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Building Capacities, Empowering Lives: A Study on the Effectiveness of Skill Development Programs for Women Self Help Groups Beneficiaries

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Abstract

The main objective of this study is to evaluate effectiveness of skill development programs conducted by Kudumbasree Mission. Comparing participants' level of creativity, confidence, production efficiency and income generation before and after attending the program makes training effectiveness. This study evaluates participants' satisfaction with respect to the overall training program through a personal survey among 213 participants. Analysis of the survey results shows the training programs conducted by Kudumbasree Mission had generated positive impact to its apparel sector members. In addition, training programs gives positive impacts to the organizations with respect to improved competitiveness, business growth, market share development, increased annual sales and profit. The study provides valuable insights for future training initiatives and contributes to the understanding of training effectiveness in similar socio-economic contexts.

Keywords: Skill Development Programmes, Effectiveness, Influencing Factors, Evaluation, Kudumbasree Mission

Introduction

Kudumbasree Mission, established in the state of Kerala, India, is a pioneering community-driven poverty eradication program that has transformed the lives of women and marginalized sections of society. One of the core components of Kudumbasree's initiatives is its Skill Development Programs (SDP), which aims to empower individuals by equipping them with relevant skills and knowledge for employment and entrepreneurship. The SDP focuses on enhancing employability and income-generating capabilities of its beneficiaries, fostering economic independence and social empowerment.

The skill development program offered by Kudumbasree Mission encompasses a wide range of vocational training courses and capacity-building activities, catering to diverse sectors such as agriculture, handicrafts, hospitality, IT, and more. These programs are designed to provide participants with practical skills, technical expertise, and entrepreneurial acumen, enabling them to secure better employment opportunities or establish their own microenterprises.

Through the SDP, Kudumbasree Mission aims to address the challenges faced by individuals in accessing quality training and employment opportunities, particularly those belonging to marginalized communities. By equipping participants with market-relevant skills and fostering their

entrepreneurial spirit, the program strives to break the cycle of poverty and create sustainable livelihood options.

While the SDP has been successful in reaching a significant number of beneficiaries, it is essential to assess the effectiveness and impact of the program to ensure continuous improvement and maximize its outcomes. This research aims to evaluate the effectiveness of Kudumbasree Mission's Skill Development Programme by examining the satisfaction and outcomes of the program's participants. It seeks to analyze the extent to which the program has enhanced employability, income generation, and overall socio-economic empowerment among its beneficiaries.

Review of Literature

According to (Odiome), training is a continuous process that encompasses various elements. It involves inputs such as trainers, facilities, training materials, and aids, which are essential for effective training delivery. The process itself involves all the procedures and methods employed to achieve the predefined training objectives. Finally, the output of the training process is seen in the form of trained personnel who have acquired the necessary knowledge, skills, and competencies. Odiome's perspective emphasizes the importance of a comprehensive and systematic approach to training, where inputs and processes are carefully designed and implemented to produce desired outcomes in the form of skilled and capable individuals.

In their study, (Prahlad and Thiagarajan) emphasized the crucial role of trainers in enhancing the effectiveness of training programs. They argued that the trainer's additional responsibility of selecting the appropriate methodology and skill to motivate the trainees plays a significant role in determining the success of the training. Selecting the right methodology involves choosing instructional techniques and approaches that align with the learning objectives and the trainees' needs. This includes considering factors such as the trainees' learning styles, preferences, and the nature of the content being taught. By tailoring the training methods to suit the trainees' characteristics and the specific learning outcomes, trainers can create a more engaging and impactful learning experience.

In a study conducted by (Birdi), the relationship between training impact and the work environment was examined. The research findings revealed that employees showed significant improvement in their attitude, knowledge, idea generation, and implementation as a result of the training they received. However, the study also highlighted that the effectiveness of creative training in terms of idea implementation could be constrained by an unfavorable work climate or inadequate managerial support for innovation. Birdi's study demonstrated that employees made reasonable and notable progress in various aspects after undergoing training. This included improvements in their mindset, understanding of concepts, and their ability to generate and implement ideas effectively. However, the study underscored the importance of a supportive work atmosphere and managerial encouragement for innovation in maximizing the impact of creative training.

