

Vocational Education Vs Commercialization of Education

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Abstract— Education is a human right and a public good that can only be fully realized through the provision of free, equitable, inclusive, quality public education. The rise in this sector and its privatization is the greatest threat to the universal right to education. Indian society is very unequal in terms of social status and income distribution. Therefore, commercialization of education will further increase this inequality and will hinder the marginalized underprivileged communities from getting quality education. Social equality or social justice cannot be achieved in a situation where a large section of the society is away from quality education. Furthermore, commercialization of education will create many layers in the education system in the form of different standards and categories of education institutions. Unfortunately, these layers exist even in public funded schools. For example, Kendriya Vidyalaya, schools with higher academic standards and state government-run schools, all have different standards of education, academic excellence and achievement. Moreover, earlier many of these schools were run with single teachers. Such classification exists in public funded schools. However, there are more layers to private schools. For example, fashionable schools cater to the needs of the affluent sections of society. On the other hand, schools meant for Dalits are poor in infrastructure and quality. In many cases, they are even worse than government schools. Therefore, commercialization has led to the creation of different classes and layers in the education system.

Key Word— Commercialization of education goes against the universalization of education.

I. INTRODUCTION

Commercialization of education is the biggest challenge in the field of education for present democratic India. Keeping equality in mind, our constitution made provision for education for all. The reasoning behind this was that by doing so, educational balance would be established. And the

gap between the rich and the poor would continuously decrease. Unfortunately, this problem is constantly increasing. The situation in government schools is so bad that neither there are adequate number of teachers in them nor do our governments try to understand this problem at a practical level. This problem is even more complex in rural areas. In primary schools, the whole day's study is sacrificed for the mid-day meal scheme. Corruption is so high that even sports goods are sold, in a way a state of anarchy prevails. Commercialization of education stems from educational reforms in the country in the last two decades. It flourishes mainly in private schools, public schools and private universities and increasingly at the higher education level. If education is allowed to be commercialised, most educational institutions will consider it a profit-making business. To increase their profit margins, educational institutions would try to extract as much money from each student as possible. Other allied industries like publishing, transport, and lodging might also follow the same trend. Consequently, education will become increasingly unaffordable and might go away from the reach of many students.

Meaning of Commercialization of Education:

Commercialization is generally a process by which a new product or service is introduced into the general market. Commercialization of education is a trend of putting less emphasis on humanities and focusing on the demand of students. It is a trend that emphasizes on making education profitable as well as business-oriented. On the other hand commercialization of education means that schools are competing more than ever to provide quality education at a reasonable price. Like any other market, this healthy competition is beneficial to the buyer or in this case the student. The integration of private schools, public schools and the costs associated with each means that students from all stages of life will begin to participate in both

forms of education. Since vocational education means that students are paying more than the government invests in education, it is clear that the direction of education will be more in the hands of students and teachers. Due to the rapid development of science and technology, the internet, the education system is becoming more and more private and commercial and this has both positive and negative effects. The importance of education in a person's life can never be overstated. It helps a person comprehend an array of ideas concerning the world, lead a better life and above all be free in his/her approach. Commodification has caused education to depart from its ideal objective of introducing our children to the grandeur of moral values. For example, the life expectancy of an educated person is much higher than a person with no education. Education enables a person to understand the opportunities available to him and make the most of those opportunities. The commercialisation of education poses a serious threat to the choices available to the general populace and makes freedom an output of the monetary muscle of the selected few. If education is commercialised, it will be the power of money that will determine who gets it and who doesn't, thus undermining freedom and equal opportunity.

Economic development:

Commercialization of education helps in the process of economic development, Commercialization of education helps in literacy rate, gross domestic product, gross national income, per capita income, providing employment opportunities, etc. Which is the major indicator of the economic development of the country? This indicator also helps in human resource development. Therefore commercialization of education contributes to the economic development of a country.

