

DEVELOPMENT OF AWARENESS ABOUT EDUCATIONAL EVENT MANAGEMENT SKILLS AND ITS EFFECTIVENESS AMONG B.ED. TEACHER -TRAINEES: A STUDY

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Abstract

The focus of this study is to check the awareness about Event Management Skills among Teachers - Trainees. The Objective of this study is to develop awareness in Teacher trainees about Educational Event Management Skills. In Educational Premises, so many Educational Events organized for the development of students. For effective execution of each activity, teachers have to play multiple roles apart from teaching skills. So, the Event Management skills are required for conduction of Co- and Extra-curricular activities in day to day life of Educational Institutes. Researcher has conducted a survey to find out the awareness about Event Management skills among teacher trainees and conducted awareness programme throughout the year of B.Ed. Course. Researcher allotted activities to students in different groups and observed their active participation as well as Group co-ordination, co-operation, Decision Making, Presence of Mind, etc. Researcher has used experimental method to do this research. Incidental Sampling Method was used for this research. The Observation and Questionnaire tool was used for data collection.

Keywords: *Education, Event Management Skills Co & Extra Curricula activities, Teacher –Trainees.*



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India is a country of second largest population in the world. Presently, 135 Corer of Human Resource is living in India. Especially 40% of youth is present to lead our country to achieve the vision of nation. In the view of Gross Enrollment Ratio of Students in Education, Out of GER only 24% students are reaching to higher Education and out of them 8.1% students are not getting jobs after completion of their Higher Education, means they are facing unemployment issue, which is rising day by day in India. So there is a need of society, which is developed on the basis of knowledge as well as on the basis of skills. For that, purpose researcher is trying to give contribution to develop Event Management Skills among teacher – trainees through this study.

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Now a day's Event Management Skills are important in each and every sector in the society. The concept of event Management is mostly used in corporate sectors. But in globalization Era this term is used everywhere.

Concept: Event Management:

Event Management is the application of project Management to the creation development of large-scale events such as, festivals, conferences, ceremonies, wedding, formal parties, concerts or conventions. It involves studying the brand, identifying its target audience, deciding the event concept, and co-coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection acquiring necessary permits.

According to recent Research by Dr. Joe Goldblatt, CSEP (Certified Special Events Professional), spending for special events worldwide is \$500 billion annually. As per the growth of population all sectors growing up economically. School sector is also influenced by the day to day life changes. In school or Educational institutes also accepted the importance of Event Management.

In the view of the teacher training programmes conducted by TEI's, there is requirement of to develop different types of skills among teacher –trainees. In 21st century the teachers are required multiple skills for the fulfillment all recent needs in educational Institutes. Educational institutes are growing up day by day and also they are upgrading nature for performing the best in the scenario of society, Media and other forms of publicity.

India holds our important place in the global Education industry. India has one of the largest networks of Higher Education Institutes in the world. However, there is still a lot of potential of further development in the Education system. Moreover the aim of government to raise its current gross enrolment ratio to 30% by 202 will also boost the education in India.

Each event is different in its nature so process of planning and execution of each event differs on basis of types of events. The Events Manager is the person who plans and executes the event taking responsibilities for the creative, technical and logistical elements. Due to complexities involved the extensive body of knowledge required and the rapidly changing

environment. Precisely the Event means designed experience created in order to achieve a given purpose or objective.

- **Types of Events:**

1. Corporate Events
2. Private Events

- **Roles of Event Manages :**

- Devising the event concept.
- Identifying the target Person / Audience
- Marketing & Communication 'Negotiation
- Client Services
- Budgeting
- Booking Venue
- Logistics
- Script Writing
- Audio – Visual Production

Educational Event Management:

Now a day's Educational Institutes wants to change their identities. At the time of implementation of Co- and Extra Curricular activities institutes are trying to organize these activities as Events. They are trying to attract students and parents to get admission in their Institute by these types of activities. For that purpose they are doing their publicity in society, through organizing these Events in Institutional Levels and doing publicity on social or mass media level.

Title of the study :

Development of awareness about Educational Event Management Skills among B.Ed. Teacher-trainees – A study.

Concept of Event : An event is something that, happens at a given place and theme, for a reason with someone or something involved

- (Steve John – How to successfully Manage any Event.)

