

**A STUDY ON “CAREER DEVELOPMENT WITH SPECIAL REFERENCE
TO SURAT GOODS TRANSPORT PVT LTD, CHENNAI”**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

B. YASHNI

Register No.41410348



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **YASHNI .B 41410348** who carried out the project entitled "**A STUDY ON "CAREER DEVELOPMENT WITH SPECIAL REFERENCE TO SURAT GOODS TRANSPORT PVT LTD, CHENNAI"**" under my supervision from January 2023 to March 2023.

Dr. BLESSIE PATHMU B. Com; MBA; Ph. D

Internal guide

External Guide

Dr. BHUVANESWARI. G.MBA.,Ph,D

Dean – School of Management Studies

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Jeppiaar Nagar, Rajiv Gandhi Sala,
Chennai-600 119

Submitted for Viva voce Examination held on **06.05.2023**

Internal Examiner

P. Hameem Khan

External Examiner

DECLARATION

I **YASHNI . B (4140348)** hereby declare that the Project Report entitled “**A study on career development with special reference to Surat Goods Transport Pvt Ltd,Chennai** ” done by me under the guidance of **Dr. BLESSIE PATHMU** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: Chennai

Yashini
YASHNI. B

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ABSTRACT

The primary objective of the study is to study and analyze the Career Development in Surat Goods Transport Pvt Ltd. The methodology followed by the researcher is to conduct descriptive research. A questionnaire was designed to obtain the necessary data from the respondents. A questionnaire was issued to 120 respondents.

The study focuses on the employee's career development offered by the Surat Goods Transport Pvt Ltd. It explores the benefits of employee's career who have obtained from the Surat Goods Transport Pvt Ltd. Career development is a complex process of acquiring the knowledge, skills and attitude necessary for an individual to make work as a meaningful productive and satisfying part of life to the employees. The career development process requires continues planned activities including career awareness, exploration, decision making and educational planning. These activities are designed to maximize the capabilities of all learners to explore, to analyze option, to understand ones own interest and abilities, to select educational preparation for, gain entry to and to succeed in career choices throughout the life. The specific activity categories of career development are career pathways, comprehensive guidance and counseling, career awareness/exploration, career assessment and education development plans.

Simple percentage analysis, one-way Anova, T-test, weighted average, Chi-square test and correlation analysis are used to analyze this project statistically. The collected data was analyzed, tabulated and interpreted. Based on the response received, researcher analyzed the various factors related to product performance and consumer behavior

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LIST OF SYMBOLS AND ABBREVIATION

S.No	SYMBOL	EXPANSION
1	%	Percentage
2	X	Multiplication
3	χ^2	Chi-Square

S.No	ABBREVIATIONS	EXPANSION
1	F	Frequency
2	E	Expected Frequency
3	O	Observed Frequency
4	C.E.F.	Cumulative expected frequency
5	CF	Cumulative frequency
6	H_0	Null hypothesis
7	H_1	Alternative hypothesis
8	σ	Sigma / Summation

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION :

Definition of Career Development

By Pallab Dutta,

Career development represents the entire sequence of activities and events related to an individual's career. Career development encompasses acquiring of educational qualifications and certifications, career path, self-actualization as an individual, shifting of careers and career growth, learning curve, family life, accomplishments and recognitions or felicitations.

Goals

- Setting goals and milestones based around well-defined objectives is integral to any career development plan. In today's fast-moving and constantly shifting business and external environment, goal setting tends to be more medium term.

Individual Involvement

- Career development is generally decided, shaped and managed by an individual rather than the immediate superior, Human Resources (HR) department or organization-defined influence that it was generation or two ago.

Flexibility

- A career development plan needs to be flexible enough to account for crisis situations, mid-career blues, relocation possibilities, career shifts and other exigencies.

Staying Competitive

- Career development calls for innate professionalism, sharp-edged focus, a keen learning temperament, intent to gain new skills and certifications as desired.

Family Role

- Family commitments, growing needs of a young family and health-related issues of elderly parents are some aspects that are part of the stages of career development that influence career shifts, relocation plans and other changes.

What is career development ?

Career development is the lifelong process of managing progression in learning and work. The quality of this process significantly determines the nature and quality of individuals' lives: the kind of people they become, the sense of purpose they have, the income at their disposal. It also determines the social and economic contribution they make to the communities and societies of which they are part.

Why is career development becoming more important?

The traditional concept of 'career' was progression up an ordered hierarchy within an organization or profession. The notion was that people 'chose' a career, which then unfolded in an orderly way. It was an elitist concept: some had a career; many only had a job; some did not even have that. For some time now, however, this traditional concept has been fragmenting. The pace of change, driven by technology and globalization, means that organizations are constantly exposed to change. They are therefore less willing to make long-term commitments to individuals; where they do, it is in exchange for flexibility about the roles and tasks the individuals will perform. Increasingly, therefore, security lies not in employment but in employability. Individuals who want to maintain their employability have to be willing to regularly learn new skills. So careers are now increasingly seen not as being 'chosen' but as being constructed, through the series of choices about learning and work that people make throughout their

lives. Career development in this sense need not be confined to the few: it can, and must, be made accessible to all.

Why does career development matter for public policy?

Career development is not only a private good, of value to individuals: it is also a public good, of value to the country as a whole. This is true in three respects. First, it is important for effective learning. If individuals make decisions about what they are to learn in a well-informed and well-thought-through way, linked to their interests, their capacities and their aspirations, and informed realistically about the opportunities to which the learning can lead, then they are likely to be more successful learners, and the huge sums of public money invested in education and training systems are likely to yield much higher returns. Second, it is important for an effective labour market. If people find jobs and career paths which utilize their potential and meet their own goals, they are likely to be more motivated and therefore more productive, enhancing national prosperity. Third, career development has an important contribution to make to social equity, supporting equal opportunities and promoting social inclusion. It can raise the aspirations of disadvantaged groups and give them access to opportunities that might otherwise have been denied to them.

What is the relationship of career development to lifelong learning?

Career development is crucial to the success of lifelong learning policies. Governments regularly state that such policies need to be significantly driven by individuals. The reason is simple: schooling can be designed as a system, but lifelong learning cannot. It needs to embrace many forms of learning, in many different settings. It is the individual who must provide the sense of impetus, of coherence and of continuity. This places career development centre stage. It means that if, as many governments believe, lifelong learning is crucial to their country's economic competitiveness and social wellbeing, then their country's future is significantly dependent on the quality of the decisions and transitions made by individuals.

What support do individuals need to manage their career development?

If individuals are to manage their career development effectively, they need support, in three forms:

- Help in developing their career management skills.
- High-quality information on the opportunities opens to them.
- Personal support in reviewing the options and converting information into personal action.

What are career management skills?

Career management skills include the skills of understanding one's own strengths and weaknesses, and needs and wants; of being able to identify relevant opportunities, and access information on them; of being able to take career-related decisions; and of being able to present one effectively in order to gain access to courses or jobs. Recent OECD work on human capital¹ suggests that these career management skills may play an important role in economic growth. It points out that less than half of earnings variation in OECD countries can be accounted for by educational qualifications and readily measurable skills. It argues that a significant part of the remainder may be explained by people's ability to build, and to manage, their skills. These 'meta-skills' include career management skills.

What is the role of career information?

Good-quality career information is essential for good-quality career development. It needs to include information on education and training opportunities, on occupations and their characteristics, and on labour market supply and demand. It also needs to include information on the occupational implications of educational decisions, and on the learning pathways that lead to particular occupational destinations. In addition, it needs to include information on how these opportunities relate to the characteristics and preferences of individuals, so that individuals can identify opportunities appropriate to them. Information and communication technologies need to be harnessed creatively in order to improve the quality, interconnectedness and accessibility of such information

What forms of personal support are needed?

Information is necessary for good-quality career development, but it is not sufficient. If individuals are to be able to find the information they need, to understand this information and relate it to their personal needs and circumstances, and then to convert it into personal action, many will need some form of personal support. Some of this personal support can be provided by family and friends, or by teachers and tutors or managers and supervisors. But it is important that people also have access to individual advice and guidance, offered in a variety of locations by competent and accredited practitioners who are:

- Skilled in the professional techniques of career guidance.
- Knowledgeable about learning opportunities and labour markets.
- Impartial, and able in an untrammelled way to serve the individual needs.

Such services may be provided on an individual or group basis; they may be face-to-face or at a distance (including helplines and web-based services).

What is career guidance?

Career guidance, as defined by OECD², covers services intended to assist individuals, of any age and at any point throughout their lives, to make educational, training, and occupational choices and to manage their careers. The services include career information (in print, ICT-based and other forms), assessment and self-assessment tools, counseling interviews, career education, and career management programs, taster program workk search program and transitionion services. the, therefore all three of the forms of support outlined above.

How can access to career guidance be provided?

The OECD Career Guidance Policy Review³ indicates that the development of career management skills is an important task for schools. It needs to be embedded in the curriculum in the form of career education programs, with a strong experiential component (work experience etc.). Profiling and portfolio arrangements also have an important contribution make to this task.

International experience demonstrates, however, that guidance programmes provided totally by schools tend to be remote from the labour market and subordinated to personal and study guidance. The OECD review accordingly concludes that school guidance needs to be supported and supplemented by specialised external career guidance agencies that visit the school on a regular basis. Denmark, which traditionally has had an education-based guidance system, is currently setting up new external services in the light of this recommendation.

Beyond school, the OECD review indicates that a variety of services are needed: some targeted at particular groups; some offering more universal access. These include services in universities and colleges, in training and work-based learning institutions, in public employment services, in the voluntary/community sector, and in the private sector, plus services offered by employers. Some of these may be free to users; some may be on a charged basis. Attention is however needed to ensure co-ordination so that these diverse services are well publicized, are quality-assured to robust standards, and are as seamless as possible from the viewpoint of the individual

1.2 INDUSTRY PROFILE

The scope and influence of logistics has evolved in the late 1940s. In the 1950s, and 60s, military was the only organization which used logistics. The scope of logistics has been extended beyond the army, as it has been recognized as one of the important tools for developing competitiveness. Competitive advantage means the company has the ability to differentiate itself, in the customer's eyes, and also is operating at a lower cost and greater profit.

Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It also helps in economic transactions, serving as a major enabler of growth of trade and commerce in an economy.

Logistics has come to be recognized as a distinct function with the rise of mass production systems. Production and distribution were earlier viewed as a sequential chain of extremely specialized activities. The role of logistics is to ensure availability of all the required materials before every step in this chain.

Obviously inventory of raw materials, semi-finished and finished goods is a must across this chain to ensure its smooth functioning. The concept of logistics has its base upon the systems approach. There is a single chain, with flow of materials starting from the supplier, then to the plant and finally to the end customer, and also these activities are done sequentially in order to achieve customer satisfaction at low cost. For this to be successful there has to be co-ordination in the activities of the department. With reference to an organization, an organization gets a concrete shape due to its structure. In the earlier times, the suppliers in distribution activities were spread across the entire structure, thus resulting in an overlapping of activities and finally in unaccountable authority and responsibility. In today's process driven organization, where the focus has shifted from functions to process, logistics has become an essential part of the process.

Definitions of logistics:

The Reduction of inventory: Inventory is one of the key factors, which can affect the profit of an enterprise to a great extent **American Council of Logistics Management** defines logistics as "the process of planning, implementing and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of conforming to customers' requirements".

Philip Kotler defines logistics as "planning, implementing, and controlling the physical flows of materials and finished goods from point of origin to point of use to meet the customer's need at a profit".

Objectives of logistics:

Logistics has the following objectives:

. In the traditional system, firms had to carry lot of inventory for satisfying the customer and to ensure excellent customer service. But, when funds are blocked in inventory, they cannot be used for other productive purposes. These costs will drain the enterprise's profit. Logistics helps in maintaining inventory at the lowest level, and thus achieving the customer goal. This is done through small, but frequent supplies.

Economy of freight: Freight is a major source of cost in logistics. This can be reduced by following measures like selecting the proper mode of transport, consolidation of freight, route planning, long distance shipments etc.

Reliability and consistency in delivery performance: Material required by the customer must be delivered on time, not ahead of the schedule or behind the schedule. Proper planning of the transportation modes, with availability of inventory will ensure this.

