samvad

August 2019

S.P MANDALI'S weschool Welingkar Education

EDUCATION

"An investment in knowledge pays best interest"

- Benjamin Franklin

We Chat :

Mr Sudhir Kukreja
Co- Founder, Credence International Schools and Credence Edutech

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

"*The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.*" - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

We school has chosen the 'design thinking' approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Prof. Dr. Uday Salunkhe
Group Director

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2019, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the August Issue of SAMVAD for the year 2019!

SAMVAD is a platform for "***Inspiring Futuristic Ideas***" and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the July Issue of SAMVAD which revolves around the theme of "Education".

Education in every sense is one of the fundamental factors for the development of a person, nation and the world as a whole. And therefore for this edition, we wanted to focus on how education, in different spheres of management is constantly changing and thus growing simultaneously.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

"There are no limits to what you can accomplish, except the limits you place on your own thinking"

- *Brian Tracy.*

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WECHAT

Mr. Sudhir Kukreja

Co-Founder, Credence International School & Edutech

Team SAMVAD

1. How do you think has the education sector evolved in the last decade?

Ans. Education sector in the last decade has been through a roller coaster ride. And honestly speaking "Education Sector" as a term covers a gigantic gamut of activities happening across the spectrum of sub-segments within the sector. And therefore it will be immature and irrational to comment on the sector as a whole without dwelling deeper into the sub-segments and the developments in each sub-segment. For Example, if you look at the Ed-tech space, it has grown by leaps and bounds in the last decade to an extent which wasn't even imaginable a decade ago. The success stories of Byjus and many other Ed-tech startups is a testimony to this fact. And at the same time the last decade has seen a disaster in the Technical & Management education across the country. Hundreds of management and engineering colleges across the country have shut down due to poor placements and failure to deliver academic excellence. And at the same time K-12 Schools segment has seen an exponential growth with a lot of private investment coming into the sector which has led to the growth of large number of private school chains like VIBGYOR, Kangaroo Kids, KIDZEE, Euro Kids, Orchids to name a few.

2. Technology has changed the course of education; do you think increased dependence on technology decreases productivity?

Ans. Technology has certainly been a game changer in the education sector. Be it for pre-schools, high schools or colleges. I have personally been an ardent supporter of technology integration in education and therefore, really do not subscribe to the thought that it has had any negative impact on the productivity. In fact, when implement with a clear vision and firm commitment, it can be an agent for complete transformation for an institution. There are umpteen examples for the same across the country.

3. Looking at the plight of government educational institutions (especially schools) do you think privatization of education system with some government regulations can provide a solution?

Ans. Yes and No. We will need to understand the problem at its Core to answer this question. Why government schools are in such a pitiful situation? Is it the lack of resources or is it the lack of political will? The answer certainly is obvious. Any reasonable person active in the education space will tell you that the reason is the latter. It is the political scenario which is holding our education system in shackles and not letting our young talent get the basic rights and thereby an opportunity to improve their living standards. There is no dearth of resources at government's end, what is lacking in the political will. The day the government decides to bring about a positive change in the education

system, bringing a transformation in government schools is a matter of time. Delhi Government and transformation of Delhi schools is a fantastic example of the above theory.

Privatization, though beneficial to the current generation has its own concerns and challenges. Though I am a stakeholder in the private school segment myself, yet I feel the incessantly increasing commercialization of educational institutions is not sustainable beyond a point. Private schools are the backbone of today's education system and economic growth but this is because our government schools have failed miserably and someone had to fill that gap.

4. Do you support the shift from percentage to grading system in the educational sector?

Ans. Well, percentage or grade, to me both is immaterial. The shift from percentage to grade really doesn't make much of a difference to a child and his psychological well-being. There pressure of scoring above 90% is equal to the pressure of scoring A grade!! What is the need of the hour is to assess the skill set, knowledge and understanding of a child in any learning system rather than making them stand in a sequence basis there performance.

