

REACHING THE UNREACHED: AN INITIATIVE TO BRIDGE THE GAP BY ACTIVE ROLE OF MANAGEMENT INSTITUTES/EDUCATION

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Abstract

There are large numbers of business communities in India which neither had any formal education nor they took any professional training but still they contribute in successful business formation. Their presence can be felt in all areas of business. Still there is a big professional gap between the educational institutes, specially the B-Schools and this independent business community.

With the help of this paper an effort is made to develop a Two-Way learning relationship for the mutual benefit of both entities. It will also highlight the role of an educational institute beyond academics for the well being of society. This may lead to derive and develop the exchange of innovative business ideas and framing the suitable policies for long term sustainability in today's competitive arena.

The study conducted by researcher with a sample size of 100 which includes a mix of well known academic professionals, MBA students and non academic business professionals has revealed that there is a need of an exchange program for the mutual benefits. There exists a big professional gap in this area which can be filled with the active and effective initiative by management institutes. An effort is made in this paper to highlight this gap and to suggest some framework to bridge the gap.

1 INTRODUCTION

Unemployment, underemployment, poverty, increased crime rate, child-abuse and child labor cases, health risk, and environmental issues etc., which are usually confirmed to have rooted from high population rate in every part of the country like India, especially the rural and sub-urban areas. Growth in the area Business is the only way to develop from all angles.

To eradicate poverty, government partners with various sectors, labor, industry, GO's and NGO's in the promotion of employment for the poor. Livelihood programs are created for the family members for income-generating purposes. The Department of Social Welfare and Development (DSWD) does the monitoring of the projects to ensure that people from poverty line benefits from the project. Example, the training materials used in Skills Training are being provided by various companies educating the people resulted to the creation of a multipliers effect where the attendees will also disseminate what they have learned to their family members, neighbors and peers. Educating the people and sharing information about the pros and cons of the social issues played a pivotal role to prevent the problems from getting worst.

2 RELATIONSHIP TO BUSINESS AND ROLE OF MANAGEMENT INSTITUTES

One of the objectives of the study is to focus on to promote equal employment and business opportunity to all. To achieve this educational institute in the area of management education can play a vital role. It is found from the survey that there are basically two categories in business circle with respect to management education as

1. Business community without any formal or professional education
2. Business community with any formal or professional education
3. Management Institutes

