



Role of Coaching Institutes in Quality Management

Dr. Paras Jain

Director, Silicobyte KDC Katni Degree College, Katni (M.P)

ABSTRACT

Parents today are believed to spend maximum share of their incomes on the education of their children. Considering this increased consciousness for education lot of segments like schools, vocational education, new age education concepts like learning dance, dramas, languages, abacus, and computers have evolved in the education industry. Due to the growing gap between what is taught in the schools/colleges and what is asked in entrance examinations, coaching centers have become an integral part for students. As long as this gap remains coaching and training centers will continue to bridge the gap and will be profitable.

KEYWORDS

Introduction:

Coaching institutes concept has gained lot of prominence during the past one or two decades. Escalating competition has made coaching centers an inevitable part of an education. These institutes prepare students to excel in entrance exams for professional courses, help to students to attain personal attention. Coaching institutes are developing a competitive approach and act as a great back support and important guiding tool.

Coaching Institutions supports the spirit to win. The environment of the coaching centers is highly supportive for all type of candidates. The range of weak students to bright students, urge to escalate their marks in the final exams. Coaching centers provide the spectrum to work accordingly. The emphasis is on listening and seeking to understand the individual, with an attitude of acceptance rather than assessment.

The trend started from the Coaching for IAS Examination where the pupil were trained for tough exam called Administrative Exams. Later on this trend was extended in the other competitive exams. Coaching gives a wide spectrum to cover the course in multi dimension. The experts are those who have devoted their time in learning the subjects thoroughly. This provides the ultimate focus to the subject pin pointedly. The Coaching is strongly accepted by the students as a part of their studies, and hence the coaching has become a lucrative business also. With the support of Govt. to provide the facility of coaching to the needy pupil on the sponsorship basis, the market has grown still higher.

Methodology:

Jabalpur was selected as research area. Educational institutes were selected randomly. 200 students from 4 schools were selected. Questionnaire was prepared having questions related to objective and need of coaching institute, its role in student's success and career. Collected Data is classified according to age group of students as student of 16 to 18 year age, 18 to 20 year age, and above 20 years. After study of questionnaire, no. of students studying in coaching institutes calculated and self depend students are also marked. Success of students of both category marked and presented in table for comparative study.

Each age group related data is classified according to category as General, OBC, SC and ST. Each group is further divided according to gender and converted into %.

Result and Analysis:

Table-1: Trend of coaching institute for better performance in last years

S.No.	Year	Topper students attended coaching (%)
1	2009	76

2	2010	79
3	2011	80
4	2012	82
5	2013	84

Source: Data collected from coaching institutes

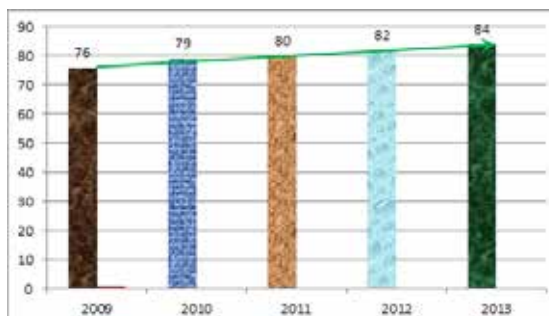


Chart-1: Trend of coaching institute for better performance in last years

Data collected from coaching institutes depict that merit holder students also study in coaching. In the year 2009, topper students attended coaching percentage was 76% and this figure reached up to 84% in 2013.

Table-2: Coaching Institute related Data

Age Group	Coaching institute		Self Depend Student	
	No. of Students in coaching (%)	Coaching Student's success in exams (%)	No. of self depend Students (%)	Self depend Student's success in exams (%)
16-18 years	31	63	69	51
18-20 years	34	68	66	54
above 20 years	38	72	62	59

Source: Data Collection through questionnaire survey in school

Coaching institute trend related data shows how coaching institutes have become popular among students. No. of coaching going students for 16-18 year age is 31% and reached to 34 % for 18-20 year and 38% for above 20 year age group students. Students are getting coaching for regular studies and competitive exams as well. Coaching Institutes are helping in improvement of result as success % is 63 % for 16-18 year age group, 68 % for 18-20 year, 72% for above year. On the other hand self dependent student strength % is becoming less with increase in age. However success % is increasing with age group i.e., 51% to 59%.

Topper student related data shows that to get topper position, student involvement in coaching institutes is increasing. Students having good academic record also joining coaching to get topper position. 77% boys of topper students belonging 16-18 year age group in merit are standing on basis of study of coaching institutes. 81% of merit boys belonging 18-20 year age, 83 % of above 20 year age group students got merit on the basis of coaching study also.

Conclusion:

Coaching institute trend is increasing rapidly as student, parents want best result, best career. Trend of thinking is becoming popular that coaching support and guidance is different from class guidance in school and for higher level success coaching study support is compulsory. They are helping in quality making of institutes.

References:

1. Hurd,J.L., Learning for Life: An Investigation into the Effect of organizational Coaching on Individual Lives; First International Coach Federation Coaching Research Symposium, Denver Colorado, 12, November 2003
2. Sallis E.,Quality Concept, Total Quality Management, 2002
3. Parasuraman,A., Valarie,A., Zeithaml, Leonard Berry, L., A conceptual model of service quality and its implications for future research, Journal of Marketing, Vol.49, No 4, Autumn 1985
4. Gillen,D., Benchmarking and performance measurement: The Quality Management; Logistics and Management, 2001