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## **Commercialization of Higher Education : A Major Challenge In Today's Education System**

Dinkar Sewa Rathod

Dept. of English, M. J. College of Arts and Science, Malkapur Di- Buldana. Maharashtra State, India

### **Abstract**

Education is the process of learning about the things around us. It helps us to understand any object or situation easily, solve any kind of problem and balance various imports throughout life. A good education develops an important thought process in addition to learning accepted facts. It also encourages intellectual curiosity which will lead to lifelong learning. Education is the first and foremost right of all human beings. Education gives inspiration to move forward by setting goals in our life. It is a way of social development, economic development and technological progress. Education improves your knowledge, skills, confidence and personality. This increases our intellectual ability to talk to others in our lives. Education brings maturity and teaches to live in the changing environment of the society as well as country.

Through the efforts of Mahatma Phule, Shahu Maharaj, Bharatratna Dr. Babasaheb Ambedkar, Mahatma Gandhi, Maulana Azad, Savitribai Fule Fatimabi Sheikh, Karmaveer Bhaurao Patil etc., the doors of education were opened for the people from all walks of life. The Indian Constitution gave the right to education to the child in India. After independence, the government took up the constitutional responsibility of education to some extent. But due to globalization, privatization and liberalization policies of 1990s, GATT agreement, international financial institutions policies have changed the nature of Indian education system. Education in India is in dire straits. Expensive education, profiteering, educational inequality, elitism, limited opportunity for education, importance of wealth over quality, communalization of education, attack on academic autonomy etc. The education system is suffering from problems.

The concept of commercialization of education is increasing day by day. But nowadays education has also become a profession which is profitable. Commercialization is defined as the process by which a product is introduced into the general market. The commercialization of education occurs when the primacy given to the humanities is reduced and the demand for students increases. In this way education moves towards becoming business oriented. The process of expansion, privatization and internationalization of Indian higher education in the last 10 years. Now it has become a service or profit making venture for the people. It has affected the psychological condition of the student as well as the general behavior. By writing this research paper, I have tried to analyze how the commercialization of higher education is a major challenge in today's education system and its positive and negative impact.

**Key words:-** Education, commercialization, profit making venture, education's business oriented form.

### **Introduction**

The advent of commercialization of education in India is quite recent. This stems from the reforms made in the educational sector in the last two decades. This is manifested in the flourishing of private schools, public schools, colleges and private universities at the level of higher education. Commercialization of education brings a financial aspect affecting millions of families. It also brings a change in the traditional concept of education. The developments in the education sector depend on the socio-economic development of the country. With modernization and globalization, the attitude towards teaching and learning has also been affected. Commercialization leads to competition for schools and colleges to provide quality education at reasonable prices. Thereof the direction of education is in the hands of the students and teachers.

Commercialization of education- The commercialization of education turns education into a profit making commodity. The commercialization of education is the result of increasing demand for education due to increase in opportunities in other countries. An increase in the provision of education to private players led to the privatization of education, resulting in a higher proportion of private actors in the education system. It introduced the methods and perspectives of business sectors in the field of education. The demand for quality education and knowledge about the importance of education in India has increased significantly after the economic reforms, which led to the industrialization of education and thus paving the way for private individuals and institutions to play a major role in the commercialization of higher education in India.

### **Current Scenario**

Today's education is having serious and adverse effects on the society like most of the private educational institutions that work for the sole purpose of making money. Educational institutions have a good chance to earn more money. Students are often cheated. Because the rules and regulations of the organizations were decided with the objective of making profit. Education reforms in India have led to commercialization of education in recent times. Financial factors in all aspects of education including enrollment in schools, colleges and universities. This is changing the traditional concepts of education, student teacher relationships and attitudes in the society. Towards Enlightenment. Enrollment in higher education has grown tremendously over the past decade. Enrollment of students for higher education in private institutions increased to 18.5 million in the year 2016-2017 compared to 7.5 million in 2006-07. This clearly indicates that private universities and institutions have taken the lead in the enrollment race.

