

Non-Formal Education Sector In India

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Abstract: Education forms an important indicator of human development; meet ever growing expectations of the people, thereby making it the most powerful tool for socio-economic and cultural development for achieving the national goals. The private tuition and coaching exist parallel to formal schooling to grab the needs of public who believe that the learning curve transforms the status and takes them to the next high level. The mushroom growth of private tuition, coaching and digital learning centres are due to the increased expectations, excel in grades of school leaving examinations, limited seats in premium institutions, and competition in the job market. The dense of private institutions in School and College education extended the usage of sophisticated software, infrastructure development and digital marketing campaigns. The paper aims to review the trends exist in tuition, coaching and support services.

Index Terms: Un-regulated Education Industry, Coaching Classes, Online Education, Tuitions, ICT Support Services, Pre-school

1 EDUCATION SECTOR

The education sector is categorized into formal regulated and non-formal unregulated as shown in Fig. 1. The non-formal unregulated industry caters to the varying requirements from K-12 (Kindergarten to Twelfth standard), higher education segments to corporate training including some of the skill based vocational training (CARE, 2018). There are many corporate and individuals would like to enter into the unregulated sector with an eye on the possibility of high growth prospect in the Indian Education System (Salvus, 2012). Many of them are operated and served by owner-managed and franchised businesses and co-operative ventures. The educational institutions which offer formal education are insisted by the government to be non-profitable societies / charities / trusts. However, the coaching and support service industries registered themselves as profit making private companies and several others are unregistered which run as unregulated business (Nishit Desai, 2018). The coaching/training/marketing industries create the illusion that they shape the future young generation of India during the period of campaigns and public / entrance examination result announcements. Though there is a history of existence of such training institutions, there is a manifold extensive growth in the recent past, considering the business opportunity and billion dollar revenue (Hajra et al, 2011). This made the government takes steps on regulating the coaching centres through the parliamentary act (Bill No. 94 of 2019). The students, parents and public perspective also changed in the recent years to opt one of the services. The study would like to analyse the reason behind the growth of such unregulated sectors in education system.

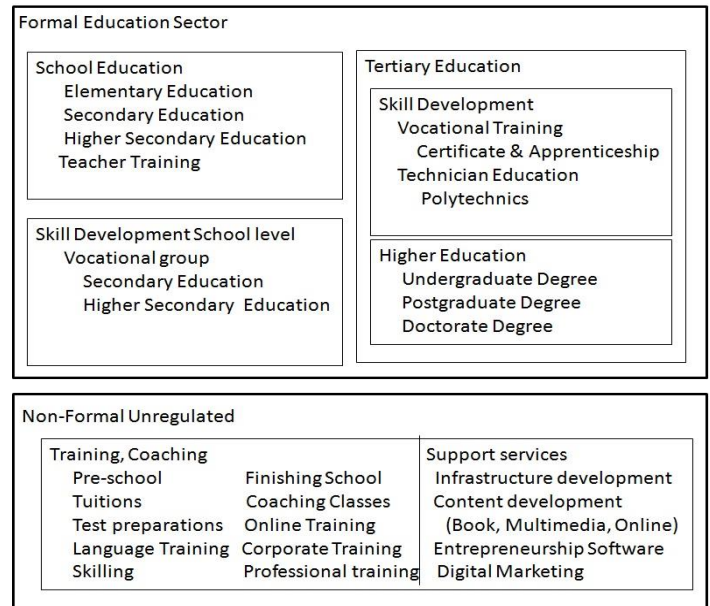


Fig 1 Components of Formal & Non-Formal Education Industry

2 PRE-SCHOOL

The rise of pre-school / play school in India is witnessed as there is a increase in working women, awareness on early school education, affordability and engaging kids with more physical activities. The after school care is booming because of growing nuclear family. There is a expectation of establishing after school care / day care centres in the school premises to ensure the safety and access of infrastructure facilities. More than 80 % of pre-schools are still unorganized and non-branded and operated in a small house with minimum investment to cater the needs of people. The concept gets expanded in tier-2 and tier-3 cities too. The challenges are absence of standard infrastructure and untrained professionals. However, there is an awareness among people, who selects pre-schools based on quality infrastructure, co-operative active learning environment, early life skill and making the children school ready (Jolly, 2018). There is a regulatory structure in few states like Andhrapradesh and Karnataka. The regulatory policy was released on 2017 for private play schools with minimum standards & infrastructure, audited fee collections and approval by competent authority (NCPCR, 2017). The "National Early Childhood Care and Education Policy" (ECCE, 2013) elaborates the early

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childhood nutrition, hygiene, play activities and learning practices.

