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BENEFICIARIES SATISFACTION AND ITS DETERMINANTS: AN ANALYSIS OF CHHATTISGARH STATE SKILL DEVELOPMENT MISSION

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ABSTRACT

Assessing the satisfaction leads to determining the emotions of beneficiaries with respect to their future directions/ growth. The study took place in the Bilaspur district of Chhattisgarh to find out the level of satisfaction of beneficiaries with vocational training conducted under the Chhattisgarh State Skill Development Mission (CSSDM). Five courses which had maximum beneficiaries were selected for sampling sufficiency. A proportionate random sampling method was used to select a sample of 250 beneficiaries which were distributed courses wise namely Garment making (86), ICT (80), Electricals (30), Medical & Nursing (29) and Construction (25). The analysis of data indicated that 35.2% of overall respondents had medium level of satisfaction. Caste category, Occupation, Landholding, Mass-media exposure, Cosmopolitaness and Participation in the programme had showed positive and statistically significant association with the level of satisfaction of beneficiaries. Also, land holding and participation in the programme had shown maximum contribution to the satisfaction level of the beneficiaries as confirmed by stepwise regression analysis. For testing the differences in satisfaction among trainees of five-course group, Kruskal-Wallis test was utilized (non-parametric version of One way ANOVA). Beneficiaries of the Construction course had shown significantly lower satisfaction levels when compared with other courses, whereas the beneficiaries of the garment making course had comparative higher satisfaction in comparison with the other course groups.

Key words : Beneficiaries satisfaction, Kruskal Wallis test, Land Holding, Skill training, Participation, Stepwise regression.

Introduction

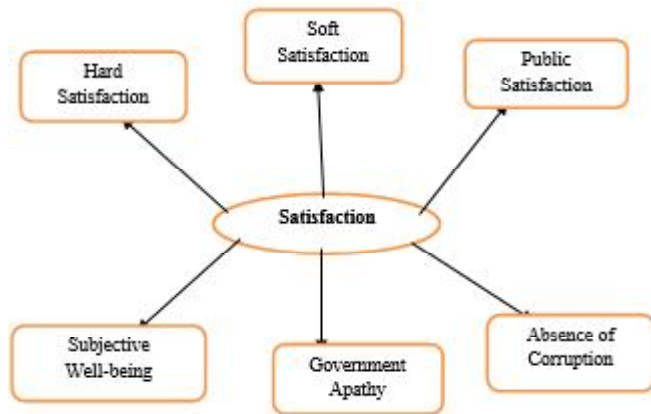
India is moving progressively to become a knowledge economy which necessitates a concentrated focus on the advancement of skills among the young workforce and it needs to be relevant to the emerging economic environment. Henceforth, it becomes very important to understand the varieties of factors which contribute to the needed skill in higher institutions or industries. Satisfaction is found to be the most necessary mechanism for individual development and encouragement for working in a more effective way. With the increasing significance of skills development in India, increased focus on methods of assessment is assured. The

standardization and diversity of the Indian education system envisage significant challenges for satisfaction assessors and ensuring both the quality and the comparability of assessments. This paper offers initiation upon analyzing the satisfaction level of beneficiaries with a particular focus on Bilaspur district of Chhattisgarh. Chhattisgarh State Skill Development Mission (CSSDM) was taken up to determine the satisfaction and upliftment of beneficiaries before and after training involvement. The five most popular courses (screened by total number of participants) namely Garment making, ICT, Electricals, Medical & Nursing and Construction were selected for study.

Materials and Methods

Concept of people’s satisfaction with development programmes

Satisfied person tends to show their emotions, feelings and the directions/options for the future. It is a kind of assessment of well-being in terms of coping with one’s daily life. Here, in this study, economic satisfaction is given more focus to determine their fulfilment of expectations from the programme. Based on the respondent’s satisfaction, in the Asia Barometer, several layers of individual satisfaction are measure. Using factor analysis, the following layers were identified:



(Source: Wange, 2010)

Selection of Chhattisgarh was done as it was one of the poor states in our country and also the first state to start a full-fledged out-of-school vocational training programme for youth. Further, the Bilaspur district was selected as it had the most certified beneficiaries (data based on Nov. 2017). Chhattisgarh State Skill Development Mission provides number training in several courses, out of which the top five were, selected which had the maximum number of certified beneficiaries. The sample was framed with a proportionate random sampling method. A total of 250 respondents were selected for the study. Course-wise distribution of respondents was garment making (86), ICT (80), electricals (30), medical & nursing (29) and construction (25).

