

COMMERCIALIZATION OF EDUCATION: A CRITICAL STUDY TO ANALYZE ITS IMPACT ON INDIAN EDUCATION SYSTEM

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ABSTRACT

A paradigm shift in higher education from service to business is a growing concern in the current scenario. Recent decade of 2000s, mostly deal with privatization, expansion and internationalization of the Indian Education sector. This commercialization also brings the worrying aspect of youth as their interest and the kind of education that develops full potential and wholesome personality for them is sidelined. Thus, government intervention for correcting these systematic anomalies is required. If commercialization persists and continues to grow unchecked, it will affect the student's psychological state as well as general behavior.

In India the History of education is very rich and gathers knowledge and enriches our thoughts. There is an array of educational opportunity among informal level as well as formal level. Also, Education evolves out of historical and cultural contexts. India's current educational system is a product of a century's old-dualities that characterize the genius and decadence of an ancient but wounded civilization. India owns the world's oldest and largest education system. Its antiquity and diversity are reflected through the roots of cultural norms and institutions that go back to a distant and venerable past. Now a day the rapid development of information and communication technology has transformed the whole world into a global village with a global economy. This makes our education more commercial and private. This paper aims at focusing the both possible (positive and negative) impact of commercialization of our education system.

KEYWORDS: Privatization, Commercialization, Communication, Technology, Education System, Global Economy

INTRODUCTION

Education is visualized as an evolutionary force for each individual that is enabled to evolve from purely material consciousness. Also, it interprets as a bridge between the past, present and the future by which the best of the heritage is transmitted to the new generation for its further progression. Previously, Education was something driven by devotion and thought. Teachers were successful potters molding men and women into the embodiment of an intangible divine force, of rectitude by their own volition.

Sadly though, the twin foundations have drilled the department of education and subverted it. This leads to the establishment of a commercial, educational system that manufactures solipsists but doesn't nurture altruists. The commercialization of Education boosted in India over last two decades in the name of reforming education. It mainly materializes itself in blooming private/public schools and private universities. This actually adds a financial element to the qualification of attending private/public schools and private universities.

Undeniably, it affects million families, changing the traditional concepts of education in Indian society, including student - teacher relationships, and the attitude towards gaining knowledge. Education was something that was always driven by thought in the former days.

Meaning of Commercialization of Education

Generally, commercialization is a process through which a new product or service is launched into the general market. Commercialization of education is slowing down the emphasis on the humanities and attracting attention of the students by fulfilling their demands. This trend is a emphasizes on to make education more profitable and business oriented too. On the other hand, commercialization of education also shows a different aspect of schools, competing each more and more for proving quality education at a reasonable rate. Like any other market, this healthy competition is beneficial to the buyer or in this case the student. The entangling of private / public schools and the costs associated with each other means that students of all steps of life will start attending both forms of education. Moreover commercialized education means that students are paying more for education than the government invests. It is understood that the direction of education will lie more in the hands of students and teachers.

IMPORTANCE OF EDUCATION

Without proper education, the training of human minds is incomplete. Therefore, individual becomes a human being in the working world only when he has been educated in the proper sense. It makes man a right thinker and a correct decision-maker. A person getting good education will become a more dependable worker, a strong consumer, and a better citizen. But there is providing even something more. In many cases, the situation even worsens because students feel cheated at the end of the courses. In India, this trend is fully supported by our government as many big political leaders and industrialists are running their educational Institution as they easily get the affiliation to run these institutions without providing proper educational infrastructure.

In the end, it can be concluded that for these people education has today become an option to make money only than providing quality education to students. This is really a dishonorable situation for the country like India, where our great leaders have hassled on quality and free education. There are many people in India, who still live under poor conditions and therefore, they first find it hard to afford this education and second, if can afford then fail in getting a quality education in return. Though, the government had announced many popular schemes for providing education to poor students, but these schemes rarely works due to the lack of information and rampant corruption in the system.

