PREFACE
The global economy of the day has endangered the survival of every organization and particularly those wish to gain competitive advantage. The competitive advantage may be a distant dream in the absence of superior quality products which otherwise is the function of well trained employees.

Training activities which are ill-directed and inadequately focused do not serve the purpose of the trainees or the organization. In fact training fills up the gap between what is happening and what should happen. Hence training occupies a pivotal role in every organization.

Corporate training has been a significant development after emergence of liberalization and globalization since 1991. The corporate world is recognising the importance of intellectual capital.

Many academicians and researchers have conducted a number of studies in the areas of management literature. But no research work has been undertaken on the topic of “Employee Training and Development in Selected Paint Companies in India-A case study”.

Training and development measures of an organization play a predominant role in enriching, knowledge, skill and abilities of employees. Quality product at less cost can only be supplied if the organization possesses talented and committed work force.

Paint industry is an age old industry in India. It has great social relevance, as it supports large number of workers throughout India.

The paint industry's significant presence in the Indian economy makes a remarkable contribution to the paint production, employment generation and foreign
exchange earnings. So the unparallel importance of the paint industry in the national economy is well accepted.

For smooth and effective functioning of paint companies, paint manufacturing organizations must have dynamic and talented reservoir of personnel. For this training and development of employee is essential. But from the paint companies' perspectives, it does not reveal a satisfactory picture. The workers feel themselves dissatisfied and unhappy in respect of training and development measures.

So, a thorough looking to the above the present study has been undertaken and attempt has been made to focus on various aspects of training and development measures provided by the paint manufacturing companies. This study has tried to explore the loopholes of different areas of training and development. This study utilizes secondary data from different available sources and also makes use of primary data collected through administering questionnaire to workers, trade union officials and management executives of Asian Paints, Berger Paints, Shalimar Paints