Satisfaction is the perceived level of contentment derived from individual performance. In addition to values and competence, satisfaction is the motivating force for occupational behaviour. It reinforces learning and develops confidence; the study was in terms of what extent the beneficiaries were satisfied by various elements of the programme. It was measured in three-point continuum namely highly satisfied, satisfied and not satisfied with scoring of ‘2’, ‘1’, and ‘0’, respectively.

The cumulative square root method, Perason-product-moment correlation, stepwise regression and

Kruskal-Wallistest were some of the statistical tools used to analyse the data and bring out the findings.

Results and Discussion

Level of satisfaction

According to Wang (2010), the components were selected and separated in six satisfaction dimensions and accordingly the statements were utilized to reach out satisfaction level and weightage of beneficiaries towards the vocational training and skill development mission programme.

Fig. 1 had indicated the clear response of beneficiaries regarding satisfaction level, while engaged in training and after the completion of vocational training. It was found that in case of the hard satisfaction, more than half of the respondents were satisfied with respect to the training practices. Further, in case of soft satisfaction majority respondents were satisfied with the performance yet 34 per cent respondents were not satisfied the yoga session conducted by them. In this series, public satisfaction component depicted that 38% respondents were not satisfied with the interaction activities of employer and bankers for self-employment. Also, in subject well-being, almost majority were satisfied, 33.2% respondents were not satisfied with state-level certification. In government apathy, most of the beneficiaries were highly satisfied with the policies of courses and interaction with higher authorities. Same trend was found incase of absence of corruption where highest satisfaction was achieved by maximum respondents.

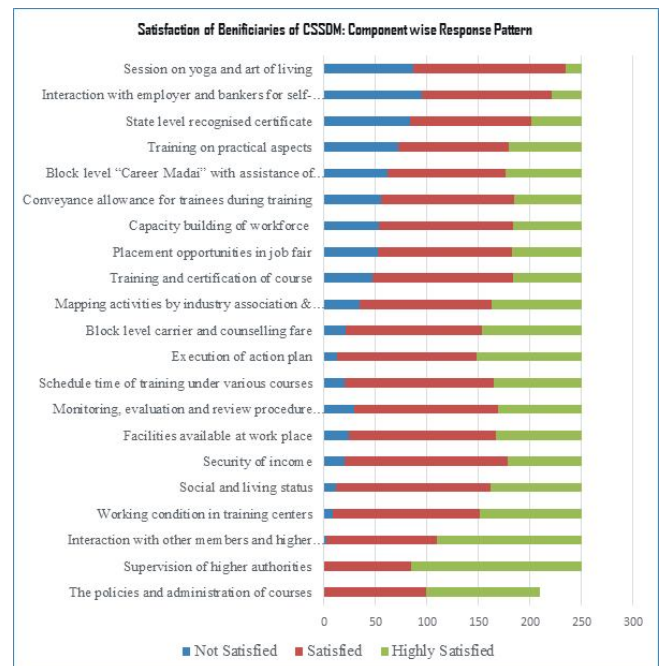
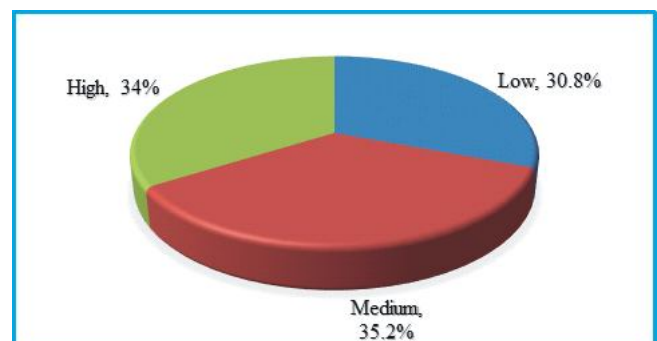


Fig. 1 : Component wise response pattern of beneficiaries of CSSDM.

Table 1 : Components under the various dimensions of satisfaction.

