



Commercialization of Education system: A critical analysis **Swapnali Borgohain**

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Abstract

The term education has been defined as the process of developing and training the powers and capabilities of human being. Thus there is sale of services or profit motive behind imparting of education or funds come mainly from the receivers of education. We can easily say that there is commercialization of education . The history of education in India is very rich and gather knowledge and enrich our thoughts . It is the learning of knowledge, information and skills during the course of life. There is to an array of educational opportunity of the informal level as well as formal level. Education always evolves out of historical and cultural contexts. India's current educational system is a product of centuries –old-dualities that characterize the genius and decadence of an ancient but wounded civilization. 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 the future and as means by which the best of the heritage is transmitted to the new generation for its further progression. India has the world's oldest and largest education system. Its antiquity and diversity are reflected in the roots of cultural norms and institutions that go back to a distant and venerable past. Now a days the rapid development of information and communication technology has transformed the whole world into a global village with a global economy. Which makes our education more commercial and private. This paper is an attempt to focus on the positive and negative impact of commercialization on education system.

Keywords: Educational development, commercialization, ICT, based education, privatization

Introduction: The commercialization of education has been fairly a recent trend in India that stems from the educational reform in the country over the last two decades. It mainly materializes itself in mushrooming private schools, public schools and private universities and at the high education level .In a sense; it has added a financial element to the qualification of attending private schools and public and private universities.

Undoubtedly, it affects million families. As a result, it also changes the traditional concepts of education in Indian society including the student teacher relationship, education and attitude towards gaining knowledge .Education was something that was always driven by thought in the former days. Meaning of commercialization of education:

Generally commercialization is a process by which a new product or service is introduced into the general market. Commercialization of education is trend of decreasing emphasis on the humanities and increasing attention to the demand of the student s. It is a tendency which gives

emphasis on to make education profitable as well as business oriented .On the other way commercialization of education means that schools are competing more than ever for whole can provide quality education at a reasonable price. Like any other market, this healthy competition is benefit to the buyer or in this case the student. The enmeshing of private schools, public schools and the costs associated with each means that students of all steps of life will start attending both forms of education. Since commercialized education means that students are paying more for education than the government invests. It is obvious that the direction of education will lie more in the hands of students and Teachers.

Materials and Methods: The main objector of the paper is to give a critical discussion of commercialization of education system. The methodology of the paper is analytical and description. The source of date in this paper is secondary data. All secondary date are collated from various books, journals, magazines, newspaper, internet sites etc. Because of rapid development of science and technology the internet, the education system is becoming more and more private and commercial and it both the positive and negative impact.

The positive and negative impact on commercialization of education is discusses below—

Merits of Commercialization of Education: Commercialization has a positive impact on education. Some of the important aspects are as follows:

- 1. Employment opportunity:** Commercialization of education provides employment opportunity. It provides job opportunity as well as hundred percent job guarantees to the students. Many private institutions offer various job oriented courses, various degrees, diplomas, certificate course etc. Which help the students to engage in job. Due to the presence of commercialization of education various organization such as GATS (General Agreement on Trade in services), the students gets the opportunity to doing professional course at the local branch Campuses of foreign institutions. Like that the teachers, lectures also engaged in the job in foreign countries. This also reduces the unemployment problem of the country.
- 2. Economic Development:** 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. Which is the major indicator of economic development of a country? This indicator also helps in the human resource development. So commercialization of education contributes in the economic development of a country.
- 3. To Face the Global Challenges:** Commercialization of education helps to face the global challenges of the world. The global challenges are as modernization, industrialization, privatization, globalization, information and communication Technology, Emergence of International knowledge Network, Role of English language etc. Commercialization of education helps the students in acquiring appropriate knowledge about the advantages in technology. Emergence of International knowledge Network, Role of English language etc. Commercialization of education helps the acquiring appropriate knowledge about the advantages in technology. The challenges, how to adopt it , how help etc. and it also provide demand for training that can be applied in the real word. For this number of institutions of education system have transformed this structures and curriculum to meet the new global challenges.