In the context of India, education should be considered a 'public good'. More public investment is needed in that area. There is a lot of evidence to show that countries where education has been heavily privatized have not progressed economically and socially. Values have eroded in that country. In contrast, countries that have treated education as a 'public good' have consistently benefited better and more. (Some Inputs for Draft National Education Policy 2016, Page No. 40) On March 20, the Union Ministry of Human Resource Development announced the granting of autonomy to 60 higher education institutions in India.

The government has decided to give autonomy to universities with the aim of increasing the quality of higher education and creating global standards of education. Although the issue of giving autonomy is apparently positive, in reality higher education is being privatized and commercialized, with the government abdicating the financial responsibility of higher education. There is a need to present a balance sheet of which social group will be able to afford the fees of the self-financed course in the university and who will be denied the opportunity of higher education. How the Fee Control Act will be implemented while fixing the fee is a matter of contemplation. The government's policy is to reduce expenditure on education and higher education. A policy of autonomy is a part of it. In 2014-15, higher education expenditure as a percentage of total budgetary provision expenditure increased from 1.5 to 1.43 in 2018-19. As a percentage of national income, the central government's budgetary expenditure on higher education was 22 per cent in 2014-15, compared to 19 per cent in 2018-19.

Mainly middle class, lower middle class children go to central universities, state universities. Running self-financed courses in these universities means denying the opportunity of education to children of ordinary circumstances. Universities should not be given academic, administrative autonomy; But it is not right for the government to shirk the responsibility of education on the pretext of autonomy. Government is making education policy by treating education as a 'private good'. Therefore, it is necessary to oppose this policy from the higher education sector itself too avoid commercialization of education.

### **Reasons for commercialization of education in India**

Traditionally higher education was as a mean of distribution of knowledge which helps to get a good job where as higher education was used as an instrument of personal development of Individuals to have a better standard of living and an instrument of production and economic growth and thereby ensuring the economic well - being of people and societies. But now this concept has been drastically changed to economized knowledge which valuable commodity that can be used for commercial and profitable view. Hence, the education system is becoming more and more private and commercial.

The basic reason for the commercialization of education is measured by the amount of money invested in education. It is assumed that the more the popularity of a school, the better the education it provides. This mentality is very evident in India. In addition to that, India faces a high level of competition in the education sector on a global level. Thus, schools have adopted the strategy of increasing fees to gain popularity. With the entry of foreign universities solely whose sole aim is profit-making, more pressure is added on Indian universities to increase their fees.

Another reason for the commercialization of education in India is the rise in the number of private educational institutions with the increase in population. The number of students pursuing secondary education in India is drastically increasing every year thus this leads to a good opportunity for educational institutions with the agenda of profit-making. Therefore there is vast privatization in the educational sector which lead to the commercialization of education.

### **The benefits of commercializaion of education**

The commercialization of education has both positive and negative impacts. But it is equally important to take measures to overcome its negative aspects. The commercialization of education has had a positive effect on our culture as a whole. In this context, the following are some key considerations:

### **1. Give Faculty and Students Access to Job Openings:**

There are many opportunities to get degrees, certificates, and other credentials from non-university sources that are directly related to finding employment. Thanks to the presence of commercialization of education in various organizations like GATS (General Agreement on Trade in Services), students have the chance to do professional courses at the local branch campuses of foreign schools, increasing their employability.

### **2. Progress in Society and the Economy**

Education's increasing marketization is a boon to economic growth. A country's economic progress may be gauged in large part by its literacy rate. Therefore, it makes sense to commercialize education, if you want to raise those metrics as well as the GDP, GNI, PCI, and employment prospects in your country.

### **3. In Order to Meet the World's Challenges**

The global difficulties of today can be met with the aid of the commercialization of education. modernization, industrialization, privatization, globalization, information and communication technology (ICT), the rise of an international knowledge network, the influence of the English language, etc., are all examples of global issues. Commercialization of education aids students in learning relevant understanding about technology's benefits. The emergence of a global network for sharing knowledge.

### **4. Aid in the development of character**

Students' personalities benefit from the marketization of the educational process. Students now have access to a more formal education thanks to the marketization of the education system. Students receive moral education that helps them become well-rounded individuals, characters and personality development.