Satisfaction Dimension	Components
Hard satisfaction	<ul style="list-style-type: none"> • Social and living status • Security of income
Soft satisfaction	<ul style="list-style-type: none"> • Capacity building of workforce • Conveyance allowance for trainees during training • Training on practical aspects • Session on yoga and art of living
Public satisfaction	<ul style="list-style-type: none"> • Schedule time of training under various courses • Execution of action plan • Training and certification of course • Placement opportunities in job fair • Block level "Career Madai" with assistance of sponsor department • Interaction with employer and bankers for self-employment
Subject well-being	<ul style="list-style-type: none"> • Facilities available at work place • Monitoring, evaluation and review procedure under this scheme • Block level carrier and counselling fare • Mapping activities by industry association & social organization • State level recognized certificate
Government apathy	<ul style="list-style-type: none"> • The policies and administration of courses • Interaction with other members and higher authorities
Absence of Corruption	<ul style="list-style-type: none"> • Supervision of higher authorities

The involvement of individuals in any kind of training or programme activities are not very important without estimating the satisfaction being achieved from the events which they have participated. The analysis of results of garments making indicated that 44.19% of the respondents had high level of satisfaction. However, 31.39 per cent respondents had medium level of satisfaction. Remaining 24.41 per cent respondents had low level of satisfaction. In the course of ICT, it was found that 36.25 per cent respondents had medium as well as high level of satisfaction, respectively. Rest 27.50 per cent of the respondents had low level of satisfaction. In this series, the respondents of electricals course, the data indicated that 40.00 per cent of the respondents had low level of satisfaction. Followed by 30.00 per cent of the respondents had medium as well as high level of satisfaction. Looking to the medical & nursing course, 41.37% respondents had medium level of satisfaction. Also, 31.03 per cent of the respondents were having high level of satisfaction and remaining 27.58 per cent of the respondents had low level of satisfaction. Further, in construction course, 56.00 per cent majority had low level of satisfaction and remaining 44.00 per cent had medium level of satisfaction. The overall respondents were analysed and depicted in Fig. 2. The figure shows that 35.20 per cent respondents had medium level of satisfaction. Further, 34.00 per cent of the respondents had high level of satisfaction and remaining 30.80 per

**Fig. 2** : Overall respondents according to their level of satisfaction (n=250).

cent of them had low level of satisfaction.

Findings of above result had consistency with result of Khatoon (2000), who found satisfaction of participants with training facilities irrespective of personal variables. Also, Kaur *et al.* (2011) had indicated that more than half of beneficiaries were satisfied after attaining vocational training.

The above data depicts more interest of participants towards learning by doing and applying in daily life for livelihood upgradation.

- **Determinants of Beneficiaries satisfaction (Relationship between level of satisfaction and socio-economic and situational variables under study)**

To identify the relationship of selected independent

Table 2 : Distribution of respondents according to their level of satisfaction.

S. no.	Particulars	Garment (n1=86)		ICT (n2=80)		Electricals (n3=30)		Medical & Nursing (n4=29)		Construction (n5=25)	
		F	%	F	%	F	%	F	%	F	%
1.	Low (up to 21.21)	21	24.42	22	27.50	12	40.00	08	27.58	14	56.00
2.	Medium (21.22-26.96)	27	31.39	29	36.25	09	30.00	12	41.37	11	44.00
3.	High (>26.96)	38	44.19	29	36.25	09	30.00	09	31.03	00	00.00

Table 3 : Association between level of satisfaction with selected socio-economic and situational variables of the respondents.

S. no.	Independent variables	Pearson Correlation	P value
X ₁	Age	-0.074	0.244
X ₂	Gender	0.081	0.204
X ₃	Caste Category	0.181**	0.004
X ₄	Occupation	0.231**	0.000
X ₅	Land Holding	0.325**	0.000
X ₆	Subscription of Mass Media	0.073	0.252
X ₇	Mass Media Exposure	0.166**	0.008
X ₈	Cosmopoliteness	0.257**	0.000
X ₉	Participation in Programme	0.313**	0.000

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

variables and level of satisfaction, correlation and stepwise regression was applied for the study which discussed below.

a. Association of selected socio-economic and situational variables with the level of satisfaction of the respondents (correlation analysis)

To frame out the factors which have significant association with the level of satisfaction, correlation coefficient (r) was calculated using person's product moment correlation analysis and has been presented in the Table 3.

