



Daffodil
International
University

Internship Report On

“Training & Development Process of Sunflower Life Insurance
Company Limited”

Submitted For

Khadiza Rahman Tanchi, PhD

Associate Professor

Department of Business

Administration Faculty of Business &

Entrepreneurship Daffodil

International University

Submitted By

Atikul Islam

ID: 203-11-1207

Major: HRM

Batch: 57

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: 04th October, 2024

Letter of Transmittal

Khadiza Rahman Tanchi, PhD
Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Training & Development Process of Sunflower Life Insurance Company Limited.”

Dear Mam,

This is Atikul Islam, a student of the Department of Business Administration, majoring in Human Resource Management at Daffodil International University. I have successfully completed my internship program at Sunflower Life Insurance Company Limited and my internship report topics are “Training & Development Process of Sunflower Life Insurance Company Limited” which was assigned to me as my university internship supervisor. This report I made fully based on my internship experience at Sunflower Life Insurance Company Limited.

I would like to express my gratitude to my supervisor for your kind supervision, and without her supervision, it was impossible for me to complete my internship report.

Sincerely Yours,

Atikul Islam

Atikul Islam

ID: 203-11-1207

Major: Human Resource Management

Batch: 57

Department of Business Administration

Daffodil International University

Declaration

I'm **Atikul Islam**, a student of the Department of Business Administration, Faculty of Business & Entrepreneurship at Daffodil International University. I complete my full internship report with the guidance of **Khadiza Rahman Tanchi, PhD**, Associate Professor, Department of Business Administration at Daffodil International University, and my internship report title is "Training & Development Process of Sunflower Life Insurance Company Limited." I'm grateful to my supervisor because, without her guidance and support, it was impossible for me to complete my internship.

Sincerely Yours,

Atikul Islam

Atikul Islam

ID: 203-11-1207

Major: Human Resource Management

Batch: 57

Department of Business Administration

Daffodil International University

Certificate of Supervisor Approval

This is to certify that **Atikul Islam**, student ID 203-11-1207, a regular student of the Department of Business Administration, Faculty of Business & Entrepreneurship at Daffodil International University, has successfully completed his internship under my supervision and prepared his internship report, and his internship report title is “Training & Development Process of Sunflower Life Insurance Company Limited” that I provided to Atikul Islam.

I wish him total success in life.

Sincerely Yours,



Khadiza Rahman Tanchi, PhD

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I hereby declare that the internship report on titled "Training and Development Process of Sunflower Life Insurance Company Limited" is my original work, completed under the report with the guidance of **Khadiza Rahman Tanchi, PhD**, Associate Professor, and Department of Business Administration at Daffodil International University and **Md. Samsher Ali**, AMD (Admin & DEV), Sunflower Life Insurance Company Limited.

This report has not been previously submitted to any other organization. All information included in this report has been gathered from the internet and discussions with senior executives of the organization.

I take full responsibility for any inaccuracies or damages resulting from any breach of obligations related to this report.

Executive Summary

In my report, I try to provide my in-depth analysis of the training and development process of Sunflower Life Insurance Company Limited, and my primary objective of my report was to prove the information of their training initiatives and how this training enhances their employee's performance and organizational growth.

My internship report I divided into five chapters, and the first chapter is the introduction chapter, in which chapter I provide the overview of the study, background, scope, methodology, and limitations of my research. This chapter provides for understanding the importance of effective training and development processes in today's corporate world.

The second chapter of my report is a company overview. In this chapter, I provide the company overview, mission, vision, objectives, and the company management structure, which plays an important role in the training and development strategies.

Chapter Three is the Theoretical Background Chapter, in which I try to provide the key concepts of training and development and their differences and methods. Also, in this chapter, I provide the various steps of the training and development process, and I also provide the techniques that are needed for analysis and evaluation of this process.

And in Chapter Four, I provide the training and development process of Sunflower Life Insurance Company Limited. In this chapter, I analyses the company's current training and development procedures.

