RESEARCH NOTE

Image and Attitude of Training Institute as Perceived by its Clientale

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INTRODUCTION

By investing huge amount of money, training institutes are established. However, the success of failure of any institute cannot be judged in terms of its giganticness or even physical achievements alone. Another and probably more important side is what impressions the institution has made on the mind of its clientale. This being so, image and attitude of Sardar Smruti Kendra, Navsari as perceived by its immediate clientale i.e. farmers was considered necessary to study. In present study, trained and untrained farmers are selected as respondents and comparision is made to find out the difference.

OBJECTIVE

1. To find out the image of Sardar Smruti Kendra as perceived by trained and untrained farmers.

2. To find out the attitude of trained and untrained farmers towards Sardar Smruti Kendra.

METHODOLOGY

The study was conducted in Valsad district of Gujarat State. During January 1987 to December 1988, eight training classes (3 days duration) on crop production were organised by Sardar Smruti Kendra, Navsari. Four hundred farmers of eleven villages of Valsad district were imparted training.

Out of 400 farmers, one hundred were selected by using proportionate random sampling method. the same number of untrained farmers from each village were selected randomly by obtaining list of farmers from Talati-cum Mantri of the respective villages. Inthis way, in all 200 respondents were selected for the study.

For measuring the image, a scale developed by Patel (1987) was used with some modifications while for the measurement of attitude of the respondents, Likert's attitude measurement scale was used.

RESULTS AND DISCUSSION

1. Image of Sardar Smruti Kendra :

The data presented in Table 1 reveal that about 96.00 per cent of the trained farmers were found to have correct image. Only 4.00 per cent of the trained farmers had incorrect image of Sardar Smruti Kendra, Navsari. Whereas, in case of untrained farmers, 71.00 per cent of them were found to have incorrect image of the Kendra. Ony 29.00 per cent of them had correct image of the Kdnra.

Comparision between groups :

The 't' value was calculated to find out difference, if any, between the two groups in respect of their image. It is evident from Table 2 that 't' value is found to be highly

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Table 1. Distribution of respondents according to their image about Sardar Smruti Kendra, Navsari.

| Image | Category of farmers | | | |
| | Trained (N=100) | | Untrained (N=100) | |
	Number	Per cent	Number	Per cent
Incorrect Image (0.00 to 5.00 score)	04	4.00	71	71.00
Correct Image (6.00 to 11.00 score)	96	96.00	29	24.00
Total	100	100.00	100	100.00

significant at 0.01 level of significance indicating that the trained farmers had significantly better image than untrained farmers. This might be due to their direct contact with the Kendra and also due to better official contacts and benefits gained by them in terms of knowledge and guidance. This finding is in support of the finding reported by Patel (1987).

2. **Attitude towards Sardar Smruti Kendra :**

The data presented in Table 3 indicate that a large group of the trained farmers (91.00 per cent) had shown favourable attitude towards Sardar Smruti Kendra. Only 9.00 per cent of the respondents had unfavourable attitude. Whereas, about two third (66.00 per cent) of the untrained farmers had indicated unfavourable attitude towards the Kdnra. The respondents with favourable attitude were 34.00 per cent only.

Comparision between groups :

the 't' value was calculated to examine whether the trained and untrained farmers differed significantly in terms of their attitude towards Sardar Smruti Kendra, Navsari. Persual of the data presented in Table 4 reveal that 't' value is found to be highly significant indicating that trained farmers had significantly more favourable attitude towards the Kendra than the untrained farmers.

Table 2. Comparision between the trained and untrained farmers in respect of their image regarding Sardar Smruti Kendra.

Category	Number (N)	Mean Score	Sampling Varience (S_2)	't' Value
Trained farmers	100	7.99	1.0201	20.88**
Untrained farmers	100	4.88	1.1976	

** Significant at 5% level of probability, d.f. = 198

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Table 3. Distribution of respondents according to their attitude towards Sardar Smruti Kendra, Navsari.

Attitude	Category of farmers			
	Trained (N=100)		Untrained (N=100)	
	Number	Per cent	Number	Per cent
Favourable (above 36 score)	91	91.00	34	34.00
Unfavourable (below 36 score)	9	9.00	66	66.00
Total	100	100.00	100	100.00

Table 4. Comparision between the trained and untrained farmers in respect of their attitude towards Sardar Smruti Kendra.

Category	Number (N)	Mean Score	Sampling Varience (S_2)	't' Value
Trained farmers	100	43.37	15.5486	15.86**
Untrained farmers	100	34.58	15.1349	

** Significant at 1% level of probability, d.f. = 198

It could be said from the data depicted in Table 3 and Table 4 that majority of the trained farmers were found to possess more favourable attitude towards Sardar Smruti Kendra, Navsari. It seems that imparting training tothe farmers might have played an important role in developing a favourable attitude towards the Kendra. This finding is in line with the finding of Tarpara (1980).

CONCLUSION

The findings indicate that only those farmers who had come in direct contact with the institute were found to possess correct image and favourable attitude and training imparted to them was found responsive for this positive mental development. The institute has not succeeded to make impressions on the mind of its clientale as a whole.