

Commercialization Of Education In India: Benefits And Hazards

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Abstract:

Education has been seen as an effective means of transformation. Education creates a peaceful revolution in society. The term education has been defined as the process of developing and training the powers and capability is of human being. Everyone agrees that the prevailing education system should change. We have learned from the academic history of the last few years that education alone does not end with one-sided education and that kind of education does not rebuild the nation. Many psychologists, scholars have expressed the need to develop an education system that develops the body, mind and intellect of man and builds confidence. Various provisions have been made by Indian constitution relating education in India. Therefore, education should be the one that will lead to the overall development of the individual. Education should create confidence and self-esteem among the students. For this, it is necessary to give information about our glorious and dutiful history through textbooks. In this view, education should be Indianized. Therefore, the study of Indian cultural heritage should be included in the textual discussion. Indian languages should be appreciated by education that promotes the development and upliftment of Indian society. Students should get a thorough education in the native languages in line with English. Instead of fostering the negative tendencies of society through life and personal life, social responsibility and social consciousness should be enhanced by education. Education is also visualized as an evolutionary force so that each individual is enabled to evolve from purely material consciousness. Education is also perceived as a bridge between the past present and future and as mean by which is the best of The heritage is transmitted the new generation for its future progression. Students should focus on research and innovation through subsequent college education.

Thus, there should be an upward trajectory of education through the four formulas -Yoga, Industry, Experiments and Collaboration. It is a system that allows the student to go to any level, even if he/she goes to the community. Spiritual education, physical education, social education and religious education are considered as the four dimensions of education. Secondary education creates a characteristic and righteous personality through value education. Since we have not adopted education in this way. But today there is a lack of innovation in the industrial field, politicization, privatization and commercialization of education, increased depression in the society. Social unity, harmony and development have been impaired due to the materialistic and fundamentalist education system. While India can boast of having the third largest higher education system in the world but reality is India is facing a severe shortage of skilled human resources. Education has been turned into a highly profitable business. Commercialization of education can take place at two different levels: administrative and instructional. The administrative level would involve running the institute like an enterprise, focusing on budgetary cost-effect, pursuing resources, product assessment and equivalent modification, new employment policies, and new bond between teachers and students. Instructional level commercialization would accomplish the whole process of teaching and learning as cost-effective. The main concentration would on learning/teaching as a necessary phase for making a product adjusting the objectives of learning

and teaching. Today commercialization of education carried out by the global corporation is the practice of altering and disturbing the teaching and learning process in school from kindergarten to college by commercial activities in order to increase profit via corruption. This research paper is to an attempt to analyze on the benefits and hazards of the commercialization of education system.

Keywords: Education, Commercialization, dimensions of education, education system

Introduction:

According to oxford dictionary 'commercialize' means the organization of something in a way intended to make a profit. Commercialization of education may be defined as a process of private ownership and management of educational institutions whereby investments are made with the purpose of netting returns. In this regard, today the process of globalization, powered by information technologies, is changing every aspect of life, including attitudes toward teaching and learning in education process and today's liberalization of economy has resulted in hijacking the agenda of education by stakes. The State is abdicating its social responsibility by privatizing and commercializing education. Under the term commercialization of education, the education system is being viewed as a commodity, students as consumers, and educators as service providers as they relate to the outcomes of the liberal education for the twenty-first century in its emphasis on ethical citizenship. Education is provided to bring out the potential in a learner. However, unfortunately, in India it is viewed as a source of income rather than providing quality education. Therefore, the current scenario in the education system is both commercialized and saffronized. The entire basics of the Indian education system need to be revamped and all the negativity in it has to be eradicated.

The Commercialization of education has attracted the attention of every student, guardian, academics and the public at large. Once commercialization of education spreads on the wide scale, it will have wider ramifications on the status and quality of education of this country. In this case education would become a commercial commodity to be sold and purchased at a cost fixed by the education shops. The materials on which the study is based are the reports of the Government of India on education, the funding policy of the government in the five year plans, constitution and statutory developments and judicial responses. Commercialization of education may be defined as a process of private ownership and management of educational institutions whereby investments are made with the purpose of netting returns. It is the process that is involved in making a product commercially effective. In India, commercialization is applicable to several sectors and these include the field of education, agriculture, sports, charities etc.