The final chapter presents the findings, recommendations, and conclusion. The key findings indicate that while Sunflower Life Insurance has a well-structured training and development system, there are opportunities for improvement in areas such as customization of training modules and enhanced feedback mechanisms. The report concludes with recommendations that include adopting new technologies for training and aligning development programs more closely with the company's long-term goals.

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CHAPTER – 01

INTRODUCTION

1.1 INTRODUCTION

An insurance company is a financial institution that sells their insurance policies to their customers (people or businesses) to protect them from the financial losses or specific occurrences that can happen for different reasons. This policy contract is between the policy holders and the insurer, where the policy holders must pay a regular premium to the insurer and return the company agrees to provide coverage for a specified period.

For that, every insurance company depends on their good employees and commitment. Training and development are the processes for the insurance company to enhance their employee's skills and capabilities. So, in this report, I focus on the training and development process of Sunflower Life Insurance Company Limited, and the goal of this study is to explore the company's initiatives in employee training and development, understand its effectiveness, and provide recommendations for further improvement.

1.2 BACKGROUND OF THE STUDY

After all the courses from department of business administration, every student has to mandatory participated in the internship program and learn how to work and used our theoretical knowledge that we have gained in our university life.

I have completed my internship program in the Sunflower Life Insurance Company Limited and my internship topics are "Training & Development Process of Sunflower Life Insurance Company Limited." My company supervisor name is **Md. Samsher Ali**, AMD (Admin & DEV), Sunflower Life Insurance Company Limited and university supervisor name is **Khadiza Rahman Tanchi, PhD**, Associate Professor, and Department of Business Administration at Daffodil International University, accept it.

1.3 SCOPE OF THE STUDY

In my internship report, I will focus on training and development process of Sunflower Life Insurance Company Limited and i worked in the Sunflower life insurance company in three (03) month at the AMD (Admin & DEV) team. During my three month internship period I see their training and development producers, working environment and systems of Sunflower Life Insurance Company Limited which is helpful to increase my knowledge about the insurance company and the Sunflower Life Insurance Company Limited and regarding my topics. During my internship, I get a scope to know the overall training and development procedures of Sunflower Insurance Company.

1.4 OBJECTIVES OF THE STUDY

Broad Objective:

- To explore the overall training and development procedure of Sunflower Life Insurance Company Limited.

Specific Objectives:

- To identify the process or training and development program of Sunflower Life Insurance Company Limited.
- To identify problems in Sunflower Life Insurance's training and offer recommendations for improvement.

1.5 METHODOLOGY

Secondary Data:

- Review of internal documents such as training manuals, company reports, and employee performance metrics.
- Literature review on best practices in training and development, especially in the Sunflower Life Insurance Company.

1.6 LIMITATION OF MY REPORT

As an intern that's why I have a lot of limitations in collecting data from Sunflower Life Insurance Company because I can't get access to the others department and their activities. That's why it was so difficult to collect some information, which the higher authority cannot disclose to us. So it is so difficult for me to give the information about the Sunflower Life Insurance Company Limited.

The major limitations of this research are: -

- In Sunflower Life Insurance Company Limited, there is a different department, and these departments have different and I worked with the AMD (Admin & DEV) team; that's why I cannot access the other departments of the Sunflower Life Insurance Company, and they cannot disclose some data and information for them as per company restrictions and policies. Because, as an intern, I cannot get all the access.
- Insufficient time is another problem for collecting more data. Due to my short time, I cannot know all the procedures of training and development procedures of Sunflower Life Insurance Company Limited, and many of the aspects could not be disclosed in the report. Also, in this short time, it is difficult for me to know all the information. To collect more information, I need a lot of time.
- Many sources were so hazardous in terms of discipline and time - consuming.

