

# A Study on the Impact of Training on Unemployed Women and Changes in their Attitude for Starting a Kudumbasree Unit for their Livelihood [With Special Reference to Palakkad Municipality]

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**Abstract**—Training is a process of acquisition of skills and knowledge for an improved performance. It is important to point out that unemployed women may hold different approach towards various motivational factors related to their attitude through the impact of training. In this article researcher focuses on the objectives of awareness among women regarding various categories of training and made a quantitative evaluation on the impact of training on unemployed women in acquiring skills and knowledge and changes in their attitude for starting a Kudumbasree unit for their livelihood. For this purpose of study, a random sampling survey was conducted among 100 respondents from Palakkad Municipality who attended the training programs on self employed jobs conducted by Government of Kerala in association with Kudumbasree projects with the help of a structured questionnaire. The tools used for this study are Percentage analysis, Likert's point scale analysis, Mean, Ranking method, Correlation, Z – test, Chi – Square test. The study reveals that there was a great impact of training in acquiring and upgrading skills and knowledge and through which almost of the unemployed women are empowered and enhanced their individuality and performance towards setting up of Kudumbasree unit for their livelihood.

**Keywords**—Acquisition of Skills and Knowledge; Change in Attitude; Impact of Training; Kudumbasree Units; Livelihood.

## I. INTRODUCTION

**T**RAINING is an organized activity aimed at imparting information and instructions to improve the recipient's performance or to help them to attain a required level of knowledge and skills [Training, 2013]. The purpose of training can be explained as tightening up the slack, toughen the body and polishing the spirit [Peter Branley, 1991]. Thus the process of training encompasses three main activities namely training, education and development. Hence training has specific goals of improving one's capability, productivity and performance. It forms the core for change in their attitude through acquisition of skills and knowledge and act as a backbone for improved performance and helps in maintaining, upgrading and updating the skills and knowledge throughout the working life [Rathan Reddy, 2009].

Unemployed women must be empowered through proper training which enhances their awareness, skills and knowledge and there by facilitating them to empower psychologically and enable them to contribute more to their family and for the overall development of the society. In various highlights of national policies and development programs emphasis has been given on organizing unemployed women in a self help group and thus mark the beginning of a major process of empowering women through the mission of Kerala Government in association with Kudumbasree projects. Mission aims at the empowerment of women through forming self help groups and encouraging the entrepreneurial or other wide range of activities through proper skill training. Kudumbasree project view micro enterprise development as an important tool for poverty eradication and was launched on 17<sup>th</sup> may 1998

[Kudumbasree, 2013]. The purpose of the mission is to ensure that the women should no longer remain as passive recipients' of public assistance but act as an active leaders among women who takes initiatives. It is stated that empowerment of women is the prime motto of Kudumbasree. The decision making power must rest solely in the hands of poor unemployed women. In order to exercise this power, they need proper orientation and training. To achieve this objective a number of specially designed training programs are being conducted within the focus of improving the skills and knowledge, roles and responsibilities, thrift and credit operation [Devika & Thampy, 2007]. These massive training programs made an impact on unemployed women and help them to change their attitude towards self employment and strengthen their self confidence to start a Kudumbasree unit for their livelihood.

## II. STATEMENT OF PROBLEM

In India, women are regarded as the better half of the society. In reality still our society is male dominating one. Due to our traditional socio-cultural convention and taboos, most of the women remained as unemployed and their development are very low in our country. It is unfortunate that because of ignorance and conservatism, the actual and potential role of women in the society has been ignored, preventing them from making their rightful contribution to social progress. Through proper training, unemployed women with greater potential can be mould into powerful empowered women and there by their inherent skills and knowledge can be developed. In this context it is relevant to study about the impact of training on unemployed women through the mission of Kerala Government in association with Kudumbasree project and how they are being empowered and inspired which brought a change in their attitude towards self employment which results in starting a Kudumbasree unit for their livelihood [Agrawal, 2003]. Hence the following research questions are raised in the minds of researcher through the transit of study:

- What are the reasons and motivated factors that influenced unemployed women for attending the training programs conducted by Kudumbasree?
- What is the level of perception of unemployed women in various categories of self employment training?
- What are the changes that brought into the attitude of unemployed women after attending the training program through the acquisition of skills and knowledge?
- Whether the unemployed women are able to start Kudumbasree unit for their livelihood successfully after the training and the assistance provided by the agency?
- What kind of supports have to be provided as further suggestions for the improvement of training program to enhance the self confidence regarding self employment to the unemployed women?

