

Private Universities and its Opportunities & Challenges in India

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Abstract

State Private Universities are established by state/central law and by sponsoring organizations. H. A corporation registered under the Social Registration Act of 1860, or any other equivalent law now in force in any state, or a charitable trust or corporation incorporated under Section 25 of the Corporations Act, 1956. While not affordable for a significant percentage of young people, the opportunities before private universities open are immense. It aims to provide quality education and beat the competition at the same time, but resource limitations and brand image building have emerged as major drawbacks. opportunities, establishment, admissions, degree program and curriculum design, innovation in teaching and learning processes, research and development, industry and external collaboration, use of ICT, student support and advancement, global market expansion, governance, leadership and management, innovation and best practices, and more. It also describes the advantages, benefits, limitations, and drawbacks of private universities for stakeholders such as students, faculty, parents, industry, and society. Opportunities and challenges for national agency ranking frameworks under specified criteria are analyzed.

Keywords : Opportunities for Private universities, Challenges for private universities, Quality Education

Introduction

India is the one of the largest countries having diverse educational systems in the world. Near about thirty percent of the total population are youngsters who are the potential candidates who may choose higher as for education, only 18% of this population currently has higher education. Although not all qualified applicants have a confirmed higher education potential, privatization, broader expansion, greater autonomy of higher education institutions, and the introduction of programs in emerging fields have made higher education access to is increasing. At the same time, this has led to widespread concerns about the quality and relevance of higher education. To address these concerns, the National Policy on Education (NPE, 1986) and the Plan of Action (PoA, 1992), which formulated a strategic plan for the policy, advocated the establishment of independent private universities. As a result, the University Grants Commission

(UGC) authorized the establishment of private universities by state governments in the form of the Private Colleges Act passed by the State Legislature. A private state university is a university established by state/central law by a sponsoring body. H. A company incorporated under the Social Registration Act 1860 or any other equivalent law presently in force in a state or public trust, or a company incorporated under section 25 of the Companies Act 1956. Private universities vary in size, enrollment, degree programs offered, and funding institutions, financial and administrative capabilities. In a country like India, tertiary education is largely inaccessible and not affordable for a significant proportion of young people, yet the opportunities open up before private universities are enormous. At the same time, it aims to provide quality education and beat the competition, but resource limitations and brand image building have emerged as major drawbacks.

Universities around the world operate in dynamic environments. The need to expand the higher education system, the impact of technology on education delivery, the increasing private participation in higher education, and the impact of globalization (including cross-border liberal and cross-border educational requirements) Significant changes are needed in the Indian higher education system. These changes, and the accompanying shift in values, were taken into account by the goals of private universities.

Various challenges to higher education in India include:

- Deregulation of education in India.
- Removed “not-for-profit” requirement to encourage private sector investment.
- Liaison between industry and academia as needed to ensure curricula and qualifications meet requirements.
- Skill building is very important to ensure employability. Science must understand and ensure knowledge + skills + global expertise = good work. • Industry and students expect specialized courses to be offered. This ensures they have the latest and greatest education and are industry ready and employable.
- Too much authority for individual agencies. Regulating AICTE's control over policies, licensing, funding, curricula, etc. It has to be disassembled to perform certain important functions.
- Some university-industry collaboration programs do not function as expected. Summer Training for MBA Students - Most students take a dummy project and can be avoided onboard. Industry must get involved to support the agency.
- Professional and Diploma courses should be made more attractive in order to facilitate the provision of professional programs to students. More new universities are needed as higher education institutions need to offer a diverse curriculum to a desired large population to provide the desired knowledge, skills and professional skills.

New college opportunities include:
 There are many opportunities to set up private universities in India as higher education is provided by public institutions of poor quality.
 Even private universities, with state-of-the-art infrastructure, facilities and highly

qualified faculty, offer quality education at low cost, attracting international students from developed and developing countries. Therefore, there is an opportunity to establish a high-tech university in India.

Private Universities in India

Pursuant to the June 2009 UGC Circular, the University Grants Commission (UGC) has authorized the creation of private universities established by the laws of various state legislatures.

Private Universities are subject to the following norms:

1. These State Private Universities do not have the authority to affiliate Universities or to establish off-campus centers outside the territorial jurisdiction of the State.
2. These universities have jurisdiction under Section 22 of the UGC Act to award UGC degrees wherever required through their main campuses with the consent of the Legal Council. Unless statutory council approval is a prerequisite for course admission, universities must comply with minimum academic and physical infrastructure standards set by the relevant statutory council.

3. That a private university cannot be affiliated with an institution/university. They cannot set up off-campus centers outside the territorial jurisdiction of the country concerned. However, with prior approval of the College Scholarship Board, one or more off-campus centers may be established within the state concerned after five years of existence.

To date, UGC has not approved off-campus centers for one or more private universities.