3 TUTORING

The private tuition which supplements the school education has become a common phenomenon and integral part of formal education. Though it is distributed across K-12 and higher education, the impact is more in secondary school level. The extent of tuition is higher in class 10 & 12 and also in urban regions. The reasons of attending private tuitions are numerous (Sujatha, 2006):

- Finishing school home works in the initial childhood
- Need of additional training in problem solving subjects such as maths, science and accountancy etc.,
- Individual attention to score high marks and sustain in competition
- Additional efforts for slow learners, difficulty in understanding and poor quality teaching in schools
- Affordability and engaging children with some learning activity as working parents find difficult in spending time with their children
- Social obsession, Parental decision and Peer recommendations and pressure

4 COACHING

The admission based on entrance examination created a big imbalance in the society, where the coaching centres dominate the education system and peer pressure on admission into those coaching centres. Due to the limited seats in premium institutions in engineering and medical seats, the coaching sector gains wide popularity, become unavoidable and profitable business for preparing students to entrance examinations (Bharucha, 2016). The students started enrolling themselves in coaching classes prior to admission in schools. The choice of coaching classes is mainly to have more practice, access to comprehensive study materials and question papers. The selection of coaching centre is based on voice-of-mouth, results and reputation in the society. Sometimes the selection is based on the marketing strategies used by coaching industries. The trend is moving towards private non-formal education, makes students to enroll with open schooling or name sake dummy enrollments in regular which resulted the loss of conducive school learning environment and peer team development. Most of the schools also entered service level agreements with coaching centres, where the school education and entrance coaching go hand on hand. The parents would like to admit their wards in such schools as it reduces the additional travelling time, coaching time and children can dedicate more time for preparation. The residential school concepts got developed in both tier-1 and tier-2 cities.. There are few cities in India like Kota, where the whole livelihood depends on the coaching centres. The students studying in such coaching environment encounters with lot of problem including lack of nutritious diet, poor living conditions, lack of physical activities, minimum time for relaxation & sleep etc., and over-stressed. It is a feeling that the quality of problem solving ability and thinking skills of students got deteriorated due to the coaching centres where the students undergo repetition of excessive memorization training and focus towards scoring. The coaching industry is getting scaled with different face as it was moved from local to national delivery model with content-based approach and online coaching / mock tests and training. The tuition /

coaching centres can be run on minimum investment and no capital amount is required. The private tutor with sound knowledge on curriculum and examination system, personalized interactions, self-branding and established name around the surroundings earns more.. There are many quality teachers of schools and colleges who left their regular jobs and entered into private tutoring and coaching industry as the package is lucrative The private tutoring / coaching fobia indirectly burdens the low-income family to admit their children to caliber and excel.

5 TRAINING, TEST PREPARATION

The corporate training, work-integrated learning courses, language training, vocational, skilling, re-skilling courses, professional classes for civil services, financial services, competitive examinations coaching for employment graduation test preparations, post graduation entrance tests comprise the market. Since the target audience is wide-spread, it is dominated by local talents. The language training and test preparation of higher studies are pre-dominant due to increasing trend in student out-bound mobility.

6 BOOKS, STATIONERY AND INFRASTRUCTURE

The books market is mainly driven by government and school boards. Next to tuition and coaching, spending on study books and stationery items accounts the second largest component of total household expenses. The course materials and notes used in previous decade is replaced by online content material. The infrastructure market is viewed as low-growth, one time investment market on establishing the new institutions and occasional revamp. The scalability is limited as the school opt for more technology based solutions and infrastructures.

7 INFORMATION TECHNOLOGY IN ALLIED SERVICES

The advantage of Information and Communication Technology (ICT) is mainly conceived by corporate sector for training, coaching test services and content development (IBEF, 2018). The ICT is also used for managing the academic database and support services using Enterprise Resource planning (ERP) and Management Information system (MIS). There are several ICT based service providers offering solutions ranging from infrastructure establishment, student information system software, database maintenance etc. The market size of allied services is for-profit sector and applicable only with Good Service Taxes (GST) under Group 99929.

7.1 ONLINE EDUCATION

The online education is partially regulated while offering degrees, diplomas and skill upgradation from government players through National Programme on Technology Enhanced Learning (NPTEL) and Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) platforms. There are many private educational players exist in the market. Though there is a growing demand for online education, the credibility of qualification through online education is not realized.