SCENARIO OF EDUCATION IN INDIA

Initially, there were private initiatives in education for philanthropic reasons, even in general higher education, not only to meet the growing demands but to realize the huge and quick profits potential too. This was circumstantial because the government had a shortage of funds. So, for the benefit of the nation, the government allowed these private institutions. Privatization of higher education has emerged in several forms during the recent decade in India mentioned below:-

- Privatization within government, higher education institutions that takes place in the form of introducing self-financing courses within government institutions.
- Converting government-aided private institutions into private self financing institutions.
- Allowing expanding self-financing private institutions with or without recognition, which may be termed as commercial private higher education that emerges from market forces and gets tied to economic and global forces?

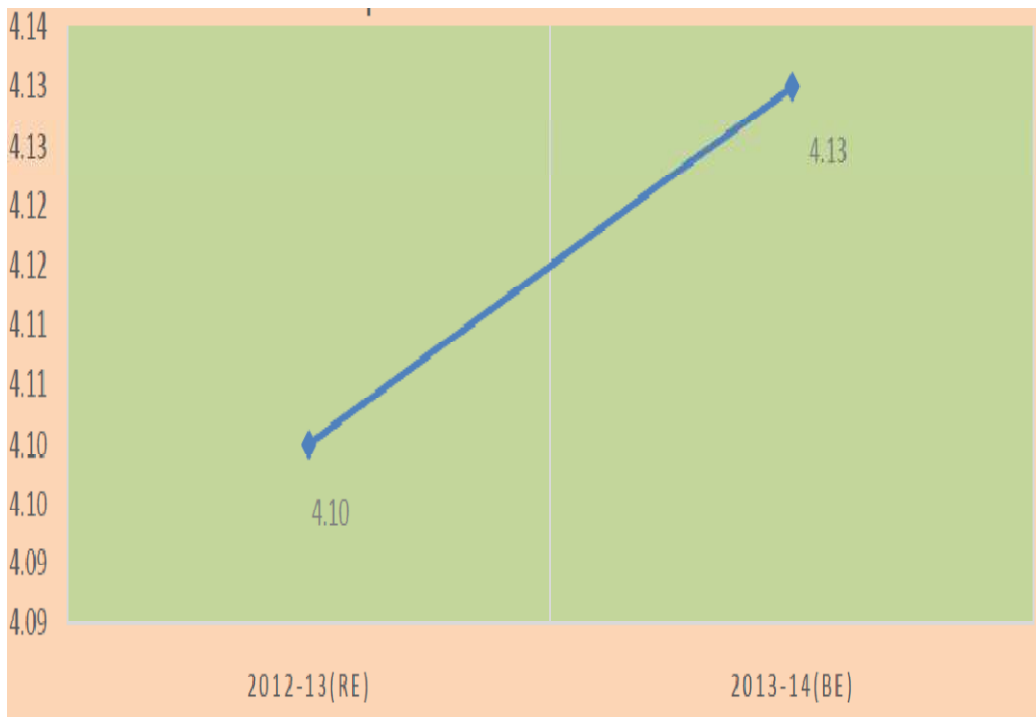


Figure 1: Expenditure on Education as % of GDP

Source: Bhattacharya Swapna, Tiwari Krishna Kumar & Gautam Vandana (2016), Educational statistics at a glance, Ministry of Human Resource Development, Department of school education & literacy, New Delhi

They prosper on the principle of commercialism, primarily focuses on vocational courses which are highly pragmatic. Their commercial thrust is training for jobs, i.e., Industrial training is a part of curricular activity for them. They are not only focusing on the job trainings but also placing their students in well-paid jobs. This surely speaks about the strong industry – institution linkages. They are barely focused, prefer micro-specific in designing their course and training. This bare focus is their strength as well as weakness. It is their strength as long as there is demand for such specific nature of the courses and is a weakness once such a demand is satiated. Furthermore, the built-in set up / infrastructure do not allow them to expand. They regale to the unmet demands are quite demand absorbing from the non-university higher education sector.

These institutions can be divided into various types, like of the self-financing engineering colleges and management institutions that are affiliated with the conventional universities, where the course structure, curriculum design, and the pattern of examination fall within the purview of the state pattern or national pattern. On the other hand, several of these self-financing private institutions are also non-affiliated to any universities and serves to the demand of corporate sector nationally and internationally.

The way Government mobilizes and distributes investment in education has a crucial bearing on the efficiency of its school system. The expenditure on education as percentage of GDP is a measure of Government commitment to education and the above diagram clearly highlight that it has gone up.