### **5. To improve the standard of education**

Quality education has become more of a priority as a result of the marketization of the educational system. The quality of the student, the quality of the learning environment, the quality of the content, the quality of the process, and the quality of the outcomes all contribute to what is meant by "quality education." As education becomes more marketable, more rigorous academic programmes can be made available to today's pupils. To ensure that its students receive an excellent education, the commercialization institution has invested in state-of-the-art classroom technology, experienced faculty, and supportive administration.

### **6. For the Benefit of Private Institutions**

The commercialization of education has resulted in an increase in private institutions in many parts of the world. Inevitably, as the number of privately owned institutions grew, so did the trend toward commercialization. Many private schools offer useful technical, medical, and professional degree programmes, and many also provide the necessary infrastructure for their students to succeed. Therefore, the trend toward commercializing education is helpful.

### **7. Progress in Society**

Today, social progress is underscored by the commercialization of education. Students in private schools were taught social skills. Such as how to engage with others, how to respect and value their own culture, and how to be good global citizens, as well as lessons on how to fit in with society as a whole. Therefore, commercialization in education gives students a good chance to connect with the culture, customs, norms, etc. of their society.

### **8. Meeting Parents' Expectations**

Private schooling helps the commercialization of education meet parents' demands. To provide their children with the best possible opportunities in life, all parents will spend a significant amount of money to send them to the best educational institution possible. This school genuinely cares about helping each individual student achieve their goals. There is a new educational business that has emerged as a result of all the schools, tutoring services, and universities.

### **9. Enhancing the Competence of Educators**

Teachers' professional effectiveness can be improved as a result of the increased commercialization of education. Private schools hire the best and brightest educators and invest in their continued professional development by providing them with top-notch resources and support.

## **10. Enhancing Students' Opportunities for Professional and Vocational Growth**

There is a strong focus on students' professional and vocational growth as a result of the commercialization of education. Advertisements made by schools and colleges regarding coaching, diploma degrees, vocational training, other professional and skill development courses, etc., provide students with information about these programmes and the chance to advance their academic careers.

### **Disadvantages or demerits of commercialization of education:**

Neither our educational system nor our culture benefit from commercialization. In this context, the following are some key considerations:

#### **1. Increased Priority on Marks**

Marks have become increasingly important as a result of education being more commercial. It does not seek to ensure that students grow as whole people. The pupils were pressured to focus solely on academics and achieve higher and higher marks.

#### **2. Failure to maintain quality as a guiding concept**

When schools are run for profit, they can't have equity in mind. There were members of the top class, middle class, and lower classes in society. The poor and the weaker members of society suffer the most from the commercialization of the education system because of the high cost of enrollment. Because of their greater financial resources, only the wealthy will be able to afford higher education. Whenever education is viewed as a commodity, the bottom line is always first. It turns learning into an industry. Some worry about it, yet it has been steadily growing over time.

#### **3. Costly**

The commercialization of education has had a dramatic price increase. There are a variety of costs associated with attending a private university. We are at a great altitude. As a result, they can not afford to enroll their children in a school like that. In order to enroll in their courses, they request hefty donations from the community. According to the commercialization of education theory, kids are the product; education is the service; and the school is the store, according to the theory.

#### **4. A Focus on Material Gains**

Students' worldviews become more materialistic as a result of the increasing commercialization of education. The students' goals include getting a decent education and getting a good job. They invest in themselves financially and they invest in themselves educationally. The student cares primarily for his own advancement, putting regional, societal, and national progress last on his list of priorities.

#### **5. Mechanics in Action**

The increasing mechanization of the educational process is a direct result of the trend toward commercialization of the sector. It deviates from the accepted psychological theory. The kids are tired of the heavy schoolwork. All classes (remedial, tutorial, group discussions, seminars, etc.) were taught by the same instructors, which depleted students' focus and enthusiasm for learning.

#### **6. Reduce teachers' salaries**

Teachers' salaries have been impacted by the increasing commercialization of the educational system. The teachers at private schools have an excessive workload. They are always too busy to talk to you. The officials were keeping an eye on the educators. When mistakes were made, teachers often heard a harsh reprimand from higher ups. Teaching occupies the teachers' time throughout the day. They are too busy to indulge in any form of mental recreation. Teachers, however, are not compensated adequately for their efforts.