(Tai) highlights the importance of training as an ideal approach for enhancing employee capabilities and preparing them with specific skills required for their roles. Additionally, (Terrana) support the notion that increased training opportunities lead to more benefits for employees, including enhanced skills and capabilities. These benefits, in turn, contribute to the overall advancement and success of the organization.

Self-help groups (SHGs) are indeed gaining recognition as a potent instrument for the socio-economic empowerment of the impoverished population in rural areas. This notion has been supported by (Prusty, et al.). SHGs are community-based organizations that bring together individuals from similar socio-economic backgrounds to address their common needs and concerns. These groups provide a platform for members to pool their resources, engage in savings and credit activities, and collectively undertake income-generating projects. Through their activities, SHGs empower their members by fostering financial inclusion, enhancing their decision-making abilities, promoting entrepreneurship, and improving livelihood opportunities. The emergence and effectiveness of SHGs highlight their role in uplifting rural communities and fostering sustainable development.

According to (Sambhu), his study found that before joining Self-Help Groups (SHGs), only 14% of the respondents had attended any form of training. However, after joining SHGs, a significant increase was observed, with 96.7% of the respondents having attended training. The primary organizers of these trainings were banks, as reported by 75% of the respondents. Among the various types of training received, the respondents rated asset building, bookkeeping, budgeting and forecasting, and credit management as the most useful. On the other hand, farm accounts and the respondents rated risk management skills as the least useful. The impacts of these trainings were significant, with respondents reporting an increase in assets, improvement in bookkeeping practices, wise spending habits, and diversification of investments. These findings suggest that the trainings provided through SHGs have had positive effects on the economic well-being and financial management skills of the respondents, contributing to their overall socio-economic development.

In line with (Swarnalatha) For women entrepreneurs, it becomes crucial to stay updated with the latest trends and technological advancements in their industry. This is essential for them to remain competitive in the current market scenario. By continuously developing their skills and keeping pace with industry advancements, women entrepreneurs can maximize their potential for success and make significant contributions to economic growth. The statement emphasizes the importance of skill training and knowledge enhancement for entrepreneurs, particularly women, in order to navigate the dynamic business landscape and drive economic progress.

(Hemalatha) conducted a study on skill development among women micro entrepreneurs in Kerala's self-help groups (SHGs), emphasizing the transformative impact of microfinance programs and SHGs in empowering rural women. The research highlights the vital role of women entrepreneurs in national development, contributing to growth, innovation, and job creation similar to their male counterparts.

Research Gap

Numerous studies have examined factors influencing training effectiveness and presented a

theoretical framework for measuring it. Although these studies have provided valuable insights, further analysis is needed to address existing gaps in the literature.

Objectives

1. To analyze participants Satisfaction on skill development programs (SDPs).
2. To analyze and evaluate the effectiveness of skill development program at Kerala Kudumasree apparel unit beneficiaries, the weaker session of the society.

Hypothesis Developed

- **H₁**: There is a significant difference in Creativity before and after the skill development program.
- **H₂**: There is a significant difference in Confidence before and after the skill development program.
- **H₃**: There is a significant difference in working efficiency before and after the skill development program.
- **H₄**: There is a significant difference in income generation before and after the skill development program.

Research Methodology

This descriptive study focuses on women entrepreneurs and specifically targets Kudumasree members in the state of Kerala. A survey questionnaire was employed as the primary method of data collection. The targeted participants were Kudumasree members who had attended the skill development program (SDP) training workshop. A total of 310 survey questionnaire forms were distributed to the participants, accompanied by an introduction explaining the survey's objectives. Out of the 310 questionnaires distributed, 213 forms were completed and returned, resulting in a response rate of 69%.