Table 1: Number of Institutions by Type 2014-15

School Education*	Type		Number
		Primary	
	Upper Primary		425094
	Secondary		135335
	Senior Secondary		109318
	Total		1516865
Higher Education	University	Central University	43
		State Public University	316
		Deemed University	122
		State Private University	181
		Central Open University	1
		State Open University	13
		Institution of National Importance	75
		State Private Open University	1
		Institutions under State Legislature Act	5
		Others	3
	Total	760	
	College		38498
	Stand Alone Institution	Diploma Level Technical	3845
		PGDM	431
		Diploma Level Nursing	3114
Diploma Level Teacher Training		4730	
Institute under Ministries		156	
	Total	12276	

Source: For School Education: National University of Educational Planning & Administration, New Delhi (website: <http://dise.in/>)

For Higher Education: Ministry of Human Resource Development, Government of India (website: <http://mhrd.gov.in/statist>)

Table 2: Level-wise Enrolment in School & Higher Education 2014-15

Level	All Categories			SC			ST		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Primary (I-V)	67609	62892	130501	13427	12585	26012	7309	6824	14133
Upper Primary (VI-VIII)	34501	32664	67165	6731	6399	13130	3371	3181	6552
Elementary (I-VIII)	102110	95556	197666	20158	18984	39142	10680	10005	20685
Secondary (IX-X)	20121	18180	38301	3747	3403	7150	1678	1574	3252
I-X	122231	113736	235967	23905	22387	46292	12358	11579	23937
Senior Secondary (XI-XII)	12440	11061	23501	2170	1964	4134	802	715	1517
I-XII	134671	124797	259468	26075	24351	50426	13160	12294	25454
Ph.D.	70	48	118	NA	NA	NA	NA	NA	NA
M.Phil.	14	19	33	NA	NA	NA	NA	NA	NA
Post Graduate	1867	1986	3853	NA	NA	NA	NA	NA	NA
Under Graduate	14467	12705	27172	NA	NA	NA	NA	NA	NA
PG Diploma	121	94	215	NA	NA	NA	NA	NA	NA
Diploma	1788	720	2508	NA	NA	NA	NA	NA	NA
Certificate	74	96	170	NA	NA	NA	NA	NA	NA
Integrated	87	55	142	NA	NA	NA	NA	NA	NA
Higher Education Total	18488	15723	34211	2504	2102	4607	894	747	1641

Source: For School Education: National University of Educational Planning & Administration, New Delhi,

<http://dise.in/>

For Higher Education: Ministry of Human Resource Development, Government of India, <http://mhrd.gov.in/statist>

COMMERCIALISATION OF EDUCATION

Education in the current times is an object of business which has serious and negative effects on our society. The more one can pay, higher the education he can get.

Every year, the number of students opting for professional education is increasing in India, thus, good opportunity exists for these colleges make money by offering such professional courses. In many cases, situations even remain worst and students felt cheated at the end of the courses. The best example is given in the movie named, “**Pathshala**”, where some rules were set for the school's profit. An example of flourishing MBA and Engineering colleges across India can be seen easily where annual fees is around 5-10 lakhs rupees in average; however, the facilities provided by these educational

institutions are much below average levels. Most of these colleges remain more interested in making better bucks than providing quality education to students. A similar condition prevails in other professional colleges and Schools in India. In the present scenario, Government -Private partnership in education is becoming significant. India is transforming at a rapid pace and we are very close to achieve the status of a developed nation. The demand for education has been growing briskly among all sections of society with relatively faster growth in enrollment in schools and colleges.

With an increase in the number of schools, facilities provided in schools and enrollment, the annual dropout rate at primary level has come down by 1.28 % (from 5.62% in 2011-12 to 4.34% in 2013-14) for all category students. The Drop-out rate at this level for boys and girls decreased by 1.36 (from 5.89% to 4.53%) and 1.2% (from 5.34% to 4.14%) percentage point respectively during this period. Figure 4.2 also clearly highlights that literacy rates have gone up across categories between 2001 to 2011.