Commercialization of education is a new development that has resulted in reforms in the education sector. The commercialization of education can be understood through the increase of private schools and institutions. This privatization has introduced the financial element to the qualifications necessary for education, especially with respect to higher education. Commercialization of education involves structural adjustments, shifts in accountability and redeveloping the conception of the education system. This has an effect on many fronts and therefore changes the whole concept of education, especially the student teacher relationship, the objective of education and the approaches towards education. The students, teachers and professors are suffering from the new agenda that control the educational system. Furthermore, the University, colleges and schools become an instrument for the corporate conglomerates to do some marketing for their brands.

However, higher education in India is expanding but higher education is around 2 to 3 percent. Over the past six decades, the expenditure on education through various five-year plans has been around 4% of the total national income and the expenditure on higher education is 1.5 percent. In India, young people in the age group of 18 to 23 are largely

deprived of higher education. If the country is to develop technical labor and economic development, it is necessary to increase the standard of higher education and spend more on it. As education came from the service sector under the 'Gats' agreement, the idea came to the point where profits would be maximized. Thus, the idea of privatization came to start investing in education.

Regardless of the education sector, the government has adopted un-aided policies in the field of school & college education and vocational education. Due to this, a large number of schools, colleges, engineering, medical, management, pharmacy, education colleges etc. were started in the private sector. Many eminent companies have entered in this field. Many schools, colleges, private universities, like Autonomous universities, Bharatiya Vidyapeeth, deemed universities, and the educational business opened up with the term of globalization and commercialization. Today, many companies globally are trying to gain access to our country. Inspired by commercial motives, foreign companies are stepping up in India to rob the high class and the rich by dreaming of quality education. Commercialization of education has been fairly a recent trend in India that stem from the educational reform in the country over the last two decades. It is mainly materialize itself in mushrooming private schools, public schools, colleges and private universities and at the high education level. It is a trend of decreasing emphasize on the humanities and increasing attention to the demand of the students. It is a tenancy, which gives emphasis on to make education profitable as well as business oriented.

It is appeared that, education is no more a noble cause but it has become a business or we can say it is commercialized now. Now a days you can see education institutes in every nook and corner of any urban city, all these changes are result of commercialization of education. With the advent of large no of pvt. Institutes in mid 90's, the agenda of Education is hijacked & education institutes have now become source of generating profit. The 21st century is dedicated to the globalization today. Hence, nowadays the rapid development of Information and communication technology has transformed the whole world into a global village with the global economy, which makes our education for commercial and private. So commercialization of education is a new trend that has been resulted in reforms in the education sector. Today education has become so expensive that it is no longer a priority of intellectual ability because of commercialization of education.

Methodology And Materials:

The main aim of this research paper is to give critical analysis of commercialization of education. The methodology used for the paper is an analytical and descriptive. The source of the data is secondary data. All secondary data are collected from various the published and unpublished records, reports, books, journals, magazines, newspaper, internet websites etc.

Objectives Of Study:

- 1) To analyze the current scenario of education system
- 2) To study the emerging challenges and issues of commercialization education.
- 3) To analyze the benefits and hazards/negative impacts of the commercialization of education and conclude the problem.

Hypothesis:

- 1) Commercialization has made school and higher education expensive and beneficial only for the higher income groups in the society.
- 2) Due to commercialization, there is a regional imbalance in higher education hence social welfare policy of the state and central government has likely to be failed.
- 3) Commercialization has led to widespread financial exploitation of economically weaker sections.

Present Status Of Education And Expenditure:

According to the latest report on the All India survey on higher education there are 799 universities, 39,701 college. Out of 799 universities 277 are private universities of differentiated character. The figures look quite impressive but quality is entirely a different construct that needs a different, but dedicated approach. India's expenditure on higher education as a percentage of its total budget has remained largely stagnant, hovering around an average 1.47% over 12 years to 2018-19. This stagnation accompanies the datum that India has the world's largest population of young people aged 15 to 24, (241 million or 18% of all Indians). India is ahead of China (169.4 million), according to a 2017 report by the United Nations Department of Economic and Social Affairs.

