selling. Our trainer gave a vast idea about the products, how the products are manufactured, maximum retailed prize, size, shape, material etc. This knowledge will help our trainees to sell the products and achieve their sales target.

### **Seven Steps of sales call**

This is the most important session of the total sales training program. In this session our trainees are introduced with seven steps of sales call. Which are \_

- 1. Prospecting:** This is the first step of the sales call. A salesman must need to prospect before approach. He needs to find out his target customer and must have a good knowledge about them. Our trainers trained them how they can prospect their target market properly
- 2. Preparation:** In this step a salesman prepare for their approach to the target customer.
- 3. Approach:** In this step a salesmen approach to his client, generally with greetings.
- 4. Presentation:** After approaching the customer then a salesman should present the product in order to sale.
- 5. Response:** After considering the customers response a salesman should collect the order for his products.

6. **Close:** After collecting the order a salesman should close the deal and leave with a nice smile and gesture.
7. **Post Call:** Post call is the self-evaluation of the steps of sales call, a salesman should evaluate himself how he followed the steps.

Our trainers gave them a vast idea about the seven steps of sales. They showed the trainees how to perform these steps. They even showed some videos of sales steps. The knowledge of these seven steps of sales will help our trainees to become more efficient, effective and successful sales man.

### **Objection Handling**

In this session our trainers shows them how to handle objections from customers. They showed some videos and share some tips to handle the objections.

### **Question –answer session, Role playing, Quiz test & Prize giving ceremony**

This was the last session of the training program. In this session the trainees ask some questions to our trainers and our trainers tried to resolve their queries.

Then we arranged a role playing session. The trainees form 6 groups and had a little discussion about seven steps of sales call. Then we gave them some scenario to perform the seven steps. One of our trainers played role of customers and one of each group played the role of salesman and act out the seven steps of sales call.

Then we took a short quiz test based on the notes we gave them before the training, which will help us to learn their response and performance.

Then we pass the evaluation paper to the trainees and gathered their response about the whole training program.

Last part was the prize giving ceremony. The best three performer in role playing and quiz test received prizes and appraisal. We gave all the participants a certificate declaring that they have attended and received the training program properly and this certificate is a great motivational tool for them. It will help them in their carrier growth.

## Chapter Six

### Evaluating the Training Program

In the evaluation phase, we determine if the trainees obtained the knowledge, skills, or attitudes we identified as the goal during the analysis phase. We can use the information we obtain during the evaluation phase to make additional changes to the design, development, and delivery of the training program the next time we offer it to trainees. Depending on our needs, we will have decided in an earlier phase what level of evaluation we will use. So we also conducted **Donald L Kirkpatrick's training evaluation model** - the four levels of learning evaluation. The **Kirkpatrick Four-Level Training Evaluation Model** helps trainers to measure the effectiveness of their training in an objective way

In the evaluation phase, we determine if the trainees obtained the knowledge, skills, or attitudes we identified as the goal during the analysis phase. We are able to use the knowledge we tend to acquire throughout the analysis part to create further changes to the look, development, and delivery of the training program subsequent time we provide it to trainees. Reckoning on our desires, we are going to have set in associate earlier part what level of analysis we are going to use. Thus we tend to additionally conducted **Donald L Kirkpatrick's training evaluation model** - the four levels of learning analysis. **The Kirkpatrick Four-Level training evaluation model** helps us to identify the effectiveness of our training in associate objective approach.

*Donald L Kirkpatrick's training evaluation model:*

#### I. Level 1 Evaluation – Reaction

Just as the word implies, evaluation at this level measures how participants in a training program react to it. It makes an attempt to answer queries concerning the participants' perceptions - Did they like it? Was teaching material relevant to their work? Additionally, the participants' reactions have necessary consequences for learning (level two). Though a positive reaction doesn't guarantee learning, a negative reaction nearly actually reduces

its chance. After conducting the reaction we discover that the trainee's reaction towards the training was very positive. As a matter of fact they asked for more training like this. In their reaction we find out that the material was relevant. They believed that these sorts of training will help them in their work and it'll help them to be a much better salesperson.