The course content development varies from full-fledged course materials to problem solving question answers using multimedia and Web technology. There is a competition

develop and sell the customized digital multimedia content to schools and colleges since the revenue of digital content development is expected to scale up further (Kaizen, 2011). In the context of globalization, training on English, foreign languages and various job-oriented course offering specific certificates attracted large enrollment of students (iValue, 2012). Online training has been promoted through mobile devices such as smart phones through video conferencing, multimedia demonstrations, and interactive quiz programmes. Integrated classroom teaching is currently the largest component in the coaching industry, which encounters problems due to lack of competent instructors specialized in ICT-enabled coaching. Both government and private institutions, of late, conduct the entrance and eligibility tests through online also. The online education platform in India expects a growth of 1.96 Billion by year 2021 (KPMG & Google, 2017), where the distribution of online education in different non-formal categories as shown in Fig. 2. The government has an ambitious plan to double the gross enrollment ration in the next decade (Vora, 2010). There is a difficulty in investing and expanding education sector with accelerated speed, where the online education is viewed as a low cost alternate as the digital usage, growth of internet penetration is increased and expanded to rural areas. There is a scope of multifold growth in online training; coaching and testing industry, as the expectation of huge young generation workforce enters into the labour market (Technopak, 2016). The scope and challenges of online education is given in Fig. 3.

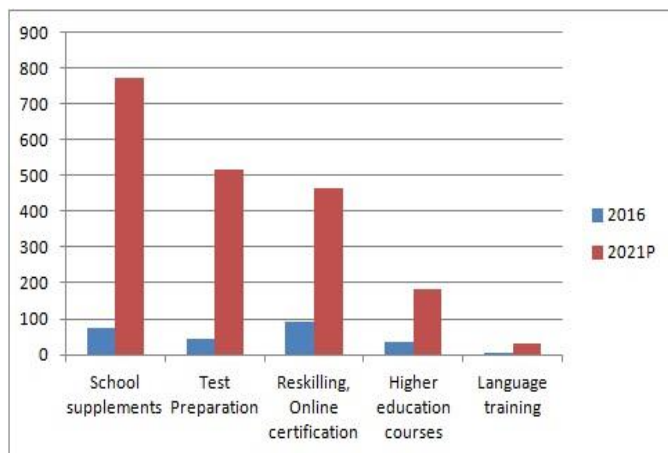


Fig. 2. The growth of (in Million) non-formal education in online platform
(Source KPMG & Google, 2017)

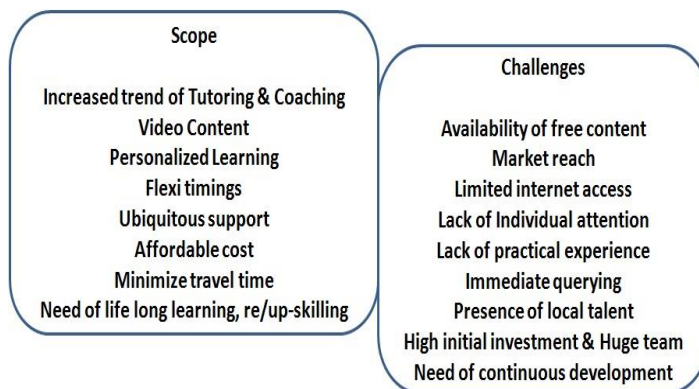


Fig 3. The scope and challenges of online education growth

There are several technology learning companies (BYJU's) which provide flexible learning app, with rich video content, knowledge graph, interactive animations, simulations, quick content revision mapped with syllabus and wide coverage of school curriculum and content coverage. The gamification and teacher engagement of online learning ease the learning of complex subjects.

7.2 DIGITAL MARKETING

The millennial students tend to search web and influenced with the instant feedback. This raised the institutions to spend more on digital marketing and changed the admission campaign. The third party career websites provide details about the higher education institutions, entrance examination dates, cut-off score predictions and visualized / projected as authentic data (Saviance, 2013). The digital marketing agencies offer both content marketing and lead campaigns to reach the diversified target audience which increase the cost. The automation of lead management helps the institutions to do just-in-time analysis of marketing metrics and nurturing their campaigns. The flooded digital marketing campaigns and career websites necessitated the need of personal assistant and presence of cognitive search engine to take return on investment.

8 CONCLUSION

Knowing the background of Indian education system, especially the unregulated sector, its development would help us to focus on reforms required in formal regulated sector on producing the required manpower with necessary skills. There is a need of regulations and control over such allied and parallel services as the public spending is high. Especially, the school education must be dynamic, provide both fundamentals and skill sets to meet the global needs. The shortage & quality of teachers must be addressed to minimize the extensive coaching / tutoring. The formal educational institutions must swift with the skill changes with skill life cycle and provide platform for re-skilling, up-skilling through both work-integrated learning and online education to suit the technological advancement.

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