Indian budget of 2019, has to take into account the fact that by 2020, 34.33% of India's population will be between 15 and 24 years of age, as per this 2017 report by ministry of statistics and programme implementation (MOSPI). To ensure that this burgeoning youth population gets the kind of higher education needed to compete at the global level, it is important that the government step up its budget allocation. The budget 2019 earmarked for education is 94,853 crore. Of the total, 56,536 crore is for school education and 38,317 crore is for higher education. The budget allocation for teacher training and adult education is mere 125 crore, which is quite insignificant compared to the budget allocated for this purpose in previous years.

Funding for universities is also inconsistent with demand. Among public universities, around 97% of students study in state universities, only the remaining 3% in central universities but 57.5% of the government's higher education budget goes to central universities and premier institutes like IITs and IIMs. State universities need more funds and resources given the student load they carry and are suffering for this neglect. State universities are funded partly by the central government through the University Grants Commission and Rashtriya Uchchatar Shiksha Abhiyan (RUSA or National Higher Education Scheme) and partly by state governments. The process of receiving funds from the centre is much more efficient than state governments, In 2018-19, the government's allocation for RUSA was Rs.1400 crore, up by Rs 100 crore since 2017-18. The allocation for UGC reduced from Rs 4922.74 crore to Rs 4722.75 crore.

India's enrollment rates in higher education are also low. Over 70% of 18- to 23-year-olds in the country are not enrolled in a higher educational institute, as per the All India Survey on Higher Education, 2017-18. It is essential to recommend sharper focus on improving the enrollment rates in institutions of higher learning and the quality of research they conduct. India compares with the world in budgeting for higher education as in 2000 India and China spent almost the same percentage of their gross domestic product (GDP) on research and development, as per UNESCO: India spent

0.77% of its GDP and China 0.89%. Since then, however, China has been steadily increasing its expenditure, spending 2.11% in 2016. India has stayed in the range of 0.73%-0.87%; this fell to 0.62% in 2015.

Indian universities have consistently ranked low in global university rankings. Not a single Indian university has ranked in the top 200, as per the Times Higher Education World University Rankings 2019 and only five institutes made it to the top 500. These rankings are mainly based on the number of teachers, quality of teaching, amount of research and the quality of the research. India's central universities suffer acutely for want of teaching resources--33% of vacancies remained unfilled as on July 2018, as India Spend reported on August 16, 2018. In addition, India's expenditure on research is 0.62% of the GDP, lower than all the countries in the BRICS group and less than one-third of the United States (2.74%) and Europe (1.85%). Government allocation for higher education increased by 0.42% from Rs 34,862.46 crore in 2017-18 to Rs 35,010.29 crore in 2018-19. However, the proportion of the allocation to the total budget fell in the period--from 1.62%, by 0.19 percentage points, to 1.43%. Within the higher education budget, the government reduced grants for central universities from Rs 7,261.42 crore in 2017-18 to Rs 6,445.23 crore in 2018-19. Support for IITs too fell from Rs 7,503.5 crore in 2017-18 to Rs 5,613 crore. Capital expenditure for higher education was zero in 2015-16. The government, in the 2016-17 budget speech, announced the launch of Higher Education Financing Agency (HEFA), a joint venture of the ministry of human resource and development and Canara Bank, to help premier institutions build infrastructure. In 2016-17, capital expenditure rose to Rs 1 crore when HEFA was formed. In 2017-18, it increased to Rs 250 crore; in 2018-19, the allocation increased 10 times to Rs 2,750 crore.

The government should focus more on state public universities if it wants to improve the gross enrollment ratio and quality of education. The government would be required to upgrade and invest in central and state universities as well as the affiliated colleges. Some of the state universities have huge potential to excel but are suffering the neglect of the central as well as the state governments. Today state universities are in a really in bad state, If the government continues to give more funds to institutes that are doing better, then it is abandoning the state universities and the students who most need good quality higher education.

