

Reasons of Unbalanced Growth of Management Institutes in Punjab

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Abstract:

The quality of a nation and an individual depends upon the quality of education. Education not only plays an important role in our lives, it also has a role in the progress of an individual's mind. Management Education plays a vital role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life. Education remained government's domain over a long period of time. Privatization of higher education leads to mushrooming of private professional institutes in the country. There is quantum increase in the number of management institutes over a short span of time specifically in the state of Punjab. The study examines the growth of large number of management institutes in Punjab in different regions and the reasons of it.

Key Words: Management Education, Growth

Introduction

The importance of education for the development of excellence, expertise and knowledge leading to overall development in economy cannot be undermined. Education is the mode through which the quality of manpower can be enhanced. Education not only plays an important role in our lives, it also has a role in the progress of an individual's mind. Mr. Will Durant defines education as "*Transmission of Civilization*". Education makes a man complete in its conceptual essence. Bhartruhari, the famous poet sang the glory of "Vidya" which means that education is the most lustrous elucidation of a man and the

inherent concept of the purest of treasure. It is the bedrock of all happiness, fame and pleasure. The process of evolution from ignorance to knowledge, from knowledge to wisdom and from wisdom to understanding of consciousness takes place through education. An educated society prepares the present generation for a bright future. It helps to transform the human personality into a pattern of perfection through a process of development of body and upliftment of the mind.

Management Education plays a vital role in human resource development of the country by creating skilled manpower, enhancing industrial productivity and improving the quality of life. The system of management education is found efficacious in making available to the society a dedicated, committed, devoted and professionally sound workforce to decide the future of any nation. Management education provides the society with competent men and women with a sense of social purpose.

Management education in India is not very old. The Xavier Labour Relations Institute (XLRI) was the pioneer by introducing a two-year programme specializing in Industrial Relations Welfare in 1953. During the second five-year plan, the Govt. of India took substantial initiative to professionalize management education by setting up Indian Institutes of Management in Calcutta and Ahmedabad in 1961 and 1962 respectively to train people with management concepts. They started offering full time post graduates diploma programmes in business administration.

In order to cater to the needs of industry, training and development institutes were also started by the central government. These institutes concentrated on training and development of industry people and interfacing this experience with academics. Examples are Administrative Staff College of India (ASCI,1956), National Institute of Bank Management (NIBM,1968), All India Management Association (AIMA,1957) and Indian Institute of Public Administration (IIPA,1954).

In the early days, the programme became a prototype of management education. It received an overwhelming response; private educational institutions also started offering similar programmes. Some examples are Jamnalal Bajaj Institute of Management Studies (JBIMS, 1965), Thiagarajar School of

Management (TSM,1962), S.P.Jain Institute of Management Studies (SPJIMS,1981) and Narsee Monjee Institute of Management and Higher Studies (NMIMS,1981). The aim of these institutes was to produce knowledge that could be used. It was also expected to disseminate knowledge to those who can use it, and while helping those who received such education, to use the knowledge. The seeds of privatisation of higher education were sown with the formulation of new education policy 1986, however, the process of privatisation of higher education got momentum during the early nineties. The new economic policy of 1991 further resulted in a highly competitive environment, with emphasis on technology, quality, and greater concern. After that many institutions, universities have also come forward to provide management education to cater the increasing demand of good managers.

The role of private sector in school education was acknowledged long back in Punjab as a result of which large number of government aided private schools and purely private schools are catering to the needs of school education. In the last decade there has been a tremendous increase in the number of institutions offering management education. The entry of the private sector got momentum in the state of Punjab with the setting up of Punjab Technical University by an Act of State Legislature on 16th January 1997. University strives to promote technical, management, pharmaceutical education at all levels. The main focus of the university is to create professional manpower. University is continuously granting affiliation to the private institutes which has lead to the mushrooming of private institutions in the state of Punjab. However, the liberal norms of providing affiliation lead to the unbalanced growth of private colleges in different parts of Punjab. Unfortunately, these institutions of higher learning entered mainly in the area of technical and management education.