4. The Letter of Approval for a Distance Mode Course must clearly state that the course has been approved by the UGC, AICTE and DEC Joint Committee and the letter of approval must include the UGC Secretary, Member Secretary, AICTE, and the DEC Director must be jointly signed. Subject to the terms of Section 9 of the Memorandum of Understanding signed by UGC, AICTE and DEC.

Pursuant to the UGC Circular of June 2009, the UNIVERSITY GRANT COMISSION (UGC) has enabled to private university benefits to commence global reach for attracting international students

- Focus on research: leveraging faculty
- Quality through competition: expanding student choice
- Contributing to economic growth: creating jobs
- Quality tertiary education Expanding Opportunities for Applicants to
- Research Opportunities
- Academic Freedom to Produce Integrated Leaders in Interdisciplinary Fields.
- Identify and develop experts in new pioneering fields by initiating new programs
- Encourage innovation in testing systems
- Connect and network industry with innovators
- Internships and Freedom of Collaboration between Industry and Foreign

The following are the Purposes of Private Universities:

- a) Creation of Advanced Intellectual Ability
- b) Establishment of State-of-the-art Educational Training Facilities
- c) Establishment of Centers of Excellence for Research and Development
- d) Industry and consultation with public authorities
- e) Providing value- and ethical education through national and international cooperation
- f) Focusing on new education models such as online and distance learning along with the traditional education systems
- g) Focus of interdisciplinary and multidisciplinary teaching and research in various fields of science, engineering and technology, to emphasize the importance philosophy and culture.
- h) To develop the scientific, technological, cultural and traditional heritage of members of society through continuing education.
- i) To create effective instructors for training the world's human resources.

Based on the above purposes, private universities have the power and freedom to design various academic and research programs, including:

- Integrated Development Education Programs
- Courses of Study
- Dual Degree Programs
- Integrated Degree Programs
- Classroom Degree Programs
- Evening and Weekend Programs

Opportunities & Challenges of Private Universities

The private universities have many opportunities and have to face many challenges. Some of the points are

A) Establishment

B) Students Admission

C) Course and Curriculum Design

D) Innovations in Teaching & Learning processes

E) Research & Development

F) Industry & Foreign Collaborations

G) Use of ICT:

These points are discussed one by one with opportunities and Challenges in it.

(A) Establishment:

Private universities in general provide better infrastructure to their stake holders compared to many public universities due to the reason to establish better brand image

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(a) Opportunities:

- 1) Opportunity to provide world class infrastructure-based campus
- 2) Providing campus residences to support more faculty involvement in teaching-learning and research activities.
- 3) Opportunity to create wealth
- 4) Opportunity to establish name, brand and meaningful investment
- 5) Opportunity to collaborate with foreign universities, work as a franchisee of established foreign universities due to existing world class infrastructure
- 6) Opportunity to create jobs for local people
- 7) Opportunity to provide higher education and research services to the youngsters of the country
- 8) Opportunity to contribute in national development.
- 9) Opportunity to innovate in the field of higher education through various reforms using the existing autonomy.

(b) Challenges:

- 1) Initial investment and development
- 2) Creating brand
- 3) Attracting highly qualified and dedicated faculty members
- 4) Student acceptance and admission for initial years of establishment
- 5) Formation of strategy to face competition by established public universities
- 6) Challenges of expansion of campus due to government policies & regulations
- 7) Challenge to create competitive & innovative curriculum to attract students
- 8) Challenge to develop industry collaborations & foreign university collaborations etc.
- 9) Challenges in competitions such as online education and distance learning

(B) Student Admission:

Going on to higher education is the core business of a private university. Tuition fees are the main source of income for private universities, so they need to focus on creating demand for admission to various courses. First, they have to focus on launching popular majors/courses that are in high demand in the job market

(a) Opportunities:

- 1) Opportunities to attract students from developed countries due to significant differences in higher education fee structure between developed countries and India.
- 2) Opportunity to attract students from other developing countries by providing affordable and quality intensive education.
- 3) Opportunity to implement innovative marketing strategies and leverage all available promotional channels, and freedom to work with various accrediting bodies

(b) Challenges:

- 1) Marketing costs
- 2) Providing a unique, student-friendly, futuristic, industry/employment market oriented model
- 3) Identifying student needs
- 4) To increase the popularity of courses and colleges
- 5) Providing online entrance exams for admission, or identifying and managing entrance exams at various national and international centers
- 6) Providing scholarships and discounts to deserving students;

(C) Course and Curriculum Design

One of the advantages of private universities is their autonomy in designing courses and effective curricula therefor. This also includes determining teaching methods, engaging industry experts, number of courses per semester, weighting of hard, soft, skill development courses, and practical/field sessions within each course.