5. Are you satisfied with the steps taken by Indian government for the educational sector? What else should be done ?

Ans. The steps taken so far are way beyond being satisfactory. The sheer size of our population and the number of children, waiting for some concrete measures which can bring about a notable change to their lifestyle, are the major challenges which we as a country are grappling with. We as a country don't need step to improve the education system; we need a complete revamp and an overhaul of our vision and philosophy of education to bring about that much needed change that can lead to our country to transform itself into a developed nation.

6. What according to you are the biggest challenges faced by Indian education system?

Ans. The challenges in Indian Education system are many and it will be unfair to list one over the other. Like I mentioned before, the sheer size of our education system, the number of students we are expected to educate and employ, the lack of political will, availability of resources, clarity of vision and philosophy, awareness about the need for good quality of education, social obstructions are a few challenges which need urgent attention with a comprehensive approach.

7. As quoted by Walt Disney, "Crowded classrooms and half-day sessions are a tragic waste of our greatest national resource - the minds of our children." What are your views on this ?

Ans. I am completely in sync with the statement above. The sheer number students in our country is what is leading to the crowded classrooms and the fact that we are only focused on making them learn concepts and score marks is what is the biggest tragedy of our education system. We are a nation which once took pride in our Gurukuls and Vedic system of education where character building was the objective of education and examination was merely an exercise to evaluate the efficiency of the learning process.

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OPERATIONS

GREEN MANUFACTURING: NEED OF THE HOUR

Aminesh- International Management Institute, New Delhi.

What is green manufacturing?

Green manufacturing refers to the establishment of an environment friendly operations within the manufacturing process. In this process, the workers are trained to use natural resources in such a way that reduces pollution, recycle and reuse the materials and control emissions in the production processes. Green manufacturing is different from traditional manufacturing, while traditional manufacturing journey process is to an extent linear from cradle to landfill, where products are made, used and thrown away. Green manufacturing involves a circular journey, it moves forward from 3R concept of reduce, reuse, recycle to 5R approach of repair, reuse, refurbish, remanufacture and recycle. This leads to optimized use of natural resources and leads to extended life of products

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Why is it the need of the hour?

One of the most important concerns today is the climate change, as it severely impacts on our planet's invaluable but finite resources. The question in front of us is how we strive for Industrial growth while also being mindful of the traditional environmental impact of production?

There is an urgency to find the right balance. The world is already on a fast track to consume four Earths' worth of resources by 2050. A recent United Nations report warned that CO_2 emissions must be cut nearly in half by 2030 to safeguard the planet from additional threats of climate change.

Without a doubt, the time for change has arrived; if a long-term sustainable solution is to be arrived at to solve the environmental challenges then industries must shift their attention towards the adoption of Green manufacturing as the core of their manufacturing process.

Integration of Green Manufacturing into production process.

Green manufacturers research, develop, or utilize technologies and practices to lessen their impact on the environment. Workers at green companies must have specific manufacturing training in green technologies and practices such as:

- **Energy from renewable sources**: Using renewable sources such as wind, biomass, geothermal, solar, ocean, hydropower, landfill gas and municipal solid waste to generate electricity in their establishment.

- **Energy efficiency**: Specific technologies which could help in increasing energy efficiency should be adopted in industries practicing green manufacturing.
- The production cycle in industries may lead to generation of waste materials, green manufacturing process can be used to efficiently collect, recycle and compost the waste material. Workers should also be trained to reduce greenhouse gas emissions and reduce the concentration of pollutants.
- **Natural resources conservation**: Workers will use specific technologies and practices to conserve natural resources, such as those related to organic agriculture, land management, and soil, water, or wildlife conservation.

Sustainable Manufacturing Processes

Source: Business Trumpet News

What is in it for manufacturers?

Green manufacturing is not just beneficial for the environment, practicing it leads to several benefits to the manufacturers and industries.