## III. OBJECTIVES OF THE STUDY

- To analyze the perspective of unemployed women on various categories of training on self-employed jobs.
- To study about the various reasons and motivated factors that affects the level of interest of the respondents on attending the training program.
- To study about the skill and knowledge acquired through training by unemployed women and the changes in their attitude towards empowerment.
- To explore the extent of impact of training program on unemployed women and the level of satisfaction obtained by them on self-employed job after attending the training program.
- To find out the relationship between the level of satisfaction and percentage of respondents who started Kudumbasree units and received benefits after attending the training program.
- To offer concrete suggestions to trainers of Kudumbasree for improving the services of association in future avenues.

## IV. SIGNIFICANCE OF THE STUDY

Women constitute nearly half of nation population. They have tremendous potential to contribute in harnessing technology for human and social development. Primarily women are means of survival for their families but are generally unrecognized and are placed at the bottom. They have lesser access to asset, resources, technology and credit. At present women movement focuses its attention on equality and empowerment. Empowerment is a process of awareness and capacity building, leading to greater participation, greater decision making power and control the transformative action. Empowerment of women covers both individual and collective transformation. It strengthens their mental ability through acquiring knowledge, power and experience through proper training [Senthil Vadivoo & Sekhar, 2004]. Theoretically and empirically, the effectiveness of Kudumbasree has been widely documented in global context. The "helper- therapy principle" pointed to the process by which helping others has a therapeutic effect on the helper and the Kudumbasree provides the context for members to gain the unique benefits that may arise from helping someone who has the same problem as that of the helper. Kudumbasree provides opportunity for growth and social experimentation and thus brought change through training program on self employed jobs. Past researches has identified several outcomes through training which includes emotional support, acceptance, enhancing self confidence, attitude of optimism and strongly moulds the individuality, spirit of hope, attitude towards need for achievement and proper time management. All these create empowerment among unemployed women towards decision making power on self employment [John, 2009]. In short, this study has been

conducted within the stipulated framework and on the support of review of literature available on impact of training. Hence strengths of such training program helps in changing the attitude of unemployed women towards self employment and such practices are enlighten to wish that they should exist in Indian context and should continue their operations.

## **V. REVIEW OF LITERATURE**

Mohana Rao (2000) concluded in his study that self help group showed a positive impact on the households of the members in respect of building of self-confidence and helped in skills formation for social empowerment of members.

Goldstein & Ford (2002) they described in their study that training is a process of systematic acquisition of rules, concepts, skills or attitude resulting in improved performance of a person in another environment.

Jose & Dr. Krishnakumar (2004) they evaluated that the kudumbasree brought a dramatic change in this scenario and their mission was empowering women to reach an ultimate goal of self employment. Weekly meetings, discussions, participation in planning and implementation process of developmental activities, social and cultural activities conducted under the aegis of Kudumbasree enhances the confidence and capacity of poor women. The training programs provided by Kudumbasree trainers help the unemployed women to acquire skills and knowledge and brought a change in their attitude towards their life style and help to set up their own business units. Moreover, these activities alleviated the economic status of the poor women in families and society.

Dr. Raghavan (2006) revealed in his study that a new paradigm of participatory economics has been found emerging in "God's own country" that is the Kudumbasree presented a unique model of participatory development for poor women in rural and urban areas and such projects helped to wipe out poverty completely from the state. Thus the study concluded by saying that the strategy of participation and empowerment adopted in Kudumbasree mission ensures sustainable livelihood to many number of poor women and created a positive outcome.

Dr. Chandrasekar & ShivaPrakash (2010) concluded in their study that the opportunities of information, communication and technology initiative for women under the leadership of Kudumbasree was a potential tool for their empowerment and it can also overcome the socio-economic barriers effectively. The study indicates that the poor women through this initiative had made an entry into the IT enabled jobs and also ensured a minimum level of income adequate to meet the family needs.

