



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

OUTLOOK OF MEDIA AND RESEARCHER TOWARDS PRIVATE UNIVERSITIES IN INDIA: AN EMPIRICAL ANALYSIS

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ABSTRACT

Hiring academic leader and maintaining qualities in higher education is always challenge in India and eles where. But in India as per guidelines given by UGC at least ten year experience of professorship with good academic and research back ground is needed for VC and NAAC and several governments rating agencies play big role to make Private Universities robust and dynamic. Present study is based on secondary and primary data by close ended question asked to 150 stakeholder of higher education from UP ,UK and ,Bihar . Simple statistics with simple hypothesis are taken into consideration . To know the truth about most burning issue of academia with convection and confidence.

Key words: Academic, Challenge, Professorship, secondary, Convection

Introduction: Higher education system plays an important role for the country's overall development which includes Industrial, social, economic, Intellectual

Indian higher education system is third largest in the world after US and china with thin GER approximates 19%. The role of Indian higher educational institutes such as Post graduate colleges and universities in the present time is to provide quality based low cost education in the field of Management and technology is constant challenge because shortage of good quality faculty as well as leaders in higher education. we mean VCs, Pro Vcs and deans. To empower youth for self sustainability and nation building. This paper includes the key challenges that India is currently facing in higher education and also includes some initiatives taken by the government to meet those challenges but in case of private Institutions problem is far more worst in case of choosing right person to take care institution in better way I along with my co-researcher are trying to find root causes.

Selection Process of VC: The overall selection procedure shall incorporate transparent, objective and credible methodology of analysis of the merits and credentials of the applicants based on weightages given to the performance of the candidate in different relevant dimensions and his/her performance on a scoring system proforma,

Important Factors Impacting VC Selection

- Integrity
- Professionalism
- Commitment
- Education
- Research credential
- Experience
- Remuneration
- Age

Literature Review

1. **Author** (year) P. S. Aithal (April 2018)

Sample: 264 private universities

Title: A Critical Study on the Recent Research Contribution of Vice-chancellors of Selected Private Universities

Source: Conference: QUALITY IN HIGHER EDUCATION CHALLENGES & OPPORTUNITIES, ISBN No.: 978-93-5311-082-6

At: Srinivas University,

Findings: Vice-chancellors as Role models for researchers to boost the research output of the universities by adding self-contribution of them in the form of research publications. In this regard, we have studied the contribution of Vice-chancellors to present them as Role models to researchers in private universities due to their less administrative responsibilities compared to public university Vice-chancellors in India

2. **Author (year):** The Kerala State Higher Education Council (September, 2015)

Sample:

Title : THE FEASIBILITY OF ESTABLISHING PRIVATE UNIVERSITIES IN KERALA

Source:

Findings: This lack of desired quality in higher education, inter alia, may be the biggest bottleneck in the rapid economic growth of the State. Financing policies in higher education have to help in

- a) Quantitative expansion,
- b) Safeguarding equity
- c) Promotion of quality.
- d) Encouragement of research and development

3. **Author (year)** : Governance in Higher Education: anonymous (October, 2019)

Sample: 700

Title: Hand Book for Vice-Chancellors

Source: University Grants Commission Bahadur Shah Zafar Marg, New Delhi-110002

Findings: Firstly, preparedness for the structural challenges

The university leadership needs to develop the strategy to show how fragments can be brought together, how one can triumph against adversity, and how dissonance can give way to harmony

It is also a matter of understanding how the institution works through the organizational psychology and politics.

4. **Author (year)** Devesh Nigam, M.P. Ganesh, Suvashisa Rana

Sample : 993 universities

Title : REVIEW OF THE EXPANSION OF HIGHER EDUCATION IN INDIA: CARDINAL CONCERNS IN THE TRAVERSE

Source: Journal of Critical Reviews ISSN- 2394-5125 Vol 7, Issue 2, 2020

Findings: The focus of higher education is on three facets—

Teaching,

Research,

Inculcation of professionalism

The views of Indian stakeholders about Higher Education:

The supply-demand gap: India has a low rate of enrolment in higher education, at only 18%, compared with 26% in China

- **The low quality of teaching and learning:** The system is beset by issues of quality in many of its institutions: a chronic shortage of faculty, poor quality teaching, outdated and rigid curricula and pedagogy, lack of accountability and quality assurance and separation of research and teaching.