- 4. Personality development:** commercialization of education helps in the personality development of the students. The commercialization of education provides formal education to students. For the personality development of the students they provide moral education which included the development commercialization skill, soft skill, how to maintain their physical health, to how face interview, how to with entrance examination how to adjust with the society etc. In the school syllabus the subject of moral science are included. This is helpful for the students in the entire life.
- 5. Quality of education:** Commercialization of education give emphasis on quality education. The concept of quality education is broader term which indicates the quality of the learner, quality of the learning environment, quality content, quality process and quality outcomes. The commercialization of education makes effort to provide quality education to the students and also offer more demanding courses in the modern society. Generally every parents wants that their children take the quality education which help them in their future life as well in the development of society. A person who gets good education will become a more dependable worker, better citizen and strong consumer. The commercialization institution provides good learning environment, good infrastructure facility, good teachers etc. For achieving quality education.
- 6. Increased private Institutions:** Duo to the presence of commercialization of education a number of private institutions were increased in various region. When the private institutions increased day by day the tendency of commercialization also increased, commercialization can't take place without privatization. The various private institutions provide technical, medical, professional courses for the benefit of the students, along with the institution also provide proper infrastructure facility. So it helps the student in facing an international plate from. Incensement of private institutions increased the job opportunity and both the qualitative and quantitative development of education. So commercialization of education helps in this process.
- 7. Social development:** Commercialization of education give emphasis on the social development. For the development of the nation, social development is very necessary. In the private institution the students were provide the social education how to adjust with the society, knowledge of the various culture, knowledge about social interaction, provide knowledge to the students to preserve their culture, knowledge of the norms, social customs etc. So the commercialization's in education provide appropriate opportunity to the students to establish a relationship with the culture traditions, norms etc. Of the society. Through the education it is helpful for the child to develop the innate social qualities including socialization, social interaction, take participate in the program of the school etc. So commercialization of education help in the social development and it also provide education according to needs of the society.
- 8. Fulfillment of expectation of parents:** Commercialization of education helps in fulfillment of expectation of parents by providing education in the private institutions. Every parents tries their level best to provide quality education to his ward and to fulfill their dreams, they spend a lump sum amount of money so that their ward is able to study in the best educational institution. This institution makes efforts to fulfill the dreams of the student. The education institutions, coaching centers etc. make a new educational industry, where after completion of the course the student engaged. They provide competitive environment to the

student so as they can get achievement. When parents admit their children they become sure that their children future will be bright, because the parents have the faith the proper education as well as proper environment of the institutions.

- 9. Development of professional efficiency of teachers:** Commercialization of education helps give attention on the development of professional efficiency of teachers. In the private institutions they appointed highly qualified teachers, smart teachers, and also provide proper training to the teachers for their professional development. So that the students of different parts came to the institution to education. The institution provide opportunity to develop to their professional efficiency through seminars, workshop, study circle, conference etc.
- 10. Professional and vocational development of learners:** commercialization of education gives very much emphasis on professional as well as vocational development of the students. The advertisement made by the school and colleges such as coaching, diploma degree, vocational training, various professional and skill development courses etc. which help the student to get a background about these courses, and provide opportunity to develop their academic career. Due to the effect of provide E publishing which provide our freelance writers an opportunity to work from home, have unlimited income potential as a weekly basis. The research papers, essays, form papers as a guide for their own and each project we produce is designed to be an excellent example exactly how their own term paper.

Demerits of commercialization of education: Commercialization of education also has some demerits. Some of the important points are as follows-

- 1. More emphasis on marks:** commercializations of education give more emphasis on marks. It not tries to fulfill all round development of students. The students were forced to get more and more marks in each subject and only give importance on intellectual activities. Continuous education is too much in this type of institution. When the students got high marks and make good result then people generally will be increased every year and from their high amount of money the institution will be developed and commercially benefited. In some private institutions they provide cheap commercial and vocational studies and the parents blindly send their children to it.
- 2. Unable to maintain the principle of quality:** Commercialization of education is unable to maintain the principle of equality. In the society there are three types of people were lived – upper class people, middle class people and lower people. For the impact of commercialization of education system the poor people as well as the weaker section of the society not be able to get education due to high rate of fees in admitting the students. Only the rich people will be able to take education because they have the capacity to spend high amount of money. There is various constitutional provisions such as article 46, but the commercialization of education not followed such type of provisions, because they always give emphasis on profit. Who pay money they will get better education.
- 3. Profit oriented:** Commercialization of education always give emphasis on profit. It makes education as a business. People make rise about it but day by day it increased rapidly. In many schools for the commercial benefit there have soda machines, candy machines, fast food canteens, café teria in the boundary of the school or college campus; it is a example of

commercialization. From these sources they earn money from the students only for their benefit.