Minimum damage to products: Sometimes products may be damaged due to improper packing, frequent handling of consignment, and other reasons. This damage adds to the logistics cost. The use of proper logistical packaging, mechanized material handling equipment, etc will reduce this damage.

Quicker and faster response: A firm must have the capability to extend service to the customer in the shortest time frame. By utilizing the latest technologies in processing information and communication will improve the decision making, and thus enable the enterprise to be flexible enough so that the firm can fulfill customer requirements, in the shortest possible time frame.

The various functions of logistics are as follows

1. **Order Processing:** Processing the orders received from the customers is an activity, which is very important by itself and also consumes a lot of time and paperwork. It involves steps like checking the order for any deviations in the agreed or negotiated terms, price, payment and delivery terms, checking if the materials is available in stock, producing and scheduling the material for shortages, and also giving acknowledgement to the owner, by indicating any deviations.
2. **Inventory Planning and management:** Planning the inventory can help an organization in maintaining an optimal level of inventory which will also help in satisfying the customer. Activities like inventory forecasting, engineering the order quantity, optimization the level of service, proper deployment of inventory etc. are involved in this.
3. **Warehousing:** This serves as the place where the finished goods are stored before they are sold to the customers finally. This is a major cost center and improper warehouse management will create a host of problems.

4. **Transportation:** Helps in the physical movement of the goods to the customer's place. This is done through various modes like rail, road, air , sea etc.
5. **Packaging:** A critical element in the physical distribution of the product, which also influences the efficiency of the logistical system.

Logistics delivers value to the customer through three main phases:

- a. Inbound logistics: These are the operations, which precede manufacturing. These include the movement of raw materials, and components for processing from suppliers.
- b. Process logistics: These are the operations, which are directly related to processing. These include activities like storage and movement of raw materials, components within the manufacturing premises.
- c. Outbound logistics: These are the operations, which follow the production process. These include activities like warehousing, transportation, and inventory management of finished goods.

Logistics Solution:

Generally, the in-house logistics departments in manufacturing organizations take care of all aspects of logistics. But this is not an area of core competency of manufacturing or trading organizations. Today, a lot of successful business corporations across the world are outsourcing logistics to the third party logistics providers, who are having the necessary infrastructure and expertise to do the job in a better manner. Complete logistics solutions to manufacturers and traders is provided by the third party logistics providers, and they help in integrating various logistics operations, thus ensuring speedy and uniform movement of materials across the supply chain.

Logistics is nowadays widely used in virtually every area. The success of a logistics service providing company depends on how they conceptualize and implement the logistics solution, and also tune to the requirements of the customer.

Future of Logistics

Nowadays corporations look only for sustainable competitive advantage, not only for growth, but also to survive. There is so much killing competition that corporations are compelled to review their business process while they deliver the products and services to customers, who are looking for more and more value for the money that they are spending. The focus of competition has shifted from the product to the supply chain. Today, logistics management is based on the system concept and cost approach.

Transportation, warehousing, handling of material, inventory management and order processing are the major logistics activities, which impact the customer cost and operation. Integrated logistics helps in taking the cost out of the supply chain and also enhance the customer service level. When looking at the macro level, a growth of a country's economy depends on the availability of excellent logistics infrastructure.

The speed of the movement of goods depends to a great extent on the various modes of transportation like rail, road, air, and sea. Logistics has a bright future, especially in India, but certain pressing issues like abolition of octroi levy, rationalization of customs formalities, improvement in road and rail infrastructure, creation of modern warehouse facilities etc, have to be taken care of.

The geographical position of India also is well positioned to emerge as an excellent hub for a variety of products.

1.3 COMPANY PROFILE

SURAT GOODS TRANSPORT PRIVATE LIMITED was founded in the year 1963, by Shri R. P. GUPTA. Today, the Company is an ISO 9002 organization with over four decades of multifaceted industry experience and expertise. Surat Goods Transport Private Limited is diversified into service of Road Transportation handling normal, Over Dimensional and Project Cargoes. The Company has a network of 150 offices in India, with a complete range of modernized fleet of trailers, trucks, Tempos, cranes, forklifts, and elaborate ground infrastructure for undertaking multiple logistics-related operations throughout the country. Surat Goods Transport Private Limited operates as a logistics company. The Company provides freight forwarding, customs clearance, warehousing and distribution, multimodal and surface transportation, break bulk, logistics solutions, and equipment rentals services. Surat Goods Transport serves customers worldwide.

1.4 .NEED OF THE STUDY:

- ✓ To know the employees job performance in the organization & their career opportunities.
- ✓ To know the importance of the career counseling among the employees,
- ✓ The training & development activities are how far useful to the employees career development in the organization.
- ✓ To identify the individuals to take advantage of future career opportunities.
- ✓ To study how the employees are utilizing the career path in the organization.

1.5.OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

- To evaluate the opportunity for career development among the executives in Surat Goods Transport Pvt Ltd.

SECONDARY OBJECTIVES:

- To identify the current employees career growth in the organization.
- To find out the importance of management attitude towards the employees career development at Surat Goods Transport Pvt Ltd.
- To find out the various factors that affects the levels of training impact in the organization.
- To identify the employee initiative towards the growth of the organization.
- To identify the relationship between employees and organization .

1.6 .SCOPE OF THE STUDY:

The study focuses on the employees career development offered by the Surat Goods Transport Pvt Ltd. It explores the benefits of employees career who have obtained from the Surat Goods Transport Pvt Ltd. Career development is a complex process of acquiring the knowledge, skills and attitude necessary for an individual to make work as a meaningful productive and satisfying part of life to the employees. The career development process requires continues planned activities including career awareness, exploration, decision making and educational planning. These activities are designed to maximize the capabilities of all learners to explore, to analyze option, to understand ones own interest and abilities, to select educational preparation for, gain entry to and to succeed in career choices throughout the life. The specific activity categories of career development are career pathways, comprehensive guidance and counseling .

1.7. LIMITATION OF THE STUDY :

- Time constraint is the main limitation of the study.
- Many employees were not interested to take part in survey because of fear of top management.
- Personal bias cannot be excluded from the study.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Kimberly S. McDonald & Linda M. Hite (2020)

The nature of work, organizations, and careers has evolved significantly in the past decade. In the wake of these changes, career-development research and implementation have languished. This article addresses this dearth of discourse and practice from the perspective of human resource development (HRD). The authors suggest a framework for reintegrating career development into the HRD function and offer specific learning activities better suited to the needs of individuals and organizations in this turbulent environment. Recommendations for future action are provided .

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Daniel C. Feldman (2019)

While most of the human resource management research on downsizing has focused on the short term impact on laid-off workers and survivors, the long term, systematic impact of downsizing on organizational career development activities and employees' career development opportunities has received much less attention. This article argues that the rationale for downsizing the workforce, the goal of the downsizing and the rate, size and scope of the downsizing differ dramatically across organizations shrinking their workforces. Consequently, this article presents a theoretical framework for understanding when organizations are likely to pursue different strategies for reducing their core workforces, why

downsizing organizations are likely to pursue different strategies for changing the emphasis of their career development activities, and which employees are most likely to experience deteriorating career development opportunities as a result. Hypotheses to guide future theory development and empirical research in this area are discussed as well.

Ordenez, P & Lystra's, D(2018) :

opined that the quality of working life cannot be measured safely in terms of financial rewards, working conditions, and the like though these are obviously very important. There is something in the nature of man that transcends such things, and for many people makes it imperative that the work they do and the quality of their contribution command the approval of the society of which they feel themselves to be a part. The trends of recent years, in fact, suggest that unless our human institutions offer those who work in them the opportunity to satisfy these basic needs they may find it difficult to survive in the longer term. He further observed that the commitment of key people in other interdependent units must be secured by inviting them to participate in restructuring studies from the start, and the implication for their work must be considered fully in the analysis.

Barbara White, (2018)

Reports on an investigation into the life span development of women who have achieved eminence within commerce, industry and public life. Presents results based on in-depth interviews with 48 highly successful women. Investigates the internal dynamics of women's careers. Derives a stage model of the career development of successful women from an integration of data on work histories and non-work family issues. Depicts schematically the amount of identity invested in each life role over time and the extent of the interaction between these roles over the life span. The majority of successful women display high career centrality, working continuously and full-time, fitting domestic responsibilities around their work. Concludes that women are still expected to conform to a male model of career success.

Matthew J. Miller & Andrew E. Kerlow-Myers (2017)

The purpose of the present study was to highlight the importance of acculturation as an explanatory variable in career development and to provide an empirical review of acculturation research in the career development literature. Acculturation is a cultural variable that has been linked to a number of important career development outcomes for racially, ethnically, and culturally diverse populations. A review of 26 empirical acculturation studies in the career development literature revealed a number of positive trends such as an increase in the attention to acculturation within the literature and an improvement in the way the construct is conceptualized.

Thomas N. Garavan & Michael Coolahan (2016)

Review of literature on career mobility and considers its implication for career development practices within organizations. Focuses on individualistic & organizational perspectives & identifies a range of factors that facilitate or inhibit the mobility process. Identifies a range of career development implications including changing notions about what constitutes a career, the need to take into account business issues & the move towards joint career planning. Decides what they want from their careers now & in the future. Examine individually, or along with their supervisors, their interests & ambitions.

Mr. H. Schien (2015) The researcher Mr. H. Schien says that the term career/HR planning originated from a career counselor intending to convey two rather novel notions first that the time had arrived when we could and needed to assume greater personal autonomy over our individual futures, and personalities. Perhaps the major change in career life planning is the nature of when, where, and how we choose development was primarily an event-based and help to hazard task. The conventional wisdom was that we could make our career choice about the time we graduated from high school and then stick with it. The white collar track in a management or professional capacity. Once hired by a company, your career decision-making was essentially over organizations placed their employees into jobs and into career tracks and there you remained, knowing advancement up this specified track was the way to grow.

Boglund, A. & Hallsten, F. (2011) opined that a planned managed change effort is necessary to resolve the dilemma which concerns mobilizing the energy of the organization's human resources on one hand, and on the other, to organize the work, the work environment and the relationships of people that individual's needs of self-growth and satisfaction are significantly met. The work deals with various strategies and models, tactics and activities that are used in organisation development efforts.

Srimannarayana, M. (2010) presents a view of the management development practices in public enterprises in term of the two Chief components of M.D. Plan, namely management appraisals and management training. He also examines the task of management training in nationalized Industries. He identifies the existence of a two tier institutional structure in the nationalized industries for importing management training .

Wilton Nick (2010) explained promotion as the upward movement of an employee to another job which carried higher pay, better status and enhanced performance requirements.

Shah, Saiyadan, and Seth, N.R. (2009) hold the view that commercial banks are under pressure, arising out of environmental factors to redefine their concept of business and their social responsibilities. The major constraint on the pace and quality of the change process, is the availability of personnel, qualitatively and quantitatively and the state of industrial relations. Hence, the personnel managers in general and Branch managers in particular have to translate corporate policies into constructive practice at the grass root level, in matters of manpower planning, selection and recruitment, training, performance appraisal and career path planning and promotions. They describe various problems about personnel management and industrial relations specifically in the banking industry. It is a useful guide to personnel managers of banks in particular in so far as it helps them to translate corporate policies into constructive practices at the grass root level.

Eckerson W.W.(2009) explained that the efforts of server banks in introducing a development oriented performance appraisal system in his paper 'performance Appraisal System in Banks'. He contends that appraisal alone is not adequate to create a culture of development. Development has to be created through a variety of mechanisms. Moreover, the objectives of performance appraisal need to be defined clearly by the bank. The development oriented performance appraisal should form an integral part of HRD philosophy and HRD system of entire bank. Besides, performance planning should precede appraisal and the purpose of self-appraisal should be clearly understood and used.

Wright, P.M., & Kehoe, R.R.(2008) have written about human resource practices and organization development which can be applied in behavioral science discipline. They seek to improve organisation through planned, systematic long-range efforts focused on the organisation culture and its human and social process. The authors also tell about the broad story of organisation development, such as O.D., history assumptions stratified and models, interventions activities and ramification of the organisation development.

Česynienė(2008) presented an outline of HRD in his work and puts emphasis on creativity, attitudes, communication, interpersonal relations, team building, leadership and motivation which are found essential for Human Resource Development in rural and Development organizations.