- **Constraints on research capacity and innovation:** With a very low level of PhD enrolment, India does not have enough high quality researchers; there are few opportunities for interdisciplinary and multidisciplinary working, lack of early stage research experience; a weak ecosystem for innovation, and low levels of industry engagement.

- **Uneven growth and access to opportunity:** Socially, India remains highly divided; access to higher education is uneven with multidimensional inequalities in enrolment across population groups and geographies.

Data Analysis

Factor of responsibilities of Vice- Chancellor of private Universities

Table: 1 (Responses of students, Faculty)

| S No. | parameter | Private University |
|-------|--------------------------------|--------------------|
| 1 | Administrative | 30% |
| 2 | Academic | 40% |
| 3 | Research & Publication | 10% |
| 4 | Brand Building | 5% |
| 5 | Training | 5% |
| 6 | Networking | 50% |
| 7 | Leadership & Role model | 20% |
| 8 | Expansion | 5% |
| 9 | Innovation in higher Education | 5% |

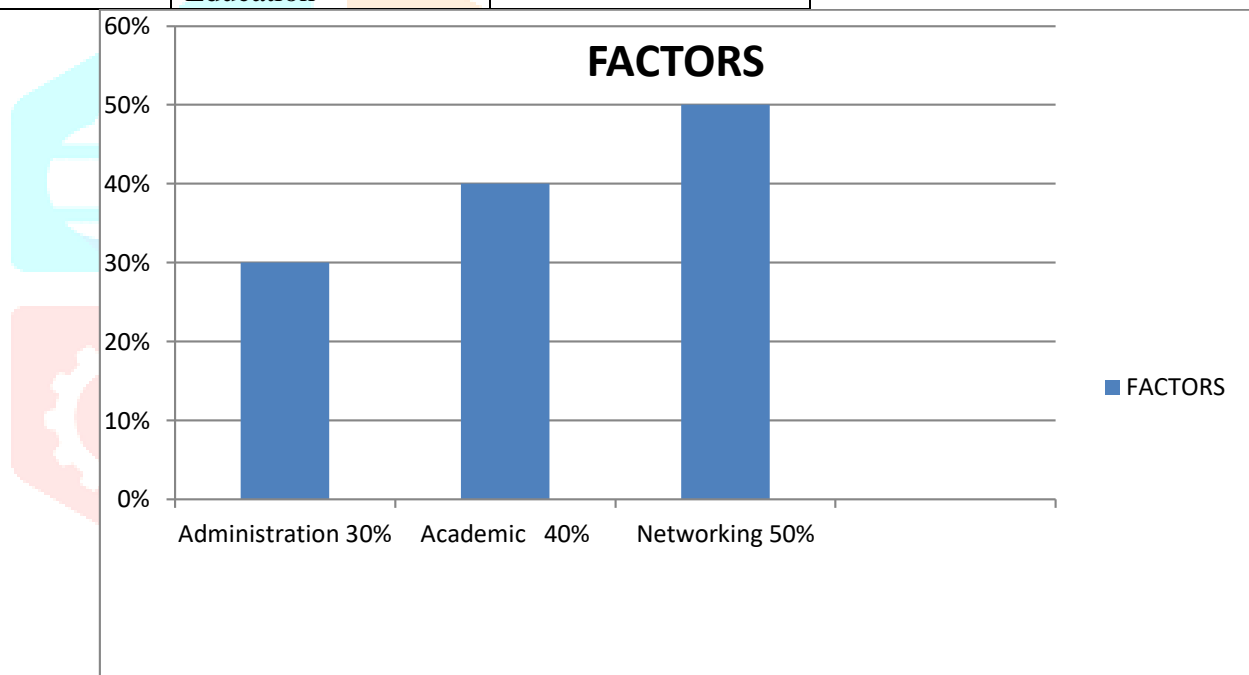
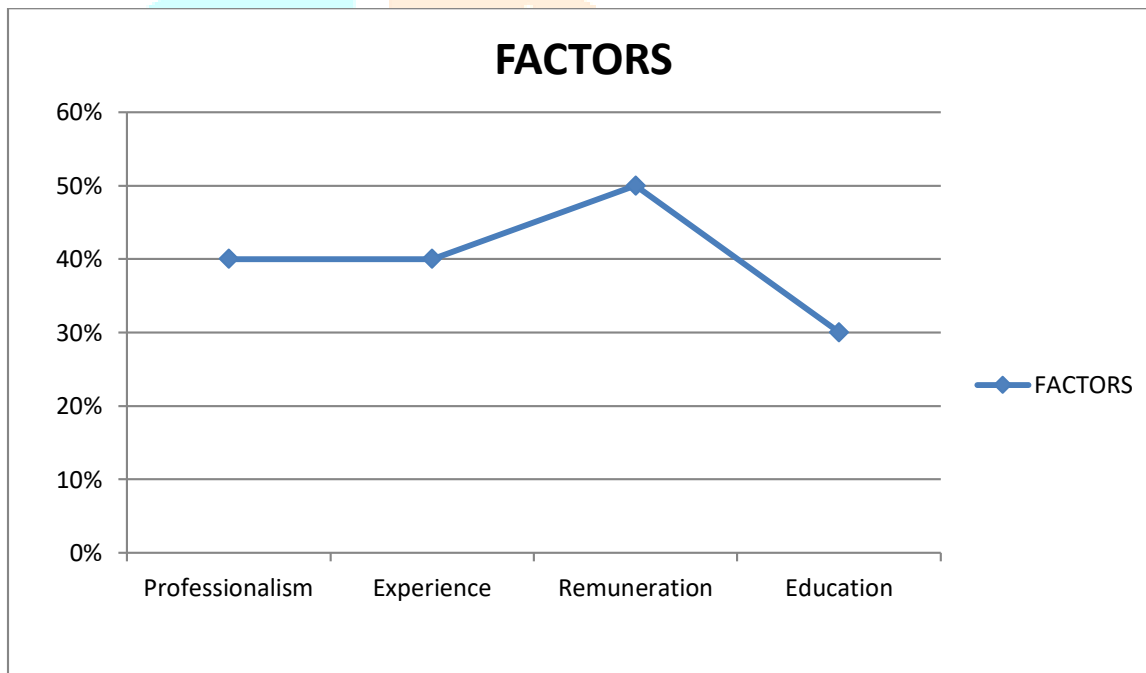