CHAPTER – 02

COMPANY OVERVIEW

2.1 HISTORY OF SUNFLOWER LIFE INSURANCE COMPANY LIMITED

Sunflower Life Insurance Company Ltd. was established on December 29, 1999, and began its operations on the same day. Since its inception, the company has been dedicated to offering life insurance solutions while adhering to ethical business practices in line with national insurance regulations. Its guiding philosophy is centered on maintaining a competitive balance through prudent management and fairness to all policyholders. The company emphasizes adhering to fundamental principles of insurance and financial management, striking a careful balance between the safeties of capital and providing a competitive rate of return to its policyholders.

2.2 VISION, MISSION & VALUES

Vision:

Sunflower Life Insurance Company Ltd. was incorporated on December 29, 1999, and began operations on the same day, offering life insurance solutions grounded in ethical business practices in compliance with the country's insurance regulations. The company is guided by a philosophy that emphasizes a balance between prudent management and fairness to policyholders, ensuring both the safety of capital and a competitive return.

Sunflower Life Insurance is committed to upholding the highest standards of integrity, responsibility, and transparency in its operations. With a vision to become the leading private life insurance provider in Bangladesh, the company strives to transform attitudes, beliefs, values, and practices within the life insurance industry.

Mission:

Sunflower Life Insurance Company Limited adheres to insurance regulations in its daily operations. The company is committed to establishing a dynamic, competent, and professional management team. By continuously developing innovative products, the company aims to add significant value to its customers. Additionally, it focuses on maintaining a high-quality management system and delivering the best possible customer service. Upholding principles of good governance is central to the company's operations, ensuring that it provides tangible benefits to policyholders, shareholders, and society as a whole.

2.3 OBJECTIVE OF THE COMPANY

The company aims to serve humanity by providing financial and moral benefits through principles of good faith, mutual trust, integrity, and personalized service. Sunflower also focuses on balancing risk and returns for policyholders while adhering to insurance standards.

2.4 MANAGEMENT ORGANOGRAM/STRUCTURE

Sunflower Life Insurance has a structured management hierarchy, including the Board of Directors, Executive Committee, Shariah Board (for Islamic products), and an Audit Committee. The company also includes various administrative departments such as HR, Compliance, IT, Legal, and Finance.

EXECUTIVE COMMITTEE

Name	Designations
Major (Retd.) Abdul Mannan	Chairman
Mrs. Umme Kulsum Mannan	Vice Chairman
Mr. A.N.M. Jahangir Alam	Directors
Mr. Mohammad Haroon Patwary	Directors
Ms. Tajrina Mannan	Directors
Mr. Tasfik Mannan	Directors
Md. Zakir Hossain	CEO

SHARIAH BOARD

Name	Designations
Principle Sayed Kamaluddin Abdullah Zafree	Chairman, Central Shariah Council for Islamic Insurance of Bangladesh
Professor Mawlana ABM Masum Billah	Secretary General, Shariah Council for Islamic Insurance of Bangladesh
Mawlana Dr. A N M Rofiqur Rahman Madani	Chairman, Dept. of Islamic Studies, Bangladesh Islamic University, Dhaka

Mawlana Ekramul Haque	Muhaddith Foyzul Ulom Madrasa, Dhaka
Md. Zakir Hossain	CEO, Sunflower Life Insurance Company Limited
Mr. Mizanur Rahman	General Manager and Head of Dept. of Policy, Sunflower Life Insurance Company Limited
Mawlana Muhammad Kamaruzzaman	Manager, Sunflower Life Insurance Company Limited

AUDIT COMMITTEE

Name	Designations
Mr. Mohammad Haroon Patwary	Directors
Mr. Md. Rais Uddin	Directors
Tasnima Mannan Sunya	Directors

CHAPTER – 03

THEORETICAL BACKGROUND

3.1 CONCEPT OF TRAINING

Training is the process that helps the employees to learn and develop their knowledge, skills, and behavior to increase their performance and capabilities. In the Sunflower Life Insurance Company, their training focuses on improving their employees' technical skills, customer service skills, and sales technique skills. The main goal of the training is to create a bridge between the current performance and the desired performance. Also, training helps employees achieve specific events.