Employment opportunities:

Commercialization of education provides employment opportunities. It also gives job opportunities to the students as well as hundred percent job guarantee. Many private institutes provide various job oriented courses, various degrees, diplomas, certificate courses, etc., which help the students to engage in jobs. Due to the presence of commercialization of education various organizations such as GATS (General Agreement on Trade in Services), students get the opportunity to do professional courses in the local branch campuses of

foreign institutions. Similarly teachers are engaged in jobs abroad. This also reduces the unemployment problem of the country.

To face global challenges:

Commercialization of education helps to face the global challenges of the world. Global challenges are modernization, industrialization, privatization, globalization, information and communication technology, emergence of international knowledge networks, role of English language etc. Commercialization of education helps students to get proper knowledge about the benefits of technology, challenges, how to adopt it, how to help etc. Commercialization of education helps to get proper knowledge about the benefits of technology, challenges, how to adopt it, how to help etc. and it also provides the demand for training which can be implemented in real form. For this many institutes of the education system have changed this structure and curriculum to face the new global challenges.

Quality of Education:

Vocationalization of education emphasizes on quality education. The concept of quality education is a broad term that indicates the quality of the learner, quality of the learning environment, quality content, quality process and quality outcomes. Vocationalization of education strives to provide quality education to students and also provides more demanding courses in the modern society. Usually every parent wants their children to receive quality education which is helpful in their future life as well as in the development of society. A person who receives good education will become a more reliable worker, better citizen and stronger consumer. Vocationalization institution provides good learning environment, good infrastructure facility, good teachers etc. to receive quality education.

Personality Development:

Commercialization of education helps in personality development of students. Commercialization of education provides formal education to students. For the personality development of students they provide moral education which includes development vocationalization skills, soft skills, how to maintain your physical health, how to face interviews, entrance exams, how to adjust with society etc. The school curriculum includes subjects of moral science. It is helpful for students throughout their life.

Growth in Private Institutions:

The presence of commercialization of education led to the growth of many private institutions in various fields. When private institutions grew day by day the trend of commercialization also increased, commercialization cannot happen without privatization. Various private institutions provide technical, medical, professional courses for the benefit of students, also the institutes provide proper infrastructure facility. So it helps the student to face an international plate. The craze of private institutions increased both the job opportunity and qualitative and quantitative growth of education. So commercialization of education helps in this process.

Development of Professional Efficiency of Teachers-

Commercialization of education helps to focus on the development of professional efficiency of teachers. In private institutes they appoint highly qualified teachers, smart teachers and also provide proper training to the teachers for their professional development. Due to which students from different blocks come to the institute to receive education. Through seminars, workshops, study circles, conferences, etc., the institute provides an opportunity to develop their professional skills.

Professional and vocational development of learners:

Commercialization of education places great emphasis on professional as well as vocational development of students. Advertisements made by schools and colleges like coaching, diploma degrees, vocational training, various vocational and skill development courses, etc., which help the student to get the background about these courses, and provide an opportunity to develop their academic career. Due to the effect of e-publishing which provides our freelance writers with the opportunity to work from home, there is a possibility of unlimited income on a weekly basis. Research papers, essays, form papers as a guide for them and each project produced by us is designed as an excellent example, just like their own term paper.

Social Development:

Now our country is developing due to the development of science and technology. This has been possible due to the availability of physical and human resources. Our country is very rich in both these resources. There is a need for their proper use. For this, there is a need to expand and develop vocational education. The need of the hour is to

provide vocational education to acquire expertise in the field of "technical knowledge". Vocational education is related to training on vocation. It is related to productivity. Vocational education prepares individuals for jobs. It has adequate employability capabilities. It helps in broadening the horizon. It leads to dignity of labour. It is helpful in maximum utilisation of the physical resources of the country. When vocational education is combined with general education it is called vocationalisation of education. Vocationalisation of education is designed to incorporate physical skills in general education. Vocationalisation of education means training in certain vocations at secondary, higher secondary level along with general education.