Table: 2 (Responses of Vcs)

| S No. | parameter | Private University |
|-------|---------------------|--------------------|
| 1 | Integrity | 20% |
| 2 | Professionalism | 40% |
| 3 | Commitment | 20% |
| 4 | Education | 30% |
| 5 | Research credential | 20% |
| 6 | Experience | 40% |
| 7 | Remuneration | 50% |
| 8 | Age | 40% |



Findings:

- Students know very little about VCs
- VC office is lions dance for faculty
- Expectations are very high from VCs
- Despite being clear cut guidance generally all norms are not followed
- Most of the private universities are running without VCs
- Research and innovation is lacking because of huge administrative burden
- Selection process is only shown on the paper reality is otherwise
- Experience is first priority in selection of Vc

- Administration is second priority
- Research is least priority
- Very senior people are Vcs (some crossed upper limit also).
- Dominance of Fresher faculty (Because of low cost)

Conclusion: Higher education system plays an important role for the country's overall development. Socially, India remains highly divided; access to higher education is uneven with multidimensional inequalities in enrolment across population groups and geographies. Present study is based on secondary and primary data by close ended question asked to 150 stakeholder of higher education from UP and Bihar. In conclusion following points are reflected

Students know very little about VCs

VC office is lions dance for faculty

.Expectations are very high from VCs without providing enough resources

Despite being clear cut guidance generally all norms are not followed

Most of the private universities are running without VCs

Research and innovation is lacking because of huge administrative burden

Selection process is only shown on the paper reality is otherwise

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