Manjusha (2012) described that the tribal women through the Kudumbasree units had some remarkable achievement in their development and there is a strong positive sign of social empowerment among women. The study revealed that the leadership quality is lacking in majority of respondents which indicates the necessity of training in soft skill and for enhancing the leadership quality

and they also suggested that the skill development program should be conducted for better advancement.

Chithra.N.Nair & Lalitha (2012) they highlighted in their study that the majority of the beneficiaries and non beneficiaries of Kudumbasree program belongs to medium level of age group, higher secondary level of education, nuclear family type and those who are having annual income less than `24000. They pointed out that the majority of constraints faced by the beneficiaries during the participation were the family background (66.7%), difficulty in bringing members together (80%), disturbance of daily household work (86.7%), delay in availing benefits (75%), lack of proper marketing place (90%) and thus the beneficiaries suggested for the effective implementation of Kudumbasree program were training should be given on a needed oriented basis and follow up should be conducted on a regular basis.

## **VI. SCOPE OF THE STUDY**

The purpose of the study may help to develop the effective intervention in the study area on impact of training for the acquisition and upgrading the skills and knowledge for improved performance through which unemployed women received benefits on starting a Kudumbasree units and helps in enhancing the status of the family by earning income for their livelihood. The scope study also provides the awareness among women about their situation of rights and opportunities as towards self employment also facilitates for skill development especially the ability to plan, make decisions, organize, manage and carry out activities to deal with people and the society around them [Vijayashanthi, 2002]. The findings and suggestions will throw light on certain broad features of training and its impact on change in attitude and as such the study may be a practical guide in formulating better plans.

## **VII. RESEARCH METHODOLOGY**

The research design used in this study was descriptive in nature. The size of the sample selected was 100 respondents from Palakkad Municipality who attended the training programs conducted by Kudumbasree on self employed job by using simple random sampling technique. Both primary and secondary data were collected for the completion of this study. Primary data was collected with the help of structured questionnaire and secondary data was collected from various book, journals, thesis and websites [Dipak Kumar Bhattacharya, 2007]. Collected data was analyzed with the help of various statistical tools like percentage analysis, Likert's point scale analysis, mean, ranking method and testing of hypothesis by using Z-test, Chi-Square test and through correlation analysis [Kothari, 2004].

### VIII. HYPOTHESIS FORMULATED FOR THE STUDY

- There is no significant difference between the mean of the sample and the original mean of 60% of respondents acquired special skills and knowledge through training.
- The two attributes namely elements of motivation and change in attitude of respondents after attending the training are independent.

### IX. LIMITATIONS OF THE STUDY

When this study is passed through the tunnel of research, it has lime lighted poorly on the following aspects:

- This study is very much limited to Palakkad Municipality which may fail to give a correct picture of the study.
- This study is limited to 100 respondents, a small sample in size which represents the whole universe.
- The time period for the study is also a limited factor.
- Only a limited category of training programs were selected for conducting this study.
- The researcher faces some difficulty due to the lack of co-operation from some respondents and the bias of respondents cannot be completely ruled out.

### X. ANALYSIS AND INTERPRETATION

Table 1: Preference of Respondents for Self Employed Jobs and Duration of Training Programs

Category of Training Programs	No. of Participants from the 100 Samples Selected	Duration of Training Programs
Tailoring and embroidery works	25	1 month
Screen printing and DTP	12	15 days
Animal husbandry	10	5 days
Beautician courses	20	1 month
Handicraft and jeweler making	15	10 days
Training on food processing	18	5 days