## **II. Level 2 Evaluation – Learning**

Level 2 measures the degree to which participants acquired the intended knowledge, skills and attitudes as a result of the training. This level is used by instructors and training executives to determine if training objectives are being met. Only by determining what trainees are learning, and what they are not, can organizations make necessary improvements. Level 2 can be completed as a pre- and post-event evaluation, or only as a post-evaluation. So we conduct a post training evaluation by the immediate supervisor of those sales representatives and the result was satisfactory.

## **III. Level 3 Evaluation – Behavior**

This level of evaluation measures the degree to which participants' behaviors change as a result of the training – basically whether the knowledge and skills from the training are then applied on the job. This measurement can be, but is not necessarily, a reflection of whether participants actually learned the subject material. After the training program we talked with the immediate supervisor of those sales representatives and find out that their behavior has changed a lot. They are trying to apply the knowledge they gather throughout the training in their workplace.

## **IV. Level 4 Evaluation- Results**

Level four seeks to determine the tangible results of the training such as: reduced cost, improved quality and efficiency, accumulated productivity, employee retention, accumulated sales and higher morale. Whereas such benchmarks are not always straightforward or inexpensive to quantify, by doing so the training organizations will determine the essential return on investment (ROI) of their training expenditures. One typical challenge is to identify whether or not specific outcomes are actually the results of

the training. The sales team and also the supervisors of these sales representatives were very happy to visualize the end result of the training program. They also requested us to conduct this sort of training very often.

After evaluating the whole training program we were very happy to see the results and now we are more encouraged to conduct these types of training again and again.

## Chapter Seven

### Findings

After conducting the training sessions of The Bengal Group of Industries Ltd, I have observed and found some different issues. Which are -

- I. Managing Director of Bengal group of industries has the sole authority to approve any decision for the organization. Only after receiving the approval from the Managing Director, HR Division can start their functional activities.
- II. The Bengal Group of Industries Ltd engages both HR manager and line managers in their every process as they are trying to follow Modern Human Resource Management.
- III. Their Training and development department is vacant now. There was a single executive who left the organization recently. So the Head of HR and other executive from other department have to manage all the work of training department. After I join the organization as intern, sir assigned me to training and organization development and I had to conduct all the work by myself.
- IV. The organizations also need some good trainers. They are wise and enough qualified. But training for trainers will be very effective for them. HR division should organize a training program for them. Bengal Group of Industries always tries to maintain good working Environment, health & safety procedure which is certified internationally.

## Chapter Eight

### Conclusion

Training and progress is likely one of the lowest matters on the precedence record of most organizations. When it is organized, it is ordinarily at the persistence of the human resources division. There's, however, significant worth in organizing right training and development periods for employees. Training makes it possible for employees to accumulate new skills, sharpen existing ones, perform better, increase productivity and be higher leaders. There are organizations that think training their employees is a waste of time and money, their employees can learn while doing their job. There are other organizations believes that investing a large amount of time and money to train employees is a proper decision for their growth. Bengal Group of Industries is on of them. **Bengal Group of Industries** believes that a proper training program, employees are unprepared, confused, and unsuccessful. Training is very important for organizational progress and success. A successful training is fruitful for both employers and employees. An employee will grow to be more effective and productive if he's trained well. A positive training can bring employees into the light with the organizational mission, vision, ideas and rules and the working conditions. The present employees are trained to refresh and enhance their expertise. If any updates and amendments take position in technology training is given to cope up with those changes. Most employees face some difficulties in their workplace. A proper training program can make it possible for them to overcome those difficulties. A training program helps to cut down any vulnerable links inside the organization .Bengal Group of Industries is very focused on training and organization development. They try to make their employees more effective and efficient. HR division of Bengal Group of industries has done the training and organization development tasks and this is a continuous process. The **Bengal Group Industries** training and development process is ideal process. It matched what I have learned in my courses. They always evaluate their previous training program and try to overcome the faults in their next training program. More or less, they are same. After working with them I found out that they actually care about their employee. They always try to come up with better ideas to make their training more interesting and more effective. And this will help them to train their employees effectively. The management always tries to provide their employee effective training in order to make them efficient and a better person.

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