

Growing Coaching Industry: The Alarm of Failing Education System

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Abstract

The coaching industry in India is one of the fastest growing areas in service sector. The annual revenue of coaching industry in India was around Rs 58,088 crore in March 2022 and expected to reach Rs. 1,33,995 crore by 2028. It is basically growing at a CAGR (compound annual growth rate) of 7-8 percent. However, in the light of this growth the ministry of education has introduced new set of coaching/tuition guidelines. Therefore, the paper discusses the impact, advantages and disadvantages of the recently introduced new set of coaching/tuition guidelines covering response of parents, students, and work professionals to get a holistic analysis of the guidelines. By using the primary data collection method questionnaire were distributed via online mode and about 50 responses have been collected from students, parents and professionals of random institutes. The result of the study demonstrated that the inclination of students towards the coaching institution is because of the failure of execution of good education system, highlighting the excess use of coaching institutions as a result of disappointment of students and parents from school education.

Keywords: *coaching industry, education, guidelines, students, annual revenue*

Introduction

As per the report from IBEF India is the second largest market for e-learning after the US. Traditionally India has witnessed the concept of gurukul system from ancient times focusing on idea of practical learning, survival expertise and in building sense of Indian culture and traditions. The residential schooling or gurukul system dates back to 5000BC in the Indian subcontinent. It was more prevalent during the vedic age. It was actually the home of teacher or acharya and was the centre of learning where pupil resided till their education got completed. (Chandwani, n.d.)

Unfortunately, the present context has disappeared and the modern system of education brought to India in the year 1835 by lord Macaulay is all about the rat race to be ahead of others. With the time the things have changed as the advancement in technology took place, the ideas got evolved, patterns got changed and competition factor got increased with the increasing population. However, it has resulted to a beginning of new concept of tuitions/coaching. The idea of tuition was mainly focused upon extra knowledge gaining, overall development and overcoming the weakened skills which was actually at threat with the modern-day education system. However, it was the manifest aspect of this industry but commercialization made it to turn into a latent one. The concept of extra skill got changed to syllabus completion faster than it can be done at schools and finally to scoring high and winning the race.

The question therefore is about why this industry is getting this much of growth in the recent years? What are those lacking area because of which the parents of 21st century is opting for coaching classes rather than believing upon the school education system.

The share of education sector in India was 91.7 billion USD in 2018, which has risen to 117 billion USD in 2020 and continues to expand. The coaching industry contributes approximately 3.5 billion USD which is huge in consideration to or with the various types of educational institutions present in country including schools, colleges etc.

According to a report a majority of the middle-class parents have been spending 1/3 of their monthly income on private coaching/tuitions for their children's examination and to prepare them for professional courses. More prominently the high calibre students enrol in coaching to score high percentage 96-99% cut off averages demanded by best colleges. But this idea of high score lack behind all those slow learners who are simply being hustling between the expectations of their parents, school result and high score in weekly test of coaching/tuition. (*The Growth Of Coaching Institutes In India [Case Study]*, 2020)

Therefore, in light of these events the ministry of education, India has introduced a new set of coaching/tuition guidelines to encounter the issues that are rising with relation to the coaching industry. The introduction of new coaching guidelines in India could potentially impact various sectors such as education, sports, and professional development. These guidelines might encompass standards for acquiring certification, curriculum development, & ethical practices. It also led to understanding of factors responsible for such a great jump of coaching and tuition market in India. Also led to study response of students / Parents and the reasons why they tend to support idea of preferring coaching/ tuitions more, rather than school education.

If the school education system is worth providing an overall development of personality to a student, then what extra dimensions are coaching providing to the personality of a student by that much amount of extra fees.

A great extent of faults of school education system could be identified with the responses the paper is going to present followed by subjective and objective views of respondents and what is actually the fault with the execution of good learning in India.

