

A descriptive study on policy & practices of the media sector with reference to training and development programs in Eastern India

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Abstract

Training and development in the public sector has been a hot area of research pursued by scholars all over the world. When studies are undertaken, it follows that suits differed greatly between respondents (media). The purpose of this study is to determine if the training improved the abilities of the respondents, and all but one of the respondents from each media agreed that the training improved the effectiveness of their jobs. The majority of respondents in both media indicated that they found the matter moderately relevant, with 61 percent of respondents indicating this in both (i.e. in print as well as electronic) media. As a result, a greater number of respondents believed that the topic was very clear when it came to clarity when asked whether it was clear. An exploratory and descriptive research design was used in the development of this study. This study aims to identify existing training and development practises, organisational commitment to training and development activities, training efficacy, and the challenges that management has faced in implementing and researching possible solutions to improving the effectiveness of the training program.

Subject Classification: 62P20, 62P25.

Keywords: Training, Development programs, Media sector, Policy and practices, Organisational performance.

1. Introduction

Indian economies have been growing at the fastest rate in the world, according to the Central Statistics Organisation and the International

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Monetary Fund (IMF). Agricultural, industrial, and service industries provide the majority of India's economic development. The Economic Survey 2015-16 predicts an increase in the Indian economy of more than 7% in 2016-17. Inflation management by the RBI, political reforms, and benign commodity prices make this economic development possible. Gross Domestic Product (GDP) ranks fourth according to the International Monetary Fund's (IMF) report. Services are the fastest-growing sector in the Indian economy, although agriculture still employs two-third of the workforce. The Indian software, financial, and engineering industries export a large number of highly qualified professionals. Manufacturing, pharmaceuticals, biotechnology, nanotechnology, telecommunications, shipbuilding, aviation, and tourism are also growing fast. Nominal Gross Domestic Product (GDP) studies indicate that the Indian economy is the seventh-largest in the world, and Purchasing Power Parity (PPP) studies indicate that it is the third-largest. There are several factors contributing to this favourable growth, including a large and young population, a low dependence ratio, good savings and investment rates, and growing integration with global markets. The Indian economy grew 7.65 percent, exceeding the World Bank's growth forecast for 2015-16 for the first time. India's GDP is forecast to increase 7.7 percent in 2017-18 and 7.8 percent in 2018-19, according to the International Monetary Fund (IMF). As a result of greater investor confidence, cheaper food costs, and enhanced government policies.

2. Overview and Background

In recent years, the Indian media sector has grown to become one of the most dynamic sectors in the world. A surge in advertising and a discernible rise in literacy rates are fueling the expansion of the print sector in India as a result of a surge in advertising. It is estimated that India's newspaper industry has a readership of over 328 million, with over 75,000 newspapers published in 22 languages, with a readership of over 75,000. There is a rapid expansion of the media and entertainment industry in India.

According to the FICCI-KPMG Report 2016, which was prepared by KPMG, the Federation of Indian Chambers of Commerce and Industry - KPMG; Klynveld Peat Marwick and Goerdeler, the Media and entertainment industry plays an important role in the expansion of Indian economy. There was a growth of 12.8% in the manufacturing sector in 2015, as compared to 2014, going from Rs 1,027 billion to Rs 1,158 billion. It has

been estimated that around 47 percent of the total revenue of the Indian media industry is derived from television. Prior to the development of paper, humans often wrote on palm leaves. At the National Manuscript Library in New Delhi, there are a number of old manuscripts written on palm leaves. It was Julius Caesar who created the first newspaper in 60 BC, which covered the proceedings of the Roman Senate in a weekly paper called *Acta Diurna* (Daily Events), which he had distributed throughout the city. Printing was invented by the Chinese and wooden blocks were created for printing alphabets by the Chinese. There is evidence that this method was used for the first time in the Tang Dynasty, approximately 600 years ago. In the days before the invention of the printing machine, books were handwritten before the invention of the printing press. After the invention of the printing machine, a man entered the world of mass media for the first time. As a result of the cutting-edge technology, a larger audience will be reached and information will be made available to more than one person at a time. However, it could only be used by those who have a high level of literacy and who can afford to buy a newspaper.