The data collected from the survey questionnaires were analyzed using the Statistical Package for the Social Sciences software (SPSS version 22.0). The respondents were required to rate the statements in the questionnaire using a point Likert scale. The scale consisted of five response options: 5 - highly agree, 4 - agree, 3 - neutral, 2 - disagree, and 1 - highly disagree. The ratings provided by the respondents

were then used for further analysis and interpretation of the results.

Result and Discussion

Table 1 Demographic Representation

S. No	Particular	No of Respondents	%
1	Age		
	Below 20	Nil	-
	21-30	8	4%
	31-40	125	59%
	41-50	54	25%
	Above 50	26	12%
2	Education Level		
	Below 10th	7	3%
	10th	113	53%
	Pre degree/ Plus two	69	33%
	Degree	24	11%
	Above	Nil	-
3	Skill Level		
	High	17	8%
	Semi	75	35%
	Moderate	121	57%
4	Employment Status		
	Regular	132	62%
	Part time	81	38.8%
5	Monthly Income		
	Below 1000	18	8%
	1000-5000	142	66%
	5001-10000	52	25%
	Above 10000	2	1%
6	Years of Association		
	Less than 2 years	126	59%
	2-5 Years	58	2%
	Above 5 years	29	14%
7	Source of Motivation to Participate		
	Self	115	54%
	Animator	87	41%
	Family	3	11%

The provided table outlines the demographic profiles of the respondents, revealing that 59% of the participants fall within the age bracket of 31 to 40 years. Additionally, 53% of the total members have

completed their education up to the 10th grade. In terms of skill representation, 57% of the employees exhibit a moderate level of skills. Furthermore, 62% of the respondents have a regular employment status, and 66% report a monthly income ranging from 5001 to 10,000. Half of the respondents, equivalent to 59%, joined Kudumbasree in the last two years, while 54% of the respondents enrolled in the training program due to their own self-motivation.

Table 2 Overall Mean values of Participants' Satisfaction with respect to SDP training

Scale: Parahoo et al.

S. No	Statements	Mean (μ)
1	I was satisfied with the training overall	4.29
2	This training programme enhanced my knowledge of product making	4.56
3	This training is relevant to what I might be expected to do with the current market	4.12
4	I would recommend this training in future	4.39
5	Overall (Mean, SD)	4.34

Table 2 presents the overall mean values of participants' satisfaction regarding the SDP training program provided by Kudumbasree Mission Kerala. The survey results indicate that participants agreed with all four statements related to overall satisfaction, knowledge improvement, current market relevance, and future recommendation. The overall mean value (μ) for these statements is reported as 4.34. This suggests that the training program package offered by the SHGs was considered appropriate, successful in achieving its objectives, useful, of suitable duration, and had positive effects, all of which were deemed important for participants' work.

Table 3 Representation of Creativity Improvement Level

Particular	Before (Mean)	After (Mean)	% Improvement
Level of creativity	3.48	4.73	39%

In summary, Table 3 illustrates the change in creativity levels before and after participants attended the training program. The data indicates that, on average, participants experienced a

significant improvement in creativity after completing the training. Prior to the training course, the participants' mean creativity score was 3.48 on a scale of 5. However, after attending the training, their creativity level increased to an average score of 4.73. This suggests that the training program

had a positive impact on enhancing participants' creativity in the context of product design developmental Kudumbasree. This survey result revealed that participant's level of Creativity has risen approximately 39% significantly.

Table 4 Creativity Level Paired T Test

	Paired Differences					t	df	Sig (2- Tailed)
	Mean	SD	Std Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Before vs After Training Creativity level	-2.303	.895	.103	-2.507	-2.098	-22.436	75	.000

To evaluate the significance of the difference in creativity before and after training, a Paired T-test was performed. The Paired T-test results revealed a p-value less than 0.05, indicating a significant difference in confidence before and after training. Therefore, the alternative hypothesis (H_1) was accepted, supporting the conclusion that participants demonstrated a significant improvement in creativity after completing the SDP training program.