Types of Events :

1. Sporting Events
2. Entertain Events
3. Arts and Cultural Festivals
4. Commercial Events
5. Meetings
6. Conferences and Exhibitions
7. Miscellaneous Events

Event Management : Application of the management practice of project management to the creation and development of Festivals and events

Operational Definitions of term used in this study :

Educational Events : Educational Events means , that Co- and Extra Curricular activities , programmes, meetings, events which are organized by Educational institutes to fulfill the curriculum as well as special events.

Event Management Skills : Event Managements skills means those skills are required and useful for teacher trainees to conduct various Co- and Extra Curricular activities , events, programmes, meetings, and special events organized by institutes. E.g. – Planning, Coordination, Co-Operation, direction, Time Management, Leadership, Techno-savvy, Great Interpersonal Relationship, Effective Communication, stress Management, presence of Mind, Creative and Innovative Nature etc.

Awareness : Awareness means to aware the Teacher –trainees about roles, responsibilities, and the skills required for effective execution of Educational Events organized by Educational Institutes. E.g. – School Assembly, Sports competitions, Annual Gathering, Cultural Events etc.

Assumptions :

1. B.Ed. Teacher- trainees have need of multiple skills to becoming a Good and Skillful Teacher.
2. Educational Event Management skills are useful for their personal growth also.
3. B.Ed. Teacher –trainees have need of Event Management Skills to conduct different types of activities while getting training of B.Ed. Course.
4. Event Management Skills awareness programme is useful for their personal growth also.
5. Educational Event Management Skills awareness programs helpful to increase the quality of Educational Events organized by Educational Institutes and Schools.

Hypothesis :

i) Research Hypothesis : There is a significant difference in the achievement level of Teacher-trainees in Pre-test and Post-test of Educational Event Management.

ii) Null Hypothesis : There is no significant difference in the achievement level of Teacher-trainees in Pre-test and Post-test of Educational Event Management.

Scope of the Study : The present study was conducted at the B.Ed. Level. The result of the study will be applicable to all Teacher-trainees.

Limitations of the Study : 1. The effect in achievement due to personal guidance and coaching will not be considered. 2. The conclusion of the study will depend upon the analysis of the responses of the B.Ed. students regarding the exact to which these students have developed Educational Event Management skills.

Delimitations : 1.)The Researcher was conducted only in Abhinav College of Education Ambegaon (Bk.) , Pune. 2.) The present study was related to the academic year 2019-20 only. 3.)The Research included Teacher-trainees of B.Ed. 4.) The present study was related to developing Event Management Skills. 5.) The Tool used for data collection is Questionnaire

Variables:

a) Independent Variable : Programme developed by Researcher to Develop Educational Event Management Skills.

b) Dependent Variable : Mean Score of Pre-test and Post Test of Experimental Group.

c) Extraneous Variables : Age of Teacher –trainees , Medium of Instructions, IQ of the Teacher –trainees, Content , Time-table etc.

Method of the Study : For this Present study Researcher has used Experimental Research Method.

Research Design : Pre-Experimental Research – Single Group Design –Pre –test and Post-test Design has used.

Population and Sampling : Purposive sampling method was adopted for the present study.

Population : All the Teacher-trainees from University of Pune were the population for the present study.

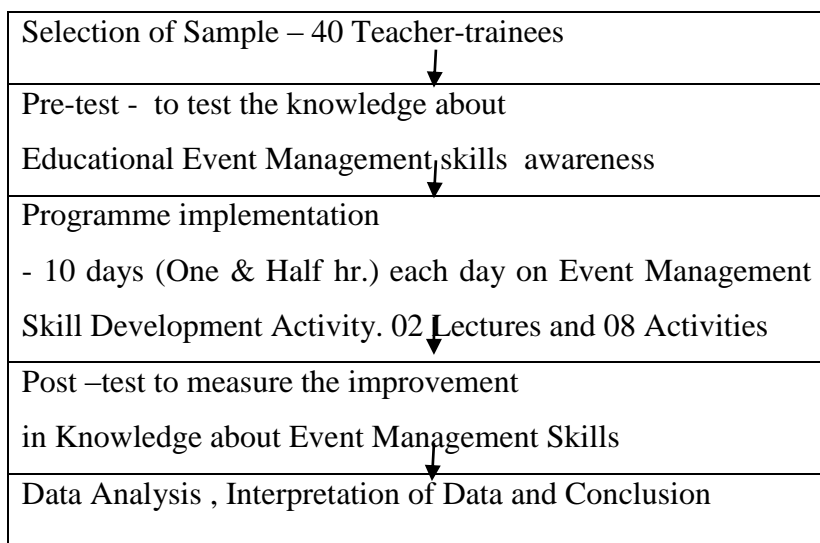
Sample: 80 students from Abhinav College of Education, Ambegaon (Bk.) , Pune were selected as a sample by using purposive sampling method-Non-probability sampling method was used.