Commercialization of education emphasizes on social development. Social development is extremely necessary for the development of the nation. In private institute students were provided social education about how to adjust with the society, knowledge of different culture, knowledge about social interaction, knowledge about how to maintain their culture, norms, social customs etc. Commercialization in education provides proper opportunity to students to establish connection with the culture traditions, norms etc. of the society. Through education it is helpful for the child to develop innate social qualities including socialization, social interaction, attending school program etc. So commercialization of education helps in social development and it also provides education as per the need.

The negative side of commercialization of education

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The far-reaching result of commercialization of education is not suitable in the universal and integrated development of the country in many contexts. Such as -

- ❖ Unable to maintain the principle of quality - Commercialization of education is unable to maintain the principle of equality. There were three types of people living in the society upper class people, middle class people and low people. The effect of commercialization of the education system is that due to the high rate of fees in admitting students the poor people as well as the weaker sections of the society are not able to get education. Only the wealthy people will be able to get education because they have the ability to spend more money. There are various

constitutional provisions like Article 46, but the commercialization of education did not follow such types of provisions, because they always emphasize on profit. Those who give money will get better education.

- ❖ Expensive education: The effect of commercialization in education which makes education very expensive. Admission fees, monthly fees, development fees, semester fees etc. were very high in private institutes. It is not possible to send your children to such institute. They demand a high amount of donation to admit the student in various courses. But the same kind of education was given in the government school. Government provides various facilities to students, there is reservation, there are special facilities for special students where as in private institute this is not seen. From commercialization point of view students are consumers, education is commodity and educational institutes are shops.
- ❖ Materialistic attitude: Commercialization of education develops materialistic attitude in students. The attitude of student is to take proper education and get good job. They pay money and take education. Student thinks only about themselves and not for the development of their region, society and nation. They want to spend luxury life. Commercialization of education makes student self-centered. Students have lot of expectation of benefits from it. This type of education does not help student to develop democratic attitude towards people, society and nations. Students are only busy with it and forget the duties of citizenship and it creates narrow attitude or narrow outlook among students.
- ❖ Overburden on teachers: The effect of commercialization on education is also related to overburden of teachers. In private institutes, teachers are burdened with day to day work by putting pressure on them for business gains. They were bound to do the activities provided by the authority. They were busy in classes, exams, remedial classes, tutorial classes, checking exam copies etc. but they were not able to earn enough money for the day to day hard work. Sometimes teachers may suffer from anxiety; stress etc. and they were not satisfied with their job. The attitude of the institutes is, profits should be increased and money should not be spent in other activities. In this type of institute, only money is the main point.

- ❖ Mechanical process: Commercialization of education makes the education process mechanical. It does not follow the psychological principle. Children have given over burden curriculum. Teachers were engaged at all levels, they take all the classes, including remedial class, tutorial class, group discussion, seminars etc. Due to which the attention, motivation of students towards learning decreased? There is a lot of repetition in it due to which the process of teaching-learning becomes mechanical. This institution wants to make the student good in all subjects in a short time, because they get a huge amount for the development of students. So that they can maintain their dignity. Teachers as well as students were affected by this mechanical process. Low salary to teachers Commercialization of education affects the salary of teachers. Teachers in private institutions have more work pressure. They do not have time, they are busy all the time. Officials looked down on teachers. Teachers usually had to face the harsh voice of officials when they made a mistake. Teachers were engaged in the teaching process all day long. They do not have leisure time for mental release. But teachers do not get enough amount according to their work. So it does not encourage teachers for their professional development. If the institutes pay them huge money then there will be no profit, which will bring an unfavorable situation. The main purpose is their own profit so they do not pay enough to the teachers.
- ❖ Poor service condition of teachers:- Commercialization of education only emphasizes on the profit of the officials opening the institute, does not pay attention to the profit of teachers. They pay less salary to the teachers but teachers have put more workload. They do not provide quarters, proper facilities, proper transportation, water facilities etc. to the teachers. Due to which the condition of teachers becomes bad, but they provide proper education to the students. If all the facilities are provided to the teachers then the institutes do not come in a profit position. So that commercialization of education has a great impact on it.