Training can be given in different ways; it can be classroom-based training, online training, or on-the-job training, and this training depends on the required level of jobs. Classroom-based training is basically given for the new employees who recently join the job and need to develop their new skills. This classroom-based training is provided in lecture format. On the other hand, online training can be provided in the continent through online.

3.2 CONCEPT OF DEVELOPMENT

Development is the process that increases the capabilities of employees and the knowledge and skills of individuals, teams, and organizations. Where training focuses on increasing the immediate job performance and specific skills and development is the long-term process that helps the employees for personal and professional growth, development also helps the employees prepare for future roles and responsibilities. It develops the employee's abilities and increases the employee's leadership skills and decision-making skills.

One of the key characteristics of development is its focus on the long term, while training focuses on immediate needs, and development is a continuous process that helps the employees to regularly update their skills and expand their knowledge. Also, the development process helps the employees to take capable decisions in the different changing situations. And development is not only beneficial for individuals, but it is also beneficial for organizations. Because this development process helps the organization's employees grow and improve new ideas for the workplace and contribute to the success of the organization. Overall, the development concept is about growth, adaptability, and preparing for future roles, and this process follows the organization for the archived long-term goals.

3.3 TRAINING VS DEVELOPMENT

Training and Development are the important component for organization employee's growth and success and both approaches help the organizations to implement the right strategies to enhance the individuals and organizations capabilities.

Training:

- Training focused on improving the employee's current job performance and increased the specific skills and knowledge that were needed to complete a specific purpose. And this training needs immediate and short-term specific job purposes.
- The purpose of the training is to ensure the employees are proficient in the current job duties. It helps the employees to adapt new technologies that introduce the new employees, and when new employees need to adapt the organization and need to adapt to change in them for the job requirements.
- Training tends to have a narrower scope, concentrating on specific skills or tasks related to the employee's current role. For example, an employee may receive training in using a new software application, learning a new process, or understanding compliance regulations.
- Training is basically short-term and task-orientated, and it is basically a few hours, days, or weeks that are designed to get an immediate result. Employees always try to apply the training process to increase new skills and knowledge to improve job performance.
- Training takes a good approach and increases the skills that improve the employee's performance. It basically needs when employees need immediate needs, such as learning a new tool, process, and system.
- The outcome of the training gets immediate, and it increases the job performance and enhances the employee's ability to complete a specific task that meets the job requirement. The success of the training is evaluated through the productivity of employees, faster task completion, and increased efficiency. An example of training might be a workshop on customer service skills for call center employees. The goal is to improve their immediate ability to handle customer enquiries more effectively.
- Training helps organizations ensure that employees are competent in their roles, leading to improved performance, productivity, and efficiency. By filling skill gaps, training ensures that employees meet the demands of their jobs and maintain high standards of quality.

Development:

- Development focuses on the long-term growth of individuals. It helps the employees prepare for future roles and responsibilities. Development procedures include not only the technical skills but also included the soft skills, leadership skills, and personal growth.
- The purpose of the development is to prepare the employees for future challenge situations; the continuous new skills development process creates an innovative mindset that is needed for career progression.
- Development has a wide border scope. It covers the progress of development, including leadership, strategic thinking, problem-solving, decision-making, and emotional intelligence. The development process increases the overall potential of the employees, preparing them for future roles and current situations.
- Development is a long-term process. Its goal is long-term personal and professional growth. The development process may involve formal education, mentorship, leadership, and self-development learning.
- The development approach helps to build pipelines for the employees to create capable leaders, innovators, and problem-solvers who can contribute to organizational success, and organizations try to develop to ensure their employees are ready for the future.
- Development is critical for building a resilient, adaptable workforce. By focusing on long-term employee growth, organizations create a talent pool that can assume leadership positions, drive innovation, and contribute to long-term strategic goals. Development also improves employee retention, as individuals feel valued and supported in their career progression. An example of development could be a leadership development program for mid-level managers, designed to enhance their decision-making, people management, and strategic planning abilities over the course of a year or more.