Pareek, Udai & Rao, T.V.(2007) have put together several of the HRD systems, concepts and experiences together. An attempt has been made to differentiate the 7 traditional personnel function from the new human resources function and an emphasis has been laid on HRD aspects of the HR function. Several other organisations have moved in this direction in establishing HRD department and giving a professional touch to other HRD functions. Many organisations had started HRD departments or appointed at least HRD managers. A few are in the process of establishing in this direction. They also highlighted the role of various HRD SubCoaching, Performance appraisal etc. to facilitate the process of HRD at the organisational level.

E. Abraham (2007) concludes based on his survey of HRD Climate in banks that there is a wide gap between the belief and philosophy, the practice of it falls way below expectations. Besides training the most used mechanism in human resource development in banks needs to be evaluated time and again to verify its effectiveness.

Luthans (2006) explained the Performance Appraisal system as prevailed in the organisations. It used to be solely a means of differentiating among hourly 12 employees for wage increases, transfers, promotion and lay-off. However, in the recent years, performance appraisals are used not only for the above, but also as a means of communication, motivation and development of all employees in the organisation.

Nadler,Leonard (2005) has inquired into the evaluation of management development in India. He finds a lot of duplication in training programmers organized by different institutions in the country. Perhaps no training institution is able to meet the training requirements of top and senior executives very little effort has been made to build up a standard programme in the sensitivity training area. The author emphasized that 6 there is almost lack of rapport between different management development and training institutions.

Torrington, Taylor(2005) opined that the HRD strategy has to be linked to the investment policies, fiscal policies, monetary policies and even wage and price policies. The policy objectives of the HRD strategy should be to develop economically sound production-oriented employment rather than relief oriented employment. He opined that one of the tasks of human resource planners is to develop some yard sticks of manning norms in the context of technological changes. Manning Standard is a subject matter of manpower planning which deals with the estimation of the demand for, and supply of manpower, and finding the equilibrium between these two forces.

Ray(2004) pointed out that the importance of career planning was due to further rising concern for quality of work life and for personnel life planning, aspirations and slow growth and reduced advancement opportunities in employment.

Whicker, L. M., & Andrews, K. M(2004) stated that HRD has been referred to as an inseparable element in the implementation of technology and generating effective ways to improve quality of life of an individual. They have proposed a conceptual model in which HRD activities may be seen as investment and benefits may be convincingly worked out by the strategies in terms of tangible and intangible outcome. A linear equation is proposed: $x=A+B$: where x is the investment on HRD, A is investment on tangible outcome and B is investment on intangible outcome. Maximization of return on x would mean maximization of A and minimization of B.

Dessler, G. (2003) opined that the manpower planning was restricted to their present requirements and its future aspect was totally overlooked. He further concluded that the very purpose of personnel management was to assure procurement, detainment and development of people who could contribute to the success and growth of business enterprise.

Collins, R. & Druten, K. van(2003) focused on the various mechanism of HRD like performance appraisal, potential appraisal, and performance feedback and counseling system, career planning and development, role analysis, OD and training. Akhilesh and Shekar²⁸ (1990) stated that the lack of top management support was the primary hurdle that faced the human resources profession for establishing an effective personnel system.

A.K.Khandelwal(2002) presented graphically a clear view of the HRD practices and experiences in the banking industry. He argues that despite several mechanical aids and gadgets available as facilitators for quick and efficient service, banking has remained an essentially people's business i.e. managed by people. There lies a need for well integrated HRD policy in a bank.

CHAPTER – 3

RESEARCH METHODOLOGY AND DESIGN

3.1.METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find customer satisfaction based career development in organization . This time research methodology is framed for the purpose of finding the level of **Customer satisfaction towards career development in surat goods transport .**

3.2 RESEARCH DESIGN

Research means a systematic and scientific search for pertinent information on a specific topic. Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collection, organizing and evaluating data; making deductions and reaching conclusion; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.3.SOURCES OF DATA

The two types of data used for the purpose of the study are:

- Primary data
- Secondary data

PRIMARY DATA

Primary data means which is collected for the first time through issuing of questionnaires to the employees.

SECONDARY DATA

Secondary data means which is collected through websites, and personal discussions with the company manager.

3.4. STRUCTURE OF QUESTIONNAIRE DESIGN

The structured questionnaire that was framed and designed consisted of open-ended, close-ended, rating and ranking, and multiple-choice dichotomous questions.

3.5. SAMPLE SIZE

Due to time and resource constraints a sample size of 120 is taken.

SAMPLING PROCEDURE

Convenience sampling has been used in this study. Convenience sampling is used for selection of homogeneous sample for the study. It refers to selecting a sample of study objects on convenience. It is a non-probability sampling. Thus research study may include study objects, which are conveniently located. Research findings based on convenient sampling however, cannot be generalized.

3.6. SAMPLING TECHNIQUE In this study descriptive research design is used for testing. Descriptive research includes surveys and fact-finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

RESEARCH INSTRUMENT

The research instrument used in the study is a 'structured questionnaire'. These are questionnaires in which there are definite, concrete, and predetermined questions relating to the aspect, for which the researcher collects data. They are presented with exactly the same wordings and in the same order to all the respondents.

3.7..PERIOD OF THE STUDY

During the period the following steps were taken.

- Objectives were set and questionnaire was finalized.
- Data were collected and recorded
- Data were analyzed and interpreted
- Report was generated
-

3.8 . LOCATION & TARGETED PEOPLE OF THE STUDY :

The topic was fully based on organizational career development so the targeted people is an employees the organization .

3.9 . ANALYTICAL TOOLS :

The tools used for data analysis are

- Simple Percentage Analysis
- Chi-square test
- One way Anova
- Correlation
- Weighted average
- T-Test

3.9.1.SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis deals with the demographic factors of the respondents' age, gender and experience. In this research the tools such as Simple percentage analysis, weighted average method

Chi-square, T-Test, one-way ANOVA, and correlation are used for data analysis.

3.9.2 ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables. The Pearson product-moment correlation coefficient is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale. It is denoted by the symbol r

3.9.3 CHI- SQUARE TEST I – (Ψ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

3.9.4 WEIGHTED AVERAGE

Weighting is another term for sample balancing. During a survey, it is not possible to interview everyone, so only a sample of the population is interviewed. If this sample group does not accurately reflect the proportions of various groups in the total population, you can weight the survey results.

3.9.5 T- TEST

T Test is often called Student's T test in the name of its founder "Student". T test is used to compare two different set of values. It is generally performed on a small set of data. T test is generally applied to normal distribution which has a small set of values. This test compares the mean of two samples. T test uses means and standard deviations of two samples to make a comparison. The formula for T test is given below:

3.9.6 ONE WAY ANOVA

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS :

TABLE NO: 4.1.1 AGE-WISE CLASSIFICATION OF RESPONDENTS

Age group	Number of respondents	Percentage
Below 25 years	30	25%
25-35	47	39%
35-45	32	27%
45 and Above	11	9%
Total	120	100%

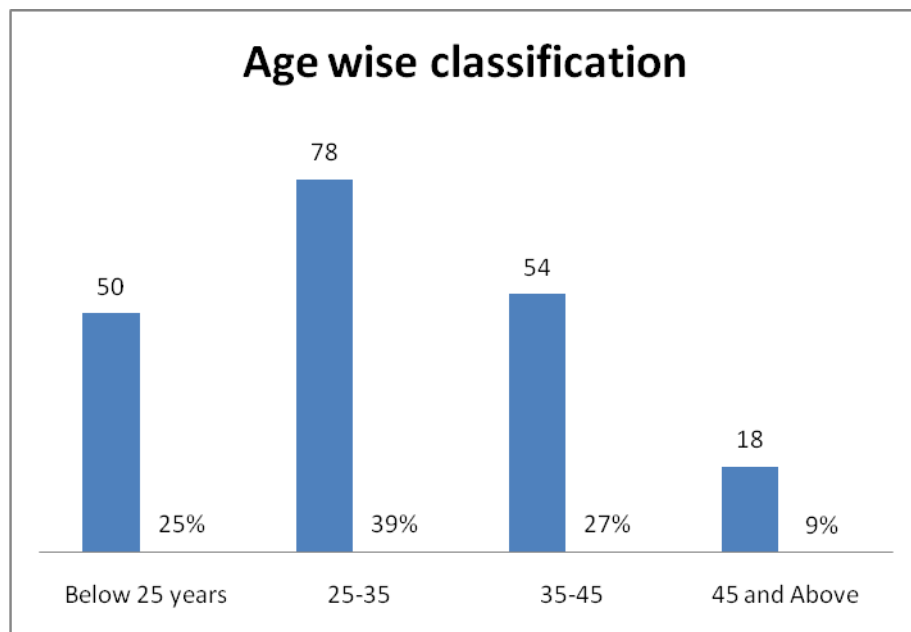


CHART NO : 4.1.1 Age-Wise Classification Of Respondents

INTERPRETATION :

The above table shows that 39% of the respondents are in the age group of 25-35 and 9% of the respondents are in the age group of 45 years and above. 35-45 are 27% , below 24 years are 25%.

TABLE NO : 4.1.2 RESPONDENTS BASED ON GENDER

Gender	Number of respondents	Percentage
Male	103	86%
Female	17	14%
Total	120	100%

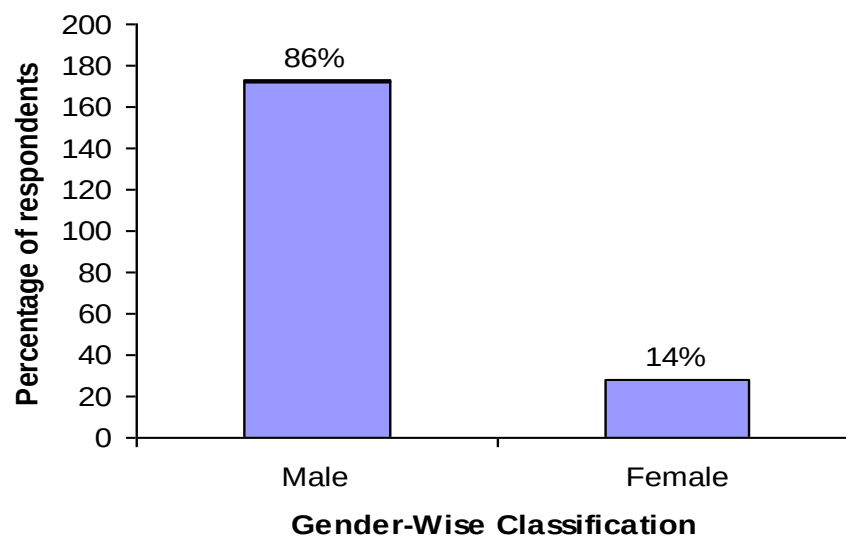


CHART NO: 4.1.2 Respondents Based On Gender

INTERPRETATION :

The above table shows that 86% of the respondents are male and 14% of them are female. So total 100%.

TABLE NO : 4.1.3
RESPONDENTS BASED ON QUALIFICATION

Qualification	Number of respondents	Percentage
School	4	4%
Diploma	14	12%
Post- Graduate	18	15%
Under- Graduate	53	43%
Others	32	26%
Total	120	100%

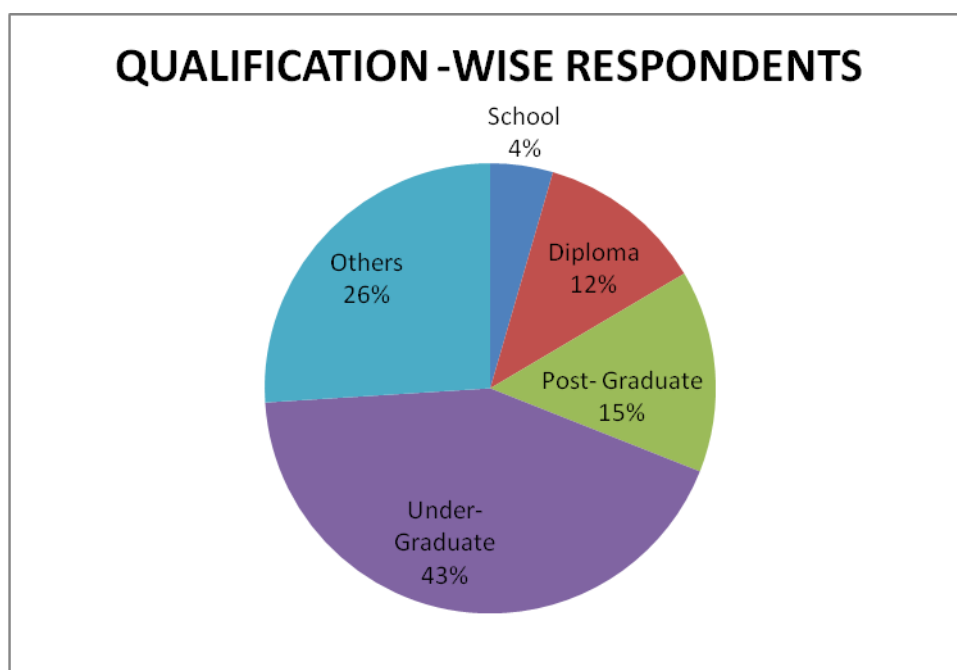


CHART NO: 4.1.3 Respondents Based On Qualification

INTERPRETATION :

The above table shows that 43% of the respondents are in engineering and 26% of the respondents belong to the others category, are 4% at school, 12% diploma 15% at postgraduate% are undergraduate. so totally 100%.

