

50. SOCIAL RESPONSIBILITY OF PRIVATE HIGHER EDUCATIONAL SECTOR TOWARDS THE TEACHING FACULTIES

S IRISH ANGELIN, *Assistant Professor, Department of Aeronautical Engineering, Apollo Engineering College, Chennai. Contact: 9003034842; email id: irishangelin@gmail.com*

Y.EBENEZER, *Assistant Professor of Economics, School Of Law, Vel Tech University, Chennai. (ph-7558189641 ,email-yebenezer2@gmail.com)*

ABSTRACT

Sensitization of staff is one of the fundamental agenda behindhand of social responsibility when focused from any view. Recent years we could find emerging of many universities and colleges in and around globally. According to the UGC (University Grants Commission) Feb 2020 list, India has 935 universities includes 409 state universities, 349 private universities, 50 central universities and 127 deemed to be universities. In India, colleges and universities play a vital role in societies. Also from the Educational Statistics at A Glance (ESAG) survey published by Ministry of Human Resource Development, Department of School Education & Literacy Statistics Division, the study discovers that the number of private universities increases every year. Due to the decrease in the government financial support and lack of initiating the steps to make our higher education globalization, education has now been commercialized as required to house themselves in this capitalized market. This change has not only impacted the curricular edition but has also decreased the concept of social responsibility. This paper aims to bring out the challenges and discuss how universities can attain

charity, sustainability and provide financial support at time of need. The study used both the primary and secondary data survey to find out the percentage of satisfactory level among the employers who are directly involved to the university.

KEYWORDS

social responsibility, higher education, commercialization, teaching faculty.

INTRODUCTION

Social responsibility of business units is an important feature of socialist economy. In country like India it is a moral responsibility of all business units as it is considered as a supporting factor to bring social justices and social welfare in the unparalleled society. Socialresponsibilityhasbeensupporting Indian constitution's vision like bringing equal dignity and equal quality of life to every citizen of India. The word of social responsibility described by different social scientist like Reiser (2008) who defined the USR concept as "a policy of ethical quality of the performance of the university community (students, faculty, and administrative employees) via the responsible management of the educational, cognitive, labor and environmental impacts produced by the

university, in an interactive dialogue with society to promote a sustainable human development.”

In addition, A widely used definition of SR is from the World Business Council for Sustainable Development and states the following: “Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.” .

In the perspective of private education institution in the economy, a key factor of management responsibility is to have a thoughtful mind towards the impact of labour in the society aiming for profit which therefore promotes their life to endure the human career and financial growth. Social responsibility has been a fixed object in the commercial world for decades. This commercialization has turned out to be rooted in many universities as higher education frontrunners seek out substitute traditions to attain sustainability. Higher educational institutions are an important administrative civilian in the elevation of social responsibility and supportable development targeting the future professionals. The exercise of social responsibility denotes a higher commitment towards different internal and external societies, where creativities and hard work are allied with all institutional and academic process. Internal publics, say staff, are key factors for a responsible knowledge process which must involve other external communities like local group of people and government. In context, universities will endorse a major change that positively changes all associates of the community and their relationships with others. Social responsibility is significant and is duty-bound to be conceived, planned,

operated, supported, interconnected and assessed every day.

The achievement of social responsibility of business unit in India is that improve the quality of life of the workforce, their families, the local community and the society to a larger extent. Under social responsibility economically disadvantaged people should be given value and attention. Therefore, this study is going to focus and examine the social responsibility of private education business units towards their education community in India particularly, the higher education teaching staff satisfaction levels on the their management.