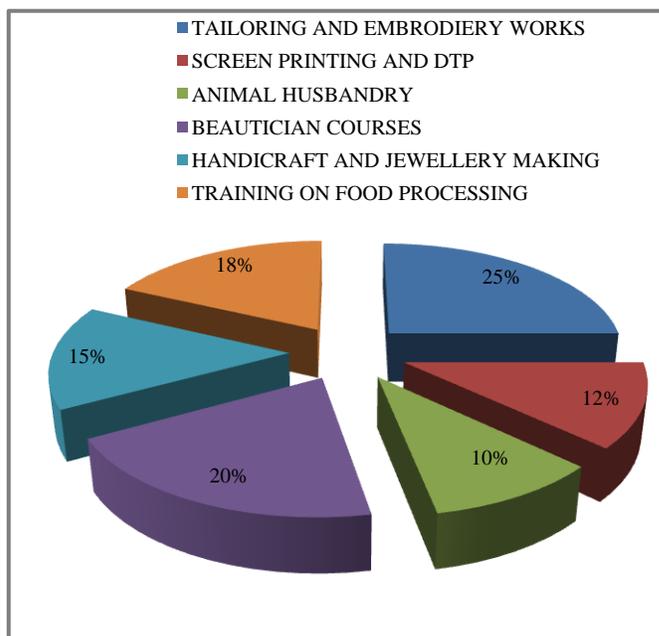


Figure 1: Preference for Self Employed Job Training

From the above table and graph, it was obvious that the participants of training program give first preference for the tailoring and embroidery works. Second and third preference was towards training on beautician course and food processing respectively. Fourth preference was given to jeweler making. Fifth and sixth preference of respondents for self employed job was for screen printing and desktop publishing and training on animal husbandry respectively. Duration of training program for tailoring and beautician course was one month and for screen printing was 15 days. 10 days training was given for handicraft making and 5 days for the training on food processing and animal husbandry.

Thus it can be concluded that most of the respondents give importance for tailoring and embroidery work (25) as their self employed job and the least preference was given to animal husbandry (10).

Table 2: Ranking of Reasons that makes a Level of Interest for Attending the Training Programs by the Respondents

Reasons for Attending the Training Programs	Level of Interest of Respondents in %					Total	Rank
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
Economic independence	64	16	20	0	0	100	4
Profit made by others in similar type of business	48	24	18	7	3	100	7
Financial assistance provided by the government like loan facility and subsidy	72	17	11	0	0	100	3
Previous work experiences	20	24	16	20	40	100	9
Related to family profession	10	12	8	28	42	100	10
To increase the status of family by earning income	78	22	0	0	0	100	1
Self interest	56	25	14	3	2	100	5
Encouragement by family members and by friends	28	38	23	4	7	100	8
Urge to achieve a self prestige	60	20	10	5	5	100	6
To gain skill and knowledge	82	12	6	0	0	100	2

From the table, it was found that the major reasons for attending the training program was to increase the status of the family by earning income, to gain skill and knowledge and financial assistance provided by the government like loan facility and subsidy and all these were strongly agreed by 70% to 80% of respondents. Other factors like economic independence, self interest, urge to achieve self prestige were strongly satisfied by 55% to 65% of respondents. About 25% to 50% of respondents strongly agree that the reasons for attending training was due to the profit made by others in similar type of business and also due to the encouragement of family members and by the friends. Only 10% to 20% of respondents strongly agree that the reason for attending training was due to previous work experience and it was related to their family profession.

Thus it was concluded that the first rank was given for the reason of attending the training program was to increase the status of the family by earning income and the last rank was given to the reason of which it was related to their family profession. Hence it was clear that higher the level of interest on reasons, more will be the level of agreeability.

Table 3: Percentage of Respondents who Acquired Special Skill and Knowledge through Training

Skills and Knowledge	Yes	No
Observational skill	80	20
Interactive skill	60	40
Technical skill	75	25
Operational skill	70	30
Listening skill	80	20
Understanding capacity	85	15
Problem solving skill	55	45
Risk bearing capacity	46	54
Decision making power	54	46
Communication skill	62	38
Leadership skill	50	50
Group and interpersonal skill	65	35
Knowledge to enhance performance through specialization	30	70
Knowledge about product development	82	18
Market analysis skill	40	60
Knowledge about raising and utilization of funds for starting a unit	45	55
Knowledge of optimum utilization of available resources	48	52

From the table, it was revealed that knowledge about product development, observational skill, technical skill, operational skill, listening skill, understanding capacity are acquired by 70% to 85% of respondents through training. About 45% to 70% of respondent gained special skills and knowledge like interactive skill, problem solving skill, risk bearing capacity, decision making power, communication skill, quality of leadership, interpersonal skill and knowledge about raising of funds and utilization of available resources in optimum manner through training. Market analysis skill and knowledge to enhance performance through specialization are gained only by 30% to 40% of respondents through training. From the period of study, it was noted that that mostly 60%

of respondents are assumed to acquire special skill and knowledge through training, hence further hypothesis is framed and tested.