The extant National Policy on Education, 1986 modified in 1992 required changes to meet the contemporary and futuristic needs of the country's large youth population. It appears that the Draft National Education Policy-2019 is built on the foundational pillars of 'Access, Equity, Quality, Affordability, and Accountability. Today as per the Draft National Educational Policy 2019, which recommends among other things the overhauling of education structure and expansion of Right to Education (RTE). The Central government had initiated the process of formulating a New Education Policy to meet the changing dynamics of the requirements of the population with regard to quality education, innovation and research, aiming to make India a knowledge superpower by equipping its students with the necessary skills and knowledge and to eliminate the shortage of manpower in science, technology, academics and industry.

In school education, a major reconfiguration of curricular and pedagogical structure with Early Childhood Care and Education (ECCE) as an integral part of school education is proposed. There is also the recommendations the extension of Right to Education Act 2009 to cover children of ages 3 to 18. A 5+3+3+4 curricular and pedagogical structure based on cognitive and socio-emotional developmental stages of children: The schools will be re-organized into school complexes. It also seeks to reduce the content load in the school education curriculum. The skilled curriculum promotes active pedagogy that will focus on the development of core capacities, life skills, including 21st-century skills. In higher education, a restructuring of higher education institutions with three types of higher education institutions is proposed: Focused on world-class research and high-quality teaching, focused on high-quality teaching across disciplines with significant contribution to research, and high-quality teaching focused on undergraduate education. The National

Research Foundation, an apex body is proposed for creating a strong research culture and building research capacity across higher education. It has been suggested that the private and public institutions will be treated on par and education will remain a 'not for profit/commercialize' activity.

The recently released draft National Education Policy (NEP), 2019, has proved contentious and analyzed that today's education reforms in India have failed to make the grade. While the draft NEP has been commended for some of its recommendations, including restructuring primary school education, it has failed to address the issue of learning levels of students, and teacher and institutional accountability. Moreover, the draft's articulation of a "liberal" education is one that is expected to benefit the government's "Skill India" project. By implementing a vocational education/training (VET) system, the project plans on skilling 400 million people. The 2018 Parham–Annual Status of Education Report (ASER) report highlighted India's dismal record on the quality of education that is available: 73% of class 8 children cannot read beyond class 2 level material, and only 44% of them are able to solve basic arithmetic. While the Right to Education Act was passed in 2009, educational infrastructure and teacher training remains woefully inadequate. In 2017, only 9.54% of schools in India are fully compliant with RTE norms on infrastructure and teacher availability.

There are no data available on the number of children from marginalized communities who have been given special training as envisioned in the act and have actually gained entry into formal schools. There is a stark social disparity in education, which influences enrolment and dropout rates. Dalit, OBC, VJNT, SBC, Adivasi, and Muslim children are far less likely to enroll in schools and slightly more likely to drop out. Thus, while 94% of children from forward castes and 96% of children from other religious groups were enrolled, the figures for Dalit, Adivasis, and Muslims were 83%, 77%, and 76%, respectively.

Today there is skill training given substitute to an education as introducing "skilling" programmes in secondary education is in line with the government's desire to turn India into the "skill capital of the world," which seeks to differentiate education from economic growth. The emphasis on skills training at such an early age would serve to restrict social mobility and is a departure from recognizing the intrinsic value of education, which aims to enable every child to reach her full potential. For first generation learners historically poor families, for those who live on the peripheries of globalization, and for those who suffer from multiple disadvantages of their socio-economic being education provides acculturation and is a means of social mobility and allows the transcending of class and caste hindrances.

Today teachers are blamed for the standard of education. Since teacher salaries occupy the largest share of education teachers are constantly criticized for children faring poorly in school. Even though, due to the non-aided school and college patterns, teachers in those schools have to work on very low salaries. So there must be focus of criticism should be towards the state: poor allocation of funds for teacher's salary & training has failed to better teacher education, and state-sponsored measures such as in-service teacher training are only half-measures. Making teachers solely accountable for the poor quality of education in government schools is not only unfair, but also demotivating. Controlling teacher salaries will certainly not guarantee accountability. Rather, there is a pressing need to address the issue of teacher shortage by recruiting a cadre of qualified teachers. Improvement in learning outcomes can only be expected if states allocate a substantial amount of resources in building the infrastructure for teacher training and for the training of trainers. A contemporary education policy needs to consider democratic and educational aspirations of the youth, and provide concrete steps for the realization of these endeavours. Due to the commercialization of education there is a neo-liberal education system that is market-oriented.