Modern education system has its own unique feature, but unfortunately it has been limited to providing only economic dependence in life. Social prosperity and prestige are included in it, but there is ignorance

about how to use it. There is a complete lack of comprehensiveness in the current education system. We acquire education and develop a holistic and strong thinking, which leads to holistic development of life, but this is possible only when we have correct and clear information about it. The responsibility of a teacher in education is very important, how alert and cautious the student is towards his duty so that his overall development can take place. Today's education has become one-sided, the main reason for this is the commercialization of education. The amount of money spent today for teaching in higher institutions makes it seem that a middle-class family hardly thinks about it. It affects a capable and talented student the most, he is deprived of admission in those institutions even if he wants to and this is the biggest ill-effect of today's education system. Although a lot of options for improvement have been suggested in the new education policy. The draft of the new education policy is presented before the country. Being the second largest country in the world in terms of population and the first in the world in terms of total youth population, it is also appropriate for India to improve its education policy. Both the policy and intention of the government are unclear. It is very important to clarify this first in the new education policy. On the one hand, Article 21-A of the Constitution has been provided for compulsory education for boys and girls between 6-14 years of age. Many programs are being run for encouragement and a large part of the budget is being spent on fee reimbursement and scholarships etc. for poor students. Regarding the budget of the education sector, it was felt necessary to keep 6% of the GDP in 1952, but even till date this amount has not been allocated for the education budget. The present government has limited this budget to only 2.79. In the draft of the new education policy, the maximum emphasis has been given on making educational institutions autonomous. Autonomy may be of most benefit to educational institutions in order to derive maximum benefits.

When the month of April arrives, parents start thinking about where to get their children admitted, where they get good education at low fees. Our system is responsible for this because in the name of getting education in government schools, some people are only interested in their salary, the result of which is that the aware parents of their children do not get their children enrolled in government schools and colleges but get them enrolled in some private

school or college, and here they get education but financial problems arise. There is no need to tell anyone what is the importance of the field of education in our country. Crores of children of India go to school every morning with their bags. Every parent wishes that their child becomes a capable person after studying and makes a name for himself in the world. Schools and the education system of our country play a very big role in fulfilling these dreams. It is obvious that the prosperity of any country depends on the literacy ratio of the population of that country. Although there are many other reasons for prosperity apart from literacy, it can be said with full confidence that without education, the progress of any country, state or family is not possible. Without education, man is like an animal, because education helps in building civilization and culture and makes man superior to other creatures. But the irony is that this school which shapes the lives of people has now taken the form of a business which has made good education the monopoly of the rich. Here, ordinary and middle class families just gaze at the big schools from a distance and wish that if only their child could study in such schools.

II. CONCLUSION

There is a difference between commercialisation and privatisation of education. Privatisation of education can be understood to some extent considering the attitude of the government towards spending public money on education. But, commercialisation of education should be strongly opposed. Commercialisation of education means opening schools with the sole purpose of maximising profits or providing education while working as corporate companies. This corporate culture in education is now spreading very fast in India. About 99% of all pre-schools opened during the last five years are purely commercial enterprises. Many educationists have termed them as "education shops". Commercialisation of education is not only against the values of education and the spirit of teaching but it is also against the Constitution of India. Experts say that originally, the "Right to Education" (RTE) was placed as a fundamental right in the Constitution of India. However, later it became a part of the Directive Principles of State Policy. In conclusion, we can conclude that the development of any nation depends primarily on the standards of its education system. Education is the most powerful and effective tool for bringing radical changes in the behaviour of students.

It is a powerful tool for the social, economic and cultural development of the country. These reforms envisage the permanent withdrawal of the state from its social responsibilities. Thus, each country must decide what can be creatively introduced in their socio-economic and educational system.

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