TABLE NO : 4.1.4

RESPONDENTS BASED ON EXPERIENCE – WISE RESPONDENTS

Experience	Number of respondents	Percentage
Less than a years	12	10%
1-2 years	54	46%
2-3 years	39	32%
3-4 years	11	9%
Above 4 years	4	3%
Total	120	100%

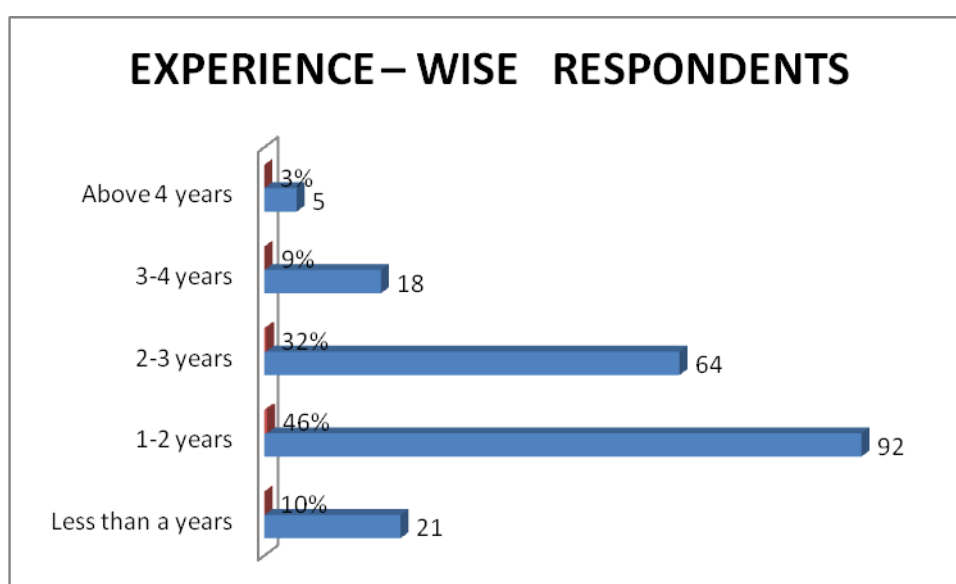


CHART NO : 4.1.4 Experience – Wise Respondents

INTERPRETATION :

The above table shows that 46% of the respondents are having experience of 1-2 years and 32% of the respondents are having experience of 2-3 years. 3-4 years from 9% , above 4 years are 3%.

TABLE NO : 4.1.5

RESPONDENTS BASED ON MARITAL STATUS OF THE RESPONDENTS

Status	Number of respondents	Percentage
Married	89	74%
Unmarried	31	26%
Total	120	100%

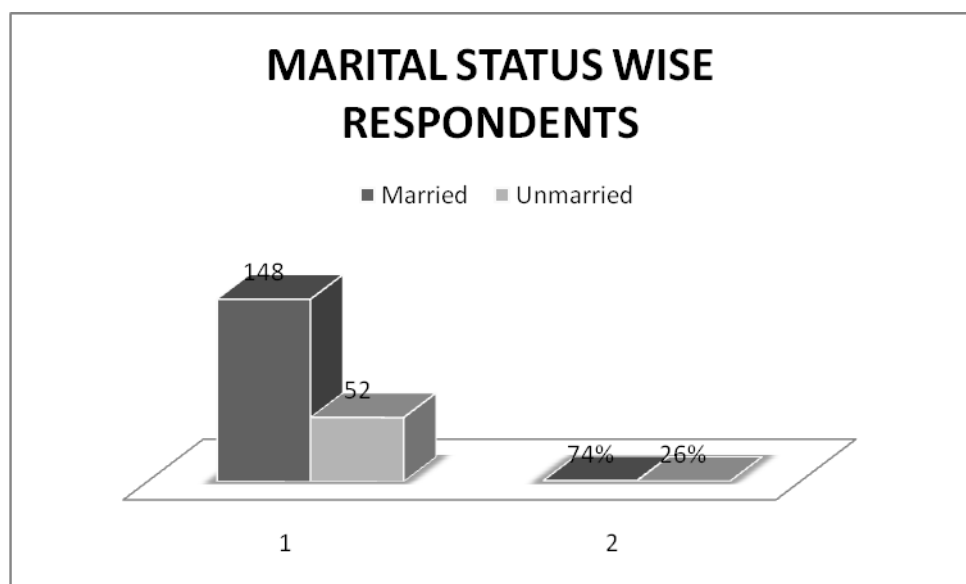


CHART NO : 4.1.5 Marital Status Of The Respondents

INTERPRETATION :

The above table shows that 74% of the respondents are married and 26% of them are unmarried.

TABLE NO : 4.1.6

RESPONSE BY EMPLOYEES FROM DEPARTMENT WISE

DEPARTMENT	Number of respondents	Percentage
HR	44	37%
Accounting	16	13%
Service	23	19%
Marketing	24	20%
Others	13	11%
Total	120	100%

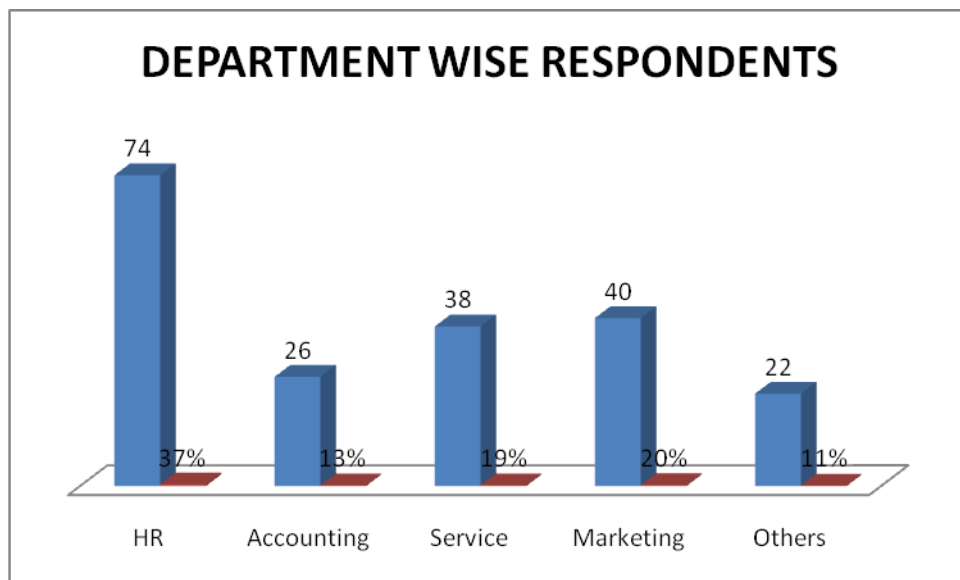


FIGURE NO : 4.1.6 Department Wise Respondents

INTERPRETATION :

The above table shows that 37% of the respondents utilized under HR department and while 11% of the respondents are utilized in other departmental works. 13% used accounting, 19% at services, 20% at marketing, 11% are others so at final its is satisfied ..

TABLE NO : 4.1.7

NUMBER OF TIMES PROMOTION ATTAINED BY EMPLOYEES

Promoted period	Number of respondents	Percentage
Not yet promoted	59	49%
Promoted once	43	36%
Promoted 5 times	14	11%
Promoted more than 5 times	4	4%
Total	120	100%

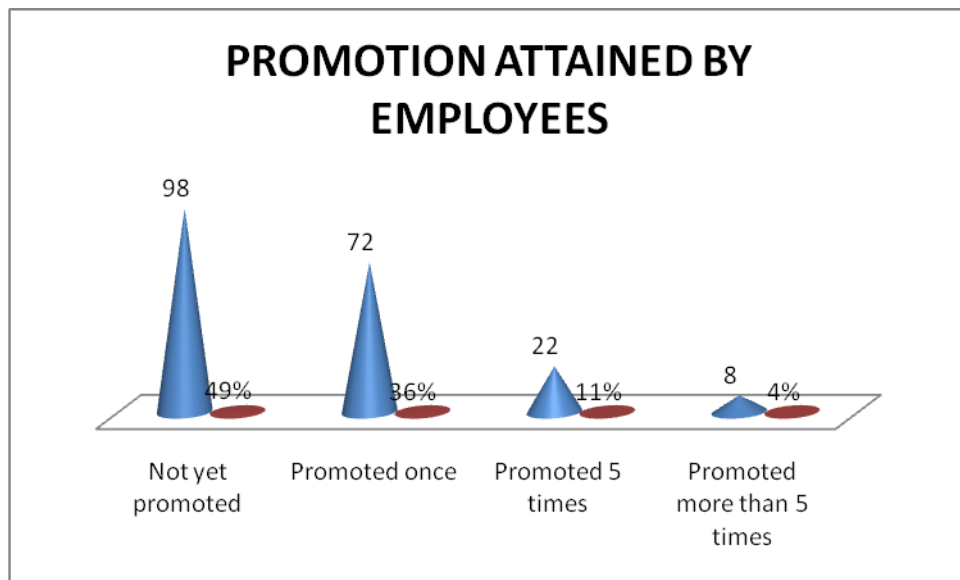


FIGURE NO : 4.1.7 Number Of Times Promotion Attained By Employees

INTERPRETATION :

The above table shows that 49% of the respondents are not yet promoted and only 4% of the respondents are promoted more than 5 times. 36% paid promoted once , 11% promoted 5 times .