The new age media are the most active sort of instructional media and hence the most common way of knowledge retrieval. Because it holds a large amount of information and knowledge, it has revolutionized people's lifestyles and mutual interactions. Interaction is a key component of effective communication, and the internet has made it possible. The information revolution has served to level the playing field in terms of potential economic possibilities and development. It has now permeated all aspects of human life in today's globe. The economic progress of society is inextricably related to information and technology. Because people rely on technology, the advancement of the internet has a significant influence on society. Everyone has access to ubiquitous technology, regardless of whether they live in a cosmopolitan metropolis or in a rural location. The early Internet was designed and developed in American research units, universities, and telecommunications businesses with a vision and interest in cutting-edge research to create a strategic communication network. In the 1960s and 1970s, the software evolved into a network of computers that transferred data using packet switching. Within sixteen months, there were more than 10 sites with an estimated 2,000 users and at least two routes for information packet transfer between any two sites. ARPANET (Advanced Research Projects Agency Network) was the world's first packet-switched advanced computer network. In the 1960s, packet switching was a novel and radical concept. Users could connect to

and utilize computers and printers in other places, as well as transfer data between computers, using the Network Control Protocol (NCP).

Human Resource Departments serve a vital role in a firm, overseeing many elements of employee welfare, from recruiting through retirement. The Human Resources Department's function is critical for manpower planning, talent acquisition, training and development, talent management, employee engagement, performance management, payroll, compensation and benefits, and other tasks. Employee knowledge, attitude, and skill growth are all aided through training and development initiatives. In today's world, information, creativity, and innovation drive business. In today's competitive environment, organizations want creative and imaginative individuals who can think beyond the box. For the vast majority of employees, training programmes are avenues for learning launched by the firm in order to expand their knowledge base and sharpen their abilities. Aside from information and skill enhancement, training helps individuals gain confidence in making appropriate judgments on work-related challenges. Training may boost commitment while decreasing attrition. Training may improve organizational performance.

3. Scope of the study

The importance of human resources in any business, whether in the media or others, cannot be overstated, since they may make or break the organization. Trained human resources are always valuable assets to any firm, and the public sector is no different. These two mediums have a significant number of human resources, each of which contributes to the achievement of corporate goals in its own way. The public sector invests a significant amount of money, resources, and time in developing the skill set of its personnel. However, both the public and private sectors are uninformed of the special abilities that must be cultivated among their personnel in order for them to grasp the aims of their businesses. As a result, both media are interested in determining the effectiveness of training procedures, as well as employee perceptions of training programmes undertaken for their benefit. The issue was discovered, and hence the current research on training and development techniques in the public sector was launched. Though there are a few studies on media available, they provide an understanding that many more studies are needed to fill the gap, as global competitiveness requires such skills.

The current study's goal is to determine how much training and development have contributed to the acquisition of information and skills. The study's scope is based on three factors.

1. Temporal viewpoint – The significance of training and development. Training and development programs boost productivity, staff morale, innovative thinking, work satisfaction, and employee dedication to company goals.
2. Geographical viewpoint - The current study is being done in the city of Lucknow.
3. Respondents for this study are employees in the public sector with at least two years of experience and who have completed at least one training program during their careers.

Because there has been intermittent research in this field, a comprehensive study is required to investigate the many dimensions of training and development in the public sector. Because the findings of this study are limited to Lucknow, the findings and conclusions taken from it cannot be generalized.

4. Literature Review

Basher Ahamed (2010) discovered that industrial workers in Kerala have a medium degree of efficiency when it comes to motivating variables. Similarly, workers are moderately satisfied with the organization's working conditions. The level of efficiency and job satisfaction varies from firm to company. The length of service has an inverse relationship with the level of satisfaction. Other background factors have no discernible impact on pleasure. Furthermore, the amount of satisfaction varies depending on the company's motivating aspects. Motivating variables also differ depending on the employees' antecedents, such as age, caste, education, duration of service, and so on. While fast financial growth is preferred, additional expectations such as on-site facilities and medical facilities for family members are also vital for certain businesses.

Arun Kumar Krishnamurthy (2011) studied human resource management. According to the study, the finest service that a human resource function can do is to make workers feel that they are working in the appropriate location, doing the right task, and being paid fairly for as long as the person is in service. He mentioned a few employee compensation rules, such as yearly salary and perquisites, grade or positional-based remunera-

tion, remuneration based on the number of years of service, rewarding performance with increments has an everlasting influence on compensation, and so on.

According to Markel Karen. S (2012), there has been a lot of interest in work-life practices from scholars, practitioners, and public policymakers. Job-life practices are widely described as any technique that helps people manage their work and non-work lives. Using a broad survey of organizations in the United States, he investigated why certain practices are adopted by organizations. Work-life practices are not interchangeable, according to the findings, and should not be considered as such by researchers, practitioners, or public policymakers. Each practice has its own set of reasons for being adopted, as well as repercussions for organizations and public policy concerns.