These manifestations of privatization are: the state's withdrawal, proliferation of the purely private sector or of self-financing programmes, removal of aided college identity, creation of private universities, deregulation of public-funded institutions through policy neglect, the further strengthening of the private educational management, deregulation of checks and balances, market control of universities and paving the way for the entry of foreign finance capital into the sphere of higher education. There is also the state's inability to spend 6% of India's GDP on education, as recommended by the Kothari Commission, has led them to invite commercialization in education. India's higher education student-teacher ratio is lower than Brazil, China. Among the eight countries compared, India's student-ratio has turned out to be the lowest against Sweden's 12:1, Britain's 16:1, Russia's 10:1 and Canada's 9:1. The 24:1 ratio of India is lower than 19:1 in Brazil and China.

As per the ministry's All India Survey on Higher Education statistics, while the student enrolment in higher education institutes have increased from 32.3 million in 2013-14 to 36.6 million in 2017-18, the total number of teachers have declined from 13,67,535 to 12,84,755. According to estimates, the country's higher education sector central, state and private universities is facing a shortfall of over 5 lakh teachers. "India is short of professors, with 6,600 posts vacant in central universities, a shortfall of 33 per cent. In IITs and state universities, 35 per cent and 38 per cent vacancies need to be filled respectively. Available data shows that this shortfall in faculty is being bridged by using large numbers of adhoc or part-time faculty. However, institutions with a high number of ad hoc or part-time faculty perform poorly in terms of teaching quality. The plight of primary and secondary education in the country is also tragic one. The problems that plague school education in the country are lack of infrastructure, unqualified and untrained teachers, poor teacher-student ratio and an unhealthy education system. As a result, teaching and learning do not take place. The Annual Status of Education Report (ASER) 2018 states that only 50.3% of the Indian students in class V can read texts meant for class II students. The condition is the same in most government and private schools.

It clearly indicates that the quality of school education is not up to the mark. Article 21-A of the Indian Constitution states clearly that the all children of the age of 6-14 years should be provided free and compulsory education. What is the reality? India's literacy rate is just 74.04% and in Bihar it is only 63.82%. Shocking, indeed! The Right to Education (RTE) Act does not seem to be effective. The Act states that schools should keep a 25% quota for students whose families earn less than 1 lakh per annum. Such students' education costs (fees, uniform, study material, transportation) should be borne by schools, which in turn will get money from the government. As the government does not pay such schools adequately, the outcome of RTE does not materialise. The Global Education Monitoring (GEM) 2017-2018 report also states that India has not been able to provide even the basic elementary education to all children. Every year, during the pre-budget and post-budget presentation, educationists lament that the country's spending on education constitutes an insignificant part of the Gross Domestic Product (GDP). India spends only 4% of the GDP on education.

Benefits Of Commercialization Of Education:

- ❖ Commercialization and marketing of education are major challenges facing the country. In ancient times education in India was never a business. Due to this the students and parents are facing great difficulty. Commercialization has a positive impact (benefits) on education. Some of the benefits are as mentioned below.
- ❖ Commercialization of education helps in the process of economic development. Commercialization in education helps in increasing the rate of literacy, Gross Domestic Product, Gross national Income, per capital income, provide the job opportunity etc. It raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition, it plays a very crucial role in securing economic and social progress and improving income distribution.