Research Methodology

For the purpose of this study the State of Punjab is divided into different regions of Malwa, Doaba, Majha and Powadh district wise.(See Annexure A). List of number of Management institutes offering Master of Business Administration (MBA) affiliated to Punjab Technical University (PTU) for the year

2011-12 has been considered for the study (See Annexure B). List of Management institutes offering MBA affiliated to PTU for the year 2011-12 has been obtained from Punjab Technical University, Jalandhar. The study is focused on the number of institutes in different regions of Punjab and identifies the reasons for the same.

Findings

The study reveals that there is unbalance growth in number of management institutes in the different regions of the State of Punjab. In the year 2011-12 there are 116 Management institutes offering MBA. According to table 1 maximum concentration of management institutes is in Malwa region. There are 62 management institutes running in Malwa region. Second highest concentration of Management institutes is in Powadh region. There are 24 management institutes running in this Powadh area. Next to it comes Doaba region which accounts for 18 management institutes running in this area. Majha region account for least number of management institutes i.e. 12.

Data reveals that more than 50% of management institutes are located in Malwa region. Malwa and Doaba collectively accounts for approximately 75% of concentration of management institutes.

Area covered under Malwa region in terms of number of districts is highest i.e. 12 districts. This region accounts concentration of more than 50% of districts. It is well understood and accepted fact that maximum growth of management institutes is in Malwa region (62 management institutes) because this region is covering maximum number of districts. Powadh region accounts for minimum coverage of area in terms of number of districts i.e. 2 districts named Mohali and Rupnagar. This region accounts for approximately 9% of concentration of districts. But the striking fact is that Powadh region instead of covering only 9% of districts accounts for second highest region in terms of (20% management institutes) concentration of management institutes.

Table 1: Number of Management Institutes Region-Wise

Region	Number of Districts	Number of Institutes
Malwa	12	62
Majha	5	12
Doaba	4	18
Powadh	2	24

