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Assessment of impact of beauty culture trainings on beneficiaries under Pradhan Mantri Kaushal Vikas Yojana

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Abstract

The study entitled, "Assessment of Impact of Beauty Culture Trainings on beneficiaries under Pradhan Mantri Kaushal Vikas Yojana" was conducted by covering one training partner in Hisar district of Haryana state purposively. 120 beneficiaries were selected randomly by covering 4 training centre under training partner. Training is the most basic function of human resources management with systematic application of formal processes to help people to acquire the knowledge and skills necessary for them to perform their jobs satisfactorily where activities have become widespread human resource management practices in organizations worldwide. Impact of the training on the beneficiaries was observed with various attributes such as knowledge adoption and perceived impact. Further, results indicates that maximum utility score of training on beauty services was highest score for makeup and least for hair treatment. After exposure to training, majority of the respondents had acquired high level of knowledge on facial and makeup respectively. More than half of the respondents showed favorable to most favorable attitude towards beauty culture training. Overall impact of training in term of gain in knowledge, change in attitude and symbolic adoption was found of medium level. Major constraints were economic constraints as perceived by the respondents. Age, education and monthly income of family were found to be significantly associated with effectiveness and impact of training.

Keywords: Impact evaluation, Pradhan Mantri Kaushal Vikas Yojana, knowledge, attitude and adoption

Introduction

Training is effort initiated by an organization to foster learning among its workers, and development is effort that is oriented more towards broadening an individual's skills for the future responsibility. (George & Scott, 2012). The training programs are idealistically designed and conducted for inducing changes in the durable aspects of persons, changes in relationships and changes in action. The training strategies vary depending upon the learning outcome the trainer seeks to achieve amongst their trainees. Skill development for employability will be used as an agent of change in promoting women's employment. Women face a multitude of barriers in accessing skills and productive employment, remaining on the job due to effect of globalization or otherwise and advancing to higher level jobs, as well as returning to the labour market after a period of absence spent, for example, in raising children. Pradhan Mantri Kaushal Vikas Yojana 2016-2020 is the flagship scheme of the Ministry of Skill Development and Entrepreneurships (MSDE). It was launched in the year 2015 with an outlay of Rs 12000 crore to train one crore youth of the country. It ensures an equitable spread of opportunities in skill training, which will benefit youth across the country. The scheme also seeks to significantly scale up skill training activities at a faster pace without compromising on quality. The objective of PMKVY is to encourage and promote skill development for the youth throughout the country as per common norms issued by Government of India for the implementation of various skill development schemes of different Central Ministries/Departments, Government of India.

Empowerment in the context of women's development is way of defining, challenging and overcoming barriers in a women's life through which she increases her ability to shape her life and environment. Women entrepreneurs have been making a significant impact in all segment of economy of the world. Beauty culture is one of such avenues for self-employment which require less of basic and technical education, minimum infrastructure and moderate financial needs. Beauty therapy is a technical accomplishment, which requires knowledge of beauty therapy, health and hygiene, safety and principle of beauty culture and skills involved in it. The present study was planned with the objectives to study the knowledge and attitude of the

respondents and to analyze the adoption level and perceived impact of the respondents.

Review of Literature

Kaur *et al.* (2010) ^[6] studied that most of the respondents preferred lecture-cum discussion method and the respondents were quite satisfied with the physical arrangements made in the training programs. Training areas preferred by extension personal were: use of audio – visual aids, training planning and implementation and subject technology.

Driskell (2011) ^[4] concluded in his study that type of training implemented, training content and trainee expertise affect the training outcomes. He also found that success of a training programme always depends on how the training was given, what was the content and who was the trainer.

Davi and Shaik (2012) ^[5] found that a profound training programme acts as a vehicle to enhance employee skill and enable them to perform better in their job. An effective training programme is one that addresses training needs and delivers training according to training objectives.

Jain and Rana (2012) ^[7] suggested that there should be follow-up action after imparting training to sustain the learnt behavior, a systematic behavior, a systematic monitoring and evaluation will go a long to determine the success of the training programme.

Singh *et al.* (2012) ^[8] revealed that factors like expectations of developing knowledge and skills to promote farm mechanization motivated the participants to join the programme. Participants were satisfied with the structure and content of the training programme as well as facilities provided to them. They were also happy with the training method followed, training schedule and level of the curriculum.

Sridhar *et al.* (2013) ^[9] reported a study to check the percentage change in income level of the different trainees before and after trainings and was found that there is about eighty six per cent gains in knowledge among the poultry farmers. The beneficiaries got hands on experience during the training program and started backyard poultry in their respective villages. 63.40 per cent of trainees got the improvement in knowledge level of the food processing training. It was found that almost 58.55 per cent increase in the knowledge and the work efficiency of the rural youth in gardening training was sufficient for starting own business.

