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Review Paper

A Review on Improving Service Quality of Industrial Training Institutes (ITIs) And Skill Imparting Institutes of Madhya Pradesh, India

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Abstract	Manuscript Information

Industrial Training and skill imparting institutes are playing a significant role for the country. But there is a big challenge to fill all the intake of such institutes. This problem may arise due to number of factors like old curriculum, lack of skilled trainers, old tools and equipment's, lack of industrial visit and a smaller number of placements etc. These problems may be solved by selection of maximum number of students placed in the industry or they can become entrepreneur. The purpose of the study is to find various service quality factors which can enhance the performance of ITIs in the state of Madhya Pradesh, India. Service quality is very important aspect of every technical educational institute. In this study we have study different work related to service quality enhancement of various institutions. Authors used various techniques to enhance service quality of these institutes also gathered information from questionnaires-based survey, interview to the students, trainer and other staff. Exhaust literature survey is done also opinion of experts in the field of ITIs is taken to find the factors that can improve service quality of the ITIs and skill imparting institutes of M.P. India.The literature is focused on service quality enhancement of Industrial Training Institutes (ITIs) and skill imparting institutes of Madhya Pradesh are not much existed. Very few research papers are available for improvement of service quality of Industrial Training Institutes (ITIs) and skill imparting institutes of Madhya Pradesh. This paper will help management, student, staff, trainers etc. to identify the problems associated with ITIs and how these problems can be to reduce to maximum possible extent for improving the service quality of these institutions.

Keyword: Industrial Training Institute, Education, Madhya Pradesh, Service Quality Factors.

1. INTRODUCTION

Industrial Training Institutes are playing significant role in the development of various employment as well as entrepreneurial activities for our country, also provide training in engineering and non-engineering technical fields. The department of technical education and skill development (DTE & SD), Madhya Pradesh government is working for skilled youth. The history of I.T.I. is rooted from 1950s, it was the directorate general of

training. Initially this program was initiated through the 130 courses which range from six months to two years. At present approximately 127 courses are available in the Industrial Training Institute in Madhya Pradesh. (en.wikipedia.org) The perquisites for these courses were specified and after completion of the course students receive their certificates. Industrial training is required to make the students skilled so they become employable.

Industrial Training Institute in M.P.
Industrial Training Institutes are playing a significant role in the development and growth of the industries and nation. I.T.I. are training institute set up under the governance of directorate general of training (DGT), ministry of skill development and entrepreneurship (MSDE), government of India. The. I.T.I. offer number of vocational / skill training courses. Training is provided by NCVT and SCVT. NCVT (national council for vocational training) is the governing body for ITI colleges across the country whereas SCVT (state council for vocational training) is a governing body for ITI colleges under any state. Presently students can take admission in 221 government ITIs and 717 private ITIs through DTE in Madhya Pradesh.

2.   REVIEWS OF LITERATURE
The purpose of this study is to enlighten relevant literature available on the quality of education in different institutions, it's factors and the approach to enhance service quality. Consequently, there is need to review the literature related to concept of service quality, it's tools, methods and application in the area of technical education specially in the ITIs. This section contains contribution of various authors who work in the field of service quality enhancement in various educational institutes, also they used different methodology for this purpose.
S. Sahney *et al.,* 2003, have discussed that educational institutes in India in terms of how well they meet the needs of local industrial need are discussed? It involves the use of quality function deployment technique and a range of statistical techniques to design and analyse a questionnaire which results in a clear demonstration of a lack of satisfaction. The analysis also identifies those factors which should be specially addressed to improve quality and customer satisfaction. SERVQUAL concept is applied to identify the quality gap and determine the level of service quality in this study.
A. Pal *et al.,* 2013, examines identified factors of TQM, that frequently identifies used dimensions and critical factors which lead to success of TQM in various educational arena. Researcher suggested ten critical factors of integrated educational quality management system (IEQMS) for achieving excellence in quality in engineering educational institutes.
S. Kumar., 2015, explained in the research that integrated learning through industrial training is an essential part to impart quality technical education. Industrial training should be a part of technical education. The paper discussed importance of in plant training and also well-defined roles for institute. The institute having mission to build society through creation of