Some of the major benefits are:

- **Cost savings**: Businesses that use a foresighted approach in manufacturing can understand that a major share of the cost is incurred in energy consumption by machines and equipment.
- Using energy efficient techniques can lead to cost cutting in manufacturing process over a longer period. Other than the core manufacturing process the industries could also undergo cost saving by using better exhaust mechanisms, smart lighting etc.
- **Reduced Material Use**: To reduce the use of raw materials, industries are using techniques of reverse logistics, it is a process which involves return of product to manufacturers after its lifetime, instead of product being disposed in some landfills, manufacturers can extract certain raw materials using recycling processes which not just leads to reduction in waste in society but leads to cost saving for the industries.
- **Reduce Carbon Footprint**: Green manufacturing can lead to reduction in business carbon footprints, these may lead to industries receiving certain tax incentives by the government. Furthermore, government can give these manufacturers incentives to invest in renewable energy infrastructure.
- **Improved brand Image**: Manufacturers investing money, time and manpower to integrate green manufacturing can create a connect to the public, because in recent times the mass media and government have created such an awreness among the masses regarding environmental problems that the public tend to prefer products and brands that work to protect the environment. Several brands have leveraged their investment in green manufacturing by marketers creating a brand image among masses.

Challenges in Green Manufacturing

The industries face several challenges when it tries to 'GO Green'. One major challenge is to incorporate the energy efficient systems in mass production, countries like China and India undertake the benefits of economies of scale and hence the cost may increase if new technologies are incorporated. Secondly, the renewable energy is not cheap and is not a widely used source of electricity in India. What is important is that the government should ensure that the companies are provided with the incentives to promote the use of energy efficient mechanisms, waste management systems to ensure that they could adopt the Green manufacturing at an increasing pace.

Conclusion

Optimizing energy used in manufacturing processes, increasing the usage of renewables and alternate sources of energy, and a continuous improvement plan to reduce energy consumption is the right approach for a greener tomorrow. Industries will have to work in synergy with the government to ensure that the right approach is followed to ensure efficient utilization of the resources, energy efficiency and waste recycling. Green Manufacturing is the need of the hour and it must be implemented to ensure sustainability and better future for the coming future generations.

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FINANCE

HOW WOULD FDI BRIDGE THE GAP IN EDUCATION

Anisha Naik- RBA, Prin. L.N. Welingkar Institute of Management Development and Research, Mumbai.

Foreign Direct Investment (FDI) refers to investment from a party in one country referred to as home country into business in another country referred to as host country. In case of India, India would be host country for the FDI. Their investment is basically into host countries physical asset like land, infrastructure project and so on.

Having understood what FDI is, the topic that we will be discussing here is, 'How FDI can help to bridge gap in Indian education system'.

Talking about some of the major challenges faced by Indian education system , being highly exam oriented is one of them .Indian education system is highly exam oriented; focus is given more on how well you are able to write your exam and how well you are able to score. So students rather than focusing on actual implications, they learn to just pass the exam without understanding it's developmental goals. While in most developed countries like Japan, United Kingdom, United States and so on the focus is on overall development of students, to help them learn lessons of life through education and mold them to become better human beings rather than just focusing on mugging up to get good grades.

With FDI intervention we will be able to design the educational curriculum with their expertise in a way to boost the overall development of the coming generation of our country.

Also Indian education is theory-based; Students are not given practical exposure, that's why education here lacks industry orientation. Unemployment is a major problem in our country and one of the major reasons for it is lacking skilled professionals. People with higher postgraduate degrees also don't land up with good pay job leading to stress anxiety which hampers growth of individual as well as of the country as whole. This is because even post-graduate degrees fail to give practical exposure much needed in the industry. There is also gap between the education imparted and the needs of the industry.

We all know that foreign education is considered well verse with industry orientation, with FDI on board, we can together help bridge gap between industries need and education provided. Even though India ranks third in global start-up ecosystem as per the economic survey of 2019, the roots of startup culture has still not been able to find its fertile soil. This is because Indians are known to be risk-averse individuals. The future generation should be innovation driven and that can happen if they are fuelled with start-up doses at level of primary education itself.

