

Management of Education Services

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Service has emerged as a key driver of economic activity in the country constituting one-third of Gross Domestic Product. Conformance of service to the customers' specifications and expectations is termed as service. Service sector thus covers within its ambit a wide variety of services namely education including research and training, communication, trade, storage, hotels and restaurants, software development, consultancy, banking, insurance, transport, public utilities, art, entertainment, health-care, catering, agricultural labor and alike. It facilitates the emerging issues on international business and governance. The World Bank document (2002) on "Constructing Knowledge Societies: New Challenges for Tertiary Education" rightly emphasized that tertiary education has many purposes beyond acquisition of concrete skills in preparation for the World of work. "Education is the manifestation of perfection within an individual" (Swami Vivekananda). "Education is an activity or series of activities which take place in interaction with person(s) and provides consumer satisfaction" (Lehtinen).

Education is being prime source for the supply of human resources with strong essence towards perfection and preferment. The service of education never depletes unlike wealth; instead it flourish with shining value.

Thus, education is 'foundation' of all other services on which depends their development. Education system is an integration of integral component resources leading the base for social, cultural, economic and political strengths of a nation with inquisitive for making a road-map.

India is the hub of global economy with flourishing business process out sourcing. Much of the promising sectors like communication, information technology, biotechnology, pharmacy, infrastructure, financial and marketing services, health care, hospitality, retailing, etc. opening new avenues for employment. It is estimated that there would be a requirement of 75 lakhs employees only in retailing business and the similarly in other segments too. It is appropriate to remember that, today, India is youthfully virile and resourcefully adaptive.

EDUCATION IS NOT AN END ITSELF BUT BEYOND

The term 'Vid' means light and 'ya' means gives. Hence, vidya (education) has to emit the light and illumine darkness in the mind and intellect of human beings. It means that it is basic human need to acquire a broad base of knowledge, values and skills to learn and gain the new opportunities to adjust to the socio-economic-cultural changes and also to participate in the political, cultural and socio-economic activities. Education is, in fact, a multiple process for developing and promoting social, political, economic, health, culture, religious, technological, defense and other

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consciousness among human beings. Hence, the term, education is inclusive. Unless knowledge is translated into wisdom and unless wisdom is expressed as character, education becomes a wasteful process. The task of education is not an end itself in providing employment and worldly necessities, but it should build up character, literate man from ego and narrow loyalties; and promote discipline and humanity through means of research.

Quality of life means, the degree of excellence in one's life contributing to the fullest satisfaction and happiness, and promoting the benefits of sound mind. In view of this, while dealing quality, we should not forget the 'equality' pertaining to sectional equality (gulf between poor and rich), spatial equality (geographical - different States and rural-urban), sector equality (uniform growth and development in primary, secondary and tertiary sectors), and human and non-human equality (more capital with less labor in-take, unhealthy competition and social unrest, etc.). The governing quality education is a key factor on leading personality development of the learner and enrichment of nation in terms of knowledge economy.

"India has a unique advantage with great tradition of duty self-involvement, acquisitive without temperament, tolerance and innate love of peace and reverence for all living things. Too often are these precious assets forgotten, and we need to relapse into moods of pessimism, fears and foreboding, discard and destructive criticism. A new price and a deeper faith expressed in living for the noble ideals of peace and freedom, truth and compassion are, now, needed"(C R Kothari Commission).

KNOWLEDGE AS CREATIVE

Knowledge is an emerging resource - a resource renewable, communication, compensable for the absence of other resources, easily transportable, storable and retrievable. Today education has become a promising industry. Its inclusion as one of the

services in the General Agreement on Tariff in Services is itself discernable fact that it is recognized as industrial character. One should take care of introducing right education with sole aim of developing the producers of not only wealth of knowledge but also total man.

Today's virtual learning system is the reflection of a changing social context. The new social realities of democratization of education, emergence of knowledge society and globalization, heavily influence the education process. In this context, quality of education becomes the primary concern of all the stakeholders in education. The academics are uncomfortable with the managerial perspectives and market language of quality. The pedagogues of education are skeptical about the measurability of the intrinsic excellence of education operations.

