

INTERNATIONALIZATION OF HIGHER EDUCATION IN INDIAN PERSPECTIVE

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Abstract: Quality Education is a key factor that provides a competitive edge and sustainable growth to the nations. The quality of education can be determined by the way professionals in different lifestyles discharge their responsibilities and their performance effectiveness is the true representation of the education system they belong. Higher education System is also not an exception to it.

Quality assurance is the prerequisite always in any area of education and circumstances require total quality improvement in higher education as well. Foresightedness is the call of time in Higher Education. Industrial world is looking for trained and efficient managers and unfortunately institutes which are giving higher education are producing only degree holders. The future belongs to those who see possibilities before they become obvious. To make India an intellectual capital of the world, we have to rethink about the higher education and effort should be made to create a dynamic environment, which can nurture superior higher quality technical education colleges/institutes.

The article is an effort to examine the current higher education system and to find out the ways for the total quality management in the present higher education system so that higher education institute respond to current paradigms.

Keywords: Quality Education, Quality Assurance, Total Quality Management

Introduction

Globalization is today's order of the world economy and is certain to prevail over a long period in spite of doubts raised in some quarters. Jared Diamond predicts in his bestselling book, *Guns, Germs and Steel*, that a destiny of a country is no longer tied down to its geographical location and its physical resources. It implies that geography is no longer the factor that determines the economic destiny of the nations. Instead, the economic and political factors determine the future of these countries. There are economic and political pressures on the developed countries to maintain their growth rate while developing nations are trying to achieve high growth rate by taking the advantage of the current global opportunities. This high growth rate can also be achieved through improvement in the quality of higher education. In other words, we can define Globalization as, it is nothing but considering whole world into a village that can be termed as global village. It involves borderless movement of capital, technology, labor commodities and services. The

higher educational institutions are the backbone of the society as they play vital role in the growth & development of nation. Education opens new ways and wide perspective to think in terms of development of both human capital and non-human capital. Desire of gaining knowledge can never end up. This desire can be materialized and we can market higher education at international level.

Market the Higher Education with Reference to India

"Internationalization of Higher Education" refers to the process of broadening of access, promoting modernization and mobility in higher education. Countries like India can be benefited through globalization if they can strengthen their capabilities to export commodities and services because they lack potential to export capital and technology. Education is not static phenomenon. So Indian higher education system should go on changing to suit the circumstances with time. The system that has been structured years back, need overhauling in terms of new economy (knowledge economy). There are five elements in nature, which decide effective success. These above stated elements are described by Bhagvada Gita as:

"Adhistaman tha karta kardam cha-prethakvidhan, Vi vedhascha prathakchesta devam chhavevatra panchman"

The successful effectiveness of any activity, according to this shloka, depends upon the five *elements* i.e. *ADHISTAN, KARTA, KARAN, CHESTA & GOD'S GRACE*. The meanings of these five elements are as follows:

Adhistan i.e. the sustaining motivation on which the activity has been undertaken in terms of clearly defined objectives, Karta i.e. excellence and devotion of the teaching staff, Karan i.e. the various facilities like multimedia, libraries, laboratories etc needed for effective transmission of knowledge, Chesta i.e. the methods adopted for teaching and finally God's grace i.e. the elements which are not within the control of the particular educational activity.

Educational Institutions in India are more or less equipped with these five elements and if only structural changes as suggested below are effected, they would easily come up to the International benchmarks. The suggestions are as below:

1. Developing the concept of New Economy (knowledge economy)

Innovation is the heart of new economy and is instrumental in raising the growth of productivity. Thus, the government of a country should lay down such policies that actively promote innovation and change in higher education. The government should be down policies that ensures continuous education to all.

2. Quality assurance

Spending money in higher education is generally considered a type of investment for the future that it

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believes carries the least risk and assures results. We have to make our education system inexpensive rather cheap. In the current scenario, our education system is considered cheap which indicates the quality is below par. No one ever bought of cheap goods, for no one will knowingly buy cheap goods or services. However, if our education system had been inexpensive -it would have been proud. When we say something is inexpensive, we are acknowledging we are getting value for money.