Figure 1 Gap in the system

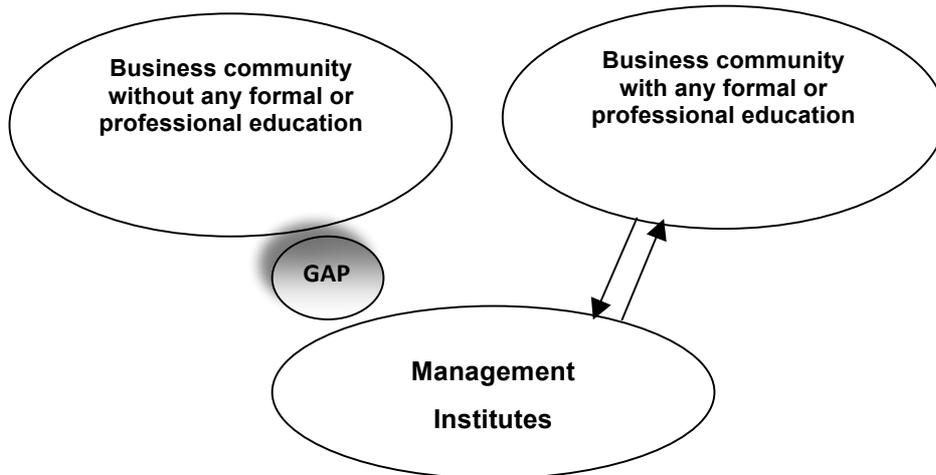


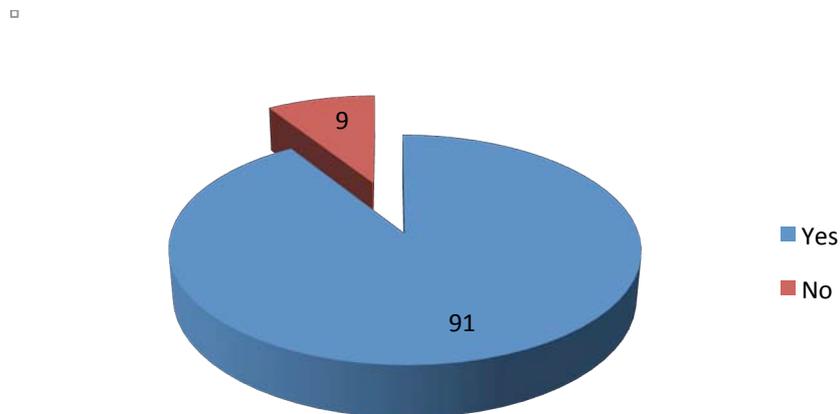
Figure 1 shows that there is already a two way exchanges between the management institutes and the corporate having professional qualification. Both are taking interests in each other for the mutual benefit. But there exists a big gap between the business communities which do not have any formal or professional education and institutes. This group plays a significant role in the entire business market. The aim of the paper is to bridge this gap by suggesting some innovative model. And the by product would be to churn out more job creators than job seekers (This part is discussed in detail in another paper which is basically targeted n the pedagogy in management institutes) from professional institutes by sharing the experiences of these group.

3 RESEARCH METHODOLOGY, ANALYSIS AND OBSERVATIONS

A convenience sampling method is used for the collection of data with the sample size of 100 with mix of well known academic professionals, MBA students and non academic business professionals has revealed that there is a need of an exchange program for the mutual benefits.

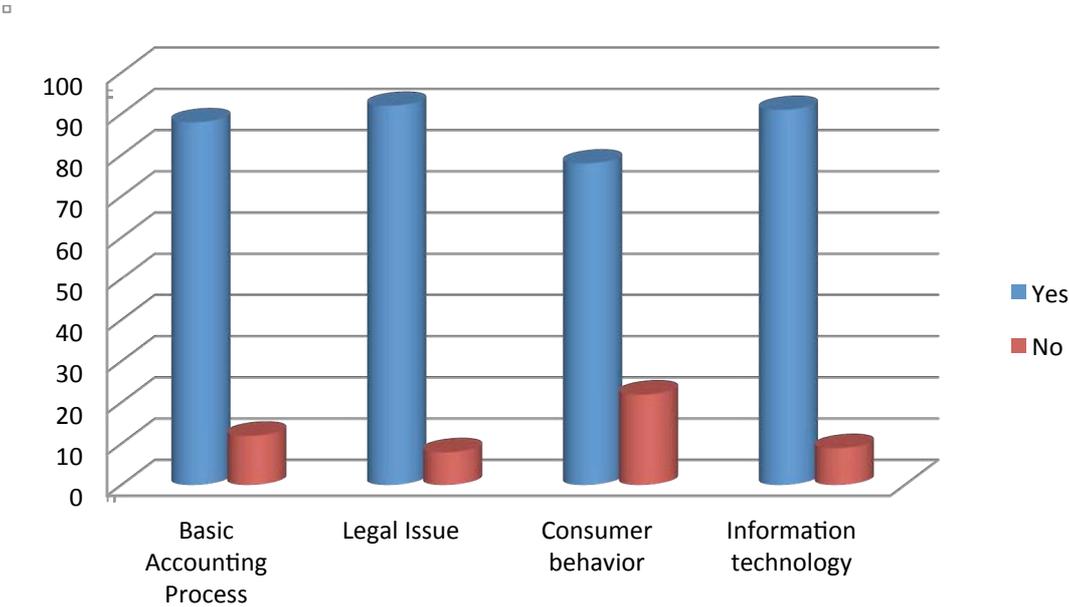
A question is asked to the small shop owners who contribute a lot to business but did not have any formal/professional education that if they feel that there should be some training or workshops to be conducted by B-schools which in turn will benefit them. Surprisingly 91% (see figure 2) of the sample felt that there is the need for the same and a big gap exist there.

Figure 2: Need of training/workshops from B-schools



Based on the responses from these categories it is required to know their requirements from such programmes which in turn will give the contents for the development of the curriculum for the same. A question is asked about their expectation from such programmes and workshops. At the same time an effort made by the researcher to find weather they feel that they are lagging behind because of the competitions from the well qualified business community, and the reply shows that they have a threat of being thrown out of the market coz of changing behavior of customer. Figure 3 shows the expectations of this community from the B-schools which in turn forms the base to bridge this gap. More stress is given on learning of basic accountings, legal issues involved in business, catching up with the fast changing technology and understanding of the consumer behavior. The responses revealed that although they are very good in their traditional style of business and knowing their customer, but the changing business environment is a big threat to them. In the column of their open suggestions they mentioned many things like recent happenings in and around the world, organized sectors Vs their standings, customer relationship management (CRM), voice of the customer (VOC) etc.