According to Ibrahim Muhammad Faishal (2013), who conducted research on the issue, the quality of work-life studies is rapidly getting the attention of urban planners due to its utility in analyzing and monitoring public policies. He attempted to investigate the quality of work life of residents living near industrial estates in Jurong, Singapore, using 18 subjective life indicators to measure overall life satisfaction and discovered that health, family life, and public safety were the most important aspects, while self-development, religion, and politics were the least important. On a satisfaction scale, public safety, family life, and public utilities were rated as the most satisfied, while consumer goods, politics, and the environment were rated as the least satisfied.

Wilson (2013) discovered that workers were typically happy with the setting in which they worked in his study. Employees in the public sector were more satisfied than those in the private sector. Both categories were satisfied in terms of supervisory style. In terms of advancement and engagement in decision-making, both categories were unsatisfied. He also discovered that public sector employees were more satisfied than private sector employees in terms of pay, human relations, co-worker conduct and job type.

Blanche R. and Elma (2014) created a questionnaire that was distributed to 22 South African social professionals. Before delving into the organizational elements that contribute to job satisfaction, consider the following: Work content, salary, advancement opportunities, working environment, leadership & management style and group factors. It is discussed how the supervisor might influence social worker job happiness, as well as ways to increase social worker quality of life at work. According to the findings, respondents like their jobs and place a high importance

on appropriate and fair compensation, while placing a low value on supervisor attitude and acknowledgment of their outstanding work.

Perrucci (2015) investigated the demand-control theory of work strain by hypothesizing that shift work has detrimental effects on employees' health and well-being, family life and social interactions. They broaden the theoretical arguments in three ways: a) by addressing the consequences of various job demands, b) by evaluating the influence of various forms of worker control, and c) by incorporating multiple types of work strain, such as mental health, job satisfaction and work-family conflict. Their findings, with some critical caveats, corroborate the expectations of the demand-control theory. Working a nonstandard shift is a source of work stress solely in the area of family life, but has no detrimental consequences on mental health or job satisfaction. For job satisfaction, autonomy, job control, and supervisor support are most significant, but self-control and resource control are most critical for understanding work-family conflict and mental health. HRD methods will undoubtedly have an impact on the quality of work life in enterprises.

5. Objectives of the study

This study aims to focus on the following areas:

- To assess a wide range of training and development programmes that exist in media in the public sector.
- To study and understand the commitment of the media in the public sector to the training and development of its workforce.
- In order to identify existing strategies for public-sector training and development, it was important to ask respondents what they thought

6. Research Methodology

This nature of the study is both descriptive and exploratory.

It seeks to identify existing training and development practices, organizational commitment to training and development activities, training efficacy, and challenges encountered by management in implementing the training program and researching potential solutions to make it more successful.

6.1 Sample selection

Table 1 shows the sample selection from media organization that comprise employees of seven different media houses as shown below:

Table 1
Shows the sample selection from media organisation

S. No	Media organisation selected for the study	Total number of employees eligible for this study	Respondents selected
1	Dainik jagran	3630	225
2	The times of india		
3	Amar ujala		
4	Ndtv news channel	1640	350
5	India news		
6	Bharat samachar		
7	Doordarshan	5270	575
	Total		

7. Data analysis and Interpretation

Obtained data was automatically put into tables, pie charts, graphs, and diagrams, and then evaluated and presented systematically using basic percentage analysis to determine the value of respondents dispersed in each category.

- a) To analyze the relevance of responses dispersed in each group, a simple percentage analysis is performed.
- b) The analysis of variance is used to compare the similarity of several means.
- c) The T-test is used to determine whether or not there were any significant differences in the mean scores of the two groups.

8. Results and Analysis

When we attempted to obtain information about the relevance of the training through both print and electronic media, we received the same response. Almost 60.9% of both media said that the training's relevance was modest as shown in Table 2.

However, in the electronic media, individuals said that the training's relevance is extremely excellent at 3.1%, compared to 1.3% in the print media. However, the change is statistically insignificant ($p=0.234$ NS).

Table 2
Showing the Relevance of the Training

Opinion Print media		Type of media		Total
		Electronic media		
None	Count	1	0	1
	%	0.4%	0.0%	0.2%
Low	Count	6	17	23
	%	2.7%	4.9%	4.0%
Moderate	Count	137	213	350
	%	60.9%	60.9%	60.9%
High	Count	78	109	187
	%	34.7%	31.1%	32.5%
Very high	Count	3	11	14
	%	1.3%	3.1%	2.4%
Total	Count	225	350	575
	%	100.0%	100.0%	100.0%

$\chi^2=5.563$ $p=0.234$ ns

Table 3 below depicts the respondents' views on the clarity of training objectives and the type of media. The majority of them (45.6%) believed the aims were clear, 47.1% are from print media, and 44.6% are from electronic media.