- ❖ The commercialization policy of education provides students with employment opportunities. Many private institutions have started different job oriented courses, professional course, various degrees, diplomas, certificate courses and while the students continue their education they get job opportunities through campus interviews at various institutes and the local branch Campuses of foreign institutions in the presence of commercialization of education and various organization such as GATS (General Agreement on Trade in services)
- ❖ . The impact of globalization on culture and educational system is a major concern. Today the Global challenges are modernization, industrialization, privatization, globalization, information and communication technology emergence of international knowledge network and role of English language. Ensuring that all children have adequate access to education is essential public sector function for countries at all income level. The commercialization of education enables students to face the challenges of this new globalization that has a huge impact on cultural, social, monetary, political, and communal life of countries. Globalization is described by theorists as the process through which societies and economies are integrated through cross border flows of ideas, communication, technology, capital, people, finance, goods, services and information. Taking into consideration all the above, various educational institutions are implementing strong curriculum and structure to meet the challenge of globalization.
- ❖ Commercialization of education helps the development of the qualities of an individual such as his physical, mental and emotional make-up as well as his temperament and character. Education is the most vital institution of social world, which has economic, political, religious and other institution as its component elements to develop student's personality. The topic of moral education is also included in the school curriculum and it enable to awaken and develop in the child those physical, intellectual and moral states which are required of him by his society as a whole.
- ❖ Modern methods of education play a good deal of attention to this way of learning. A learner's personality is also developed indirectly when he is encouraged to form his own attitudes and values by studying outstanding people in history and literature. He acquires it through taking responsibility for others and through bringing his own individuality to the projects, which he has to undertake in schools and college life.
- ❖ The commercialization of education gives emphasis on quality education and it makes efforts to provide quality education to the students and offer more demanding courses in the modern society. Taking into consideration, such as student's characteristics like age, research interests, previous results, perception pattern, family background, and income. The government had been expanding education by building new schools and colleges and hiring new teachers. Due to commercialization, in schools and colleges, the advance technology is used to improve the education system and e-Learning is also introduced, at all levels. Schools and colleges have already started taking steps for raising the educational standards to provide quality education.
- ❖ Due to the commercialization of education, many private educational institutions and universities have been created in various fields and regions. Privatization has also got its potential. Various private educational institutions are providing technical, medical, vocational courses as per need of the students. It is also providing adequate infrastructure for education. Therefore, students are getting academic guidance in meeting today's global challenges. Equal employment opportunities and quality of education are due to the encouragement of private institutions. So quantitative development is seen.
- ❖ Commercialization of education has been the impetus for social development. In the private institution, students are given the lesson of socialization and culture enrichment, which includes knowledge of different cultures, knowledge of social interaction. Students get the opportunity to introducing the culture, traditions, values etc. of the society.

For socialization, social interaction, students gets participation in school co-curricular programs .Through such education, the development of social qualities also helps in the developing their adequate personality.

- ❖ Private institutions/classes are knowledge hub for parents and students. It is observed that private coaching classes are capable to fulfill the expectations of parents. The picture is that only private institutions or private coaching classes can establish a growing standard of quality higher education. Considering this approach, there is a great trend of students admitting in private schools, colleges, tuition classes, private universities today. This institution makes more efforts to guide students how to prepare for the exams with proper study material for fulfilling their dreams. The parents are very hopefully having comfortable, learning and competitive environment in such institutions.
- ❖ Private Colleges are affiliated to the Universities are independent colleges established by the State, The Hon'ble Supreme Court held that in professional institutions, as they are unaided, there will be full autonomy in their administration. Most private institutions pay close attention to provide academic training to develop the professional competence of teachers and the holistic development of students. By hiring highly qualified and talented teachers in private institutions, such teachers have a long-lasting impact on the lives of students. By taking more donations from parents, private institutions provide meritorious access to students. Private institutions also provide a great opportunity for the students to develop their professional skills by conducting diplomas, degrees, vocational training, seminars, Career-oriented courses, workshops, study boards, conferences etc. to enhance the skills of students and teachers. Hence, the students are guaranteed a job. Such institutions play a major role in eliminating today's unemployment problems. An excellent institutions has good classroom management skills and can ensure good student behavior, effective study, work habits, apt curriculum, discipline, and a sense of respect throughout the classroom.