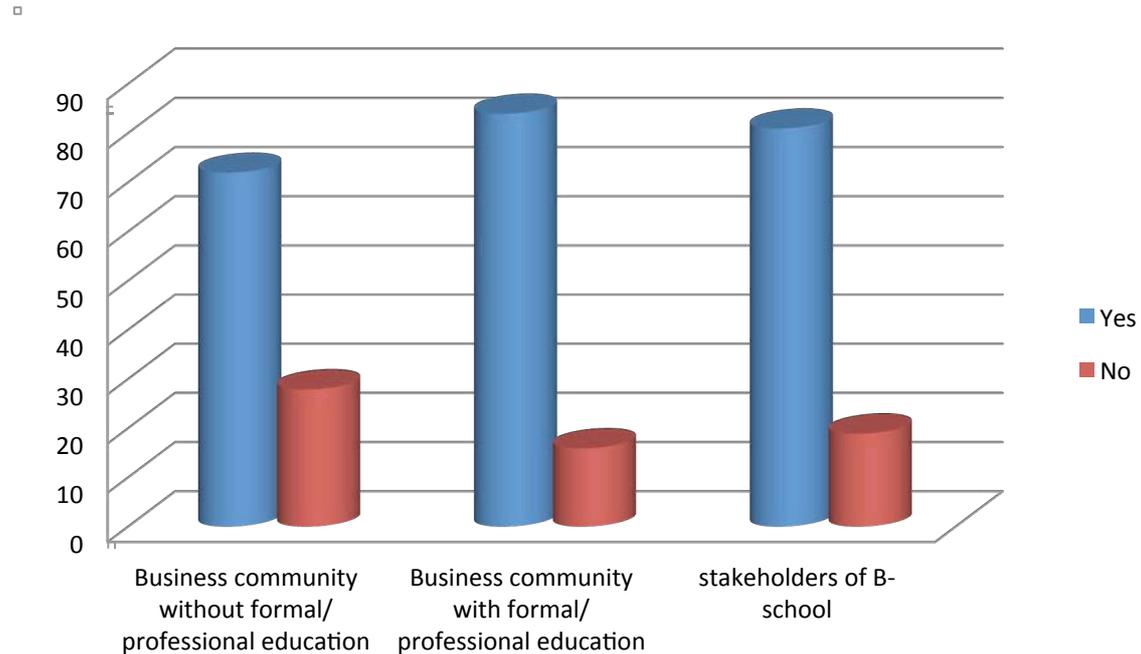
Figure 3: Expectations from B-schools Training/workshops



To check, if there exist any interdependency between all these three categories of society viz Business community without any formal or professional education, Business community with any formal or professional education and Management Institutes, researcher approaches to all these three samples for the collection of information and a question was asked if they see any mutual interests for the benefit of all through such collaborative initiative with the help of B-school. Figure 4 gives their feedback on the same.

The responses can be summarized by all as it is a win - win game for all the parties. To take the responses from the B-schools, the stake holders which consist of students, parents, faculty and researchers were taken into the consideration. Everyone feels that there is a need for such workshops and some has gone to the extent of suggesting a separate crash course of certificate programme for the same.

Figure 4: Foresight of mutual benefit if integrated together



4 CONCLUSION AND RECOMMENDATIONS

It is concluded from the above study that there exist a big gap between the Business community without any formal/professional education, Business community with any formal/professional education and Management Institutes. There is a need to bridge this gap with the active role of Management institutes. B-schools can play a vital role in this area for the benefit of all. Based on this study some conclusions and recommendations given by the researcher are as under:

1. There exists a gap between the 3 segments mentioned in the study.
2. B-schools can play very significant role to integrate the system.
3. Specially focused and customized workshops/training programmes can be designed to bridge this gap. (Researcher has developed some of these and is in testing phase)
4. There is also a need for the development of separate curriculum/pedagogy to cater this which in turn will generate more entrepreneurs. (Researcher has written a separate paper on Pedagogy and development of such curriculum is the future of this research)

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