There was a small number of respondents who stated that the aims were unclear. 2.6%, with print media accounting for 3.1% and electronic media accounting for 2.3%. These respondents believed that a bit more clarity on the offered training sessions was needed.

Table 3
Shows the Clarity of the Training Objectives / Module

Opinion Print media		Type of media		Total
		Electronic media		
Low	Count	7	8	15
	%	3.1%	2.3%	2.6%
Moderate	Count	96	152	248
	%	42.7%	43.4%	43.1%
High	Count	106	156	262
	%	47.1%	44.6%	45.6%

Contd...

Very high	Count	16	34	50
	%	7.1%	9.7%	8.7%
Total	Count	225	350	575
	%	100.0%	100.0%	100.0%
X²=1.637 p=0.651 ns				

According to the data shown below in Table 4, the majority of respondents (48.9%) believed that the medium of teaching was very high and easy to comprehend. This was the view of 45.8% of those polled in the print media and 50.9% of those polled in the electronic media.

Only 3% of all respondents thought the medium of teaching was inadequate, with 3.6% coming from print media and 2.6% from electronic media. They noted that the wording might be simplified even further to make it easier for them to grasp.

Table 4
Shows the Training Instruction Level

Opinion Print media		Type of media		Total
		Electronic media		
Low	Count	8	9	17
	%	3.6%	2.6%	3.0%
Moderate	Count	52	60	112
	%	23.1%	17.1%	19.5%
High	Count	103	178	281
	%	45.8%	50.9%	48.9%
Very high	Count	62	103	165
	%	27.6%	29.4%	28.7%
TOTAL	Count	225	350	575
	%	100.0%	100.0%	100.0%
x²=3.844 p=0.279 ns				

The statistics in Table 5 below, were analyzed by comparing the coverage of the training topic with the sort of media in which the respondents work. A very high significance (p0.001) result is seen, and it is noted that the majority of the respondents (45.6%) thought strongly that the training topic had comprehensive coverage of the training topic, with 48.4% working in print media and 43.7% working in electronic media.

It was also discovered that 1% of all respondents had a negative assessment of the topic's coverage, with the majority of them coming from print media (2.2%) and others coming from electronic media (0.3%). 18.3% said it was moderately covered. This viewpoint was shared by 24.4% of print media respondents and 14.3% of online media respondents.

Table 5
Shows the Topics Covered During Training

Opinion Print media		Type of media		Total
		Electronic media		
Low	No.	5	1	6
	%	2.2%	0.3%	1.0%
Moderate	No.	55	50	105
	%	24.4%	14.3%	18.3%
High	No.	109	153	262
	%	48.4%	43.7%	45.6%
Very high	No.	56	146	202
	%	24.9%	41.7%	35.1%
Total	No.	225	350	575
	%	100.0%	100.0%	100.0%

9. Conclusion

Respondents' perspectives on training and development in the public Sector varied greatly (media). The respondents' opinions were obtained to determine if the training improved their abilities, and all but one from each media agreed that the training enhanced their job efficiency.

However, the majority of respondents, 61% in each of the media, thought the matter was moderately relevant. However, when questioned about the topic's clarity, a larger number of respondents believed it was very clear.

A greater number of respondents (54.3%) from the electronic media thought that the coverage of the training issue was very high when compared to 44.6 percent from the print media, which is of very high significance ($p < 0.001$). which demonstrates the affirmation of undertaken hypothesis.

10. Future scope of the study

The results suggest that people have undesirable feelings about training programs and those which exist are insufficient for achieving high levels of organisational performance. The findings of the study would therefore assist management in addressing the poor perception of staff training possibilities, which might eventually result in greater levels of organisational outcomes in the print media sector.

Media professionals play a vital role in shaping political, sociocultural, economic, and political developments, the government becomes increasingly concerned with routinely and adequately trained and developing them. Given the enormous contributions that media professionals make to social and national developments, it may be argued that the government should increase budgetary expenditures for training and development programmes in the media and allied sectors. The results are the major area that can be identified for future researchers, as the significance of training and development initiatives is a crucial component of improved organisational performance. This could spur opportunities for training and growth in the print media sector as well as the media sector overall and in any other industry in general.

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