TABLE NO : 4.1.8

CAREER OPPORTUNITIES THAT ARE AVAILED AT WORK PLACE

Opportunity	Number of respondents	Percentage
Yes	79	66%
No	41	34%
Total	120	100%



FIGURE NO : 4.1.8 Career Opportunities At Work Place

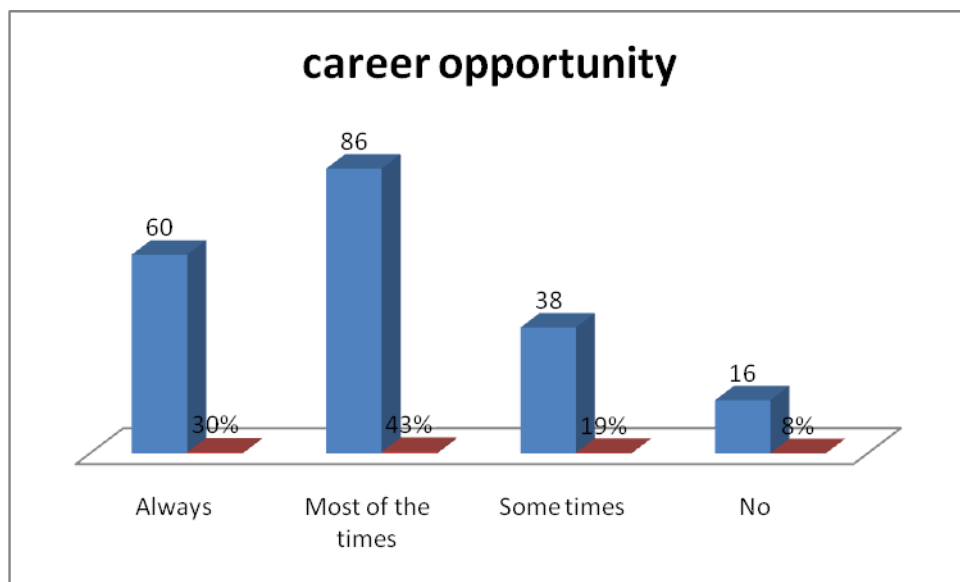
INTERPRETATION :

The above table shows that 66% of the respondents accept that they have enough career opportunity in their organization and 34% of the respondents disagree with their career opportunities in the organization. so totally 100%

TABLE NO : 4.1.9

**SATISFACTION LEVEL OF MOTIVATION GIVEN BY HRD PROFESSIONALS &
TOP AUTHORITY TO IMPROVE CAREER OPPORTUNITIES**

Opinion	Number of respondents	Percentage
Always	36	30%
Most of the times	52	43%
Some times	23	19%
No	9	8%
Total	120	100%



**FIGURE NO : 4.1.9 Motivation Given By Organisation To Improve
Career Opportunities**

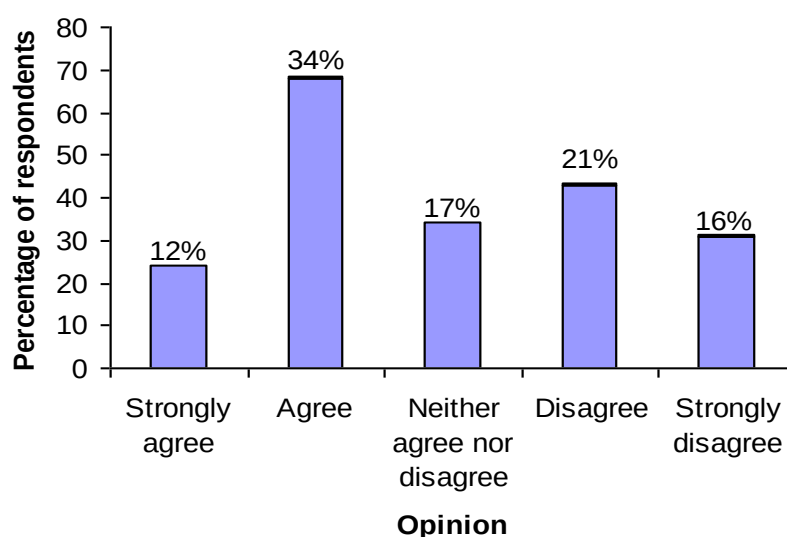
INTERPRETATION :

The above table shows that 43% of the respondents agreed that top authority motivating employees most of the times to improve their career opportunity & While 16% of the respondents disagree with the same. 30 % agree it is always satisfaction , 19% sometimes find satisfaction is 19% . so totally 100%

TABLE NO : 4.1.10

**COMPANY OFFER'S ADEQUATE TRAINING TO MEET THE
REQUIREMENTS OF THEIR JOBS**

Opinion	Number of respondents	Percentage
Strongly agree	13	12%
Agree	41	34%
Neither agree nor disagree	21	17%
Disagree	26	21%
Strongly Disagree	19	16%
Total	120	100%



**FIGURE NO : 4.1.10 Company Offer's Adequate Training To Meet The
Requirements Of Their Jobs**

INTERPRETATION :

The above table shows that 34% of the respondents agreed that they have adequate training to meet their job requirement and 21% of the respondents disagree with the same. Strongly disagree respondents are 16% , strongly agree 12%.

TABLE NO : 4.1.11

COMPANY FACILITATE LEARNING IN THEIR OWN EMPLOYEE INTEREST

Opportunity	Number of respondents	Percentage
Yes	89	74%
No	31	26%
Total	120	100%

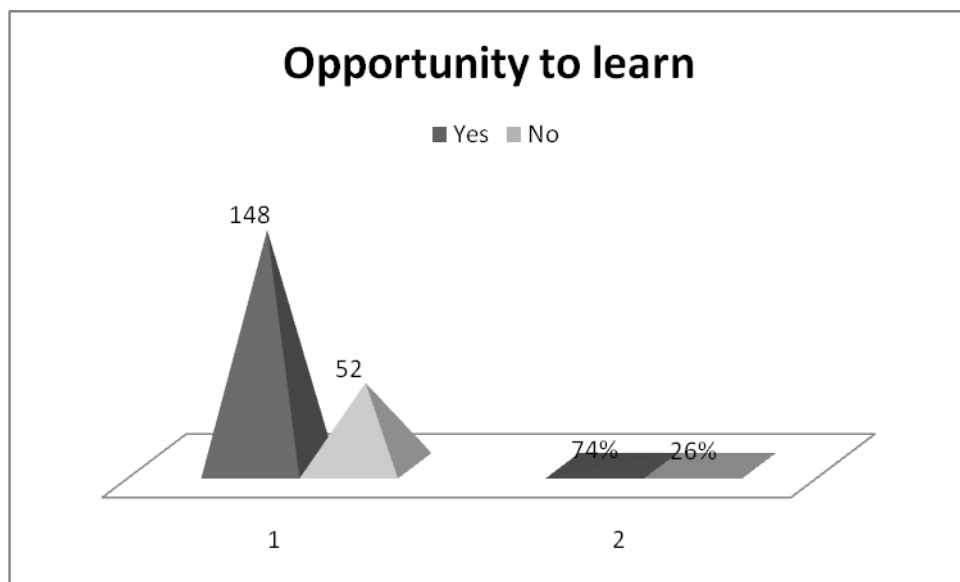


FIGURE NO :4.1.11 Company Facilitate Learning In Their Own Employee Interest

INTERPRETATION :

The above table shows that 74% of the respondents are accepting that company facilitating to learn on their own interest, while 26% of the respondents disagree with the same. So totally 100% .

TABLE NO : 4.1.12

SKILLS THAT ENHANCE CAREER DEVELOPMENT IN THE ORGANIZATION

Option	Number of respondents	Percentage
Technical skill	37	31%
Leadership skill	18	15%
Management skill	24	20%
Communication skill	29	24%
Interpersonal skill	12	10%
Total	120	100%

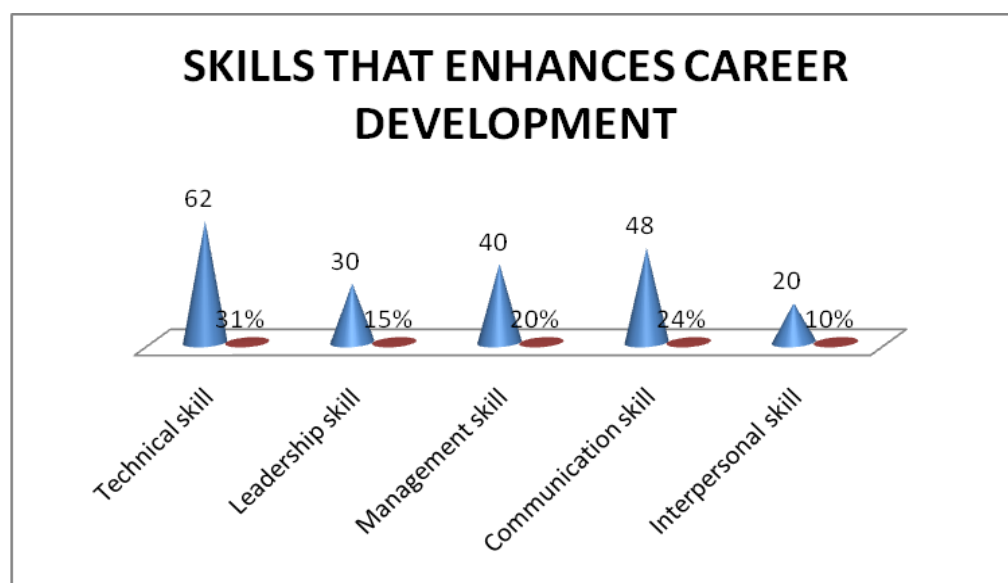


FIGURE NO : 4.1.12 Skills That Enhance Career Development In The Organization

INTERPRETATION :

The above table shows that 62% of the respondents accepting that technical skill enhances mostly the career development and 10% of the respondents agreeing with interpersonal skill. 15% of the respondent accepting leadership skill .,20%of the respondents are accepting management skill , 24%of the respondents are accepting communication skill , so totally 100% is satisfied .

TABLE NO : 4.1.13

SKILLS UTILIZED BY THE ORGANIZATION FROM EMPLOYEES

Opinion	Number of respondents	Percentage
Strongly agree	19	17%
Agree	47	38%
Neither agree nor disagree	24	20%
Disagree	19	17%
Strongly disagree	11	8%
Total	120	100%

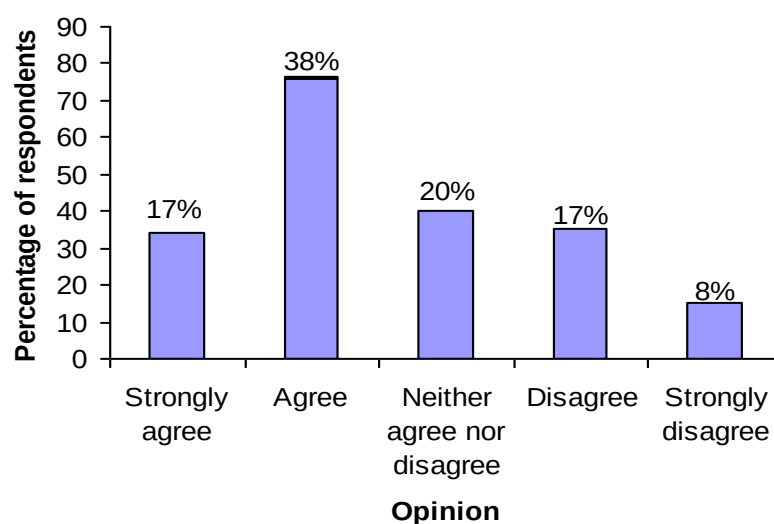


FIGURE NO : 4.1.13 Skills Utilized By The Organization From Employees

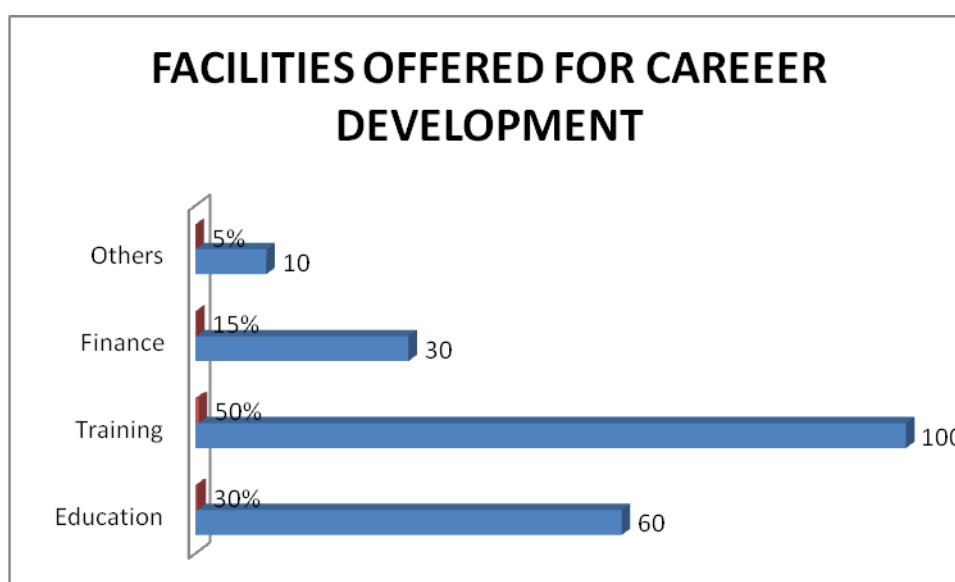
INTERPRETATION :

The above table shows that 17% of the respondents agreed that the organization effectively utilizing their skills, while 17% of the respondents disagreed with the same. Strongly disagree is 8%, neither agree or disagree is 20% . satisfying 100%.