With Japan, America and Europe based countries being so rich in innovation and start-up culture, when they would invest in our education system they surely will share their insights

Our schools and colleges still lack the infrastructure needed to provide world class education.

We are not even able to provide the basic amenities to encourage our students to have enthusiastic learning attitude. Our libraries need to be updated, technology should be embedded in our learning process, and students should be able to access research work of the international authors so as to link ourselves with the happenings of world. With world becoming technology oriented it is important that our students are well versed with latest technology.

This can be possible with active participation from FDI's. Indian education system also lacks global exposure. With FDI coming into play, they can help to provide global exposure to our Indian students through their global networks. They can get speakers from global platform to interact with our students; they can also aid Indian universities to collaborate with Ivy League colleges so as to enhance the experience of our students.

The mark of world class education which our education system lacks includes all the parameters discussed above and that's the reason why MNC's abroad prefer hiring people who have graduated from international university and not the graduates from Indian university. Even companies in India before promoting individuals to upper management level ask them to get an executive level management degree preferably from international university. This can change with FDI coming in.

With enhancement of Indian education system, making it world class can help to solve the problem of brain drain. People won't go abroad in search of global exposure if they are getting same level of education and experience in their home country.

FDI can really change the arc of Indian education system. But the truth is not much is done to attract FDI in this sector. FDI's have not been active participants in this sector because of bureaucratic red tapes' and stringent rules and regulation. Entry of FDI in regulated education sector is currently unavailable but the unregulated education sector is open to foreign investors but even in case of unregulated sector the investment should be done in form of nonprofit deed and that's the reason FDI's prefer moving their investments to other lucrative sectors. The Modi Government in 2010 did attempt to ease existing rules and regulation by reintroducing the Foreign Educational Institutions (Regulations of Entry and Operations) Bill in parliament, but it was ultimately rejected. Having understood the issues faced by Indian Education sector and how we can use FDI to curb those issues, constant attempts by government to attract FDI in education system can help India to witness the much needed turning point in Indian Education System. This will also help to attract more foreign investment in Indian economy thereby having positive impact on Indian economy as whole.

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MARKETING

USER GENERATED CONTENT FOR EDUCATIONAL SECTOR

Sidarth K J and Anthony K J- Bharathidasan Institute of Management, Tamil Nadu

User generated content is the information or data about a product or service provided by the customers to the customers. It is one of the fastest growing fields in marketing. Customers tend to believe what comes from the users themselves rather than from the company. Brands are effectively utilising this aspect to draw the attention of the customers with the user generated content. This has been effectively enhanced by the boom of the digital media. Users of brands post reviews, recommendations, blogs, videos etc., about the product or service offered. This occurs across various platforms such as social media, websites, applications etc., where people are highly prevalent in. It is important to notice that most of these people are relevant customers to the business. Suggestions from customers can also be used to address the drawbacks. Despite all these advantages, there is very little cost involved in this method of marketing. Thus, user generated content is valuable and most necessary form of marketing for brands these days.

Fig1. User Generated Content

USER GENERATED CONTENT IN EDUCATIONAL SECTOR:

Educational institutions are one of the prime users of User generated content to advertise their institution. When used effectively, this can reap great benefits for the educational institutions. The "digital natives" of these days rely more on referring to these user generated contents for selecting their schools or colleges. They search Quora, Facebook, websites like Pagalguy, YouTube etc to seek or validate information about the institutions. Educational institutions thus make their students and alumni share their experience with the institution and how effectively the institution has shaped their life. This hits the right chord with all the members of the decision-making unit with regards to applying a college or school. Students or their parents tend to compare their expectation with these experiences shared by the students, the achievements of the past students of the respective school or college. Thus, educational institutions run campaigns frequently with these users' generated contents to attract their customers.

