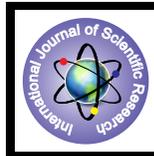


Motivational Role of Investors in Quality Education Institutions



Education

KEYWORDS :

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ABSTRACT

Development of organizations, society, and nation is a major objective of investors. These trends induce the ability in policy-makers to anticipate changes to realities. The significance of these trends could require continuous efforts to adapt its policies & approaches so as to better tailor these to strategic realities. The challenge of adaptation is even more crucial as it could require from policymakers greater efforts. Social trends aimed to uncover the consequences for the landscape. Investors have aim to return invested amount with interest and high profit. Investors and policy makers make attractive policies in terms of quality, faith and market value. Social trends show the path to fulfill objectives. As whole education system is moving towards quality education, investors on moving along this way may establish quality system with desired investments. Quality speaks its value; they may get good returns also.

Introduction:

Investors are tiny units supporting the mega crusade of cent percent education to all citizen of nation. The Investors put their capital on stake and mobilize the machinery of education in the working mode. It takes inner dedication to make the system work and reach to the heights. As well known, Free and compulsory elementary education (6-14) years are the fundamental right of every child. The investors augment this by way of their capital input in the field.

In this regard the mode of Public Private Partnership has gained the momentum. Technically, Public refers to the ownership and Management by Govt. and its agencies, while Private stands for the ownership of Enterprises and Institutions and their Management by Individuals/Households. Partnership refers to joint ownership and Management of two or more parties. This forms the PPP mode means Public Private Partnership mode. This gave new heights to the investment as the Govt. came forward and initiated in the venturing.

For analytical purpose, a system is envisaged to be in a stage of equilibrium. "A system is in equilibrium if it is in its most desired position and it is able to maintain itself in that state, subject to the constraints that it faces and the opportunities that it has to it to move forward on its growth path".

Methodology:

To find status of institute investors, institute investors are randomly selected and interviewed regarding infra structure, investment, financial assistance, annual turnover, students and staff strength etc. A pre prepared questionnaire was used. Received data was categorized as age group of investors i.e., 25-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60 year. Then it is divided according to gender i.e., male and female. This data is classified according to investment as investment of under 10 lakh, 11-50 lakh, 51-99 lakh and above 1 crore. Further this data is categorized according to available infra structure of institute as under 1 acre, 1-10 acre, 11-50 acre, above 50 acre. Then data is divided according to strength of institute as under 500 students, under 1000 students, above 1000 students. Strength of staff working in institute is marked as under 20, 21-40 and above 40. It is further divided according to annual turn over and financial assistance. Annual turn over is divided as under 50 lakh, under 1 crore and 1-10 crore. Financial assistance is categorized as govt. aided and not aided.

Result Analysis:

Table-1: Year wise Investor's awareness towards quality management in (%)

S.N.	Year	Investors Concerned For Quality Management
1	2009	12
2	2010	16
3	2011	18
4	2012	20
5	2013	24

Source: Data collected from institutes

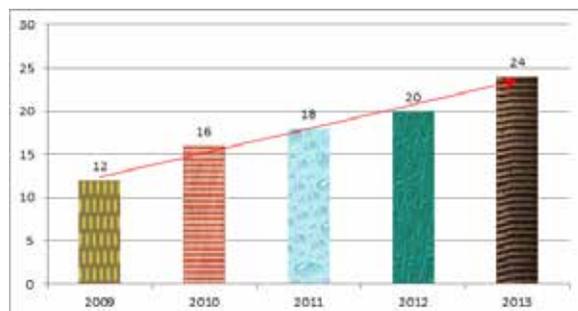


Chart-1: Year wise Investor's awareness towards quality management in (%)

Table-2: Institute Investor's Role toward Quality Management

S.N.	Quality Aspects	Concerned Investors (%)	Not Concerned Investors (%)
1	Paying Capacity	64	36
2	Attitude of Parents	78	22
3	Requirement of Parents	76	24
4	Growth rate of region	66	34
5	Prospective in the field of Education	58	42
6	Risk Factor	52	48
7	Real Estate Value	61	39
8	Govt. Aid	67	33
9	Availed Loan	71	29
10	Market Expectations	66	34

Source: Data collected from institute investors through interview

Institute investors data indicates that they are also concern for quality management of institute. As they have invested a capital for institute, they expect a good name of institute in market, eagerness of students, parents for admission in their institute, aim of teachers to join their institute. Good academic result, best placement, multi facet development of students, teachers, staff, satisfaction of students, parents and team members, are objective. Financial maintenance

of institute is also a big responsibility. Investor's interest towards quality management increased 12 to 24% in last 5 years.

Data analysis report of quality investors shows that they are affected by paying capacity as 64%, attitude and requirement of parents trend by 78 and 76% respectively. Growth rate of region is also matter of concern with 66%. Investors are influenced by prospective in the field of education by 58%. Risk factor works with 52%. Real estate value and availed loan influenced 61 and 71% respectively. Govt. aid is important in financial management of a quality system, 67% investors are concerned for this. Market expectations is deciding factor for investors. It is found 66% value.

Conclusion:

Investor's policies depend on social economic trends. These trends decide status of education institute. Our survey report indicates that quality systems are not successful everywhere in terms of fund, in other terms positive effect of socio economic trends on investors is influensive. Quality systems are expensive, required more staff, more facilities, technically advancements, better infrastructure etc. Because of good marketing, being a symbol of quality institutes are getting success in short time and becoming a source of fund.

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