TABLE NO : 4.1.14

**FACILITIES OFFERED BY SURAT GOODS TRANSPORT PVT LTD FOR
EMPLOYEES CAREER DEVELOPMENT**

Facilities	Number of respondents	Percentage
Education	37	30%
Training	59	50%
Finance	18	15%
Others	6	5%
Total	120	100%



**FIGURE NO : 4.1.14 Facilities Offered By Surat Goods Transport Pvt Ltd
For Employees Career Development**

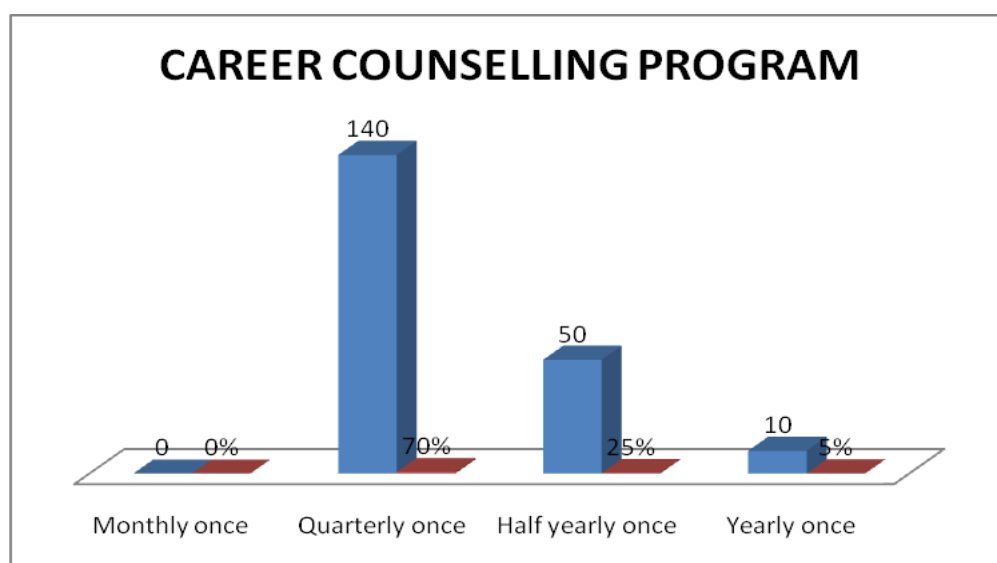
INTERPRETATION :

The above table shows that 50% of the respondents are agreed that the training facilities are offered to employees to furnish there job requirements and 30% of the respondents going with education . 15% respondents are finance , 5% are others ,so satisfying 100% .

TABLE NO : 4.1.15

**RESPONDENTS BASED ON CAREER COUNSELLING PROGRAM
CONDUCTED IN SURAT GOODS TRANSPORT PVT LTD**

Time period	Number of respondents	Percentage
Monthly once	0	0%
Quarterly once	84	70%
Half yearly once	29	25%
Yearly once	7	5%
Total	120	100%



**FIGURE NO : 4.1.15 Career Counselling Program Conducted In Surat
Goods Transport Pvt Ltd**

INTERPRETATION :

The above table shows that career counseling program conducted quarterly once in SURAT GOODS TRANSPORT PVT LTD. 70% are accepting quarterly once, 25% are accepting halfyearly once, 5% are accepting yearly once, satisfying 100%

TABLE NO : 4.1.16

RESPONDENT BASED ON CAREER COUNSELLING PROGRAM TO DEVELOP CAREER GOALS

Opinion	Number of respondents	Percentage
Yes	78	65%
No	42	35%
Total	120	100%

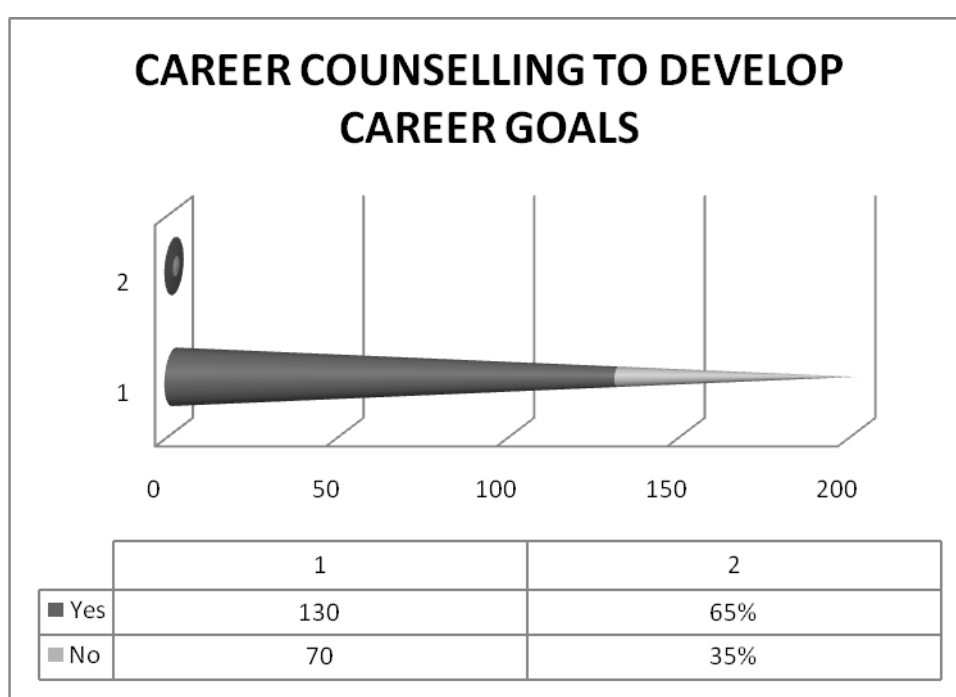


FIGURE NO : 4.1.16 Career Counselling Program To Develop Career Goals

INTERPRETATION :

The above table shows that 65% of the respondents says yes that career counseling helps to develop their career goals and 35% of the respondents saying no to the same.

TABLE NO : 4.1.17

CAREER COUNSELLING RATING DONE BY EMPLOYEES

Opinion	Number of respondents	Percentage
Excellent	39	32%
Very good	29	25%
Fair	27	22%
Bad	14	12%
Very bad	11	9%
Total	120	100%

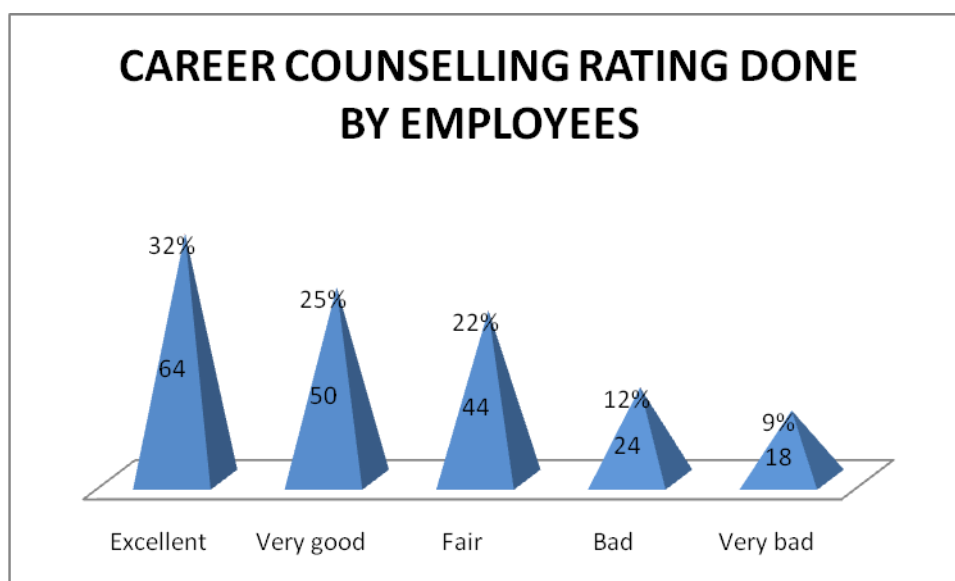


FIGURE NO : 4.1.17 Career Counselling Rating Done By Employees

INTERPRETATION :

The above table shows that 32% of the respondents feel that the career counseling is excellent and 9% of the respondents saying very bad to the same. 25% of the respondents are accepting very good, 22% of respondents are accepting fair, 12% of respondents are accepting bad.

TABLE NO : 4.1.18

EMPLOYEES AWARENESS ABOUT COMPANY PLANNING POLICIES

Options	Number of respondents	Percentage
Yes	83	69%
No	37	31%
Total	120	100%

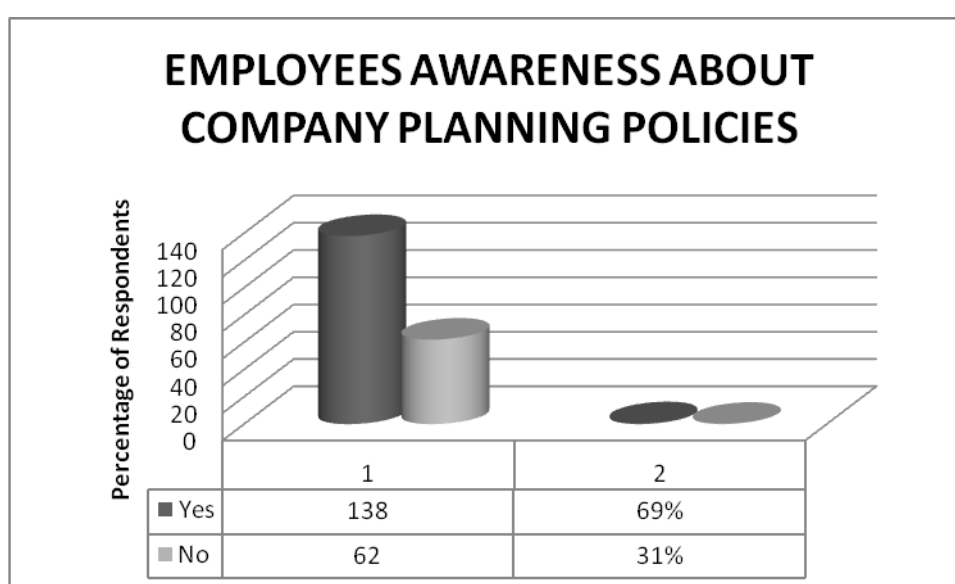


FIGURE NO : 4.1.18 Employees Awareness About Company Planning Policies

INTERPRETATION :

The above table shows that 69% of the respondents feel that employees are aware of company policies and 31% of the respondents disagree about the same.

TABLE NO : 4.1.19

**SUPERVISORS COMMUNICATE ABOUT VISION & MISSION POLICIES TO
GUIDE EMPLOYEES TO SET THEIR CAREER GOALS**

Opinion	Number of respondents	Percentage
Excellent	32	27%
Very good	31	25%
Fair	36	30%
Bad	13	11%
Very bad	8	7%
Total	120	100%

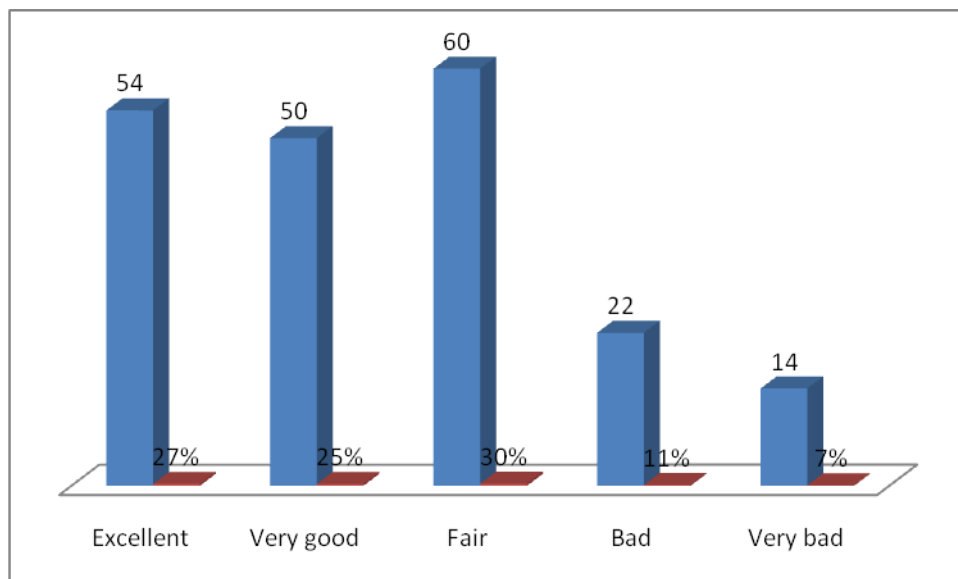


FIGURE NO : 4.1.19 Guide Employees To Set Their Career Goals

INTERPRETATION :

The above table shows that 27% of respondents are accepting excellent ,25%are respondents are accepting very good ,30% are accepting fair , 11%are accepting bad to set their carrer goals , 7% respondents accepts that's it is difficult to set their goals .