multi- skills that work together with industries for the promotion of internship.
R. C. Rus *et al.,*2015, proposed a model of work base learning which depends upon various factors that supports the creation of awareness about trainee's performance in Malaysian education institutes. There are six main factors that contribute to the environment which is conductive to efficient learning. These factors are – (i) trainees characteristics (ii) curriculum and training system (iii) pedagogy (iv) training facilities (v) instructor's experience (vi) relationship. Author used three methods of data collection- interviews, observations and document analysis and used grounded theory also data is then analysed by using substantive coding.
S. Kanchan *et. al.,*2015 described the importance of skill and knowledge for students. This research paper is based on exploratory research. In this context, the paper studies and analyse the present status of skill development and the challenges in India that faces while implementation of different initiatives and strategies. It is important that the intended beneficiaries of the skill development program to join advance training programs regularly with an inspiration to learn and make them self- reliant to live a better life.
Abouelenein *et al.,*2016, The aim of the study is to identify training needs of university faculty members in order to achieve the desired quality in the light of technological innovations to promote university faculty members in quality assurance skills. The data collection was based on a questionnaire-based survey to assess university faculty members needs in three areas, teaching scientific research, community service and promoting quality assurance procedures and results is analysed by using SPSS software.
S. jambo *et.al.,*2017, discuss the issues of attractiveness of vocational education and training (VET) in India. 45 interviews with teaching staff were conducted at ITIs in three different regions. The purpose of the study is to examine the teacher's understanding of VET's attractiveness in relation to their own situation as teaching staff under the exploratory study approach.
U.D. Palve *et. al.,*2018, discussed that Industrial training institute in India are playing a crucial role in the development of various employment as well as entrepreneurial activities. Industrial training is required to overcome the industrial barrier. In ITIs, focus is towards imparting 70% skills through practical training & 30% through theory. In this study researcher would like to study the impact of ITIs on employment & self-employment generation.
Sallaudi *et al.,* 2019, adopted stimulus- organism response (SOR) model in conceptualizing the relationship between the constructs. The scope of the study is to focus on student from TVET HLIs which is a University Kuala Lumpur (UniKL). The study adapted quantitative method whereby questionnaires was used as an instrument for data collection and is analyzed by PLS-SEM.
P. Kinker *et al.,* 2020, have explained a framework to improve polytechnic education institutes (PEIs) service quality. The QFD technique was used to translate stakeholder expectations into service quality standards by using the total structural modelling

approach, a respective inter-relationship-based model was built. The suggested framework is intended to address the needs of PEIs stakeholders. The QFD-TISM technique was used to establish the hierarchical interplay of service quality criteria. In the present study faculty, staff and students have been considered as customers to take their needs and develop the service quality improvement framework.

3. Noteworthy contribution in the field of proposed work
This section addressed noteworthy contribution of different authors in the field of service quality in the various educational institutes, they were used different methodology for this purpose-

U. Ajithkumar *et al.,* 2019, conducted the study in two states of India to fulfil the perception of students and their parents about the attractiveness of ITIs in India. Three ITI were chosen each from the state of Maharashtra, Haryana for data collection. Students perusing trade fitter, electrical and beauty courses and their parents were selected. Data collection is done by Interview. Result shows that attractiveness of ITIs have still to develop a better image within society to become a superior option for students and their parents when choosing educational pathways**.**
Zenner *et al.,* 2017, used theories of 'prescribed', 'adopted', or 'enacted' curriculum in the study also explained the role of entrepreneurship education, which is an essential element in preparing young people for self-employment. How and what extent entrepreneurship education has been conceived and implemented in ITIs around Bangalore stated in the study? Qualitative interviews were used for the study.
S. Neroorkar *et al.,* 2019, recognizes the factors by which ITIs affects the employability of graduates in Mumbai, India. These factors are-(i) by imparting knowledge and skill (ii) Apprenticeship (iii) affecting students' attitude and expectations (iv) signalling favourable characteristics (v) acting as an intermediary between the industry and graduates (vi) helping build social networks. He concluded that by incorporation of strategies the employability of graduates will be greatly increased by leveraging these factors.
A. R. Sahu *et al.,* 2008, influenced the effectiveness of various factors and develops a mathematical model to measure its effectiveness of technical education. The factors are divided into seven groups based on (i) administration (ii) infrastructure (iii) teaching effectiveness (iv) students (v) interaction with industry and society (vi) extracurricular activities (vii) research and development. Exploratory study is used in this work and data has been taken from technical institutions affiliated to one Indian university**.**

4. Analysis of the study
By depth study of the literature, we can analyse that there is substantial gap between the student expectation and the services which they got from the ITIs. Upgradation of ITIs through better equipment and higher teaching capacities may be one of the approaches to lead to qualitative improvement of the vocational education process. Here are some important steps towards the quality enhancement of ITIs are-

1. Importance will be given to training of trainers.
2. Most of ITIs pass out are neither employable nor skilled enough to be an entrepreneur, so the quality of training must be as per the demand of the industries.
3. Dual system of training is to be incorporated in the system.
4. Typical finance is required for smooth functioning of ITIs.
5. Most of the private ITIs are suffering from the problem of finance so they cannot afford all tools and equipment's for their training so students suffer to gain their knowledge and skill.

5. FINDINGS
Present study discussed number of factors which affects the service quality of industrial training institutes are-
1. To build academia industry collaboration.
2. To provide need base skill.
3. To design curriculum according to demand of the industry.
4. To help building social networks.
5. to develop IQAC (internal quality assurance cell) in the institutes.

6. CONCLUSION
By depth study it is found that the role of ITIs is very important for our students and for our nation. By this study, we can identify various problems in these institutions and can reduce them, to the large possible extent. Service quality is a very important part of any industry or technical institute. After the successful study we will be able to identify various service quality factors and its sub factors for different stakeholders like student, faculty, staff, management and society in the Industrial training and skill imparting institutes in M.P. India. By successfully implementation of policies, institutes will be able to increases number of admission of students, improving their skills to get job opportunity or to make them successful entrepreneur will be possible.

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