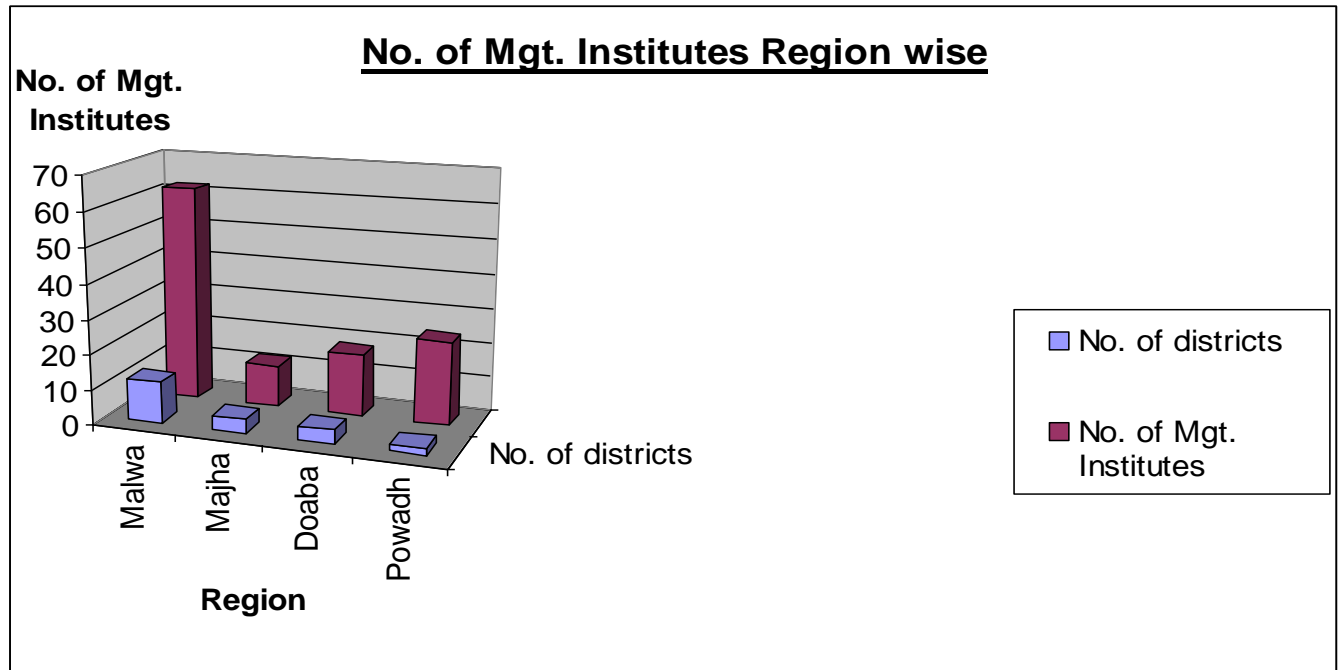


Figure1: Number of Management Institutes Region wise

It is clear from the above discussion that maximum concentration of management institutes is in two regions i.e. Malwa and Powadh. The striking fact is that Powadh region has got minimum number of districts under it but accounts for second highest in terms of number of management institutes. The reasons for the tremendous growth of management institutes in this region can be as follows:

Education Level: Major districts in Powadh region are Rajpura, Mohali, Ropar etc. The maximum concentration of management colleges is in Mohali i.e. 21 management institutes exist in Mohali district only. The reason for such expansion can be attributed to education level of the people. People residing in Powadh area are mostly working class and realise the importance of education. Parents who work

want their wards to get good quality of education. Educated parents act as a bridge between aspirants of higher education and higher education institutes. So majority of residents send their children to higher education institutes.

Border Area: Powadh area is on the border of Haryana and Himachal Pradesh. It becomes additional advantage of this area for the investors who establish institutes in this area. The inflow of students is not only limited to Punjab but students enrolment is also from Himachal Pradesh and Haryana. Moreover the opportunity of higher management education in these two States is less in comparison to Punjab.

Developed Area: Regions of Powadh are nearby to Union Territory of Punjab i.e. Chandigarh. There is development of facilities like good roads, transportation, malls, residential areas, availability of paying guest facility, adherence to rules, easy accessibility to food, medical facility, IT hub, good schooling facilities, presence of university etc. These become the attractions for a student to enrol in this region.

Hub of Companies: Powadh region on one side near to Rajiv Gandhi Chandigarh Technology Park situated in Chandigarh and Software Technology Parks of India situated in Mohali on the other side this region also get the advantage of industrial houses in Baddi. Presence of big industrial houses and multi national companies act as a source of motivation to students to come to these kinds of areas to study where they can get maximum exposure to industry. Ultimately the aim of management education is focusing on practical aspects rather than class room teaching. Moreover summer trainings of students sandwich the two year MBA programme. Students can enjoy a wide variety of choice to do summer trainings on the basis of their interests. Institutes also have wide range of companies for industrial exposure through industrial visits.

Education Hub: Prevalence of State level universities also attracts the students to get themselves enrol in this region. There are two State level universities in nearby areas named as Punjabi University Patiala and Panjab University, Chandigarh. Students from different States come to study in these universities and after completing graduation they get themselves enrol in one or another institutes.

Placement Opportunities: As discussed earlier region is surrounded by two IT Parks and existence of multi national industrial houses in nearby areas like Baddi. Service sector is also at boom in this region because of nearness of Union Territory. It is easier for the institutes to approach the companies for campus recruitment and companies also get the workforce at local level. Moreover in two year MBA programme with the increase in the awareness students come to know about employment opportunities and directly apply in these industries.