The outcome of higher education is the reflection of the added value framework with emphasis on "Quality as Fitness of Purpose'. An equal importance is being given to "Quality as Fitness for Purpose". The former defines the quality of goals while the latter defines the quality of processes both of which need integration. A meaningful and purpose of education is fulfilled only when an Education Institution as a place education "making a living" of human beings coupled with a place of teaching knowledge economy. Today, we are seeing an unprecedented divergence form of goals in institutional - public institutions, private institutions, value-driven institutions and purely profit-oriented institutions. All these are coexisting in the Indian education sector, pulling the system in different directions. Though achieved a significant positive contribution of products by some of educational institutions in India, yet need re-emphasis on the importance of education as a value building activity. The National Assessment and Accreditation Council have identified five core values for the institutions of higher education as goals of their activities. They are: (a) contribution to national development, (b) fostering global competencies among students, (c) inculcating a value system in students, (d) promoting the use of technology and (e) quest for excellence.

EDUCATION AIMS WHAT

Every education institution should strategically bend its courses of actions with resources for achieving the objects ensuring quality education always depends upon the development of generic skills, application skills and soft skills with focus and a distinctive differentiation in the competitive era. In this scenario, a fresh look is needed to introspection of institutions for their own composition and strength, treatment of students' exposure to the field and civilizing is recognized as an important activity.

Disciplines in the days of Gurukula Ashram used to go to Gurus with sole aim of learning not only knowledge but also life-style living. At present, acquisition of knowledge including skills can be possible through the institutions established for the purpose of economic growth and development of a nation and the efficient services for managing the resources, which, the nature Mother endowed. Only then the country's economic growth and development with distributive justice with discipline is possible. The development of knowledge and its sound management in providing generic services can reap optimum gains if the emerging issues at all levels - regionally, nationally and globally address the following.

1. Efficient use of resources. It is fundamental aspect being taken care of, by the Government. The effective as well as intensive use of human resources is a core which alone being developed through upgrading knowledge.

2. A well thought and innovative knowledge service is foundation for technical, economical and commercial development. Such innovative knowledge can be developed by good research.

3. The changes in rapid expansion and diversification under speedily moving from the industrial revolution, green revolution, nationalization, reforms to the globalization for self-sustenance and rapid growth and development of economy.

4. Culmination and integration of education courses leading to the development of students' knowledge coupled with skills of communication and software to self-support themselves.

OBJECTIVE OF THE STUDY

The main of focus this paper is to study the status of educational service and its emerging dimension in ever-changing scenario of globalization.

PROCESS OF EDUCATION

To provide knowledge as well as skills, there is every need that the pattern and strengthening of education to be modified and restructured strategically; and marketed scientifically. A student, over and above the best curriculum, always needs to seek the services of a good academic atmosphere, effective teaching-learning process, career counseling, modeling, simulation and communication. Totally, this can be termed as 'basic educational service package' which is designed to meet acquiring education and communication skill including technical skill. In other words, the underlying motto of education is that a student is an acquirer of built-in knowledge and seller of his services to the needy after acquiring knowledge. In making more effective of this, the package of education coupled with the integrated services forming (a) core service (primary inputs), (b) facilitating service (secondary inputs) and (c) supporting service (tertiary inputs)

A few decades back, the classroom teaching was the 'only' function of educational institutions but now it is one of the functional aspects. Many more dimensions are added to it, due to the advancement of science and technology as also due to universalization of benchmarks and their increased universalization standards. The prime

educational service is related to the process of a good learning which covers the services like faculty expertise, up-to-date syllabus, an effective and adaptive class-room teaching, project work containing the students' personal experience and exposure to the contemporary issues.