Table 4: There is no Significant Difference between the Mean of the Sample and the Original Mean of about 60% of Respondents Acquire Special Skills and Knowledge

Factor	Calculated Z-Test Value	Table Value	Degree of Freedom @ 5% Level of Significance	Rejected/ Accepted
Respondents who acquired skills and knowledge through training	0.129	1.96	16	ACCEPTED

The above table shows that the calculated value (0.129) is less than that of the table value (1.96) at 5% level of significance; hence the hypothesis can be accepted. The sample may be considered as reliable and is properly drawn from the population that there is no significant difference between the mean of the sample and the average of 60% of respondents acquired special skills and knowledge through training.

Table 5: Elements of Motivation that Affects after Attending the Training

Particulars	Mean Score
Stimulates you to perform effective	27.6
channelize your behavior into specific courses	24.6
Creates motives, needs and aspiration	28.8
Creates enthusiasm, initiative and loyalty	25.9
Raise your morale and level of satisfaction	25.4
Helps to build good human relations and team work	24.4
Helps to change your attitude and Control for future behavior	28.6
Stimulates you to attain desired goals	21.2
Economic motivation	25.8
Opportunity for development	24.7

The mean scores for different elements of motivation that affects respondents after attending the training program vary between 21 and 29. The lowest mean score was found the element that stimulates you to attain desired goals (21.2) and the highest mean score is found for respondents opinion regarding that the elements of motivation creates motives, needs and aspiration through training program (28.8). The mean scores indicate that, the level of agreeability on elements of motivation that affects respondents after attending training program is higher for needs and aspiration when compared to other elements of motivation after training.

Table 6: Opinion of Respondents Regarding the Change in Attitude after Attending the Training Programme

Change in Attitude after Attending the Training	Mean Scores
Enhances self confidence	29.2
Attitude of optimism	28.8
Strongly moulds your individuality	27.3
Attitude towards need for achievement	28.2
Willingness to take challenges and ensures risk bearing capacity	29.1
Enhances your leadership capacity and decision making power	26.6
Attitude towards proper time management	28.6
Enhances creativity and versatility	25.6
Attitude towards self employment	31.3
Enhances managerial ability	27.4
Total mean scores	28.2

The overall agreeability score will have a theoretical minimum of 10 (strongly disagree) to a maximum of 50 (strongly agree). The total score of the respondents was found to be 28.2. It shows that on average the overall agreeability of the respondents fall near “Neutral” in the change in attitude of respondents after attending training program scale provided. Respondents have higher mean score who opinioned that the training program brought a change in attitude towards self employment (31.3) and lowest mean score was found for the opinion that it enhances creativity and versatility after attending the training program (25.6). That is the level of agreeability on change in attitude toward self employment is comparatively higher than other changes in their attitude. In order to find whether the two attributes namely elements of motivation and change in attitude after attending the training program are independent, the following hypothesis was framed and tested.

Table 7: H0 - The Two Attributes Namely Elements of Motivation and Change in Attitude after Attending the Training Program is Independent

Factor	Calculated X <sup>2</sup> Value	Table Value	Degree of Freedom @ 5% Level of Significance	Rejected/ Accepted
Elements of motivation and change in the attitude of respondents after training	12.43	11.07	4	REJECTED

From the above table it was clear that the calculated value (12.43) is higher than the table value (11.07) at 5% level of significance. Therefore we reject the hypothesis and so the elements of motivation and change in attitude are not independent. Thus the elements of motivation after training are highly influenced by the respondents towards their change in attitude after attending the training program.

Table 8: Correlation between the Relevancy of Level of Satisfaction and Percentage of Respondents who Received Benefits and Started Kudumbasree Units after Attending the Training Program

Factors	Percentage		Total
Relevancy level of satisfaction	86	14	100
Respondents who started kudumbasree units after training	85	15	100
Karl Pearson co-efficient of correlation (r)	1		

The value of Karl Pearson co-efficient of correlation (r) is found to 1. It means that there is a perfect positive correlation between the relevancy level of satisfaction and percentage of respondents who received benefits and started Kudumbasree units after attending the training program for their livelihood.