Awareness among People: Residents of this region are more aware of the opportunities available after completing management education. It is because of primarily two reasons. First is that residents are mostly employed and secondly presence of service and industrial organisations in the nearby areas. People understand the importance of management education.

Management education in Punjab has expanded tremendously in the last decade. Awareness and Accessibility of management institutes has also increased. Looking at the data it has been observed that the number of institutes concentrated only in few regions of the State of Punjab. The focus should be on balanced growth of management institutes so that all the aspirants from any region of Punjab should get equal accessibility for education. It becomes the responsibility of Government of Punjab and Punjab Technical University to look forward for the balanced growth of management educational institutes in Punjab.

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ANNEXURE A

List of Colleges Affiliated to Punjab Technical University for 2011-12

S. No.	Name of the College / Institute
1	A & M Institute of Management & Technology, Vill. Mamoon, Opposite Canada Place, Pathankot – 145 001
2	A.S. Group of Institutions, Khanna

3	Adesh Institute of Engineering & Technology, Faridkot.
4	Amritsar College Of Engg. & Tech., Bye Pass Amritsar, Punjab.
5	Apeejay Institute of Management, P.O. Ladhewali, Hoshiarpur Road, Jalandhar
6	Aryans Business School Village Nepra, Chandigarh - Rajpura Road, Tehsil Rajpura, Distt. Patiala
7	Aryans School of Management (ASM), Village Nepra, Tehsil Rajpura, Distt. Patiala
8	Baba Banda Singh Engineering College, Fatehgarh, Sahib, Patiala - 140 002,
9	Baba Farid College of Engineering & Technology Village Deon, Muktsar Road, Bathinda
10	Bhai Gurdas Institute Of Engg & Tech. Patiala Road, Sangrur, Punjab- 148001.
11	Bhai Gurdas Institute of Management & Technology, Main Patiala Road, Sangrur – 148 001
12	Bhai Maha Singh College Of Engg, Kotkapura Road, Muktsar, Punjab 152026
13	Bhutta College Of Engg. & Tech. V.P.O. Bhutta Dist. Ludhiana, Punjab- 141206
14	BIS Baba Isher Singh College of Engineering & Technology, Gagra, District Moga.
15	C.T. Institute of Management & Information Technology, Maqsoodan, Jalandhar
16	C.T. Institute of Management Studies Village Shahpur, PO Udhopur, Partappura Road, Distt. Jalandhar
17	Career Institute of Management & technology for Women ,V&PO Bakshiwala, Bhadson Road, Patiala (New)
18	Center For Mgt. Studies, Village Ramnagar, Po Jansla Near Banur, Tehsil Rajpura, Distt. Patiala – 140601
19	Centre for Management Training & Research, SAS Nagar (Mohali).
20	Chanakya Institute Of Management, Village Gharuan, Near Kharar Tehsildistt. Mohali - 140413punjab
21	Chandigarh Business School, VPO Gharuan, Tehsil Kharar, Distt. Mohali
22	Chandigarh Business School of Administration, Landran, (Mohali)