Malik (2014) ^[3] found that sufficient gain in knowledge and change in attitude were found to be significant at five per cent level. The overall impact of training program in terms of gain in knowledge and change in attitude were of moderate level respectively.

Methodology

The study was carried out purposively in Hisar district of

Haryana state. On the basis of information provided on official website of *Pradhan Mantri Krishi Vikas Yojana*, a list of training partners in Hisar district was obtained. Out of these training partners, one training partner was selected randomly. Further, four training centers situated in Hisar district which, provide training on beauty culture under the selected training partner were selected randomly. Thirty respondents from each training centre were selected randomly. A total of 120 respondents were selected randomly from selected training centers for studying effectiveness of trainings.

Results and Conclusion

Impact was assessed in terms of knowledge, attitude and adoption level of the respondents. Knowledge is defined as the person's range of information and theoretical and practical understanding. An Attitude is an evaluation of an object or situation ranging from extremely negative to extremely positive.

Knowledge of respondents for the beauty culture training

Pre-exposure and post-exposure knowledge level regarding training on beauty culture was recorded for sub-components *viz*; facials, depilation, makeup, hair treatment, skincare and manicure and pedicure which are presented in Table 1. It was observed that majority of the respondents (56.67%) had low level of knowledge on facials when pre – exposure test for their knowledge was conducted. But, on post exposure to the beauty culture training, majority of the respondents (48.33%) had high level of knowledge on facials.

Regarding depilation, the majority of the respondents had medium level of knowledge (44.17%) before the training and on post exposure of the majority of the respondents (63.33%) had medium level of knowledge.

As far as makeup content of training programme is concerned, nearly half of the respondents had low level of the knowledge when pre - exposure knowledge of the beneficiaries was assessed. But, when post - exposure test was conducted, it was observed that majority of the respondents had high level of knowledge (69.17%).

Similar trends were observed in hair treatment, skin care and manicure and pedicure content of the beauty culture training programme as it was reported by majority of the respondents that they had low level of knowledge before training. But, when post-exposure data was analyzed, it was observed that majority of the respondents had medium level of knowledge. It may, therefore be concluded that respondents succeeded in acquiring knowledge after exposure to training on beauty services.

Thus, it can be concluded that most of the respondents had acquired high level of knowledge on facial (48.33%) and makeup (69.17%) after exposure to training.

Table 1: Knowledge of respondents for beauty culture training

Sr. No.	Beauty Services	Pre-exposure	Post-exposure
1.	Facial		
	Low (6-8)	68 (56.67)	14 (11.67)
	Medium (9-11)	31 (25.83)	48 (40.00)
	High (12-14)	21 (17.50)	58 (48.33)
2.	Depilation		
	Low (8-10)	47 (39.17)	22 (18.34)
	Medium (11-13)	53 (44.17)	76 (63.33)
	High (14-16)	20 (16.67)	22 (18.33)
3.	Makeup		
	Low (6-8)	63 (52.50)	04 (3.33)
	Medium (9-11)	57 (47.50)	33 (27.50)
	High (12-14)	-	83 (69.17)
4.	Hair treatment		
	Low (6-8)	64 (53.33)	38 (31.67)
	Medium (9-11)	46 (38.33)	59 (49.17)
	High (12-14)	10 (08.34)	23 (39.16)
5.	Skincare		
	Low (8-10)	81 (67.50)	28 (23.33)
	Medium (11-13)	30 (25.00)	63 (52.50)
	High (14-16)	09 (7.50)	29 (24.17)
6.	Manicure and pedicure		
	Low (6-8)	55 (45.83)	32 (26.67)
	Medium (9-11)	52 (43.33)	68 (56.67)
	High (12-14)	13 (10.84)	20 (16.66)

Attitude of the respondents for the beauty culture training

Attitude has been defined as the degree of positive or negative effect associated with some psychological object (Thurston, 1946). Attitude for this study has been operationalized as the consistent tendency of the respondent to evaluate the statements on different dimension of beauty culture negatively or positively.

Table 2 illustrates attitude of the respondents towards beauty culture trainings. Results clearly indicate that 55.83 and 37.50 per cent respondents were found to be in favorable and most favorable change attitude category respectively. Whereas, 6.67 per cent respondents had least favorable attitude towards beauty culture trainings provided to them.

Thus, it can be concluded that sufficient change in attitude towards beauty culture was recorded and more than half of the respondents (55.83%) were found to be in favorable change attitude category respectively.

Table 2: Attitude of the respondents for the beauty culture

Sr. No.	Categories	Frequency	Percentage
1.	Least favorable (18-30)	08	6.67
2.	Favorable (31-42)	67	55.83
3.	Most favorable (43-54)	45	37.50

Perceived adoption of beauty services by the respondents

Table 3 indicated the data related to the beauty culture trainings. It was observed that most of the respondents (58.33%) were in medium category of adoption means they want to adopt this training in future endeavor while 30.84 per cent falls in high adoption level followed by low level of adoption (10.83%).