TABLE NO : 4.1.20

EMPLOYEES SATISFACTION ABOUT CAREER PROSPECTIVES IN THE COMPANY

Opinion	Number of respondents	Percentage
Strongly agree	19	16%
Agree	47	39%
Neither agree nor disagree	22	18%
Disagree	23	19%
Strongly disagree	9	8%
Total	120	100%

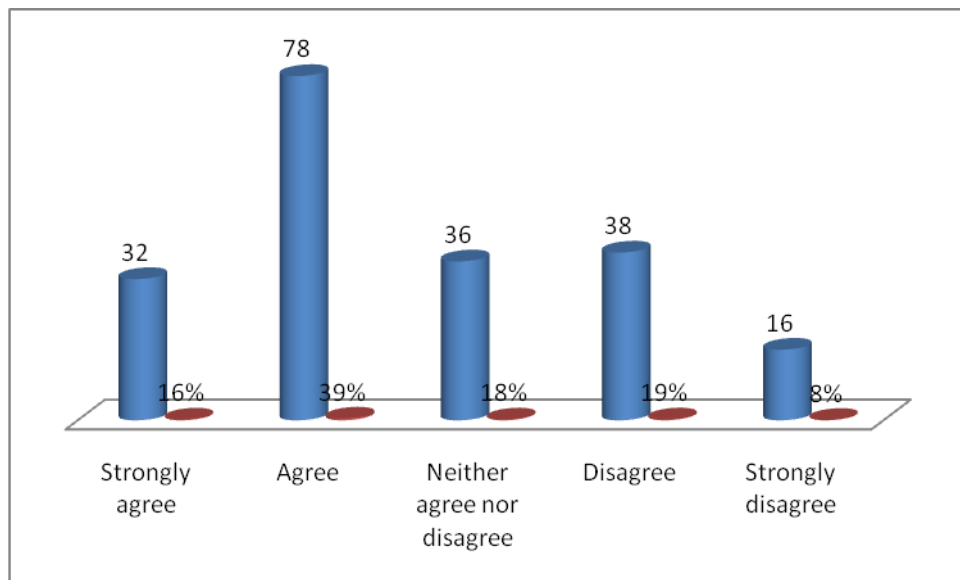


FIGURE NO : 4.1.20 Career Prospectives In The Company

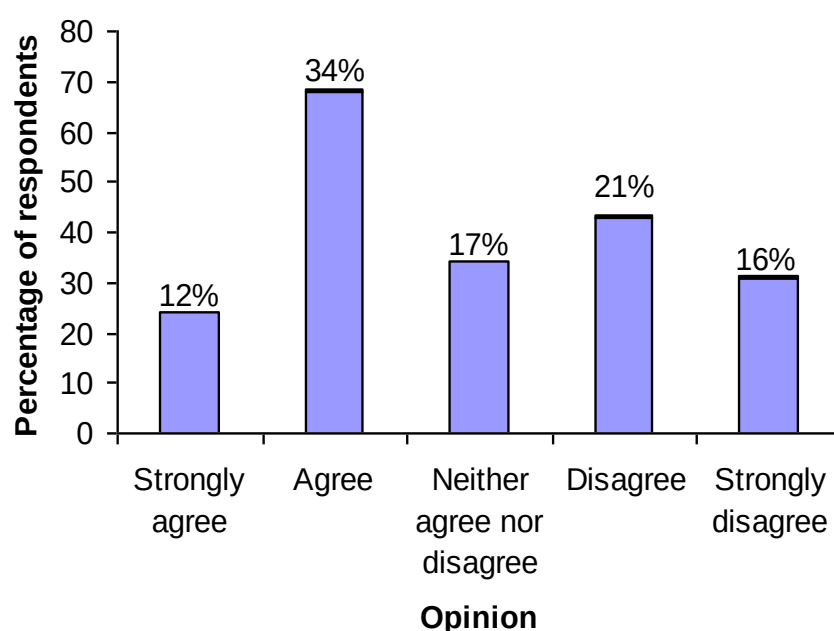
INTERPRETATION :

The above table shows that 39% of the respondents agreed that they agreed about their career prospective in the organization, while 19% of the respondents disagree with the same. 16% respondents are strongly agree with the prospective of the organization .8% of respondents accept the strongly disagree with the prospective in the organization

TABLE NO : 4.1.21

**ALWAYS STAY COMPETENT IN YOUR KNOWLEDGE AND SKILLS TO
ENSURE PROGRESS IN YOUR CAREER**

Opinion	Number of respondents	Percentage
Strongly agree	13	12%
Agree	41	34%
Neither agree nor disagree	21	17%
Disagree	26	21%
Strongly Disagree	19	16%
Total	120	100%



**FIGURE NO : 4.1.21 Stay Competent In Your Knowledge And Skills To
Ensure Progress In Your Career**

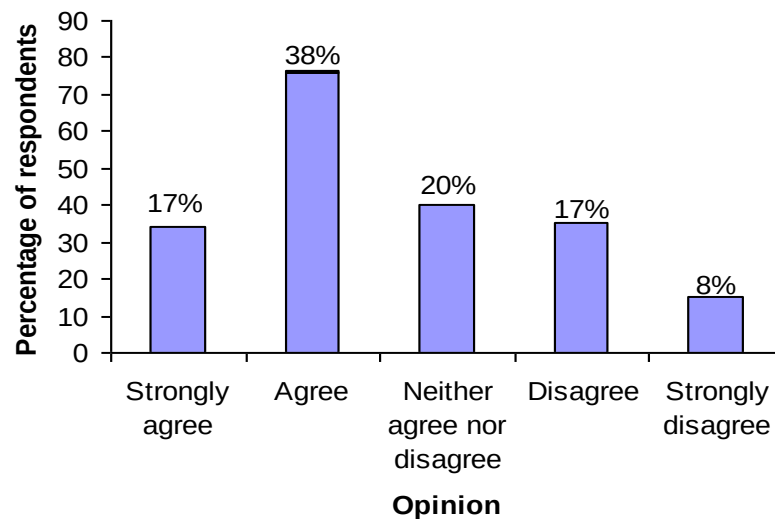
INTERPRETATION :

The above table shows that 34% of the respondents agreed that they always stay competent in your knowledge and skills to ensure progress in your career and 21% of the respondents disagree that they always stay competent in your knowledge and skills to ensure progress in your career .16%strongly disagree knowledge and skills to ensure process .

TABLE NO : 4.1.22

**ORGANIZATION GIVES FOCUSED ATTENTION TO THE CAREER
DEVELOPMENT OF THE EACH EMPLOYEE**

Opinion	Number of respondents	Percentage
Strongly agree	19	17%
Agree	47	38%
Neither agree nor disagree	24	20%
Disagree	19	17%
Strongly disagree	11	8%
Total	120	100%



**FIGURE NO : 4.1.22 Attention To The Career Development Of The Each
Employee By Organisation**

INTERPRETATION :

The above table shows that 38% of the respondents agreed that organization gives focused attention to the career development of the each employee, while 17% of the respondents disagree with the same. 17% respondents Strongly agree that organization gives focused attention to the career development, 8% strongly disagree that organization gives focused attention to the career development.

4.2 STATISTICAL ANALYSIS :

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Hypothesis :

Null hypothesis (Ho):

There is no relationship between the age –wise classification of respondents and the table shows career opportunities that are availed at work place.

Alternate hypothesis (H1):

There is relationship between the age –wise classification of respondents and the table shows career opportunities that are availed at work place .

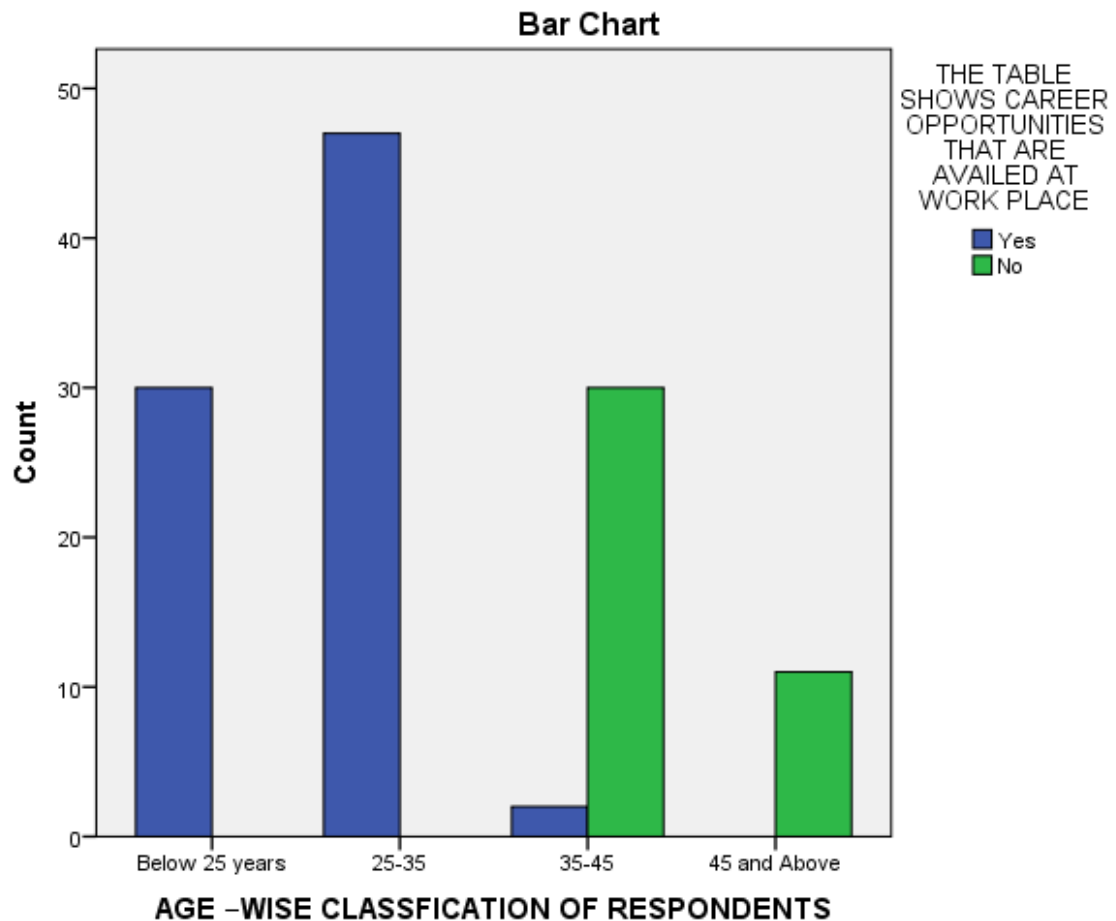
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	111.664 ^a	3	.000
Likelihood Ratio	139.150	3	.000
Linear-by-Linear Association	83.577	1	.000
N of Valid Cases	120		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.76.

INTERPRETATION :

Since p value (.000) is less than 5 . we accept the alternate hypothesis and reject the null hypothesis . Hence there is significant difference between age of the respondents and the source of funding for doing business



Degree of Freedom= $(r-1) * (c-1)$

$$= 3 * 1 = 3$$

Calculated value = 111.664

Tabulated value = 7.815

$Z = Z_{cal} > Z_{tab}$

$$Z = 111.664 > 7.815$$

Hence, the Alternate hypothesis $[H_1]$ is accepted

INTERPRETATION :

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the age -wise classification of respondents and the table shows career opportunities that are availed at work place .

ONE-WAY ANOVA CLASSIFICATION

Hypothesis :

Null hypothesis (Ho):

There is no significant difference between the company offers adequate training to meet the requirements of their jobs.