23	Chandigarh College of Engineering, Department of Computer Applications, Landran, Mohali, Distt. Ropar-140307
24	Chandigarh Engineering College Landran Mohali -140307 Punjab
25	Continental Institute of Engineering & Technology, Vill. Jalvehra, P.O. Nabhipur, G.T. Road, NH-1 Distt. Fatehgarh Sahib.
26	CT Institute of Advance Management Studies, Greater Kailash Maqsudan, Jalandhar
27	CT Institute of Engineering, Management and Technology, Vill Shahpur, Distt. Jalandhar.
28	CT Institute of Technology Vill Shahpur P.O. Udopur, jalandhar, Punjab
29	DIPS Institute of Management & Technology, Ramneek Avenue, Jalandhar City
30	Doaba Inst Of Engg & Technology (Diet) Vill Ghataur Po Allapur Teh Kharar Dist Ropar
31	Doaba Women Institute of Engg & Tech. Vill. Ghalaur, P.O. Allahpur, Teh Kharar, Mohali
32	Doraha Institute of Management & Technology, VPO Doraha, Distt., Ludhiana
33	Dr. I.T. BUSINESS SCHOOL (WOMEN), VILLAGE JALALPUR, P.O. JANSLA, NEAR (BANUR), TEHSIL RAJPURA, DISTT. PATIALA
34	Dr. I.T. INSTITUTE OF MGT. VILLAGE JALALPUR, P.O. JANSLA, NEAR (BANUR)TEHSIL RAJPURA, DISTT. PATIALAPUNJAB-140601
35	Dr. I.T. Business School, Village Jalalpur, PO Jansla, Near Banur, Tehsil Rajpura, Distt. Patiala
36	Ferozepur Institute of Management, Vill, Pherasahar, Distt, Ferozepur (New)
37	Ggs College Of Modern Technology, Kharar, Sas Nagar, Punjab.
38	Gian Jyoti Institute of Management & Technology, Phase -2, S.A.S. Nagar, Mohali
39	Global Institute of Management & Emerging Technologies, Vill. Sohian Khurd, Amritsar Batala Road, Amritsar
40	Global Institute Of Mgt. Vill. Sohian Khurd, Amritsar - Batala Road distt. Amritsarpunjab-143001
41	GNA Institute of Management & Technology, Phagwara
42	Gujranwala Guru Nanak Institute of Management & Technology, Post Box No. 272, Civil Lines, Ludhiana

43	Guru Gobind Singh College of Management & Technology, Near Malwa School, G.T. Road, Gidderbaha, District Mukatsar
44	Guru Nanak College of Management & Technology, Doomwali, Tehsil Sangat Mandi, Bathinda
45	Guru Nanak Dev Engineering College, Ludhiana - 141 006, Punjab
46	Guru Nanak Institute of Management & Tech, Model Town, Ludhiana
47	Guru Teg Bahadur Khalsa Institute of Engg. & Tech., Chhapian Wali, Malout, Punjab
48	Hoshiarpur Institute of Management & Technology, Village Bhagpur, Distt. Hoshiarpur
49	Indo Global College Of Engineering Abhipur Chandigarh Punjab-140109
50	Innocent Hearts Group of Institutions, Innocent Hearts Fields, Nakodar Road, Vill, Loharan (New)
51	Institute of Management Studies, IET, Bhaddal
52	Jasdev Singh Sandhu Institute of Engineering & Technology, Patiala
53	KC College of Engg. & Information Technology, VPO Kanam, Tehshil & Distt. Nawanshahar
54	KCL Institute of Management & Technology, Lyallpur Khalsa College, G.T. Road, Jalandhar
55	Khalsa Institute of Management & Technology for Women, Civil Lines, Ludhiana
56	Lala Lajpat Rai Institute Of Engineering & Tech., G.T. Road, Moga. Punjab.
57	Lala Lajpat Rai Memorial Institute of Management & Technology, Dhudike (Moga) - 142 053
58	Laxmi Bai Institute of Mgt & Tech. 8 K.M. Mile Stone, Sirhind Road, Patiala
59	Ludhiana College Of Engg. & Tech, Ludhiana-Chandigarh,G.T.Road, Ludhiana
60	M.L.B. Institute of Management & Technology, Near Sherpur Chowk, Kothe Jiwa, G.T. Road, Jagraon, Ludhiana
61	Malout Institute of Management & Information Technology, Malout (Established and promoted by Punjab Government)
62	North West Institute of Engineering & Technology Dhudike, District Moga, Punjab