#### **7. Educators are subjected to subpar service conditions**

The commercialization of schools prioritizes the financial gain of the institution's founders over the financial well-being of their faculty. Teachers receive lower compensation, but they shoulder more of the classroom load as a result. Teachers are not provided with living accommodations, reliable transportation, clean drinking water, or any of the other basics. If schools continue to pay for all the resources they use, they will never turn a profit. As a result, the marketization of education has substantial effects.

### **8. Over Compulsion of Teachers**

Teachers' workloads have increased as a result of the effects of commercialization on education. For the sake of business, teachers are put under intense pressure and given an excessive amount of work to do each day. They had to participate in the organized events that the government set up. They had to attend class, take an exam, attend a tutorial, verify an exam copy, etc. However, despite working tirelessly all day, they are paid insufficient wages. Stress, tension, and dissatisfaction with their work are common among educators.

### **9. Over Compulsion of Syllabus for Students**

The effects of the marketization of education have transformed universities into for-profit organizations. The school offers a wide variety of courses. It expands upon standard education by covering a wide range of supplementary topics. Daily assignments and labs in each topic added up to a significant workload for the pupils. Tuition, school, drawing class, music class, yoga class, dance class, etc., provide no time for students to socialize, turning them into "robots." All of these performances were done with schools in mind.

### **Results and Discussion**

An equitable sustainable development system should be the main test of education. In other words, if the structure, objective and direction of education are compatible with the challenges of the 21st century, then the beauty and all life forms including humans can be taken care of. Making the 21st century a true knowledge society is the main challenge facing the education system. In this broader context, the prevailing commercialization of education, the quality can be improved only if we review it. If we think about it, there is an urgent need for a radical change in education, research, life philosophy and direction. For this, there has to be a conscious change in the perspective of education and research. The higher education today is an object of business which has serious and negative effects on our society. The more one can pay higher education he can get. Every year number of students going for higher professional education is increasing in India So it becomes a very good opportunity for higher education institutes for earning good profits by offering such courses with which they can earn more money. But if we see the other side of coin now the higher education institutes are with each other for providing quality education at reasonable prices. It indirectly benefits to the buyer means the students.

Thus, from the above discussion it is clear that commercialization has both the positive and negative impact on education. Without privatization commercialization is also not possible. Main purpose of education is to bring out the capabilities of learner by providing a suitable physical and social environment. Now a day's educational sector has become an industry where private institutes are earning profits by providing quality education to students but this policy is also helpful to the Govt by decreasing their workload and preparing the new generation for the development of the modern society.

### **Conclusions**

There is a crisis in India's higher education system right now. The commercialization of higher education is a major challenge in today's education system. There are a number of factors at play here. The primary cause of the situation is ineffective leadership. Universities and colleges waste whatever funding they receive because it is not used efficiently and on schedule. The crisis in higher education in India is mostly due to the low quality of primary and secondary education in the country. To add insult to injury, higher education curricula are not geared toward critical and pragmatic thinking. More public and research institutions need to be set up; committed and dedicated faculty members need to be hired; private universities need to be regulated; and the commercialization of higher education in India must be stopped. Better support from the government is required in the field of higher learning. Prioritizing quality above quantity is essential. In addition, reworking educational programmes is essential. It needs to become more useful in everyday life by emphasizing practicality, value, and application. There should be stringent regulations on the private provision of higher education. There must be complete trust in the regulatory system for it to be effective. Colleges and universities should stop using adjuncts and instead hire full-time, permanent faculty. Study goals included analyzing policy discourse on higher education and gaining an understanding of current trends in higher education in India following the economic reforms of 1991. It elaborated on how people in India view the increasing commercialization of universities. Since India's economic reforms in 1991, numerous initiatives, strategies, laws, and judicial declarations pertaining to higher education have resorted to significantly diminishing the "public benefit" nature of higher education.