In summary, training is focused on the present and aims to improve current job performance by addressing specific needs, while development is focused on the future, preparing employees for greater responsibilities and long-term success. Both are crucial for a balanced and effective human resource strategy, helping employees grow and organizations thrive.

3.4 OBJECTIVE OF TRAINING AND DEVELOPMENT

Objective of training and development is to improve the performance of the current employees and increase their employee's productivity, capabilities in the organization. Also improve the employee's necessary skills, knowledge that organization ensures the employees to meet current job requirement and prepare the employees for the future challenges. This training and development process enhancing both individuals and organizational success. Here are the key objectives of the training and development process:-

- 1. Increase the Job Performance:** One of the primary objectives of the training is to improve the current employee's ability and efficiency. Training program focus on specific job skills, increase the knowledge of employees that is most important for today's work culture also it increase to take responsibilities to workload and more challenging situation.
- 2. Keeping Career Growth and Development:** Development programs aims to prepare the employees for the future job requirement position and helping the employees to grow them in the industry. This process offering their employees to get the opportunity for progress in the career and company can retain qualityfull and talented employees and as an employee they can stay in the company and invest their time for long term growth.
- 3. Increasing Organizational Competitiveness:** In today's competitive market company needs to continuously update their employees that are why training and development helps to update their employees. And by using updated company's employees it helps the company to adapt and accept challenge more efficiently.
- 4. Supporting Succession Planning and Leadership Development:** The most important objective of training and development is to prepare the employees in their leadership roles. Company's continuous development opportunities that can build a pipeline in the employees future leadership and this leadership program helps the employees to enhance their managerial skills, strategic development skills and prepare themselves in the critical situation when their needed.
- 5. Improving Employee Morale and Job Satisfaction:** Well training and development programs boosts employees moral and feel their selves valued and support employees to their personal and professional growth. Those employees who always take the opportunities to

improve their skills it always increase the job satisfaction of the employees and for that employees also engaged and motivate their work.

6. **Increase The Innovation and Problem Solving Capabilities:** Training and Development process encourage their employees to think creatively and solve the problem innovative way. Also this development process helps the organization to make an innovative culture under the company.
7. **Reducing skills Gaps within the Organization:** Training and Development helps the company to identify their gaps and fulfill their gaps through skills. If any employees not capable or understand their new roles work, this training and development program there to capable that employees in the new roles.
8. **Measurement and Evaluation:** The objective of the training and development process is to establish metrics and evaluation methods to assess the effectiveness of training programs. By measuring outcomes such as employee performance, retention rates, and overall organizational impact, organizations can refine and improve their training initiatives over time.
9. **Fostering a Learning Culture:** Training and development initiatives help create a culture that values continuous learning. This culture encourages employees to pursue further education, engage in self-directed learning, and share knowledge with colleagues, ultimately enhancing the organization's collective intelligence.

In summary, the objectives of the training and development process are designed to foster a skilled, adaptable, and engaged workforce that can meet current challenges and drive future organizational success. By focusing on these objectives, organizations can enhance employee performance, satisfaction, and retention, leading to long-term benefits for both employees and the organization as a whole.

3.5 STEPS/ PROCESS OF TRAINING AND DEVELOPMENT

Training and Development program is process that increase the employee's knowledge and skills to improve their job performance and prepare the employees in the future job sector and it is the most important for company. In modern industrial revolutions training and development is the most important for a company. The company's management should ensure all the member's to provide the training for the positive change in the company as well as individuals. Company provides training in a systematic way so that they can achieve their specific benefits. The training and development process steps are:

- A. Identify the training and development needs
- B. Set a training and development objectives
- C. Designing the training and development programs
- D. Development the training and development programs
- E. Implementing the training and development programs
- F. Monitoring and gathering feedback during the training and development programs effectiveness.
- G. Evaluating the training and development programs
- H. Follow-up and continuous improvement

The training and development process is most important in the workplace for the employees. By following this steps company can prepare their employees for the future and meet their goals. This process not only increases the employee's performance but also it helps the company to continuous growth and success.