LITERATURE REVIEW

Sukaina A. Alzyoud, in his paper, “Social Responsibility In Higher Education Institutions: Application Case From The Middle East” established the changes and challenges influences on the value of education system, college independence, educational liberty, its varying motivation and responsibilities in the direction of the social order by considering a case study. A paper titled, “Social Responsibility of the Educational Institution” written by Radoslav Jankal aimed on the theoretical study to argue the significance of the social responsibility of educational institutions. The author also concluded that Social responsibility necessarily may not only be portion of educational institution and its related internal documents in the system of longstanding strategies but should also be a portion of its actual lifecycle. A overview given by Rina Angel on the topic, “A Review of University Social Responsibility and Its Role in University Brand Image In India” brought out the University social responsibility attitude it need to present before the staff, students and to all employees on that criterion based on the case study review. Conceptual framework expressing the role of social responsibility of universities in

sustainable development is explained by Abla A.H. Bokhari in the paper titled, "Universities' Social Responsibility (USR) and Sustainable Development: A Conceptual Framework"

OBJECTIVES AND STUDY METHODOLOGY

Objective of the Study

- To understand the growth and structure of private sector education institutions in India and Tamilnadu
- To examine the social responsibility of private higher educational institutions towards the teaching faculties.
- To bring appropriate suggestions towards the government and private management

Methodology of the Study

The study has been employed quantitative and qualitative methods to examine the social responsibility of private higher educational institutions. The Quantitative approach was applied to study socio-economic characteristics of the respondents and qualitative approach was employed to examine the level of satisfaction towards their management. To study the same, primary and secondary data were collected and used. Primary data was taken directly from the teaching faculties working under various private colleges and universities. To execute the same, the study has adopted the purposive random method. A questionnaire was created and was asked among the respondents assuring them that their names and other personal details to be maintained confidential. Using the primary data survey the report was generated and analyzed. Categorizing the social responsibility into various features say as legal, ethical, socio-economical the questionnaire was prepared for survey. Almost, 200 questionnaires were collected from the teaching faculty working in and around Chennai and Thiruvallur districts through emails and social network. Based on the working proportion of

faculties from various private colleges and universities the Number of the respondents was approached. The secondary data were collected from various journals and government website like AISHE survey 2018-2019, ESAG 2018 Report etc. To explore the facts and information, the study used statistical tools like chart, table and descriptive analysis.

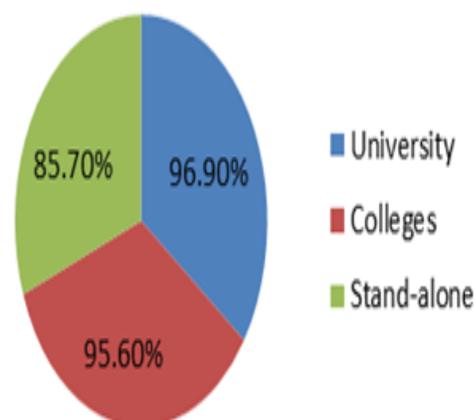
STRUCTURE OF PRIVATE SECTOR INSTITUTIONS IN INDIA AND TAMILNADU

Private institutions are commonly self-maintained by the trustees who are been selected by the associated members of the standing panels. Though the private colleges and universities are benefited extensively from the public supports and funding's, they are not exposed to the equal degree of external inspection or contribution as a public sector.

From the survey taken by the Government of India as well as the State Government of TamilNadu it is clear that the number of colleges increases every year. Data were collected from to the survey which was launched on 3rd of December 2018 and which continued till 10th May 2019. According to the survey taken by All India Survey on Higher Education (AISHE) during the year 2018-2019 there are 993 Universities, 39931 Colleges and 10725 Stand Alone Institutions listed on AISHE web portal; among them 962 Universities, 38179 Colleges and 9190 Stand Alone Institutions have responded during the survey and 298 Universities are affiliating that is having Colleges. Out of them 385 Universities are privately managed. 394 Universities are located in rural area. To categorize the private colleges in percentage, it is also surveyed that 77.8% Colleges are privately managed; 64.3% Private-unaided and 13.5% Private-aided. When we focus on the state wise percentage it is found that Andhra Pradesh & Uttar Pradesh have about 88% Private-unaided colleges besides Tamil Nadu has 87% Private-unaided colleges, while, Assam has 16.0%.