Thus, it can be concluded that most of the respondents (58.33%) had medium symbolic adoption of beauty culture and overall impact of training in term of gain in knowledge, change in attitude and symbolic adoption was found of medium level.

Table 3: Perceived adoption of beauty services by the respondents

Sr. No.	Categories	Frequency	Percentage
1.	Low (18-30)	13	10.83
2.	Medium (31-42)	70	58.33
3.	High (43-54)	37	30.84

Perceived impact of beauty culture trainings

Perceived impact of beauty culture training was observed in the Table 4 on various aspects such as health, quality of life, social life, decision making, economic, self esteem and capacity building.

Regarding health, Table 4 showed that majority of the respondents (77.50%) considered that the training helped to reduce the acne problems followed by consciousness towards skincare i.e. 74.17 per cent.

Quality of life of the respondents was also enhanced by the beauty culture training. Majority of the respondents (77.50%) improved their quality of life by improvement in the personality followed by better grooming (71.67%).

Regarding social life of the respondents majority of the respondents (81.67%) were motivated by the successful entrepreneurs and 67.50 per cent of the respondents cooperated with other respondents.

As far as decision making is concerned, majority of the respondents make decisions to use the cosmetic product appropriate to the skin of the customer followed by the increase of participation related to money (68.33%).

On the economic aspects, the impact on majority of the respondents (83.33%) was towards the savings and more than half of the respondents (60.00%) have impact on their income.

Training had an impact on the self esteem as the majority of the respondents (73.33%) became self reliant followed by having the self image in the family (70.00%). It was also observed that capacity building ability of the respondents was

also improved as the risk taking ability of majority of the respondents (61.67%) also increased followed by ability to manage the resources (58.33%).

Thus, it can be concluded that economic constraints were perceived as major constraint followed by personal, market and technical constraints for the beauty culture trainings.

Table 4: Perceived impact of beauty culture training

Sr. No.	Aspects	Yes	No
1.	Health		
	Intake of healthy food	78 (65.00)	42 (35.00)
	Making exercise a part of daily routine	64 (53.33)	56 (46.67)
	Consciousness towards skincare	89 (74.17)	31 (25.83)
	Reduction in acne problems	93 (77.50)	27 (22.50)
	Increase in immunization	72 (60.00)	48 (40.00)
2.	Quality of life		
	Reduction in fatigue	56 (46.67)	70 (58.33)
	Increased skincare	83 (69.17)	37 (30.83)
	Better grooming	86 (71.67)	83 (69.17)
	Better nutrition	67 (55.83)	53 (44.17)
3.	Social life		
	Enhancement of personality	93 (77.50)	27 (22.50)
	Motivation from successful entrepreneurs	98 (81.67)	22 (18.33)
	Time management	53 (44.17)	67 (55.83)
	Building up professional relationship with the customer	74 (61.67)	46 (38.33)
	Cooperation with other respondents	81 (67.50)	39 (32.50)
4.	Impact on decision making		
	Making time for family and friends	72 (60.00)	48 (40.00)
	Increase of participation in decisions related to money	82 (68.33)	38 (31.67)
	Participation in skincare activity increased	76 (63.33)	44 (36.67)
	Cosmetics purchases increased	64 (53.33)	56 (46.67)
	Knowledge of appropriate cosmetic product	87 (72.50)	33 (27.50)
5.	Economic		
	Participation in diagnosing the problem of the client	64 (53.33)	56 (46.67)
	Income	72 (60.00)	48 (40.00)
	Expenditure	47 (39.17)	73 (60.83)
	Saving	76 (83.33)	44 (36.67)
	Investment	65(54.17)	55 (45.83)
6.	Self esteem		
	Marketing	58 (48.33)	62 (51.67)
	Returning of loan	47 (39.17)	73 (60.83)
	Self-image in the family	84 (70.00)	36 (30.00)
	Self-image in the community	66 (55.00)	54 (45.00)
7.	Capacity building		
	Self-reliance / independence	88 (73.33)	32 (26.67)
	Feeling of security	77 (64.17)	43 (35.83)
	Risk taking ability	74 (61.67)	46 (38.33)
	Ability to understand and solve problems	54 (45.00)	66 (55.00)
	Ability to try new venture	66 (55.00)	54 (45.00)
	Ability to manage resources	70 (58.33)	50 (41.67)

Conclusions

It may be concluded as that the most of the respondents had acquired high level of knowledge on facial (48.33%) and makeup (69.17%) after exposure to training. Also, sufficient change in attitude towards beauty culture was recorded and more than half of the respondents (55.83%) were found to be in favorable change attitude category respectively. Most of the respondents (58.33%) had medium symbolic adoption of beauty culture and overall impact of training in term of gain in knowledge, change in attitude and symbolic adoption was found of medium level.

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