According to table 5 the survey results indicate a significant improvement in participants' level of confidence in product making after attending the SDP training courses. Prior to these training courses, the participants' understanding mean value was 3.5 or less, indicating a neutral confidence level. However, after completing the training courses, their confidence level in product making increased substantially, reaching an average score of 4.79. This implies that the training had a positive impact on enhancing participants' confidence in product making, as reflected by the significant improvement shown in the survey results. This survey result revealed that participant's level of confidence has improved approximately 37% significantly.

Table 5 Representation of Confidence Improvement Level

Particular	Before (Mean)	After (Mean)	% Improvement
Level of confidence	3.5	4.79	37%

Table 6 Confidence Level Paired T Test

	Paired Differences					t	df	Sig (2- Tailed)
	Mean	SD	Std Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Before vs After Training Confidence level	-2.908	.593	.068	-3.043	-2.772	-42.764	75	.000

To evaluate the significance of the difference in confidence before and after training, a Paired T-test performed. Paired T-test results revealed a p-value less than 0.05, indicating a significant difference in confidence before and after training. Therefore, the alternative hypothesis (H_2) was accepted, supporting the conclusion that participants demonstrated a significant improvement in confidence after completing the SDP training program.

Table 7 Representation of Efficiency Improvement Level

Particular	Before (Mean)	After (Mean)	% Improvement
Level of Efficiency	3.4	4.7	38%

Referring to Table 7, survey results shows significant improvement with respect to participants' level of Efficiency in product making after they had

attended training courses. Prior to these training courses, their level of efficiency mean value is 3.4 or less. However, they had improved their level of efficiency after attending the training courses

(i.e. 4.7). This survey result revealed that participant's level of Creativity has risen approximately 38% significantly.

Table 8 Efficiency Paired T test

	Paired Differences					t	df	Sig (2- Tailed)
	Mean	SD	Std Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Before Vs After Training Efficiency level	-2.776	.624	.072	-2.919	-2.634	-38,791	75	.000

Result Indicates that Sig. value is 0.00, less than 0,05, H3 is accepted. So there is a significant difference in efficiency in the Pre and post stages of Training.

Referring to Table 9, survey results shows significant improvement with respect to participants' level of Income generation after they had attended training courses. Prior to these training courses, their level of practice mean value is 3.23 or less. However, they had improved their level of income generation after attending the training courses (i.e. level 4.5 or higher). This survey result revealed that participant's level of Creativity has risen approximately 39% significantly.

Table 9 Representation of Income Generation Improvement Level

Particular	Before (Mean)	After (Mean)	% Improvement
Level of Income Generation	3.23	4.5	39%

Table 10 Income Generation Paired T Test

	Paired Differences					t	df	Sig (2- Tailed)
	Mean	SD	Std Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Before vs after Training Income generation level	-2.605	.713	.082	-2.768	-2.442	-31.842	75	.000

To evaluate the significance of the difference in income generation before and after training, a Paired T-test was performed. The Paired T-test results revealed a p-value less than 0.05, indicating a significant difference in confidence before and after training. Therefore, the alternative hypothesis (H4) was accepted, supporting the conclusion that participants demonstrated a significant improvement in income generation after completing the SDP training program.

satisfaction with the overall training programme. The training program not only addresses market gaps but also meets the participants' expectations. Furthermore, participants express their willingness to recommend similar projects in the future.

Conclusion

This study aims to assess the effectiveness of SDP (skill development program) conducted by Kudumbasree Mission on its apparel members. The analysis of mean values obtained in this study indicates that participants have a high level of

The comparison analysis conducted before and after attending the training courses reveals significant improvements in participants' creativity, confidence, efficiency, and income generation at their respective district missions. These improvements are attributed to the training courses provided by the State Mission. Overall, the findings suggest that the training courses have successfully achieved their intended objectives.

Based on the evaluation of the study's objectives, it can be concluded that the SDP training programmes conducted by Kudumbasree Mission are effective in enhancing the skills and capabilities of the apparel

members, leading to positive outcomes and overall satisfaction among the participants.

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