The facilitating services such as registration and admission, class schedule, class-room facility, library facility, reading-room facility, computer learning facility, skills development laboratory, etc., are need to supplement the students in deriving the benefits (i. e. knowledge, employment personality development and satisfaction) of the core service. The hostel facility with dinning, personality development, effective placement cell, exposure to industries etc., constitute the supporting service. The support services which are called auxiliary to the core service such interactions, placements and exposure which augment the value of core services. Hence, proper planning is to be made in formulating the product (educational) package with focus on the syllabi with inputs of field exposure and the faculty expertise (core service) on the facilitative and supportive services as well. A combination of all these services is termed as a total educational package process which broadly grouped into strengthening factors and teacher and taught. A critical discuss on them is made hereunder.

STRENGTHENING FACTORS

To make the education system a more effective contributor of knowledge to the learner and developer of skills as well, the following measures indispensably need to be implemented in the educational institutions. They are:

First, a sound structure and healthy organization with academic atmosphere of education institution is desirable for providing an effective knowledge. The education institution has to look itself and introspects for its own composition and strengths. It means the composition and identifying of its own strengths and constraints review and reorient

its own goals and objectives. Though syllabi are decided by the University, it can be closely reviewed at the institutional level and reorient to suit the current needs of the society. Qualitative curriculum covering contemporary issues and the effective management in creation of academic environment is the need of the hour. It is viewed that "the economic and cultural development of a country depends upon its educational system and the success of the educational plan depends upon the curriculum."

Educational institutions democratize imbining value system in students so that civic behavior, national building and social cohesion can be infused in them. It is not out of place to quote that the practices of our educational institutions are as: "Overdeveloped minds and underdeveloped hearts."

Second, the quality of teaching provides quality of products like healthy parents give birth to healthy children. . Teaching can be made livelier by strengthening the classroom teaching with creativeness with supplementary methods like panel discussion, class seminars, quiz, simulation, etc. In order to gear up, the students for achieving high standards, a bridge course and remedial course will need to implement at the beginning of the year itself. Teaching with creative aids and models, thus, will enhance the learning speed with comprehension of the students. Teacher and teaching method should be a role model with inspiration. But, teaching should never be mere dissemination of information printed in the text books

Probing habit by the students is taken a back seat of discipline but it is otherwise in advanced countries. The students who lacked the urge to probe are branded undisciplined in advanced countries. On the other hand, education in the corporate sector would make the students only competitive-orientation. Competitive examinations are testing the information acquired by the students and not their skill and talent. Efforts should be made to make students themselves to stand on their feet by making them skilled.

Third, all students need not be treated alike. A variety of toughs to easy assignments will improve their learning capacity. Demonstration, tutorials and independent learning will expose students and create

confidence in them. This must be supported by labs and computers and Internet facilities with vast expansion within the reach of students. Apart from the above, launching of continuous evaluation of students is key factor

INTEGRAED MODEL

Inputs	Service-Mix	Output
Primary	Curricula, syllabi and faculty	Imparting knowledge Expertise on course Exposure to opportunities Innovations
Secondary	Infrastructure and Course material	Knowledge Employment Personality development Satisfaction
Tertiary	Interaction, placement and exposure	Productivity increase Socio-economic prosperity Moral values National integration

to achieve quality. However, success of evaluation lies in motivating students.

educational institutions where teacher and taught are actively involved.

AN INTEGRATED MODEL

The above issues can be described as services-mix in an integrated model of managing the education institution given below.

Right proportion of inputs of integrated model depends upon quality in education and contributes peace in academic environment to the prosperity of students and progress in knowledge economy which are described below.

TEACHER AND TAUGHT

Personality development of students depends upon the caliber and capacity of a teacher. It means, a good academic atmosphere is of utmost niche in the

First, the teacher is an important source of information and inspiration to the students. For motivating a student, the teacher should possess the personal qualities of: (a) knowledge for the commitment causing the candidate to achieve his dreams and aspirations into a reality, (b) patience for nourishing him to get ready to face challenges and (c) academic leadership for unquestioning on subject. Ingenuity, intelligence, spirit of adventure, love of science, curiosity, scientific temper and taste, willingness to work hard, perseverance, persistence and tenacity of purpose are some of the pre-requisites of a good teacher. He should be pioneering and always exploring the frontiers of knowledge with an insatiable passion.