ADVANTAGES OF USING USER GENERATED CONTENT IN EDUCATIONAL SECTOR:

- **COST EFFECTIVE:**

User Generated Contents do not cost a fortune like regular advertisements or promotions. However, the quality of the reach is very high as the institutions reach out to the students who are looking forward to know about them.

Fig2. A graduation day at a college capturing emotions

- **ENTHUSIASM:**

There's no doubt that the students would be more than happy to explain their experiences with the institution where they study. Same is the case with the former students. They would enthusiastically share their nostalgia, what the school or college has done to help them achieve their goals and also explain how the institution strives to shape the career of the students.

- **RELEVANCE**:

As explained earlier, customers know what they are looking for. This is more of a pull strategy than a push. Thus, cost gets reduced significantly while the quality of the target remains high. When you reach the right audience half of the work is done in marketing. User generated content does not stop with the reach alone, it also engages the prospects and possibly converts them into customers.

- **CREDIBILITY**:

As explained in the previous sections, people tend to believe what they hear from the users rather than from the brand or the company itself. This is particularly true in educational sector. There always lies an emotional attitude with regard to education. People always make sure that they want to choose the best among the alternatives and not fall into any trap. Here, User generated content comes to their rescue. They avail the information from the powerful and primary source, the users. Information obtained directly from the users help them validate the quality of the institution.

- **RISKS ASSOCIATED WITH USER GENERATED CONTENT:**

All the above-mentioned benefits of User Generated Content are intertwined with equally weighted risks. When using such content there is always the risk of ownership, negative contents, privacy.

- **RISK OF OWNERSHIP:**

The claim of ownership is always a grey area in User Generated Content. Just because someone uses the name of the institution doesn't mean that the institution has ownership over the content.

- **NEGATIVE CONTENTS:**

The huge tide of social media wave has also brought in floods of negative contents such as mocking memes, hate speech, negative reviews and many such forms of criticisms. For example, when an institution creates a forum for the alumni network and suppose an alumnus creates a post regarding the limitations of the institution with a negative comment, it creates an avalanche of negative comments from other such alumni and students.

- **PRIVACY**:

Since the spectrum of shared content is large and diversified, the user generated content may contain private and sensitive information.

In the case of an educational institution, a photographer taking photos of an occasion in the institution may put the photos in photo sharing websites like Shutterstock under Creative Common License. Though the photographer has the ownership over the photo, in case of the photo being misused by anyone, the victim (pupil in the photo) has the right to sue the photographer and subsequently the name of the institution will face a situation of turmoil.

CONCLUSION:

Thus, the use of User Generated Content has a great number of benefits and risks associated with it. Though these benefits may help the institution using it to soar at high level, institutions should not oversee the risks that come along. User Generated Content plays a momentous role in each stage of the AIDA model, creates brand equity and acts as the most effective medium of marketing.

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HUMAN RESOURCES

RELEVANCE OF HR EDUCATION IN BOT AGE.

Midushi Narang & Nikita Chawla- Goa Institute of Management, Goa

Navigating through the rapidly changing business landscape is hard enough as it is, but when we stop to consider its impact on the talent challenges of today and tomorrow, things get even more complicated. Let's relate the developments taking place in the BOT age with the relevance of HR education at present and envision the future of HR .

The BOT age is the age of digital technologies, with automation, artificial intelligence, Internet of Things, data analytics and machine learning as its integral components. There is an evident shift from fixed job descriptions and roles to more fluid and dynamic roles, where employees are expected to know a bit of everything. Business processes and systems are no longer functioning in silos, and the need for collaboration is paramount. For instance, recruiters today leverage social media and job portals while looking for candidates, as opposed to simply posting advertisements through traditional means.