3.6 METHODS OF TRAINING AND DEVELOPMENT

Training and development methods depend on organizations needs and different types of skills need to development on depending on different job requirement. The following methods of training and development are:

A. On the Job Training:

- Job Instruction Training
- Coaching and Mentoring
- Job Rotation
- Apprenticeships
- Internships
- Training and Development steps by steps

B. Off the Job Training:

- Class Room Training
- E-Learning/Online Training
- Seminar and Workshop
- Simulations

CHAPTER – 04
TRAINING AND DEVELOPMENT PROCESS OF
SUNFLOWER LIFE INSURANCE COMPANY LIMITED

4.1 TRAINING AND DEVELOPMENT PRACTICES OF SUNFLOWER LIFE INSURANCE COMPANY LTD

The primary objective of the Sunflower Life Insurance Company is to enhance the employee's skills and prepare their selves for the changing industry. A well trained employee significantly contributes their company, provides the good services and increases the operations efficiently and this training and development increase the employee's growth and competitiveness. Sunflower Life Insurance Company always provides On-the-job training and off-the-job training that training always updated their employees with new skills and knowledge. The training and development process of Sunflower Life Insurance Company always try to improving their employees to use soft skills and technical skills that increase the job performance.

Some common training that provides the Sunflower Life Insurance Company Limited:

- **Orientation Program:** This training only provides the new employees who are recently join the company. This introduction programs helps the employees to understand the company's cultural, policy and employee.
- **Onboarding Training:** This training introduces new employees of the Sunflower Life Insurance Company to their company policy, procedures and culture. It provides the basic knowledge of about the insurance products, customer service and regulatory compliance and ensuring new hires employee to perform their new roles effectively.
- **Sales Training:** They provide their employees in the sales training that increase the knowledge how they effectively sell their insurance product. It provides the knowledge of policies, how to build customer relationship, handling the team and how to closing the sales to enhance the customer satisfactions.
- **Leadership Development Program:** The insurance company provides the leadership development programs that create future leader and ensuring the employees for ready for managerial and leadership positions as they progress in their careers.
- **Soft Skills Development:** Focused on improving communication, teamwork, and customer interaction, these programs aim to enhance the overall client experience, which is critical in the insurance sector.

4.2 CURRENT TRAINING AND DEVELOPMENT SCENARIO OF SUNFLOWER LIFE INSURANCE LTD

The current training and development scenario at Sunflower Life Insurance is structured but faces limitations. Although the company has provided several training programs, such as classroom-based and on-the-job training, there is a gap in using modern technology and software-based training approaches. Much of the training is still manual, with limited incorporation of e-learning platforms or sophisticated software tools to streamline processes.

Employees regularly receive training on customer service, product knowledge, compliance with regulations, and sales techniques. However, there is less emphasis on up skilling through software training that could improve overall operational efficiency, particularly in areas like data management, digital marketing, and automated customer service.

4.3 TRAINING NEED ANALYSIS OF SUNFLOWER LIFE INSURANCE COMPANY LIMITED

Training need to analysis the combination of performance review, feedback from management, feedback from employee and organizational goals. The company needs to use these methods for training need analysis:

- **Performance Review:** Sunflower life insurance company needs to analysis their employee's performance and need to identify where need to provide training and which skills needs to development them for improve their productivity and knowledge.
- **Customer Service Feedback:** Customer service feedback is the most important for the company to analysis their employees performance. Because this feedback provide the information of their employees performance and which areas need to development their employees. Also this feedback helps the HR to improve their training program.
- **Feedback from Employees:** Company needs to collects feedback from their employees because it helps the HR to provide the training where employee feels to improve.