The given data in Table 3 depicts that age and gender did not show any significant association with the level of satisfaction, which indicates that the satisfaction levels of the respondents were found to be similar irrespective of their age and gender. However, the caste category had a positive and significant correlation with the level of satisfaction at 0.001 per cent level of significance.

In the case of occupation, there was a positive and statistically significant correlation with the level of satisfaction at 0.001 per cent level of significance which

depicts that the occupation of the respondents had a positive effect on their satisfaction level. It also indicates that the higher the occupation higher the satisfaction level of the respondents. Also, the land holding variable had a positive and significant correlation with 0.001 per cent level of significance. The more land area owned by the respondents; the more satisfaction was achieved by them.

Subscription of mass-media did not show any significant correlation but the exposure to mass-media had a positive and significant correlation with the level of satisfaction at 0.001 per cent level of significance. Hence, this result indicated that exposure to mass-media had helped them to increase their satisfaction level.

Further, cosmopoliteness tends to socialize the individuals and here the data found to be positive and significantly correlated with the level of satisfaction at 0.001 per cent level of significance which shows that the higher the cosmopoliteness higher the level of satisfaction.

Participation in the Programme also showed a positive and significant association with the satisfaction level of the respondents. This provides a very positive result related to the involvement of respondents in this programme. More number of participation level tends to increase the level of satisfaction of the respondents.

The findings highlights that ownership of land, caste category, occupation, exposure with mass-media and society gives immense satisfaction towards enrolment in such vocational training and perceiving benefits.

• Degree of relationship among independent variables (Socio-economic and situational variables) and Level of Satisfaction (Regression regression)

The data presented in Table 4(a) and 4 (b) depicted the added variables with the level of satisfaction in regression modelling. As step wise regression was utilized for this purpose which filter out the variables used to build the model. Also, Table 4(b) provides the model summary which indicates the details of the overall

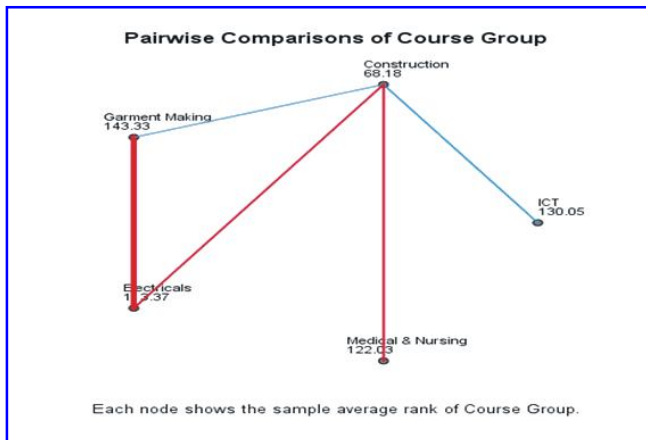


Fig. 3 : Diagrammatic presentation of significance test result among various courses in relation to the satisfaction of the respondents.

correlation between the variables left in the models and the dependent variable.

The data presented in Table 4(a) showed that land holding and participation in programme were the two most significant variables constituted the model for determining the relationship with the level of satisfaction. Further, Table 4(b) indicated that land holding and the participation in programme, showed a positive and significant relationship with the level of satisfaction. The contribution of these two independent variables was found to be 14.8 per cent in variance term to the level of satisfaction. Other variables viz.; age, gender, caste category, occupation, subscription to mass-media, mass-media contact and cosmopolitaness had very low or no contribution in level of satisfaction among the respondents.

Table 4(a) : Variable Entered/ Removed^a.

Model	Variables Entered	Variables Removed	Method
1	Land Holding		Stepwise Criteria: Probability-of-F-to-enter<= 0.050, Probability-of-F-to-remove>= 0.100
2	Participation in Programme		StepwiseCriteria: Probability-of-F-to-enter<= 0.050, Probability-of-F-to-remove>= 0.100

a. Dependent Variable: Level of Satisfaction

Table 4(b) : Model summary.