3. Export of unique knowledge

Area of Indian Traditional Specialization which may be considered as item for export of higher education are Export of Herbal Technology, Export of Indian Philosophy for peace, Export of Indian Classical Music, Export of Methodology of Value Base Learning, Export of Arts & Culture, Export of Vedic management, Export of Yoga Therapy, Export of Therapeutics, Export of Astrology and Astronomy Education. By making globalize these areas, we can do internationalization of higher education.

4. Improving the standards of Distance Learning Education Programme

We have to do more work on improving the standards of distance learning education Programme. At present, only Indira Gandhi Open University (IGNOU) is running their significant distance learning education Programme but their standards are not up to the mark of international level. By improving the number and quality of standards of the distance learning education Programme, we can capture the international market in terms of higher education.

5. Developing the pioneer institute to meet the international standards

Indian IITs are well accepted in the developed countries. The country having more than 800 Institute in the field of higher education, only few are recognized on international level. For meeting the benchmark of excellent institutes, we have to work on the development of faculty first. For the faculty development Programme, we should do tie up with MNCs & universities world over.

6. Fill up to Improvement

Like every other exportable commodity technical education will also have to meet certain high level of quality. This will have to be preceded by improvement in the infrastructure and better equipping of the staff. This will in turn further improve the academic status of the institution.

7. Policy of Total Quality Control

ISO 8402 defines quality Control as "The operational techniques and activities that are used to fulfill requirements of quality. Professor Robert S. Kaplan of Harvard University recently made an observation that Indian firms need to move from being quality driven and must position themselves as strategy focused to compete in the global competitive world. Thus, the policy of quality control in professional education can offer the necessary standard of managerial skill, which can give a boost to the country's competitiveness in an increasingly competitive

environment of international trade. Again, quality control policy has two components:

(a) Performance assessment in every stage

In this method if one (government, academician, management of the institute) keeps, assessing the performance in every stage of giving education then this will help in improving the standards of higher education. Performance Appraisal technique/method is applied in many organization to improve the productivity of organization; it is the case with the educational institute. If there is a continuous assessment of every step then it rectifies the wrong step and helps in achieving the benchmark of higher education.

(b) Total quality management

Total Quality Management (TQM) is a quality philosophy evolved by quality gurus such as Deming, Juran, Crosby, Feigenbaum, and Ishikawa. Total quality Management is necessarily a management system that is based on some social factors like mutual trust, respect and cooperation between the individuals junior and senior. When these factors applied to any professional education, institution this means mutual trust, respect and cooperation among faculty, among staff and between the two. The need and benefit for professional education institutions adopting the TQM philosophy is threefold. First, it is necessary for survival in today's competitive environment. Second, it would reduce waste and save public money. Finally, it is a moral thing to do. Customers get better service and product at a lower cost, jobs are preserved and employees are treated with dignity and find more job satisfaction. Thus, TQM indirectly reduces the Employee's retention rate.

Finally, a professional institution can apply for Quality Management Systems Certification Scheme of Bureau of Indian Standards, the Indian counterpart of Malcolm Baldrige National Quality Award Scheme under the US Department of Commerce.

Conclusion

Export of higher education has the potential of becoming the second biggest smokeless industry after tourism. The foreign exchange so earned can accelerate economic development and bring us near to the goal of acquiring developed nation status. But this is not the only advantage of export of higher education. The students who get education in a country, and are satisfied, become the best ambassadors and friends of that country. Export of education also leads to the export of goods and culture of that country. Therefore, export of higher education should be organized and supported, with full commitment, by UGC, AICTE and Ministry of Human Resource Development.

Export of higher education should be planned like a modern multinational enterprise. It should be organized according to the latest methods of business management

including educational market survey and advertising effort in potential countries. The maximum emphasis should be on quality because the basic principle of survival of the fittest applies to all business.

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