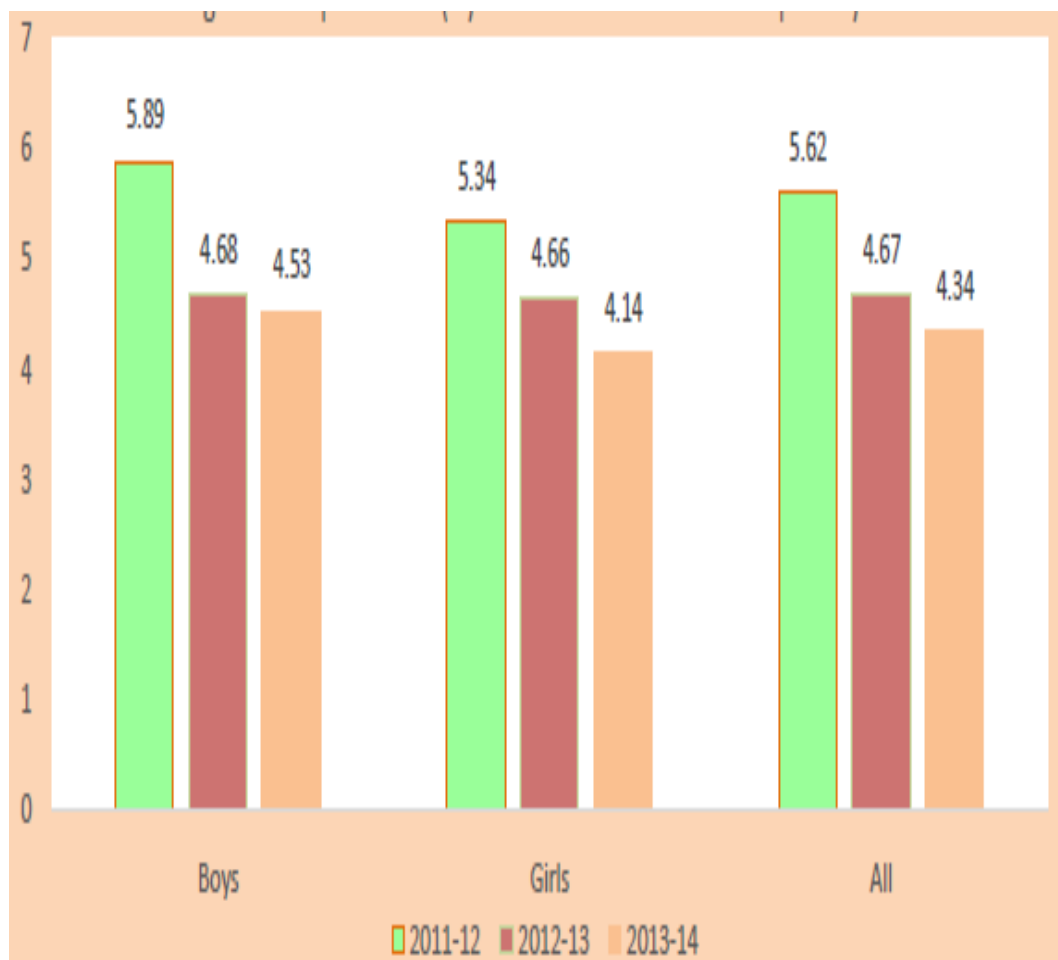


Figure 2: Dropout Rates (%) from 2011-12 to 2013-14 at Primary level

Source: Bhattacharya Swapna, Tiwari Krishna Kumar & Gautam Vandana (2016), Educational statistics at a glance, Ministry of Human Resource Development, Department of school education & literacy, New Delhi

Table 3: Literacy Rates (7+ Age Group) (In percentage)

	2001			2011		
	ALL	SC	ST	ALL	SC	ST
Total	61.0	44.1	40.8	69.3	60.4	51.9
Male	73.4	59.3	54.8	78.8	71.6	63.7
Female	47.8	28.5	26.7	59.3	48.6	40.2

Source: Office of the Registrar General & Census Commissioner, India, <http://censusindia.gov.in/>

OBJECTIVE

The objectives of this paper are discussed below:-

- To understand the concept of commercialization in the context of education
- To analyze the current scenario of education system in India
- To underline the positive aspects commercialization of education system
- To emphasize the negative aspects commercialization of education system
- To suggest few measure on the basis of the findings

METHODOLOGY

The methodology of the paper is analytical and descriptive. The source of date in this paper is secondary data. All secondary date are collected from various books, magazines, newspaper, journals, internet sites etc given in the reference section. Because of rapid development of science and technology, the education system is becoming more and more private and commercial which follows both, the positive and negative impact.