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df 1	df 2	Sig. F Change	
1	0.325 ^a	0.105	0.102	4.246	0.105	29.218	1	248	0.000	
2	0.394 ^b	0.155	0.148	4.134	0.050	14.586	1	247	0.000	1.713

a. Predictors: (Constant), Land holding

b. Predictors: (Constant), Land Holding, Participation in Programme

c. Dependent Variable: Level of Satisfaction

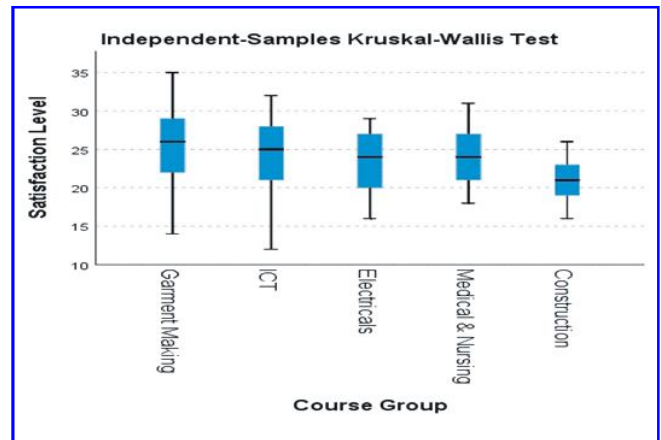


Fig. 4 : Graphical presentation of various courses group based on their level of satisfaction (by median values).

• **Differences in satisfaction level across course groups of CSSDM (Kruskal-Wallis test)**

The Kruskal-Wallis test was used in this objective to determine whether there was any significant difference among the different course groups under CSSDM in beneficiaries level of satisfaction. As, the necessary assumption of homogeneity of variance for conducting ANOVA was found not to be present in the sample as confirmed by Leven’s test result (Table 5) Kruskal-Wallis test was used instead of parametric ANOVA. The necessary hypothesis for conducting the Kruskal-Wallis Test along with the summary of test results has been presented in Tables 6 and 7.

The data in Table 7 confirmed that significant differences in satisfaction levels among participants exist in the case of construction when compared with garment making, medical & nursing, ICT and electricals courses.

Table 5 : Test of homogeneity of Variance.

		Levene Statistic	df 1	df 2	Sig.
Level of Satisfaction	Based on Mean	3.591	4	245	0.007
	Based on Median	3.194	4	245	0.014
	Based on Media and with adjusted df	3.194	4	219.910	0.014
	Based on trimmed mean	3.504	4	245	0.008

Table 6 : Hypothesis Test Summary.

Null Hypothesis	Test	Significance	Decision
The distribution of sources of income is the same across categories of course group	Independent-Samples kruskal-Wallis Test	0.005	Reject the null hypothesis

Asymptotic significances are displayed. The significance level is 0.05

Table 7 : Pair wise comparison of course group.

Sample 1- Sample 2	Test Statistics	Std. Error	Std. Test Statistic	Significance	Adj. Sig. ^a
Construction-Electricals	45.187	19.537	2.313	0.021	0.207
Construction-Medical & Nursing	53.854	19.689	2.735	0.006	0.062
Construction-ICT	61.870	16.530	3.743	0.000	0.002
Construction-Garment Making	75.151	16.392	4.585	0.000	0.000
Electricals-Medical & Nursing	-8.668	18.787	-0.461	0.645	1.000
Electricals-ICT	16.683	15.445	1.080	0.280	1.000
Electricals-Garment Making	29.965	15.297	1.959	0.050	0.501
Medical & Nursing-ICT	8.016	15.638	0.513	0.608	1.000
Medical & Nursing-Garment making	21.297	15.492	1.375	0.169	1.000
ICT-Garment Making	13.281	11.206	1.185	0.236	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same. Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Also, there was a significant difference between garment making and electricals courses. Thus, based on the satisfaction level of the participants, garment making and ICT was found to be more successful than other courses. (Graphically represented in Fig. 4).

Conclusion

Garment making, Electricals and Construction courses were the courses which depicted the maximum satisfaction from the vocation training received from CSSDM. The ownership of land and active participation in the programme were most impactful variable towards level of satisfaction among the beneficiaries. So, it could be remarked that the regular training participation and practices to build up new sources of income give better satisfaction towards programme. Garment-making, Electricals and Construction courses mostly need regular practice for better performance and future satisfaction with economic growth. Also, adherence towards hard

satisfaction, soft satisfaction, public satisfaction, etc. makes the major involvement in such courses. Therefore, to uplift the skilled trainee's satisfaction, more vocational practices could behold the enrolled beneficiaries to get certified and initiate their own starts for further self-satisfaction.

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