Review of literature

1. Under the research paper; Coaching as a business:

After the 90s era the private coaching centers are growing at a rapid scale. This particular work mentions the growth of coaching centers so far since post 1991, how this small business is becoming a matter of every household, how is this business growing on its own terms and conditions of educating the youth. The present paper attempts to examine the growth of big coaching houses in India. (Sharma et al., 2022)

2. Under the research paper; Popularity of coaching “classes” in India:

Popularity of coaching classes tends to explain the glorification of coaching business especially in the metropolitan cities of India. The classes that are ever ready to provide the reliable courses on specific terms, varying timings, courses and places as per requirements. The survey has been conducted on Mumbai to get the real crux of the paper. The study concludes that the need for coaching classes has much to do with disillusionment with

college faculty and to a large extent to supplement the learning done at college. The paper recommends policy measures in this regard. (Bharucha, 2016)

3. Under the article; our burdened children:

This paper is focusing upon the long hours of school, the extra homework and the more extra work from the tuitions building a physical load of school bags and mental load of homework simply ruining the childhood of the small children. The Yash Pal committee attributed this madness to a false conception of knowledge and poor curriculum design. Also mentioned about the knowledge gap the educators tend to think in context to western education and India and how to catch up with it. Poorly designed syllabus and text books, and unimaginative pedagogy exacerbate the "catch up" syndrome. (*PressReader.com - Digital Newspaper & Magazine Subscriptions*, n.d.)

Methodology

The respective research had been done based on the exploratory research design is a methodology approach that investigates research questions that have not previously been studied in depth, under which the primary data collection has been done by non-probability sampling (non-probability sampling is a type of sampling method where the probability of selecting an individual or group from the population is not known) method using convenience means.

Therefore, the data has been collected via use of Google questionnaire forms consisting of both structured and unstructured questions related to the research topic. About 50 responses have been recorded so far to establish data analysis on the respective topic of research.

Data analysis

The data consisted of about total 18 questions structured and unstructured both out of which few are case studies that reveal why the parents are inclined towards this industry.

A thorough analysis of the data reveals many new points with respect to the guidelines,

1. Majorly (100%) the forms are filled by students of different education sectors and streams to cover the viewpoint that is this industry is just about marks and scores only or some others factors too contribute to its rapid growth.
2. About 50% respondents were graduate, 42% had taken secondary education and 8% were post graduate respondents, shows that the forms are filled by literate persons.
3. Majority of the parents of the respondents were working for 6-8 hours about 38% that shows that parents are keen interested in tuitions due their busy schedules.
4. About 52% people prefer coaching over school because it adds more dimension to their study rest 20% says that it is for better marks and growth that shows that the ability to provide quality content and skills are not been believed in terms of school education by the respondents.
5. 40% people agree that coaching/tuitions represent a big failure of our education system, 34% disagrees and 26% were of no views. It means that majority of respondents are not happy with the type of education they are availing or have availed in the past via school system.
6. About 92% respondents have been to coaching and 8% were not part of it even in their past. The reason stands are the factor of scoring high. most importantly this idea of

scoring high marks or doing the best had come up with a stereotypical competition between the students and especially between parents who have taken it so literally that they make their child to attend as many as coaching to become PERFECT (hypothetically).

7. 64% agree that this concept of dual school puts a tremendous pressure on the student's mental health. Agreed with the data it can be said that the mental upbringing of a student is totally getting limited and isolated under that one coaching room only.
8. About 84% respondents demand for reforms in the education system. This much number clearly displays the issues of finance, psychology and social burden faced by the student as well as the parents.



Case Study

Name: Mr. Vijay (changed name)

Age: 48 years

Status: married

Education: completed secondary education

The questions are asked directly in an interview form to Mr. Vijay that gave us following answers:

1. Have you ever gone to coaching?

Answer: No, during my days of learning there was no such concept of tuitions. All what you study is studied from one particular source the school.

2. Do you think that coaching is necessary for a student?

Answer: Compared to education of my time I think technology had totally changed the meaning of education so to some extent coaching is required to cope up with the ongoing changes rather the child will be left behind.

3. How you manage the dual fees payments?

Answer: Somehow it is tough but we cannot really compromise with the studies, there is no future today of a child if he/she is not educated. During our times it was quite acceptable but now it is not like that. So, some amount of my income is actually fixed for the installments of coaching and school fees.

4. But don't you think this is kind of waste of money and time when you pay fees at 2 places for same courses?

Answer: But the schools are not that empowered to provide such strength. I have 4 daughters and 3 of them are taking tuitions because they are not really capable to understand things in school. One of them studying in 8th standard she is smarter and more intelligent and don't really want to study coaching for now. So, for their benefit and understanding I have to do so.

5. Have you ever thought that this should have some hold? School education needs some reforms?

Answer: Yes! Off course, look I am a common man have a middle-class family and for us moving forward requires a lot of effort where education is must for our children. The government should have strict laws and rules for schools to teach rightly and smartly. I mean Albert Einstein had never gone to coaching but we all know about his contribution to science. So why school plus coaching then some more extra competitions are required? After all they are just children just teenagers!