(a) Opportunities:

- 1) Opportunities to design in-demand futuristic degree programs with further innovation
- 2) Collaborate with top-ranked universities and industry experts to develop effective Curriculum for each degree course
- 3) Discrimination-based design of discipline courses and curriculum, to satisfy all stakeholders.

(D) Innovations in Teaching & Learning Processes:

Diversity of learners in respect of their background, abilities and other personal attributes will influence the extent of their learning. The teaching-learning modalities of the universities are rendered to be relevant for the learner group. The learner-centered education through

appropriate methodologies facilitates effective learning. Teachers provide a variety of learning experiences, including individual and collaborative learning.

(a) Opportunities:

- 1) Inventing & adopting new models of teaching which is more effective than conventional.
- 2) Researching in teaching – learning process to evolve ideal model based on autonomy to private universities.
- 3) Giving emphasis to participatory learning & online learning.
- 4) Providing opportunity for multi-field specialization and multidisciplinary curriculum to enhance student interest and involvement.

(b) Challenges:

- 1) New innovative models of teaching – learning may not give expected results
- 2) Effective utilization of online/e-component in teaching- learning process by using relevant technology
- 3) Acceptance of innovations by all stakeholders and country government
- 4) Challenge on making learning a process of construction of knowledge

(E) Research & Development:

Private universities can become successful only if they focus on research in individual subjects/specified areas and multi-disciplinary areas. Investment in research is the essential requirement to attract national and international students for admission. Private university faculties have more freedom to collaborate, seek for fund and start new programmes which have research components.

(a) Opportunities:

- 1) Opportunity to focus on research by reserving substantial part of their funds on research and development which enhances the name, fame and admission
- 2) Freedom to appoint faculty members who have research inclination & interest irrespective of vacancies in the department
- 3) Opportunity to generate research fund through industry collaboration, public contribution and government agencies

b) Challenges:

- 1) Creating interest in research among faculties and students
- 2) Attracting research funds from industry collaboration, public contribution and government agencies
- 3) Enhancing research contribution in terms of publications, IPR, patents etc.

(F) Industry & Foreign Collaborations:

Private university should strive for formal agreement/ understanding various Higher Educational Institutions or agencies for training/student exchange/faculty exchange/research/resource sharing etc.

(a) Opportunities:

- 1) Course design based on industry collaboration so that industry specific customized training can be imparted. This will eliminate further training in industry.
- 2) Industry directed courses eliminates obsolescence in higher education system
- 3) Collaboration with foreign universities for promotion of research, further studies of students, faculty exchange. Dual degree programmes etc.

(b) Challenges:

- 1) Developing relationship with different industries
- 2) Identifying industry requirements
- 3) Persuading industries about importance and benefits of collaboration with education institutes
- 4) Identifying suitable established foreign university in different countries for collaboration & mutual benefits

(G) Use of ICT:

Advances in Information Communications Technology & Internet helps universities improve overall stakeholder services. All admissions information, curricula, college calendars, faculty, teaching and learning processes, exams, special education opportunities, student and faculty notices, competitive exam tips, campus placement opportunities, student activities, research information, Sports and gaming information, student and faculty achievements should be available on the university website. Universities should provide information to students and faculty via intranets and to other stakeholders such as parents, industry and alumni via extranets. A university website should provide up-to-date information on quality services, innovations made, important details about placement, and research contributions from the university's departments/departments.

(a) Opportunities:

- 1) Using ICT for organizational benefits
- 2) Developing an interactive website to provide useful information to public

- 3) Developing intranet for internal information sharing with students & faculty members
- 4) Developing extranet for relevant information sharing with other stakeholders

(b) Challenges:

- 1) Investment on ICT innovations
- 2) Challenges of changes in technology & ICT models
- 3) User friendly modules
- 4) Information security

(H) Student support & Progression:

Facilitating mechanisms like guidance cell, placement cell, grievance redressal cell and welfare measures support students' development in the campus. Specially designed inputs are provided to the needy students with learning difficulties. Provision should be made for bridge and value-added courses in relevant areas. University should develop well structured, organized guidance and counseling system in place.

(a) Opportunities:

- 1) To provide world class infrastructure and teaching & learning aids
- 2) Highly educated & talented faculty members
- 3) Practice oriented course structure

(b) Challenges:

- 1) Facilitating the students to improve the competency
- 2) Monitoring & measuring the students' progress
- 3) Achieving expected student progression

Conclusion

This paper covers establishment, admissions, course and curriculum design, innovation in teaching and learning processes, research and development, industry-foreign cooperation, use of ICT, and support for student analysis and progress, The advantages, limitations, and shortcomings of private universities for stakeholders such as students, faculty, parents, and industry are also tried to explored. Finally, opportunities and challenges on five criteria is also explained. **Based on the above analysis, it can be concluded that private universities have more opportunities and challenges among benefits and advantages than limitations and disadvantages for stakeholders.**

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