63	Patiala Institute of Engineering & Technology for Women, Vill. Nandpur Kesho, Teh. & Distt. Patiala
64	Punjab Business School, Village Sarkapra, P.O. Chunni Kalan, Via Landran, Distt: Fatehgarh Sahib
65	Punjab College of Technical Education, Ferozepur Road, Baddowal, Ludhiana – 142 021
66	Punjab Institute of Management & Technology, Mandi Gobindgarh – 147 301
67	Ramgarhia Inst. Of Engg. & Tech. R.E.C Complex, Phagwara, Punjab-144402
68	Rayat & Bahara Institute of Management-Bohan,Hoshiarpur (New)
69	Rayat & Bahra Institute Of Engg. & Bio-Tech. Vill. & P.O. Soharan, Tehsil Kharar, Dist. Ropar Punjab - 140 104
70	Rayat & Bahra Institute Of Mgt.V.Po. Sahauran, Tehsil Kharardistt. Mohalipunjab-140104
71	Rayat Institute of Management & Technology, Railmajra
72	Regional Institute of Management & Technology, Om Parkash Bansal Modern School Campus, Village Harbanspura, G.T. Road, Mandi Gobindgarh
73	RIMT - Institute of Management & Computer Technology, Mandi Gobindgarh – 147 301
74	Rimt-Institute of Engg. & Tech. Sirhind Side, Mandi Gobindgarh, Distt. Fatehgarh Sahib. Punjab- 147301
75	Rimt-Maharaja Agrasen Engineering College Mandi Gobindgarh, Punjab- 147 301
76	RIMT-School of Management Studies, Near Floating Restaurant, Sirhind Side Mandi Gobindgarh, Distt: Fatehgarh Sahib
77	S. Sukhjinder Singh Engineering & Technology College, VPO-Hayat Nagar, Hardochanni Road, Gurdaspur.
78	Sachdeva Engineering College for Girls, Chandigarh-Morinda Highway, VPO Mohali, Punjab
79	Sahibzada Ajit Singh Institute of Information Technology & Research, Phase-8, ELTOP Area , SAS Nagar, Mohali – 160 059
80	Sai Institute of Management, Mannawal, Near Civil Hospital, Dist. Amritsar
81	Sant Baba Bhag Singh Instt. Of Engg. & Tech. Vpo Padhiana, Dist. Jalandhar, Punjab-144030
82	Satyam Institute of Management & Technology, Nakodar

83	Shaheed Bhagat Singh College of Engg. & Tech. Ferozepur - 160 014, Punjab
84	Shaheed Udham Singh College Of Engg. & Tech., Tangori (Mohali) Punjab.
85	Shaheed Udham Singh Women Engineering College Tangori, P.O. Mole Majra Dist. SAS Mohali 140306
86	Shivshankar Institute of Engg. & Tech., Patti, Distt. Taran Taaran - 143 416, Punjab
87	Shree Atam Vallabh Jain College, an Institute of Management & Technology Studies, Village Hussainpur, Opp. Amaltas Hotel, Ludhiana- Jalandhar GT Road, Ludhiana
88	Sidana Institute of Management and Technology, Vill. Khiala Khurd, Amritsar-Lopoke Road, Near Ram Tirath, District Amritsar.
89	Sri Sai College Of Engg. & Tech. V.P.O. Badhani-145001 Pathankot, Punjab
90	Sri Sukhmani Inst Of Engg & Technology Dera Bassi - 140 507. Punjab
91	St. Soldier Management & Technical Institute, Basti Mithu, Kapurthala Road, Jalandhar
92	Swami Parmanand College Of Engg. & Tech., Vil. Jaulan Kalan(Lalru), Tehsil-Derabassi, Dist. Patiala,
93	Swami Sarvanand Institute of Management & Tech., Vill. Talwandi , GT Road, Dinanagar
94	Swami Satyanand College Of Mgt. & Tech., A-Block, Guru Amardass Avenue, Ajnala Roaddistt. Amritsarpunjab-143001
95	Swami Vivekanand Business School Village Ramnagar, PO Jansla, Near Banur, Tehsil Rajpura, Distt. Patiala
96	Swami Vivekanand College Of Mgt., Village Ramnagar, P.O. Jansla, Near (Banur)Tehsil Rajpuradistt. Patiala, Punjab - 140 601
97	Swami Vivekanand Inst. of Engg. & Tech., Vil. Ram Nagar, Near Banur, Dist. Patiala, Punjab - 140 601
98	Gurukul Vidyapeeth Institute of Emerging, Ramnagar, Tehsil Rajpura, District Patiala
99	VMS Institute of Management, Amritsar Road, Batala