Traditionally, personnel management has been limited to core HR functions like personnel data management, record keeping, and payroll. However, new-age human resource management systems are less reactive and more proactive. They facilitate better employee and workplace management and have several gaps that fill in existing gaps. These systems were designed after organizations realized that they needed to change existing people practices using newer technologies like data and predictive analytics to create pointed solutions. These systems have further evolved into comprehensive, end-to-end, and integrated talent management systems that work much like Google – with a variety of interconnected apps and tools.

The BOT age is one that has reshaped how people interact with companies. Technology today is replacing older modes of work at an increasing rate and with an ever-growing search for profitability in an increasingly competitive world, businesses today have welcomed the benefits of newer technology with open arms. And as it is with any system of interconnected entities, aspects such as labour markets have greatly evolved too in the wake of these changes.

The gig economy is one such result. The recent spree of changes that modern-day economies are undergoing due to the adoption of newer technology, today, has loosened a previously structured and often regulated access to formal work opportunities. The rapid adoption of technologies, in addition to changing candidate preferences, today means that workers are able to procure multiple pieces of work or 'gigs' while companies have an option of reaching out to candidates with requisite skills.

With such shifts within the labour markets, it remains important to note how HR education will be relevant in the BOT age.

The modern problems the field of HR require modern solutions to them.

Workforce, 39% would do this to reduce the cost and 10% for filling temporary vacancies in their teams.

Increasing digitization has meant that remote working options have become an option in front of HR professionals, often playing a key role in incentivizing employees. Co-working spaces, both offline and online, have come up which allow people to connect and make the best use of each other's qualifications to perform efficiently.

With talent pools today becoming way more diverse in their age constitution and with Millennial and Gen Z workers increasingly becoming part of the country's workforce, many have begun preferring to become part of the gig economy. Either under the force of lack of formal jobs and or just evolving economic conditions, studies show that as more and more companies undertake business transformation to make their processes more technologically driven, the number of gig workers are bound to go up. Increasing use of technology, like AI and automation, would also lead to the creation of new job profiles and a business's need to look for qualified talent. In the coming years, instead of hiring outright for such positions, it'll be possible for companies to just reach out to talent on a more project-like basis.

Most jobs created under this growing trend exist in their own informal space. Although this might seem to be an effective measure for both professionals to set their working wages according to free market operations and a company to hire people with specialized skills on a temporary basis, the real-life implementation of the model doesn't essentially come back without its red flags.

Regulations here can come in various forms. They range from overarching schemes like the creation of a Universal Basic Income scheme and the provision of skill-building opportunities (even 'gigs' would soon require specialized skills) to looking closely at the freelance and gig- based employment and taking steps to make them an attractive and secure option for people to follow.

Though proponents of the BOT age claim people can benefit a lot from flexible hours, it has its fair share of detractors, who consider it a form of breach of privacy, with very little workplace protection. While BOT age is a necessity for some, it is a luxury for others. It remains to be seen what journey we undertake.

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GENERAL MANAGEMENT

DOES THE GOVERNMENT PROVIDE WHAT OUR EDUCATION SECTOR NEEDS?

Rashmi Kotian- HCM, Prin. L.N. Welingkar Institute of Management Development and Research, Mumbai.

In the land of learning, where number zero was invented and the value of pi was calculated, Indians have always valued education. Guru is the most respected and important individual in a student's life. Learning is a continuous task of life but to base a foundation for this learning, school education is required. Knowing the basics of some subjects allows you to explore the world and learn in-depth about these interests. Ancient India had a school system known as 'Gurukul', where the pupils stayed with their teacher (guru) and gained knowledge. As the Britishers colonized India, the Gurukul system began to fade away as the Britishers set up schools that followed a different education system. The subjects taught in these schools were quite different from that taught in the gurukuls and so was the way the study sessions were conducted. The focus shifted from the all-round development of the students to the academic performance and girls also began to seek education and were enrolled in these schools.