Table 1: Registered Number of Institutions as per AISHE survey 2018-2019

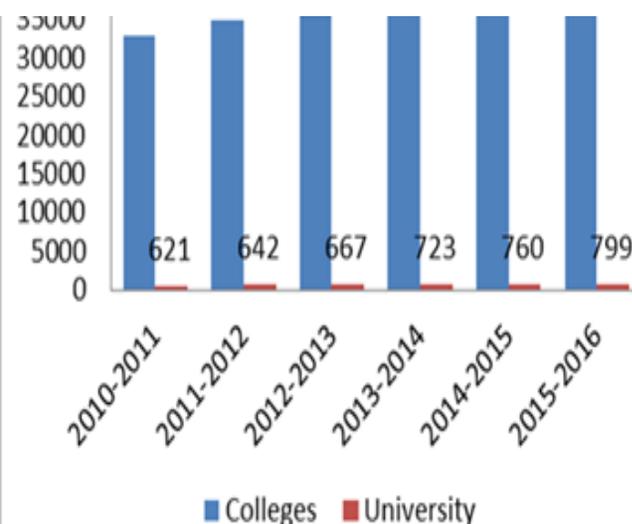
Registered Number of Institutions as per AISHE survey 2018-2019			
	University	Colleges	Stand-alone
Listed for AISHE 2018-2019	993	39931	10725
Actual Responses in AISHE 2018-2019	944 95.10%	36308 91%	8354 77.90%
Total Number of Institutions	962 96.90%	38179 95.60%	9190 85.70%

Total Number of Institutions

Among 993 Universities, 385 Universities are managed privately and nearly 394 Universities are situated in rural area. There are top 7 states in India which has got highest number of Colleges and are as follows: Uttar Pradesh, Maharashtra, Karnataka, Rajasthan, Andhra Pradesh, Tamil Nadu and Gujarat. They have more than 28 Colleges per lakh population. Tamil Nadu approaches at sixth place with 2466 Colleges and 35 Colleges per lakh population. Nearly there are 298 affiliating Universities and they ensure to have 39931 colleges. Stand Alone Institutions are primarily run by Private sector (75.5%); Private unaided is 66.20% and Private aided is 9.30%. Only about 24.53% Institutions come under Government sector.

Table 2: Number of Colleges and Universities (ESAG 2018 Report)

Year	Colleges	University
2010-2011	32974	621
2011-2012	34852	642
2012-2013	35525	667
2013-2014	36634	723
2014-2015	38498	760
2015-2016	39071	799



From the report based on Educational Statistics at A Glance (ESAG) it is clear that the number of colleges and universities increases every year linearly. There are totally around 14,16,299 faculty are among which

57.8% are about male teaching staff and 42.2% are about female faculties. At All-India level there is nearly 73 female teachers per 100 male teachers. AISHE has also found from the survey that there are almost 78.0%

colleges running as a Private sector engaging both aided and unaided, but it accommodates only of 66.4% of the entire enrolment. Enhancing the quality of their employee is the core intention of social responsibility. Narrowing the study on this regard focusing the teaching faculty who are the backbones of any institutions, the management should come forward to make sure the quality of life they provide to their faculties are satisfying at all conditions.

Private institutions follow their own fashion of working structure. Education sector which is more often considered to be one among the recession-proof, have not been spared by this current pandemic lockdown which is caused by COVID-19. This situation is not restricted to just one region rather it has spread countrywide. Across states, faculties, assistant professors of private institutions either have to take a pay cut or fear about losing their job. Though the All India Council of Technical Education (AICTE) has written to all professional universities and colleges to desist from withholding salary payments, educational regulators in Delhi have said that they have received many complaints about non-payment of salaries to faculties. In addition to this, the International Labour Organization (ILO) has also reported that the job losses, non-payment of salaries and reduction of wages may risk nearly 400 million Indians deeper into poverty.

The social responsibility of any private educational institutions is to provide and support their staff and their faculties during this national emergency condition as the whole country is under lockdown due to COVID-19. Despite this, the non-payment of salary would sequentially lead to a great stress and even starvation to the family members in various aspects. The Human Resource Development (HRD) Ministry also has instructed all private institutions to be sensitive to fulfill the needs of their faculties.

Table 3, shows that nearly 42% of the respondents come under the age group of 30-40 and it is also analyzed that a good number of respondents are married which means they burden to look after their family also increases. Most of the respondents participated are designated as Assistant Professors and they unfortunately fall under the category of minimum salary paid which is around ₹10,000 – ₹20,000. When we narrow our study towards the higher percentage of respondents, it is found that this payment most of the time is not sufficient to even meet their monthly needs like EMI, rents, loans, provisions, groceries and other needs. On the other side it is a sad part to know that nearly quarter half of the respondents have not even started to save for their future life because of which they struggle a lot to manage during this unexpected lockdown which in turn brought them to suffer this economic crisis.