The government has bowed to pressure from the World Bank, UNESCO, and the IMF over the years. Policies in Indian higher education have been heavily influenced by these influential groups, with an emphasis placed on reducing public funding and subsidies, placing the full cost of education on students through high tuition and raising funds through alumni donations, corporate sponsorships, and other forms of private funding. Private investment in higher education and the exploration of new models of public-private partnership appear to be part of the neo-liberal agenda of the state, which also aims to reform the sector along the lines of market-oriented firms and corporate ethics. Since independence, higher education has grown more complex and difficult.

India's higher education gross enrollment ratio (GER) is dismally low. In fact, a few developing countries boast a greater GER in higher education than the developed world average. Private higher education now accounts for a larger share of the higher education market than public universities do.

However, there is an increasing trend of businesslike behaviour in the university sector at the present time. The Indian government does not have the will to prevent the increasing commercialization of higher education in the country. Inadequate public funding of the sector, the creation of low-quality private higher education institutions, the encouragement of sub-standard foreign higher education institutions to operate in India, and the inefficiency of the regulatory bodies to curb commercialization have all contributed to the growth of the for-profit education industry in India. Teachers now perceive themselves as service providers and pupils as customers. Higher education as a whole is rapidly adjusting its focus to better equip its graduates for the global job market. Instead of encouraging analytical thinking and compassion, higher education emphasizes practical training. Higher education churns out a lot of people who are materialistic and focused on themselves.

Higher education in India has become increasingly commercial due to widespread privatization. Stakeholders believe that private schools, such as self-financing colleges, lack government norms in terms of quality facilities, academic and student support services, professional development for professors, compensation, and other perks. Private institutions, despite their efforts to establish themselves as a "brand name" in the education industry, fall short of providing superior pedagogy and resources for their students. Stakeholders believed that many private institutions (private universities, private deemed universities, and self-financing colleges) were profiteering and cutting costs by providing low-quality education despite charging high tuition, charging a capitation fee at the time of admission, demanding additional payments from students during the academic year, fining them for minor infractions, and so on. The growth of private schools and colleges of all stripes was something that he saw as a natural consequence of the market economy. Stakeholders believe that India's regulatory framework for preventing the commercialization of higher education is not adequate. Because they believed that the country did not require a separate law to prevent unfair practices, they opposed the passage of the Prohibition of Unfair Practices in Technical Educational Institutions, Medical Educational Institutions, and Universities Bill, 2010.

Most private institutions, respondents said, are only concerned with making money, are not open in how they operate, and fail to offer the things they advertise, including high-quality education, in contrast to public universities. In the framework of the current higher education system in India, all responder groups—students, teachers, parents, institution leaders, and educationists—made insightful claims. When asked about how to fix the problems plaguing higher education, they stressed the importance of bringing in new, fresh faces who can bring about change through effective management and management. In the opinion of the stakeholders. In order for private higher education to fulfil its public and societal duty of providing education, stakeholders like yourself have stressed the significance of public policy. The recommendations that the government of India should increase its share of public expenditure on elementary education, reduce its financial burden on higher education, allow the private sector to operate freely, and make students pay the entire cost of higher education contradict the views of stakeholders. In short, the commercialization has many negative effects on our education system but every dark cloud has silver lining. We can conclude that commercialization has both impacts. It depends on the government as well as on the commercial educational Institutes to remove the drawbacks in the system. Education is a powerful instrument of a Nation's social and Cultural development . So this pattern is carefully designed to help in the meeting the changing requirements of present world .

Its short comings can be removed by the interference of government by making some rules and regulations related to working of such educational institutes . Sufficient salaries should be paid to teachers and good working environment should be provided so that they can work whole heartedly . Both effects of commercialization are affecting the educational process today. Correcting the flaws in the education system actually depends on the right policies of the government as well as the educational institutions. As education is a powerful means of social and cultural development of a nation, the basic structure of education should be carefully prepared to meet the changing needs of the present world through education. The commercialization of education can be eliminated by government intervention by making certain rules and regulations related to the functioning of all types of educational institutions, schools, colleges and universities, private tutoring classes and student admission fees in the country. Considering the current needs and expectations of the society towards education, there should be transparency in the expected physical facilities for education, affordable education for students at all levels, fair salary for teachers. Only then, the real objectives of education will be emerged for the development of nation.

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