6. Well don't you think somehow parents are actually taking part in growth of this trend?

Answer: But then what other option we have dear! We want our child to be a ideal person which requires to have education. And somehow, they have to learn to cope up with competitions. But that don't really mean to have stress and frustration. We have to encourage them to go tuitions because we want them to achieve good for themselves.

7. But what about their psychological wellbeing?

Answer: Well, I think for that we need to have some healthy study methods in school and coaching.

As a good parent we always encourage our child to do what they actually want to do. After all what one is willing to do, they will do it more perfectly.

Findings

The conversation with Mr. Vijay sounded more like a social and economic obligation to send their children to coaching. It was quite clear that they don't support the dual schooling but they don't really have options.

So somehow the middle-class parents are saving a set of amounts of their income to spend on their children's tuition and school fees. This is a matter to think of after all managing such big expenses is a tough job.

He emphasized on the idea about teaching at his times and now has a very vast difference. I agree with his point that changing surrounding requires more knowledge to cope up with those changes.

So, it can be concluded with this that we require a good school mechanism that can subside the trend of coaching industry. A strong education system focusing on its manifest function rather than the latent one so that coaching should not be a obligation for any parent or child. Empowering the children to create opportunities rather than creating competition, creating an optimistic society rather than a depressed one.

Suggestion

So far after studying all the responses and research paper I would like to mention following suggestions:

1. The education mechanism should be enhanced with more teacher and student centric concepts especially the optimistic bond of a teacher and student.
2. Inculcating more moral practices to make a child more sensitive about his/her surrounding e.g. the education system of Japan having a day off where teacher and students together cleans the whole school.
3. The commercialization of education should be tackled which is possible by strengthening the school system via means of interactive and creative changes.
4. The idea of social and psychological upbringing should be inculcated in students from teenage so that they can become more flexible to accept the changes happening around them and in the society.

Discussion and Conclusion

The increasing demands of coaching institutes are really of a big concern because they are not only harming the intellectual part of a Child's life but also creating an atmosphere of pressure for scoring good marks rather than gaining adequate knowledge. Maybe a good coaching can give a student higher rank in his preferred sector but they are not giving them any kind of practical upbringings which are only possible through the schools.

Rather than enhancing their content and coping up with the technological advancements school education are still attached to their traditional practice of rote learning which cannot help a student to aim for high in their respective careers. Somewhere there is a lacking from the side of school education system in forms of up gradation that the coaching industries are taking their place so easily. For example, if it's really about reading NCERTs for all the exams, then why does the school education fail to teach a student that much of basic in schools only? For the completion and understanding of a same book, same syllabus a student had to pay double and also had to visit the dual places. Is this the right kind of time management they are being trapped into?

The developing brain of a teen child is very obviously capable of doing multiple tasks at a time but, if these tasks are just isolated between travelling distance of two centers of education, demanding two different aspects from a student and that too for a same syllabus completion then it is just showcasing the latent function of our education system to make money but not capable human resources.

Smart and tough brains are those which have ability to react according to the situation but do our classrooms have enough capacity to produce such brains by inculcating theories and bookish learning to them. As said that “practice makes a man perfect” but this practice in these class rooms is just for solving a piece of paper containing few questions that are deciding the capacity of a growing child to become accountable of handling life situations. Is it really worthy?

Therefore, the survey interprets the following factors leading to growth of the coaching centers:

- Social stereotypes to score high and maintain family reputation and dignity.
- Peer pressure to prove oneself worthy by scoring high always.
- The psychology of society to not accept failures.
- The time management issues experienced by parents due to workings.

The adverse effect of these industries are the cases of suicide seen in Kota (Rajasthan), IITs, IIITs, UPSC aspirants etc. only signals towards the failure of school education to build the best person out of those teens who are aiming to become useful human faces but end up giving up their lives. Our education system is failed to put ideas of accepting failure after all someone had failed 1000 times to build the bulb we use today.

We as a society too fail to put value of doing rightful acts instead of being part of a rat race of scoring high.

The long lectures of moral science won't teach a child how to behave until and unless they are taught the practical knowledge of it, similarly one cannot know importance of earning until they are taught to do so practically. So actually, the idea is about how we tend to provide the bunch of knowledge we are preserving since ancient times.

Therefore, it can be established that the increased coaching trend are the failure of school education system that is not capable of performing its function for the maintenance of social order in the society.

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