Alternate hypothesis (H1):

There is a significant difference between the company offer's adequate training to meet the requirements of their jobs.

Test of Homogeneity of Variances

DEPARTMENT WISE

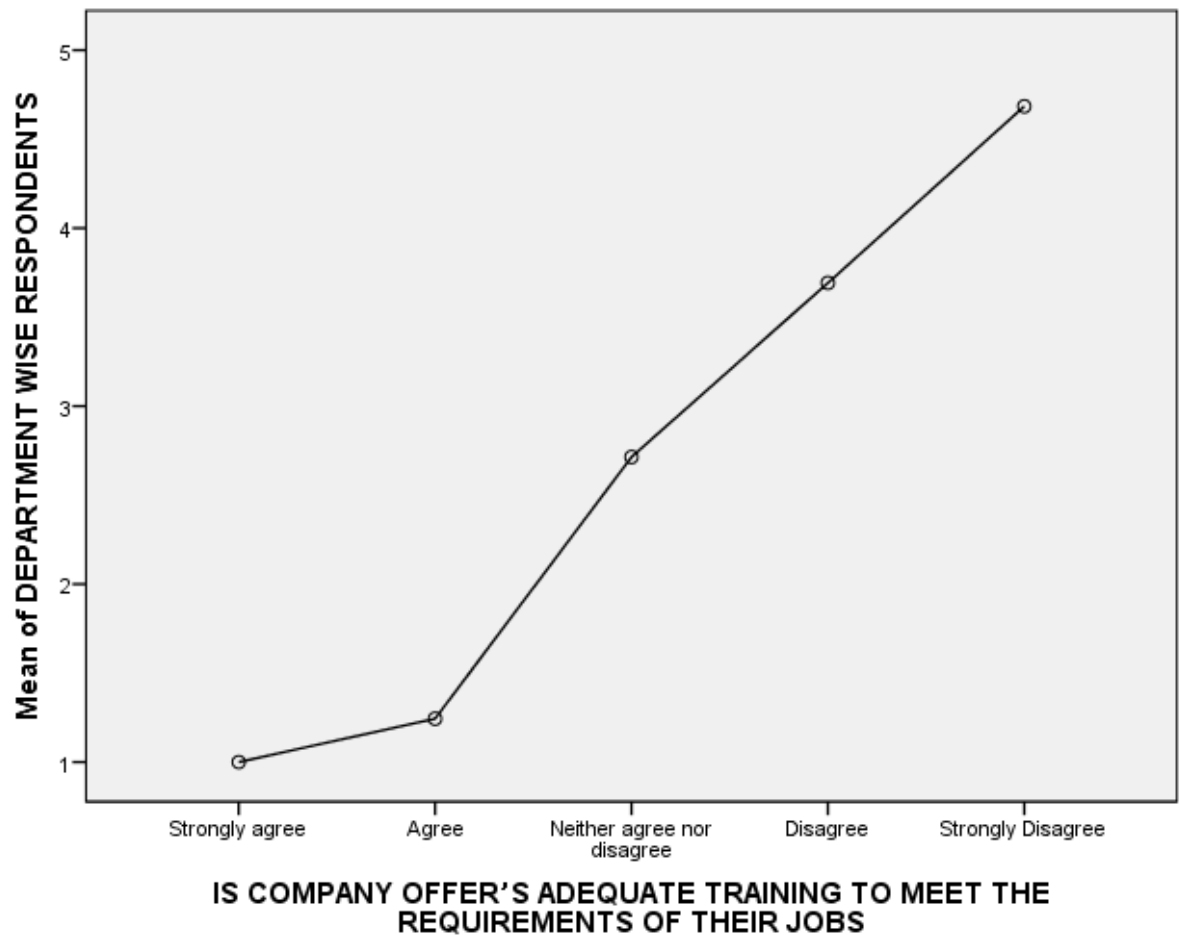
RESPONDENTS

Levene Statistic	df1	df2	Sig.
13.508	4	115	.000

ANOVA

DEPARTMENT WISE RESPONDENTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	222.210	4	55.552	297.273	.000
Within Groups	21.490	115	.187		
Total	243.700	119			



Calculated value = 297.273

Tabulated value = 2.46

F = F cal > F tab F=297.273 > 2.46

Hence, the Alternate hypothesis [H1] is accepted.

INTERPRETATION :

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the company offer's adequate training to meet the requirements of their jobs.

ANALYSIS USING KARL PEARSON'S CORRELATION.

Hypothesis :

Null hypothesis (H0):

There is positive relationship between the table shows career counselling rating done by employees.

Alternate hypothesis (H1):

There is negative relationship between the table shows career counselling rating done by employees.

Correlations

		THE TABLE SHOWS THE RESPONDENTS BASED ON CAREER COUNSELLING PROGRAM CONDUCTED IN SURAT GOODS TRANSPORT PVT LTD	TABLE SHOWS CAREER COUNSELLING RATING DONE BY EMPLOYEES
THE TABLE SHOWS THE RESPONDENTS BASED ON CAREER COUNSELLING PROGRAM CONDUCTED IN SURAT GOODS TRANSPORT PVT LTD	Pearson Correlation Sig. (2-tailed) N	1 120	.825** .000 120
TABLE SHOWS CAREER COUNSELLING RATING DONE BY EMPLOYEES	Pearson Correlation Sig. (2-tailed) N	.825** .000 120	1 120

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$r = .825$

INTERPRETATION :

Since r is positive, there is a positive relationship between the table showing career counseling ratings done by employees.

T-Test

Hypothesis :

Null hypothesis (Ho):

There is no significance difference between satisfied with the career prospects and awareness about company Policies

Alternate hypothesis (H1):

There is significance difference between satisfied with the career prospects and awareness about company Policies.

Group Statistics

	Awareness about company Policies	N	Mean	Std. Deviation	Std. Error Mean
Satisfied with the career prospects	Yes	83	1.98	.662	.073
	No	37	4.11	.614	.101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Satisfied with the career prospects	Equal variances assumed	.019	.890	16.651	118	.000	-2.132	.128	-2.386	-1.879
	Unequal variances not assumed			17.144	74.254	.000	-2.132	.124	-2.380	-1.884

INTERPRETATION :

In Levene's Test for Equality of Variances significance value is 0.890 which is greater than or equal to 0.05. it means that the variability in the two conditions is about the same

Sig(2-tailed) value (Table value=.000)

0.000<0.05 so there is statistically significant difference between two conditions

WEIGHTED AVERAGE METHOD

SKILLS UTILIZED BY THE ORGANIZATION FROM EMPLOYEES

Particulars	No of Respondent's	Weightage Assigned	
Technical skill	37	1	37
Leadership skill	18	4	72
Management skill	24	3	72
Communication skill	29	2	58
Interpersonal skill	12	5	60
Total	120		299

$$\begin{aligned}\text{Weighted Moving Average} &= \sum Wx1 / \sum X1 \\ &= 299/120 \\ &= 2.49\end{aligned}$$

INTERPRETATION :

From the above table, we can infer that leadership and management skills are the most utilized skills by the organization from the employees.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY OF FINDINGS:

- ❖ Nearly 66% of the respondents agreed that they having career opportunities in the
Surat Goods Transport Pvt Ltd
- ❖ Nearly 43% of the respondents who work in Surat Goods Transport Pvt Ltd are UndUndergraduates
- ❖ Nearly 32% of the respondents have rated the perception towards career counseling offered by the organization as excellent in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 37% of the respondents are belongs to the age group of 31-35years in Surat Goods Transport Pvt Ltd.
- ❖ Nearly 86% of the respondents are Male in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 46% of the respondents are having experience of 1-2years in Surat Goods Transport Pvt Ltd.
- ❖ Nearly 74% of the respondents are married in Surat Goods Transport Pvt Ltd.
- ❖ Nearly 49% of the respondents are not yet promoted in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 30% of the respondents are accepting that top authority & HRD professionals motivate employees to improve their career opportunities in Surat Goods Transport Pvt Ltd.

- ❖ Nearly 46% of the respondents are agreeing that company offering adequate training to meet their employees job requirements in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 31% of the respondents having Technical skills are enhancing career development in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 55% of the respondents have Agreed that organization utilizing the employees skills in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 50% of the respondents are agreed that company offering adequate training to employees career development in Surat Goods Transport Pvt Ltd.
- ❖ Nearly 65% of the respondents are saying yes that career counseling making employees to develop their career goals in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 69% of the respondents are well aware about company planning policies in Surat Goods Transport Pvt Ltd.
- ❖ The researcher found that nearly 57% of the respondents rated Excellent to the career counseling program done in Surat Goods Transport Pvt Ltd.
- ❖ 43% of the respondents agreed that they always stay competent in your knowledge and skills to ensure progress in your career
- ❖ 55% of the respondents agreed that the organization gives focused attention to the career development of each employee.
- ❖ The researcher found that nearly 55% of the respondents have been satisfied about their career perspectives in Surat Goods Transport Pvt Ltd.

5.2 .SUGGESTIONS AND RECOMMENDATION:

The following suggestions and recommendation based on the comprehensive survey made by the researcher for a project titled “A Study on Career Development with special reference to Surat Goods Transport Pvt Ltd.,”

- ❖ The management should motivate employees, so as to stimulate employee initiation towards job in the organization.
- ❖ Communication & interpersonal skills should be developed along with technical skills, so that employee career opportunity will develop.
- ❖ Employee should actively participate in all career counseling program to enhance their opportunities toward career development.
- ❖ The interaction between management and employees should be improved.
- ❖ The management should improve the reward system.
- ❖ The organization should develop career counseling program specially that need to enhance the career opportunities to the employees.

5.3. CONCLUSION:

The study concentrated on the career development prospects with special reference to Surat Goods Transport Pvt Ltd. This study has been conducted to find the factors that facilitate career development of employees and also find out the employees self interest towards career development program.

Career development involves managing your career either within or between organizations. It also includes learning new skills, and making improvements to help in career growth. Career development is ongoing, lifelong process to help you learn & achieve more in employee's career. It is concluded from the study that most of the respondents agree that they have good career development in the organization. The personnel policies of the organization facilitate employee's career development. Employees initiation will enhance the betterment of involvement in work as well as setting each other career goals. Better reward system will motivate employees to furnish their job with high quality. Most of the respondent agreed that career perspective and training conducted are good in Surat Goods Transport Pvt Ltd.

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ANNEXURE – I

QUESTIONNAIRE

1.Name of the employee.....

2.Gender

☐Male ☐Female

3.Age (in years)

☐Below25 ☐ 26 to 30 ☐31 to 35 ☐36 to 40 ☐Above 40

4.Marital status

☐Married ☐Unmarried

5.Educational Qualification-

☐School ☐Diploma ☐UG ☐PG

6.Department:

☐HR ☐Accounting ☐Service ☐Marketing ☐others

7.Experience:

☐Less than a year ☐1-2 Years ☐2-3 Years

☐3-4 Years ☐More than 4 years

8.In your Career how many times you were promoted to the next level

☐Not yet promoted ☐Promoted once ☐Promoted 5 times

☐Promoted more than 5 times

9. HRD professionals and Top authorities motivate employees to improve their careers

☐Always ☐Most of the times ☐Some times ☐No

10. How far do you agree with the statement "your company offers adequate training to meet the requirements of your job"

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

11. key skills you possess to enhance career development in your organization

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree

☐ Strong Agree

12. agree with the statement " your skills are effectively and efficiently used by the organization

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

13. facilities offered by SURAT GOODS TRANSPORT PVT LTD for employee's career development

☐ Education ☐ Training ☐ Financial ☐ Others ☐ open ans no need

14. career counseling program conducted in your organisation

☐ Monthly once ☐ Quarterly once ☐ Half yearly once ☐ Yearly once

15. rate your career counseling in the organization is supportive

☐ Excellent ☐ Very good ☐ Fair ☐ Bad ☐ Very Bad

16. rate your supervisor's communication about the vision and mission of the organization and his/her guidance to set your career goal

☐ Excellent ☐ Very good ☐ Fair ☐ Bad ☐ Very Bad

17. agree with the statement " you always stay competent in your knowledge and skills to ensure progress in your career

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

18. do you agree with the statement "your organization gives Focused attention to the career development of each employee's

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

19 . Overall how satisfied are you with the career prospects in the company you work

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