The education system introduced by the British is still prevalent in India. After independence, the literacy rate of India was as low as 21.16 % in the male population and 8.86% in the female population across the nation. The focus of the Indian government was to increase the literacy rate, increasing number of female students in school and improve the human capital of the Indian population. In December 2002, the government through its 86th amendment of the Constitution of India declared free and compulsory education as a fundamental right to all children in the age of 6-14 years. The government is also promoting education for girls to improve female literacy.

Current Scenario: The total budget assigned for education was a mere 3% of our GDP. In 2018, the budget allocated was Rs 1.38 lakh crore to health, education and social protection. Current need is to increase the budget for the education sector. India defines literacy as the ability to read and write one's name in 22 official languages whereas other countries like China define it as the ability to recognise more than 1500 Chinese characters for a farmer and 2000 characters for office workers. Simply reading and writing is not literacy in my view, understanding the text and having judgement or opinions for the said text is what education should achieve. Education system should create individuals who ponder about the problem being discussed, can question its proposed solution and find better alternative solutions. This is what the true requirement of today's society. But still, we have such out-dated definitions for literacy. The public education system is still considered not comparable to the private education sector. Low-quality education is crippling India's growth to cope with the demands of the 21st-century economy. The success of education must be determined by inputs such as the number of classrooms, books in the library or by the ratio of the teachers. The government should focus on the quality of education and the quantity. The bar for appointment of teachers should be raised. The focus should be diversified in high literacy rate states like Kerala,

Lakshadweep, Mizoram as improving the quality of education and in low literacy rate states like Bihar, Arunachal Pradesh, the focus should be to increase the number of affordable education institutions. We have come up a long way and improved a lot but we still have a long way to fulfil the requirements of the current age.

Students still prefer to go to the USA and other developed countries to pursue their higher education. Our universities still does not have enough seats to educate our youth population. The number of seats for medical students is low which lead to current disparity of fewer doctors in the healthcare industry. Improvement of our abundant human capital is still not efficient. The state still does not have the autonomy to structure their education system without the central government's ultimate decision.

Current initiatives are taken by the government:

- **Cleanliness curriculum**: The Delhi government cleanliness curriculum is an activity-based and is implemented in government schools.
- **Special curriculum**: Manish Sisodia, Deputy Chief Minister of Delhi, announced that the government-run schools in the state will have entrepreneurship curriculum which is implemented to learn life skills and to impart proper etiquettes to the students. PhD is must: From 2021, a PhD degree will be a must for teaching at the university level for the entry-level designation of Assistant Professor.
- **Research fellowship**: In February 2018, the cabinet approved the implementation of the Prime Minister's Research Fellowship (PMRF). Under the mid-day meal scheme initiated by the Government of India, about 95 million students of around 1.14 million schools enjoy a fresh meal every day. The Government has laid the foundation of 141 universities and 7 IITs in the past four years.

The Good and Bad of the Indian Education System:

<u>The Good:</u>

- **Inculcates discipline**: Schools in India are very particular about timings, ethical conduct. Students are punished for their incorrect behaviour.
- **Increases concentration**: studying and revising technique of current education system improves the concentration and grasping the power of students. This technique combined with the practical application of the concepts taught by the teachers can increase the retention of these concepts

<u>The Bad:</u>

- **Lack of practical knowledge**: Still in 2019, the curriculum and exam system has failed to inculcate practical skills in Indian students. The outdated syllabus is still a common thing in Higher education in India.
- **Focus on Grades**: Focus on mugging up the chapters to get good grades. I still remember cramming notes for the exams and forgetting everything after the exams. I scored good grades but do not remember the notes that I have studied. No significance to the overall development of a student: Still in India, science is still considered the smart kid's stream and other streams like commerce and arts are not respected as much by the people.

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CALL FOR ARTICLES

We invite articles for the September, 2019 Issue of SAMVAD.

The Theme for the month of **September - "Event Management"**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com. Deadline for submission of articles: 30th September, 2019**
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

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“Some people dream of success, while other people get up every morning and make it happen.”

WAYNE HUIZENGA