Hazards Of Commercialization Of Education:

The day-to-day declining Indian economy allowed developed countries and the World Bank-like economies to spread in India due to their adherence. Even the education sector is not exception for this. The serious consequences of this are seen in the field of education today.

- ❖ The Constitution of our country has entrusted the responsibility of education is of government. The Government aims to provide compulsory and free education to children under the age of 14 years. The objectives of this policy were to enable society, knowledge, economic development. Due to the process of globalization and commercialization, the definition of school is being changed and treated as an "**alternative informal learning center.**" Attempts to motivate students to think, to instill in them sensitivity and thinking of humanity very rarely appeared in today's curriculum. The memory of students is given an important place, rather than their complete assessment. In which, other aspects of comprehension, such as holistic thinking, rationality, analysis, have been completely eliminated. Today's prevailing examination system has further strengthened the marketing process of education. Therefore, the basic purpose of education is ignored.
- ❖ Due to various social schemes, many other schemes were made to provide quality education to all the children belonging to the under privileged, backwards and poor who were left behind of the progressive paths. Number of private schools, colleges and universities are increased and on the other hand Government schools, colleges are likely to be closed. This gave the World Bank and other financial institutions an opportunity to make a comeback in education field. This led to a number of plans for debt relief, educational expenditure cuts, and so on.

- ❖ Therefore, there is an asymmetric system has emerged between the school/colleges of children of poor financial groups and the five-star private schools and colleges. Therefore, the middle class and the disadvantaged, underprivileged groups are being kept out of the real educational process and unable to get education due to high rate of fees. Therefore, only the elite, the rich are getting the benefits of education and knowledge because they have the capacity to spend high amount of money. Hence, the whole education system has been leading towards consumerism.
- ❖ Today the policy of the government has been to spend less for higher education. This mentality advocating privatization is quite self-evident. Self-financing educational institutions are the result of new economic and education policy. The trend of commercialization in education from self-financing institutions has gained momentum. There are three big reasons why privatization arises, first, the government do not have enough money for it; second, the priority of the government is changing with regard to education. Third, there are some deficiencies in the old education system that has to be overcome by privatization. Due to globalization, semi-development is no longer a burden, opportunity that the market is taking advantage of which results in 'Growth Without Implementation.' It led the result of 'Knowledge Society', hence the problem and decline in all three levels of primary, secondary and higher education.
- ❖ Today, the process of globalization has introduced five so-called elements in the Indian education system. Such as 1) permanent un-aided schools and colleges 2) private - public partnerships 3) eligibility to pay fees, 4) Funding Reduction Principles and 5) marketing in education system. There is also confusion about the curriculum. Therefore, the expensive private coaching classes and institutions are greatly enhanced.
- ❖ While determining the quality in education, the government is diverting from social justice and the equal education system for all sections of society. As per the new education policy of the central Government. U.G.C, A.I.C.T.E, I.M. C, N.C.T, E, etc. these central apex institutions are being depleted. The policy of bringing the National Higher Education and Research Commission (NCHER) as a single central institution is being adopted. So in the future, a handful of these people will remain in education. In the year 2005, the Indian Parliament approved the law of private university and given foreign universities free access to India. Under this bill, foreign universities will have full freedom to decide the admissions process, fee structure and capitation fees. The backward will have no reservation. It would invariably lead to free methodology and exploitation of students and professors.
- ❖ Another hazard of commercialization is the attention of the youth and the kind of education that cultivates his/her full potential is side tracked. Various aspect of commercialized education system affect the students' psychological state as well as general behavior and one of the biggest downsides may be that degrees go up for sale, and that is indeed happening in our society. It is possible to acquire degrees very easily by joining private coaching classes, doing as little work as possible. The only disadvantage to having degrees for sale is that the student still has to give at least minimum time to his/her learning. With privatization, there is the risk of commercialization of education and competitive atmosphere would be created small college would concentrate on profit making rather than on improving the standard of education.
- ❖ These days the helpless parents and innocent students have become the victim of commercialization of education. These students do not run after the success but after the excellence. Every student wanders to get admission or tuition with many high fees. Due to such raise in fees causes burden over parents and children. To get admissions in good schools and colleges students strive to join the coaching centers and try their luck by being dependent upon the coaching centers. However, due to such criteria, the education system has become a business venture.