4.4 PROCESS OF TRAINING AND DEVELOPMENT AT SUNFLOWER LIFE INSURANCE LTD

The training and development programs of Sunflower Life Insurance Company are the:

- Identifying Training Needs:** This involves gathering input from managers, employees, and customers to assess the skills gaps.
- Designing the Training Program:** Based on the needs identified, the company designs customized training sessions aimed at improving specific areas.
- Delivering the Training:** The training is delivered either in-house through workshops, on-the-job training, or external trainers.
- Monitoring the Training Effectiveness:** Continuous feedback is gathered during the training process to ensure it meets the employees' learning needs.
- Evaluating Outcomes:** Post-training evaluations are conducted to measure how effectively the program has improved employee performance.

4.5 METHODS OF TRAINING AND DEVELOPMENT FOLLOWED BY SUNFLOWER LIFE INSURANCE COMPANY LIMITED

The company always follow the On-the-job training and Off-the-job training methods for development their employees.

- On-the-job Training:** In this training method include the training are coaching, mentoring, apprenticeships, internship and training and development steps by steps. This method helps the employees to learn and development their selves. Also this skill helps the employees to directly apply their new knowledge.
- Off-the-job Training:** In this training method include the classroom training, workshops, E-Learning training and simulations. These training methods needed when some specific knowledge or skills required for a specific job purpose.

4.5 METHODS OF EVALUATING TRAINING AND DEVELOPMENT PROCESS AT SUNFLOWER LIFE INSURANCE COMPANY LIMITED

Sunflower Life Insurance employs several methods to evaluate the effectiveness of its training programs:

- **Kirkpatrick's Evaluation Model:** This model is used to assess reaction, learning, behavior, and results after training programs. Feedback forms are distributed to employees to gauge satisfaction, followed by assessments to measure the skills or knowledge gained.
- **Performance Metrics:** Employee performance is tracked before and after the training to assess its impact. Metrics such as sales figures, customer satisfaction scores, and compliance with industry regulations are considered.
- **Employee Retention and Satisfaction:** The company monitors whether trained employees stay longer and show higher job satisfaction.
- **Return on Investment (ROI):** Sunflower Life calculates ROI by assessing how training has impacted overall business performance, such as sales growth, customer satisfaction, and efficiency.

CHAPTER – 05
FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 FINDINGS

- Sunflower Life Insurance Company uses limited modern technology or software-based training tools which limits their employee's exposure to modern tools that could improve operational efficiency and service delivery.
- Sunflower Life Insurance Company primarily dependent on traditional training methods such as classroom-based instruction and on-the-job training, which may not fully cover the current demands of the company.
- Sunflower Life Insurance Company effectively uses performance reviews and feedback to identify training needs, but there is potential for improvement in how these insights translate into targeted training initiatives.
- There is insufficient emphasis on up skilling employees in areas such as data management, digital marketing, and automated customer service, which are critical for enhancing operational efficiency.

5.2 RECOMMENDATIONS

- Sunflower Life Insurance Company should invest in modern technology and software-based training programs to increase employee exposure to advanced tools, thereby improving operational efficiency and service delivery.
- Incorporating a wider range of training methods, such as blended learning that combines online and in-person training, can cater to different learning styles and improve engagement.
- Sunflower Life Insurance Company should strengthen its mechanism for collecting and utilizing employee feedback on training needs. Regular surveys and focus groups can help identify specific areas for development that align with employee aspirations and organizational goals.
- Sunflower Life Insurance Company should prioritize specialized training programs in data management, digital marketing, and automated customer service to enhance operational efficiency and better equip employees for modern business challenges.

5.2 CONCLUSION

In conclusion, while Sunflower Life Insurance Company has established a structured training and development program aimed at enhancing employee skills, there are significant gaps in the incorporation of software-based training and digital skills development. By implementing the recommendations provided, the company can not only improve employee performance and satisfaction but also ensure that it remains competitive in a rapidly evolving insurance landscape. Investing in modern training methods will enhance employees' capabilities, contribute to organizational growth, and foster a culture of continuous improvement.

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