



# VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Mangers, Academicians and Executives.

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## Editorial Note

Dear Readers,

India is an emerging market in all terms, be it a Manufacturing or Services sector. There are lots of new opportunities paving the way for Entrepreneurs and Business Owners in India.

Technology like AI, Machine Learning and ChatGPT are the key contributors of changing the way we do the businesses. But with that we must prepare ourselves to be future ready in all terms including changing job roles and workforce. Currently, the challenge faced by organizations are, How to keep pace with changing job roles? and How to make workforce future ready?

The only way is designing result driven “Training and Development” systems across the organization. Before we design the system, we need to understand current changes and trends. In this issue, we have covered an article on “Decoding Trends and Current Scenario for Training and Development” by the author Dr. Raju Rathod. Don't miss out to read the same.

Have a Great Time....!!!

Regards,  
Brinda Bhatt

### DECODING TRENDS AND CURRENT SCENARIO FOR TRAINING AND DEVELOPMENT

Leadership, Human Resource Management and Training & Development at Business Organizations have been drastically changed after the pandemic. Training and Development has always been considered as a push function earlier. HR Department used to motivate employees to participate in various learning and development activities. But now time has changed, employees decided their own learning needs and methods of learning. There are multiple sources from where employees can learn, upskill and reskill themselves.

The role of HR managers has transformed to a mentor who can facilitate employees to learn more and appreciate their learning process. Some of the Trends observed by Businesses are;

#### **1. Moonlight Work**

Employees are serving dual jobs. Apart from the main job employees are looking for multiple sources of earning in their free time as freelancers or doing parttime jobs. In order to survive in multiple jobs, employees need to learn new skills at their own.

#### **2. Hip Pocket Skill**

Employees need to build his

or her inimitable skills which others cannot easily acquire. Employees want to be known for one specific job. Everyone asks for that one skill which can not be copied easily.

#### **3. Work for my Own**

After having 20-25 years of experience, employees aspire to be an entrepreneur, they want to set up their own firm where they wanted to work independently with their own vision and mission.

#### **4. Enough is enough**

After pandemic many employees think that they wanted to have slow life and they want to spend more time with their family members. They want to go for weekend trip and vocation tours.

#### **5. Bottom is crowded but Room at the Top**

At entry level, number of jobs are less but for many senior level posts, corporate houses are striving hard to get right employees. So many Sr. level employees are enjoying more than three-four offers on hand at a time to negotiate.

#### **6. Permanency becomes Past**

Concept of permanent job is slowly disappearing in many sector because in most of the

jobs now only ability to generate significant contribution, help employees to survive. Because of project based, team based, work based structure of the functioning, long term permanent jobs are not possible. Recruitments are becoming project specific.

#### **7. Going Global becomes Easy**

Lakhs of young Indians are going abroad every month on work visa or for education and they wanted to settle down in there. They never wanted to come back in India. But those NRIs who are at the age of retirement they wish to come back and want to spend rest of their life in India.

#### **8. Education does not End at PG**

Young employees understand this fact that they have to keep on learning new skills after some intervals to remain relevant and competitive in the market. Even if company do not give training or opportunity for additional and advanced learning, they plan and execute their learning requirements by themselves.

#### **9. Machines, AI and Digital tools replace Routine Tasks**

Majority companies in India and abroad invest heavily in AI and Machine Learning. This digitalized functioning not only saves cost but gives more time to managers to focus on strategic planning and implementation.

### **10. Data driven Evidence based Practice**

Decisions do not depend on perception based survey but with the application of data analytics and data mining, more accurate facts and evidence based insights are considered for strategic decision making.

Considering the context of these changes, training needs of business organizations are also changing. Training and Development functions need to consider the following aspects to make learning activities more relevant and result oriented.

#### **A. Sustained Mentoring**

A few days of training in a year will not work now, companies need to provide sustained mentoring to employees and constantly review what they are learning and contributing based on their new learning.

#### **B. Hybrid Learning**

There must be the right blending of online and offline learning programs to save

the cost, time and making the learning process more comfortable and customized.

#### **C. What happens if we don't train and they sustained**

There is no other way to think that if we train and the employees leave then What happens...?? but more serious concern is what happened if we don't train and they sustained with our company.

#### **D. Long and More Working hours, No more Norms**

In most of the modern businesses, total working hours in week are reducing day by day because companies do understand that long and extra working hours hamper the productivity as well as the interest of an employee.

#### **E. Good to be Spiritual work place**

Many companies admitted and started spiritual work practices at work to reduce the level of stress among their employees. Also, Employee Mental Health & Well-being Programs are desired by the workforce nowadays.

Thus, HR and L&D practitioners must think of these changes & trends and design the initiative to fuel the growth of the businesses.

## About the Author



**Dr. Raju Rathod** is a Professor, Dept. of Business Management at Sardar Patel University,

He has 21+ years of Management Teaching Experience. He is a National Council Member of Indian Society for Training and Development (ISTD).

## VALUE EVENTS :

### Session on “Doing Business in European Market” organized by RMB, Rajkot

**SPEAKER MEET**

**DOING BUSINESS IN EUROPEAN MARKET**



**Speaker**  
**Mr. Chetan Bhojani**

<b>Date &amp; Time</b> 22-08-2023, Tuesday Evening 7:00 to 9:00 pm onwards, followed by Dinner	<b>Venue</b> SARAZA Opp. Cosmoplex Cinema, Kalawad Road, Rajkot.
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Vice President: Raj Dhabalia    President: Pankil Padharia    Secretary: Mehul Buddhdev

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RAJKOT CHAPTER

RMB Members - Free Admission  
Guest Charges - Rs. 850/-  
RSVP : Rtn. Raj Dhabalia - +91 90333 04049



A session on "**Doing Business in European Market**" organized by Rotary Means Business (RMB), Rajkot on 22nd August, 2023. The session was conducted by Mr. Chetan Bhojani, Founder & CEO, Add Value Group of Companies. We had a wonderful interaction with Business Owners and Managers of Rajkot during the session.