Second, influence of teacher will leave a lasting imprint on knowledge and moulding

character of student. Inspiration is a powerful motivating force; the latter translates the former into action. The teacher and the student should have positive interactions to deliberate and probe together, 'give and take' agreeing upon a well considered decision.

Third, creative thinking and innovation are essentials of good teaching. This should expose the students to gain a good experience with self-confidence and ability. The teacher calls for effective transmission and communication issues pertaining to the subject. This can be achieved by sharing **knowledge** gained through experience with **research**. Hence, introducing research at the post-graduation courses creates and calls for a good deal of creative thinking, thoughtful planning, scientific approach, critical observation and careful expression. In advanced countries, students take part in research work as part of their regular studies. Vyacheslar Elyutin (1973) stated in his research article entitled, Students Research in Russia this: "A tenth of all their graduation projects are devoted to actual problems and have a practical application."

Fourth, the teacher should provide creativeness to the students with 'art of learning' quality knowledge. Creativity can be developed to maximum by the student, when he:

1. Comes across favorable intellectual environment.
2. Exposes to great scientists and discussion with them.
3. Participates in meeting, symposia, seminars, etc.
4. Is delegate responsibility.
5. Provides clear objectives and specific guidance.
6. Places in an efficient organization

Fifth widening knowledge through application of research, which was lacking in the past, is now to be given more weight at the post-graduation courses. This aids in getting benefits or gains by the students. They are that the students:

- Widen knowledge in the subject.
- Taste methodology of research which aids in preparation

- of advanced research at later stage.
- Get exposure to practical experience in the field.
- Specialize in one area.
- Equip qualities of originality, individuality, self-confidence, self-reliance and will power.
- Inculcate scientific and research attitude and creative thinking.
- Get wider job opportunities.
- Develop work of team spirit among students themselves.

CONCLUSION

The colleges and other educational institutions are considered to be temples of learning, abodes of knowledge and marks of civilization and culture, helping the community to develop in the social, economic, educational and cultural fields. On examining the connected and related issues of education for its quality development, the following are needed to be framed. They are:

- The striking and shocking aspect of higher education in India is its extensive passivity or intellectual non-involvement. In other words, there is a wide gulf between the education imparted and the needs and aspirations of the students. The emerging trends in the policy, planning and financing of higher education in India have been pushing to privatization with high fee structure on the commercial line. This should be stopped forthwith.
- The structure of syllabi and pattern of examinations, today, are not vogue to test the caliber and skills set of the candidate on the subject and presentation. This should be replaced by semester system with practical application. Finance, faculty and lab with modern gadgets are to be supplemented for tuning and imparting qualitative education. Uniform curricula with twenty percent weightage to the local issues both at under-graduation and post-graduation level should be implemented with Credit System.
- Uniform academic calendar pertaining to admission, conduct of examinations and

declaration of results should implement in strict sense. This sounds in effective working of academic system and academic values.

- Industry and university partnership is good which effects forthwith. Tax exemption is given for any philanthropists' and donors' contribution to the cause of education.
- Every education institutional should have a committee consisting academia, industry and public including parents of students for reviewing progress quarterly/half yearly.
- Exercise of the assignment record should be introduced in all disciplines so that the students can develop the skills of documenting style; for which, the concerned teacher of the subject is attached as guide. This exercise should provide exposure to the students to the issues of local/national/internationally.

- Meaningful and purposeful training to the students will come to an end only when synthesizes the results of research in teaching. The activity of research only enriches both students and taught exposing them to the currents event. However, both teacher and students shall be motivated to go through research and subject journals, which provide cushion for quality education in the long run.
- Every education institution should have an academic audit which puts in the strict discipline the academic environment.

What is needed, right now, is the 'will' to do from all the dimensions covering the Government, management of institutions, faculty, students and the parents of students. This 'will' strengthen the education system, with which we can make a 'hope' into a 'reality'.