Tools for Data Collection : 1.) Pre achievement Test to test the knowledge about Event Management Skills of B.Ed. Teacher-trainees.

2.) Post achievement Test to find out the achievement of B.Ed. Teacher-trainees after conduction of Programme.

Statistical Tools : Researcher has made use of Mean , Standard Deviation and Co-efficient of co-relation from descriptive statistics. For testing the hypothesis the Researcher has made use of t-test from inferential statistics along with the descriptive statistics.

Procedure of Research :

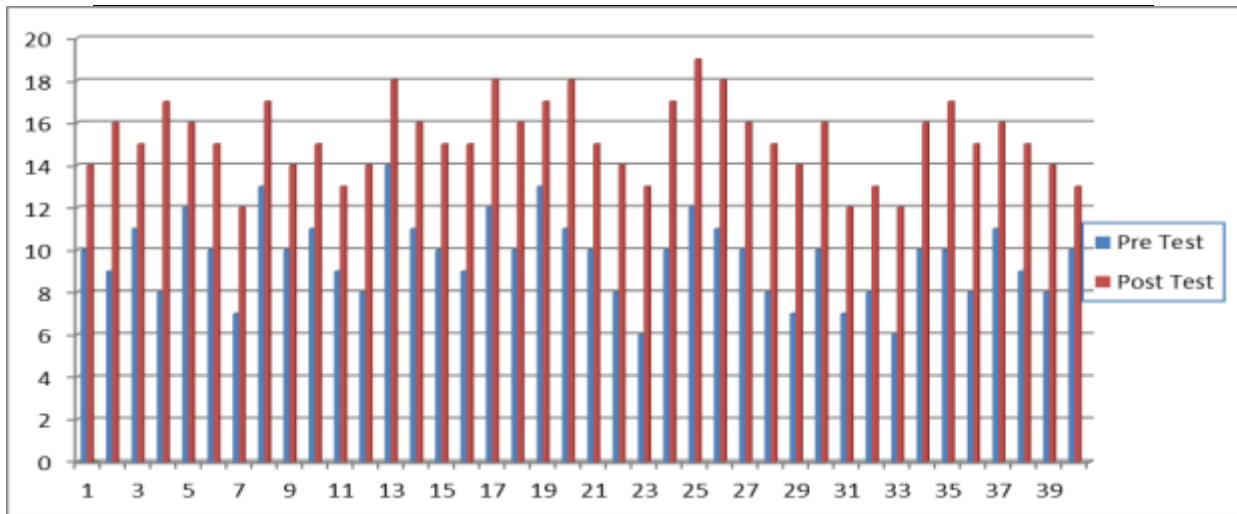


A questionnaire was given to the Teacher-trainees based on the knowledge of Educational Event Management skills, called the Pre-test recorded. The Teacher-trainees were the provided face to face two lectures and group activities conducted in classroom setting. After 10 hours the same questionnaire was given to student, as a Post-test based on which the effectiveness of the programme was decided.

Data Analysis : The data analyzed by researcher as follows and presented in Table. :

Table No. 01

i.)	Mean (M ₁)	9.675
ii)	Mean (M ₂)	15.275
ii)	(M ₁) - (M ₂) difference between Two Means	- 5.6
iv)	Correlation r	0.55
v)	df	39
vi)	t – value <.0001	-27.31



Graph No. 01 Scores of Achievement of Teacher-trainees in Pre and Post Test

Data Interpretation : Here, the value of t-calculated is -27.31, whereas the value of table at <.0001 level. On the basis of above statistical analysis and t –value, it can be interpreted that the value of t-calculated i.e.27.31 is greater than the value of table at 0.01 level of significance and the Null hypothesis is rejected.

Conclusion : 1. The information acquired from the pre-test indicates that , the Teacher-trianees have superficial information about the Educational Event Management Skills. 2. After implementation of programme, the B.Ed. teacher-trainees acquired significant development in the knowledge of Educational Event Management Skills.

Implications : This research motivates teacher-trainees to acquire Educational Event Management Skills to execute effective Educational Events. The researcher also understood about testing , evaluation and interpretation process properly.

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