EFFECTS OF COMMERCIALIZATION

Positive Aspects

- The increase in the demand for quality education in India can only be fulfilled by Private Institutions complementing the government institutions established by the State. The number of students opting for higher education in India is growing at a rapid rate and the only possible way to fulfill this demand is the privatization of the educational system.
- The Government with the Constitutional commitment is to provide free and compulsory Primary Education to all children, has increased the investment in Primary Education which has proportionately decreased the investment in higher education. Thus, to meet the growing needs of the student population opting for higher, it is mandatory for the Government to privatize the higher education.
- In Private Universities political intervention must be stopped, this would be beneficial for the universities to act independently. The Supreme Court of India must hold that in professional institutions being unaided, there will be full volition in their administration, but the principle of merit cannot be offered, as excellence in education is of national interest. The universities should try and implement new techniques, with the permission of state. Private Colleges that are affiliated to the universities are independent as far administration is concerned.

Negative Effects

- Private Institutions may lead to monopolization of education if they are given too much independence. This would lead to plenty of problems such as high fee structure with capitation fee and exploitation of teachers/professors, etc. In a recent case hike in fees in colleges in some parts of India leads to major uproar and the Government came in pressure.
- With the advent of privatization, there has been an enormous growth in the number of private schools and private universities/colleges. This rapid growth has only contributed to a quantitative increase in the number of institutions providing higher education at the cost of quality, as the Government does not exercise sufficient control over these private institutions'.
- Most private institutions adhering to standard admission procedures like conducting entrance tests, counseling, interviews, etc. tend to admit students by charging an extravagant amount of capitation fee. Meritorious student invariably takes a backseat and students with the ability to offer more money get admitted without fulfilling the admission eligibility requirement.
- The State supports the education sector by providing capitals, establishing schools and colleges since independence. The question that arises is- what is the need to so rapidly change the policy, when for such a long time the State funding has carried on without any impediment?
- There is the risk of commercialization of education with privatization. A competitive atmosphere may be created and some private institutions will concentrate on money making rather than improving the standard of education.

- Schools/Colleges which are privately owned and administered would exploit the teachers, professors, etc. by paying them amounts which are not in consonance with the amount specified by various regulating agencies of the State which regulate education, like the CBSE, AICTE & University Grants Commission, etc. This may lead to a slackening in the efforts of the aggrieved and may ultimately result in a fall in the standard of education.
- Foreign Institutions which are allowed to enter as franchise with their counterparts in India have begun offering degrees, etc. These Foreign Institutions may or may not be recognized in their own countries due to which there is no restriction on the standard of education provided by these Institutions.

SUGGESTIONS

- The need for financing of education for students, especially those coming from low income households needs special attention. Subsidization for the interest rate of education loan should be based on family income. The state is primarily responsible for ensuring quality education at all levels and in all regions. State should finance more for government schools, state universities and technological institutions for improving quality of education and research.
- Foreign Institutions are promoting commercialization. Issues like fees hike must be taken seriously.
- A suitable framework in respect of specific issues may be imposed by legislation for the benefit of poor and weaker section of society.
- For the better results and directives on education system, government should form a committee for keeping an eye on education system which may include judges, eminent professors and experts, where industrialist like Birla and Ambani must be excluded.

CONCLUSIONS

Education is to bring out the potential in a learner by providing the most congenial physical and social environment to help them realize their fullest potential. Today education has become an industry and its commercialization is likely to stay in the same manner.

The important thing for the government is not to do things which people are already doing, but to do those things which at present are not done at all. The role of the state in the education system needs to be redefined. Therefore the need of the hour is careful planning, enhanced financing and evolving an enabling policy framework to make higher education accessible, equitable and qualitative to every of the society in India.

On the basis of above discussion, it can be concluded that education for some people has today become an option to make money rather than providing quality education to students. There is strong need to change the present education system in order to revive education's real importance.

Education is something which remains with us, even when we are out of the school education system. In my opinion, these are interesting facts and highlight the importance of education in our lives.

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