Integrated Campus

S.No.	
1	Aklia Education and Research Society Group of Institutions Aklian Kalan Distt. Bathinda (Faculty of Management)
2	Bahra Group of Institutes, Patiala Sangrur National Highway, Vill. Bhedpura, Patiala (Faculty of Management)
3	Career point Technical Campus, Village Tangori PO Motemajra
4	Chandigarh Group of Colleges, Village Gharuan, Mohali, (Faculty of Management)
5	Desh Bhagat Foundation Groups of Institutions, Ferozepur Road, Moga (Faculty of Management)
6	Dev Raj Groups Technical Campus, Village Dastul Sahib wala, Zira Road, Ferozpur
7	Doaba Khalsa Trust Group of Institutions, Village Chhokran, P.O. Rahon, Tehsil & District Nawahshahr (Faculty of Management MBA)
8	Gulzar Educational & Charitable Trust Group of Institutes, GT Road, Libra, Tehsil Khanna, Ludhiana (Faculty of Management)
9	Ludhiana Group of Colleges Chowk Chowkimann, Village Mann, Ludhiana-Ferozepur Highway, Ludhiana
10	Mahavir Educational & Charitable Trust Group of Institutes, GT Road, Village Khara Khurad, Delhi Road, Sardulgarh, Mansa (Faculty of Management)
11	Quest Infosys Foundation Group of Institutions, Village Jhanjeri, Tehsil Kharar, District Mohali, (Faculty of Management)
12	Ram Devi Jindal Educational Charitable Society Group of Institutions, Village Basoli, P.O. Lalru, Tehsil Derabassi, District Mohali, (Faculty of Management MBA)
13	SECT Group of Institutes, NH-1, Bapror, tehsil Rajpura, Distt. Patiala
14	Shree Krishna Educational Charitable Society Groups of Institutions, Vill. Jodhpur Cheema, Barnala Bajakhana Road, NH-71, Barnala (Faculty of Management)
15	Surya Educational & Charitable Trust Group of Institutes (SGOI), Village, Bapror, (Patiala), School of Business Management
16	Surya Group of Institutions, Village: Tangori, P.O. Manauli Tehsil & Dist. S.A.S. Nagar Mohali (Faculty of Management)
17	Surya world technical campus, Bapror, Rajpura
18	St. Soldier Group of Institutions, Behind N.I.T (REC), Amritsar By-Pass, Distt Jalandhar
19	Universal Educational Society Group of Institution, Village Ballopur, P.O. Lalru, Tehsil Derabassi, Dist. Mohali (Faculty of Management MBA)

ANNEXURE B

List of Region Wise Districts

S. No.	Region Wise Districts	Number of Management Institutes
MALWA REGION		
1	Ludhiana	13
2	Faridkot	1
3	Bathinda	3
4	Barnala	1
5	Fatehgarh Sahib	5
6	Firozpur	3
7	Mansa	1
8	Moga	5
9	Muktsar	8
10	Patiala	19
11	Sangrur	2
12	Fazilka	-
Total		62
MAJHA REGION		
1	Amritsar	6
2	Gurdaspur	2
3	Tarn Taran	1
4	Pathankot	2
Total		12
DOABA REGION		
1	Jalandhar	12
2	Hoshiarpur	2
3	Shahid Bhagat Singh Nagar	2
4	Kapurthala	2
Total		18
POWADH REGION		
1	Mohali	21
2	Rupnagar	3
Total		24