4. **Costly:** The impact of commercialization in education which make education very costlier. In the private institutions the admission fees, monthly fees, development fees, semester fees etc. Were very high. It is not possible to send their children in that type of institution. They demand high amount of donation in admitting the student in various course. But the same type of education was given in the government school. The government provide various facilities to the students, reservation are there, special facilities are there for the special students where as in the private institution it not be seen. From the commercialization point of view the students are the consumer, education is the things and the educational institutions are the shop.
5. **Materialistic outlook:** 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. They pay money and take education. The student only thinks of himself and not for the development of his region, society and for the nation. They want to spend an luxuries life. The commercialization of education makes the student self – centered. The students have the high expectation for the benefit of him. This type of education not help the student to develop the democratize attitude towards the people, towards the society and the nations. The students only busy with him and forget the duties of the citizenship and it produces a narrow outlook or narrow attitude among the students.
6. **Over burden of Teachers:** The impact of commercialization on education also related with the over burden of the teachers. In the private institutions, for the commercial benefit they pressure on the teachers and give over burden of work for the whole day. They were bound to do the activities provided by the authority. They were busy to take the class, examination, remedial class, tutorial class, to check the examination copy etc. But on the basis of their hard working in the whole day they don't get sufficient amount of money. Sometimes teachers can be suffered from anxiety; tension etc. and they were not satisfied with their job. The institutions have the outlook, the profit should be increased and not spend money in other activities. Only money is the main point is this type of institution.
7. **Mechanical Process:** Commercialization's of education make the education process as mechanical. It not follows the psychological principle. The children have given over burden curriculum. The teachers were engaged at all levels, they take all class, including remedial class, tutorial class, group discussions, seminars etc. Which decreased the attention, motivation of the students towards learning? Very much repetition is there so that the teaching learning process becomes an mechanical one. This institution wants to make the student good in all subjects' areas in a short period of time, because they get a huge amount of money from the students for their development. So that they to maintain their standards. The teachers as well as the students were affected from this mechanical process.
8. **Less salary to teachers:** The commercialization of education impact on the salary of the teachers. In the private institutions the teachers were provide over burden work pressure. They don't have time, any time they are busy. The authority observed the teachers. The teachers usually faced the rudely voice of the authority when mistakes are there. The whole day the teachers were associated with the teaching process. They not have the leisure time for mental release. But the teachers don't get sufficient amount according to their work. So

it not encourages the teachers for their professional development. If the institutions paid huge money to them the profit will not be there, which will bring an unfavorable condition. The main aim is the profit of themselves so that they not paid the teachers sufficiently.

- 9. Poor service condition of teachers:** - Commercialization of education only gives emphasis on profit of authorities who open the institution, but not give attention on the profit of the teachers. They provide less salary to the teachers but teachers have given over burden of work. They not provide quarters, proper facility, proper transport, water facility etc. to the teachers. So that the conditions of the teachers become poor, but they provide proper education of the students. If all the facilities provide to the teachers the institutions not become in a condition of profit. So that the commercialization of education greatly impact on it.
- 10. Over burden curriculum:** - Due to the impact of commercialization of education of educational institutions become a business enterprise. The curriculum of the institution is very is spread. It includes various additional subjects in general curriculum. The small children are suffering from it. The books provided by the institutions are very expensive and in the lower stage which are not psychologically effective. The students were given to do daily home work, practical work an each subject which have a great burden to the students. The not have time to play with his groups due to tuition, school, drawing class music class etc. so this type of education make the student as a machine. These actions were played only for the benefit of the educational institutions.

Results and Discussion: From the above discussion it is clear that commercialization has both the positive and negative impact on education. Without privatization commercialization can't take place. Education is to bring out the potential in a learner by providing the leaner the most congenial physical and social environment to help him realize his fullest potential. Education on the other hand is an industry and its commercialization is here to stay. At the end we can say that for these people education has today become on option to make money than providing quality education to students. But due to the presence of this tendency it is helpful for the government for reducing their work burden and for the students to cope up with the modern society.

Conclusion: In the end we can decide that the development of any nations depends mainly on the standards of its educational system. Education is the most powerful and effective instrument for including radical changes in the behavior of students. It is a powerful instrument of nation's social economic and cultural development. There reforms envisage the withdrawal of state from its social obligations once for all. Thus, each country should decide that can be constructively introduced in their socio-economic and educational system.

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