- ❖ In the term of mannerism in education, under Section 29, 30 of the constitution, minority communities are empowered to set up their educational institutions. Nevertheless, the misuse of this section started and its misuse increased so much that the institute, which has a small number of minority students, teachers also have the same status. Such institutions started getting minority status. In this context, no government or court is ready to do anything. Until now, no government has made any law except Madhya Pradesh government. In various states, self-funded educational institutions are collecting fees arbitrarily. For example, in some states, medical and engineering colleges, 60 to 70 thousand fees are collected. There is some percentage for management seats, it is also different in different states, in which there is no fixed fee. In this way, to admit in medical colleges, 25 to 50 lakh are collected
- ❖ Academic coaching classes are becoming more and more popular in these days, as the schooling system is becoming increasingly competitive. A good and well-qualified teacher also gets ready to work in private institutions only for seven-eight thousand for fear of unemployment. Even private schools/ tuition classes exhibit their quality due to competition or jealousy and adopt all the proper and inappropriate methods for this, which is completely unfair. These institutions ignore the quality of education. Their main aim is to earn money, through selling books, notes and uniforms; even they do not miss exploiting parents and teachers.
- ❖ Commercialization of education develops the materialistic outlook among the students. The student have the attitude that to take proper education and to get a good job. The student only thinks of himself and not for the development of his region, society and for the nation. They want to spend a luxuries life. The commercialization of education makes the student self-centered. This type of education do not help the student to develop the democratize attitude towards the people, the society and the nations.
- ❖ A large number of students continue to go abroad for higher education. Only a very small percentage of the student population apt for higher education in India. This may be due to several factors which inner alia include the high fee payable, the capitation feel, the standard of higher education which is not as good as it is out to be, etc.

Conclusions:

This research paper introduce that the commercialization of education in India has both positive and negative effects. Therefore, it has its advantages [benefits] and similar hazards. Considering the overall thinking of the problem in the above research paper, the following are some important conclusion and suggestions.

- ❖ It is equally true that commercialization has emerged through privatization. The aim of education is to develop the potential of the students through educational process. On the other hand, education is considered an industry that is linked to commercialization and education is considered as a way to make money for the institution without providing quality education to the students.
- ❖ We can determine that the development of any nation depends largely on the standards of the educational system. Education is a powerful tool for socio-economic and cultural development of the country. Expenditure on education should be increased to at least 6 percent of gross domestic product (GDP).For this, with the government and social support, each country must ensure that their socio-economic and educational system can be systematically changed. So the central and state government enacted legislation to prevent commercialization, corruption and mercerization in education.
- ❖ There should be stringent laws for foreign universities and educational institutions in India and should be accredited and evaluated in their country and in India too. There must be concrete plans to improve the quality of government educational institutions.

- ❖ About higher education, especially professional higher education should not be handover to private institutions alone. There should be a plan to start new educational institutions by the government as well.
- ❖ Being a part of globalization and today's knowledge-based culture, we need to restructure our education to face challenges. Thereon efforts should be made to reestablish the Indian concept of education. Education should not only be the responsibility of the government but also the society should carry out its responsibility.
- ❖ 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 government must take care of public interests specially the poor and weaker section and act to protect public services like education from the predatory elements that preach the ideology of the market place as the solution to every issue..
- ❖ The state is primarily responsible for ensuring quality education at all levels and in all regions. State should finance more for state universities and technological institutions for improving quality of education and research. Foreign universities are promoting commercialization. Issue like fee control should be attended very carefully.
- ❖ For the better conclusion and directives about education system government should form a committee of judges ,eminent professors and experts not the industrialist. Today, the national education policy, which was drafted after and suggested a drastic change in curriculum and pedagogy in the year. This strategy aims to develop the skills of the 21st Century and to minimize the scandal. Skill development in education must deliberately includes deep thought, creativity, development of scientific perspectives, dialogue, working together, multilingualism and enrichment of value, a sense of social responsibility and digital literacy. The country is in dire need of equal education.

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