The faculty level of satisfaction towards the management of higher education institution in the study area

Below table show the satisfaction level towards their management for various questions.

Table -4 Respondents level of satisfaction towards the management of higher education institutions

S.No	Questions	Satisfactory Level in (%)		
		High	Moderate	Poor
2	Regular Salary In A Month With Stipulated Time	35	25	40
3	Happy With Your Family For The Offered Salary	2	28	70
4	Incentive /Salary Increment Consistently	4	24	72
5	Job Security In Your Institution	28	22	50
6	Pleasant Environment To Carry Out Your Work	10	60	30
7	Good Dignity During Your Appraisal Meeting	8	43	49
8	Getting Scope For Career Development	32	52	16
9	Getting Pressure To Carry Out Work Beyond Your Academics	58	20	22
10	Social Security Like PF, Medical Insurance, Paid Leave, Maternity Leave Etc	18	28	54
11	Paid During Lockdown Time	17	22	61
12	Any Additional Financial/Mental Support During Crisis Time Like Covid-19	0	0	100
13	Overall satisfaction towards management	0	15	85

Sources Compiled from Primary Data

Table 4 clearly helps us to understand that the average satisfaction level of respondents towards their management is below under average line. It is to be noted that, most of the private institutions do not pay the desired or norms standardized salary to their faculty which shows that the value towards the academicians is been decreasing among the management. Our society should understand that without teaching staff, any educational institutions can't run and there is no limit for professional working in private higher educational sectors. On the other hand, when considering the career growth and development, steps taken by the management to improve the staff profile should be appreciated. Teaching faculties who are called as professional and working in an organized sector should be upheld during this bad economic crisis.

FINDINGS AND SUGGESTIONS

It is found from the survey study that, the overall satisfactory level is below average among the sample respondents which is not a healthy factor for our society better. This clearly shows that the social responsibility is decreasing among the society in point of social view.

It is also found from the study that, the colleges offer pleasant environment for the faculty to work at a moderate level. This shows that the incorporation of performance with the humanitarian aspect is still on line which can be increased if the government takes necessary steps for the beneficiary of both faculties and management.

The results also studied that norms salary announced by the government should be provided along with a secure job as education institutions are one among the organized sector

of our country. It is also analyzed that they are being replaced for cheap during this pandemic which is not under the agreement of sustainability. Furthermore, the faculties should be treated with all due respect during appraisal meetings. The management should provide faculties a peaceful environment for them to work at circumstances and do not pressure them to work other than academic related issues. All these factors should be focused closely to increase the satisfactory level among faculties.

It is suggested that the state and central government should issue legal directives to institutions to make sure that they provide wages and secure jobs at all situations. For that, the government can adapt the joint sector policy in education institution. To the private education management, as it is being an organized sector, they need to follow the labour laws for providing a better society for people to live to meet their basic need during crisis.

CONCLUSION

The every citizen should follow the legal, moral and social responsibility of the country which is considered as the expectation of our government and also shows the values of our constitution. In addition, the welfare economists advocate that it is moral responsibility of all business units in the economy to ensure and maintain the quality life laborer. In the case of the teaching faculty, they are the live factor of production that generates the country's builders like Teacher, Doctor, Engineer and other country's wealth creator in the economy. Hence, the teaching faculty's healthy and equal quality lives are essential requirement in the constitutional economy. But based on the primary data, it is observed from the study area that satisfaction level among the teaching faculties working in a private educational institution is poor. It is indicating that private educational

institution has failed to fulfill their social responsibility and the values of our country's constitution. Hence, the government and management should consider the major suggestions like providing funds, secure life, passing bills to improve the standard and quality of the private colleges and universities which in turn will increase the welfare and quality life of teaching faculties who are directly dependent to my study area. Moreover, all private educational institution should ensure that the social responsibility should be considered when they frame the rules and norms for their institution.

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