## XI. FINDINGS OF THE STUDY

Major findings in relation with objectives framed to conduct the study regarding the impact of training on unemployed women and changes in their attitude for starting Kudumbasree units for their livelihood are as follows:

- It is identified that the training provided by Kudumbasree to unemployed women help to start micro enterprises like tailoring units, beauty parlors, food processing units, handicraft units, screen printing enterprise and even animal husbandry for their livelihood.
- The study reveals that unemployed women are ready to accept challenges to meet their provisional needs to increase the status of family by earning income and become economically independent.
- The study reveals that the training program conducted by Kudumbasree is found to be commercially and socially viable as it helps in gaining various special skills and technical knowledge.
- The study implies that the hidden entrepreneurial potential of unemployed women have gradually been changing due to the impact of training and helps in enhancing the risk bearing capacity and decision making power.
- The study identifies that the 60% of respondents are benefited from training program in acquiring knowledge regarding product development, technical and operational skill and optimum utilization of available resources and financial assistance provided by Kudumbasree in association with Government.
- The study mainly reveals that the empowerment of unemployed women is possible through their change in attitude towards self employment and self confidence which helps them to strongly mould their individuality through training.

- The other impacts of training among unemployed women are their change in attitude of optimism and attitude towards need for achievement through proper time management and all these impacts enhances the creativity, versatility and managerial qualities of women for self-employed job.
- It is highlighted that the elements of motivation after attending the training program is highly influenced by the unemployed women towards their change in attitude and both these attributes are highly dependent.
- The study implies that there is a perfect positive correlation between the relevancy of level of satisfaction and about 85% of unemployed women received benefits on training and started their own Kudumbasree units for their livelihood.

## XII. SUGGESTIONS

The study on impact of training on unemployed women and changes in their attitude for starting a Kudumbasree units for their livelihood passed through a tunnel of research and has highlighted the following suggestions to improve the services of association and training program are as follows:

Suggestions to Improve Training Programme	Level of Interest of Respondents in %				Mean	Rank
	Strongly Needed	Averagely Needed	Not Needed	Total		
Need alternative training program in all odd months for at least one week	60	30	10	100	42.5	3
Need continuous classes for 3 months at the beginning stage of the course	50	25	25	100	37.5	6
Need more knowledge in product development and in design of work	75	20	5	100	45	2
Need some more assistance regarding financial assistance and subsidy	60	30	10	100	41.67	5
Need some more clear awareness of how material to be purchased and utilized in started business units	62	30	8	100	42.34	4
Need assistance regarding the marketing of products	80	15	5	100	45.84	1

Above table show that the mean level of ratings of adequacy by respondents regarding the suggestions to improve training programs range between 41% to 46%.

- The prime suggestion was found for the adequate assistance to be provided regarding the marketing of products.
- Secondly they suggested that they needed more knowledge in product development and in design of work to enhance their performance.
- Thirdly they point out that they needed alternative training in all odd months for at least one week to bridge the gap of unknown knowledge and skill at their work.
- Respondents also demanded for clear awareness regarding how materials to be purchased and utilized in the started business unit.
- More assistance regarding financial support and subsidy should be provided by the trainers to back up for their improved functioning of started business unit.
- Last but not the least some of the respondents recommended that they also needed continuous training classes for 3 months at the beginning stage of the course.

## XIII. CONCLUSION

It was concluded that this study was very helpful to know the impact of training among unemployed women and changes in their attitude towards starting a Kudumbasree units for their livelihood and identified that the training program conducted by the Kudumbasree in Kerala has been working in right direction especially in Palakkad district. Through the survey, researcher founded that the proper training at the grass root level has benefited 60% of unemployed women in gaining and enhancing skill and knowledge to meet the changes in trends and challenges in their surrounding and also make them competent enough to sustain and strive for excellence on the entrepreneurial arena and remarked an improved performance. Moreover the study revealed that the highest mean score was the opinion regarding the change in attitude among unemployed women through the progression of this training program which are moved towards the women empowerment through self employed job and those women are ready to accept the challenges in their life. Thus this study highlighted that the training program helped 85% of unemployed women to start a Kudumbasree unit in their locality and most of them preferred to start tailoring unit and then beauty parlors as both such similar units provides them a reasonable profit which helped the women to increase the earning capacity and status of their family and showed a

perfect positive correlation between the level of satisfaction and the benefits received from this training program. Last but not the least it was concluded from this study that the training provided by Kudumbasree in association with Kerala Government to unemployed women, no doubt improves the wealth of nation in general and the family in particular and act as boon for the sustainable development of the economy.

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